

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Dunes of Marbella Ecological Reserve

Marbella City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

## **ERADICATION OF INVASIVE PLANTS, INSTALLATION OF WOODEN WALKWAYS AND ENCLOSURE FENCES IN 'ECOLOGICAL RESERVE DUNES OF MARBELLA'**

The project consists of the restoration and management of the Real de Zaragoza dune area, an area of great environmental value in Marbella, where piloted walkways have been installed and actions have been carried out to clear and eliminate invasive species, limiting pedestrian mobility and vehicular traffic to improve the conservation of the enclave along its entire length. This dune is the largest of the eight areas that make up the Dunes of Marbella Ecological Reserve, with an area of 123.000 square meters.



This project has also included the construction of an elevated walkway of 0.5 and 1 meter, adapting to the terrain and with a varied slope, on whose route a railing has been installed on both sides, with a width of 2,5 meters each and a length of 9,60 linear meters. This space also has new urban furniture in the pergola area, with 16 benches, 8 litter garbage cans and three bike racks made of treated wood, all of this to enhance the value of this asset of the city's natural heritage, while at the same time preserving and protecting it.

**The ERDF contribution has been 412.183.57 euros**, representing 80% of the total cost of the action, which amounts to 515.229.47 euros. This project is carried out for the benefit of all the citizens of the municipality, who see how the natural and environmental heritage of their city is protected and preserved, but it is also a tourist attraction for visitors and tourists, especially those who are inclined towards sustainable and nature tourism, so that the city, one of the main holiday tourist destinations in the country, diversifies its tourist offer and orients it towards a more sustainable model.

It is considered a Good Project Practice since it meets the following criteria:

- 1. The role of the ERDF has been adequately disseminated among beneficiaries, potential beneficiaries and the general public:**

First, **during the execution of the work, a sign has been installed** with the main performance data, reflecting the ERDF co-financing and where the funds come from.



A permanent informative plaque will also be installed in the dune reserve, which also mentions the origin of the co-financing of the action and the objective to which it is directed.



The website of the ERDF Funds of the Marbella City Council disseminates the project in its section dedicated to the actions co-financed with ERDF, whose link can be found on the web portal of the Funds EDUSI [Operaciones EDUSI Marbella](#)

The performance has been widely disseminated among the public, through the communication actions promoted by the City Council, such as **the distribution of merchandising, an informative roll up, press reports or the dissemination of a micro video** on municipal social networks, which [can be see here](#).

# PRESS REPORT

# ROLL UP

LUNES 9 DE OCTUBRE DE 2023 MÁLAGA 3

## A prisión dos policías locales de Marbella por una supuesta agresión sexual a dos jóvenes

Las mujeres han denunciado que se sintieron intimidadas porque se encerraron en habitación irregular en España

**EL GUARDANTE / A. CANO**

MARBELLA. Dos agentes policiales de la Policía Local de Marbella acusados de haber cometido una agresión sexual a dos jóvenes, una de ellas embarazada, han sido condenados a prisión por un delito de agresión sexual y otro de encerrar a las víctimas en una habitación irregular en España.

El juez de instrucción número 1 de Málaga, Ángel Muñoz, ha condenado a dos agentes policiales de Marbella a prisión por un delito de agresión sexual y otro de encerrar a las víctimas en una habitación irregular en España.

El caso se produjo el pasado mes de agosto cuando dos jóvenes, una de ellas embarazada, fueron detenidas por los agentes policiales de Marbella y llevadas a una habitación irregular en un edificio que no estaba autorizado para ser utilizado como vivienda.

Las víctimas denunciaron que los agentes policiales las agredieron sexualmente y las encerraron en la habitación irregular durante varias horas.

