

Una manera de hacer Europa



BUENAS PRÁCTICAS Actuaciones Cofinanciadas

7`YUbjb[`UbX'fY[YbYfUjcb'h fci [\ 'h Y'd`UuHjcb'cZbUhj Y'
j Y[YHUV`Y'gdYVjYg'Ug'k Y``Ug'jbhYfVebYWjcb'UbX'WYUjcb'cZ'i XjW
gdUWjg'Ucb[`DUfUXcf'XY'A UnU[Oeb'5 j Ybi Y
Ac[i Yf'7]hm7 ci bWj

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

CLEANING AND REGENERATION THROUGH THE PLANTATION OF NATIVE VEGETABLE SPECIES AS WELL AS INTERCONNECTION AND CREATION OF LUDIC SPACES ALONG PARADOR DE MAZAGÓN AVENUE.

This best practice consists of the environmental regeneration as well as the construction of a pedestrian path and several complementary routes. These routes may interconnect every green area placed between Albaida Hotel and the cycle lane of Parador de Mazagón on both sides of the Parador Avenue. Many of these areas are very degraded and affected by the presence of vegetable invading species.

Furthermore, it consists of providing areas with a wide catalogue of resources to practice exercises in a healthy and safe way, as well as urban furniture to allow amusement and the meeting of citizens. The action is completed with the cleaning and tidying up the course of the old De la Miel brook, which also was very degraded.

The intervention has meant an investment of **507.978,40 €**, financed in 80% by the European Regional Development Fund. According to the measurements carried out, the restored surface in this intervention has reached **88.164.07 m²**, that is 8,8164 ha.

Here we present the aspect of the area before and after the intervention.

Before



After



This intervention is a best practice for the following reasons:

1. THE ROLE OF FEDER HAS BEEN CONVENIENTLY SPREAD AMONG THE BENEFICIARY PEOPLE AND GENERAL POPULATION

The intervention has fulfilled the minimum communicative compulsory actions like advertising board and permanent plaque in the working site, the platform for contracting with public sector and the exclusive FEDER web site (<http://www.aytomoguer.es/es/fondos-FEDER/>)



Besides, we set forth several news in mass media and an interview on the local tv channel

The tracking of provincial media has been done from the very beginning of the works until the celebration of the event for the citizenship at the end or it.



This is the link to the interview made on the local tv and issued through social media . <https://m.facebook.com/AytoMoguer/videos/715158645856287/>



The following link leads to a video of a site inspection.

<https://www.facebook.com/AytoMoguer/videos/nueva-senda-peatonal-en-mazag%C3%B3n/608551543888466>



On the other hand, between September 21st and 30th, an advertising spot was issued on the provincial TV channel Teleonuba, with 20 issues in all. <https://fb.watch/aYDx5JuVrN/>



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Furthermore, a media campaign was carried out on a regional radio channel, Onda Cero, between September 27th and October 1st of 2021, with an amount of 7 issues lasting 25 seconds.

On November 15th of 2021, an event was organised for the citizenship, in which 500 people approximately participated. A Company for environmental awareness was hired to carry out stimulating and consciousness-raising activities in favour of environment, such as refuse collection, native species plantation and playful-training activities to know in more detail the environment.



Every participant in the event was given a T-Shirt and rucksack containing water and fruits in order to enjoy the activity thoroughly.



2.- THE INTERVENTION INCLUDES INNOVATIVE ELEMENTS

Some unavoidable elements are included in this intervention, such as the valuation of heritage and environment of Moguer, its touristic usage in addition to environmental activities and the construction of infrastructures compatible with the environment allowing the connectivity between the urban and natural spaces.

With regard to the recovering and revitalisation of the urban public space, this intervention has meant a milestone in the shape of the urban surroundings of the town, making possible both a sportive and an environmental use in the new space, and supplying the citizen with a higher quality of life. This revitalization of a degraded area has meant the inclusion of new areas for the amusement of people, as well as the approaching of different residential areas by means of new paths.

Another innovating element is the realization of a Project based on a strategic planning, participated and demanded by the citizenship. This implies a great deal of acceptance, since the needs and demands detected has been fulfilled.

3.- ADAPTATION OF THE OBTAINED RESULTS TO PREVIOUS OBJECTIVES.

The objectives of this operation were the restoration and valuation of degraded urban areas, the increase and improvement of the infrastructure associated to the protection and sustainable use of natural heritage, especially zones with touristic interest, and the improvement of urban surroundings in its urban, landscape and environmental scope.

Through the conservation and environmental restoration of natural spaces in Mazagón, as well as the use of facilities properly equipped and adjusted, the access to the natural space shaped by the beach and pine-trees has been guaranteed and valued. This way, the urban surroundings towards the north of Mazagón has been improved in its urban, landscape and environmental scope. In addition, the city centre has approached to protected natural adjoining spaces, which have been recovered for public friendly uses and respectful with the environment. Infrastructures associated to natural spaces have been improved in its touristic potentiality.

4.- CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR A WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF INTERVENTION.

The residential area of Mazagón belongs to the municipality of Moguer and it counts on a great touristic potentiality in different areas, that is, sun and beach, cultural and nature tourism. With regard to the offer of sun and beach and cultural tourism, several projects to develop these resources are being developed. However, regarding the nature or environmental tourism, Mazagón lacks both infrastructure and specific projects that allow people to enjoy nature and landscape wealth.

By means of this intervention for the environmental improvement of green areas surrounding the different residential zones in Mazagón, as well as the amount of infrastructure connecting the

natural sites, a new space for people's amusement is supplied, also used by tourists and summer visitors, taking advantage of the landscapes offered by Doñana lands.

Furthermore, the population in Mazagón has been demanding free spaces for the practice of physical open air activities in the urban areas for a long time. So, this intervention has facilitated the necessary space for the practice or healthy activities.

Finally, the reduction of the use of private vehicles to access to these spaces has meant a reduction of the emission of contaminating gases. This transmits a positive message in relation to environment.

5.- HIGH SCOPE OVER THE TARGET POPULATION

The population in Mazagón reaches 3000 inhabitants. The rest of the population in the municipality of Moguer sums more than 18.000 people. All together demand a higher access to natural spaces to allow them the practice of open air activities.

In global terms, the affected population can sum up 150.000 people. This amount is calculated taking into account also the visitors along the whole year and specially in summer time.

6.- CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSABILITY AND ENVIRONMENTAL SUSTAINABILITY.

The intervention respects the principles of Equality, non discrimination and accessibility. In fact, one of the main objectives of this action is to make this recovered space accessible to the whole population, deleting every architectural barrier.

Regarding the environmental sustainability, it is important that the accomplishing of this intervention in the urban surroundings both near to the dwellings and integrated at the same time in the natural environment, allow an easy access for the citizenship to these infrastructures, avoiding any means of transport. This fact of avoiding engine vehicles implies a reduction of CO2 emissions, while the population is nearer the natural spaces.

7.- SINERGIES WITH OTHER POLITICS OR INSTRUMENTS FOR PUBLIC INTERVENTION

As complementary interventions, we can point out the Local Plan for the Improvement of accessibility to public spaces, which has meant a modernization of infrastructures and furniture in children parks and amusement spots near the intervention area.

In addition, a regeneration with more than 60.000 new native plants has been carried out on the surface affected by the fire of Las Peñuelas which surrounds the residential area of Mazagón.

As well, we can point out that new actions for the environmental regeneration in Mazagon are in progress, such as the intervention between Arenas Gordas and El Dorado streets, which will previously come to an end in October 2022. Once it will be over, the environmental surroundings and the city centre will be completely connected in a kind and sustainable way, approaching nature to the urban areas and citizens.

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