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Fondo Europeo de Desarrollo Regional  
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Puesta en valor de la Reserva Ecológica  
**Dunas de Marbella**  
"Contribuir a la conservación del medio ambiente y el patrimonio cultural" (C216)

515.229,47 € 80% FEDER

MARBELLA modelo de ciudad sostenible

# BANNERS

21,7° Marbella  
Lunes, Octubre 9, 2023

MARBELLA DIRECTO

NOTICIAS - SUCEOS - DEPORTES - POLÍTICA - CULTURA - MÁS MARBELLA - BLOG

CULTURA Y ESPECTÁCULOS ESPECTÁCULOS

## Juan Delola ofrecerá su espectáculo 'Triana. 40 años de leyenda' el próximo 14 de octubre en el Teatro Ciudad de Marbella

By Redacción 7 octubre, 2022

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MARBELLA Fondo Europeo de Desarrollo Regional Una manera de hacer Europa

Puesta en valor de la Reserva Ecológica Dunas de Marbella 515.229,47 € cofinanciada al 80% por el FEDER

EIFAGE conacon sando

PLAN DE ASFALTADO Marbella-San Pedro

Conoce las calles

## MERCHANDISING



A press release has also been prepared, which has been published in [the news section of the municipal website](#) of the Marbella Town Hall and on the [website of the Consistory ERDF Funds](#). This press release has had a **wide repercussion in local and provincial media**, having appeared to date (16 November 2023) in **about thirty media**, always mentioning the co-financing of this project through the ERDF.

- [DIARIO SUR](#)
- [EUROPA PRESS](#)
- [TELEPRENSA](#)



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## El Ayuntamiento de Marbella acometerá en próximas semanas la restauración y ordenación de la zona dunar Real de Zaragoza



Ayuntamiento de Marbella acometerá en las próximas semanas la restauración de la zona dunar Real de Zaragoza. AYUNTAMIENTO MÁLAGA

Europa Press Andalucía

📧 Newsletter

Publicado: Domingo, 9 septiembre 2023 18:02

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MARBELLA (MÁLAGA), 9 Sep. (EUROPA PRESS) -

El Ayuntamiento de Marbella (Málaga) acometerá en las próximas semanas el proyecto de restauración y ordenación de la zona dunar Real de Zaragoza.



teleprensa

Significa la gestión de tus gastos agrupando tus préstamos y créditos

ALMERÍA ORIÓN ANDALUCÍA DEPORTES NACIONAL INTERNACIONAL ARABIC ENGLISH PUBLICIDAD MEDIA

## El Ayuntamiento de Marbella acometerá en las próximas semanas la restauración de la zona dunar Real de Zaragoza

El Ayuntamiento de Marbella (Málaga) acometerá en las próximas semanas el proyecto de restauración y ordenación de la zona dunar Real de Zaragoza.



📧 Newsletter

AGENCIA 9 DE SEPTIEMBRE DE 2023 18:12

MARBELLA (MÁLAGA), 9 (EUROPA PRESS)

El Ayuntamiento de Marbella (Málaga) acometerá en las próximas semanas el proyecto de restauración y ordenación de la zona dunar Real de Zaragoza.

Significa la gestión de tus gastos agrupando tus préstamos y créditos

Financiación otorgada por FEDER (Fondo Europeo de Desarrollo Regional)

The action has been widely disseminated on X (former Twitter), Instagram and Facebook of the City Council and the hashtag #FondosFEDER has been created under which all the dissemination of projects co-financed with these funds is grouped.

 **Ayto. Marbella**  
@Ayto\_Marbella

👤 El Ayuntamiento acometerá en las próximas semanas el proyecto de restauración y ordenación de la zona dunar Real de Zaragoza.

👉 [goo.su/yUR3q](https://goo.su/yUR3q)

#Marbella #FondosFEDER



12:06 · 3/9/23 · 767 visualizaciones

2 Reposts 1 Cita

## 2. The performance incorporates innovative elements:

This is a project that promotes the conservation and protection of the environment, as well as the efficiency of resources, for the recovery and preservation of the dunes of Marbella, especially the enclave of the dune of Real de Zaragoza, the largest in the municipality. Thanks to this action have been introduced innovative elements that previously lacked this natural area, such as walkways piloted, as well as the inclusion of railings on both sides of it, and new street furniture and three treated wood bike racks, all to enhance the value of this natural area of the municipality, but always ensuring its sustainability and protection.

In addition, the protection of the dune has increased in safety, thanks to the installation of sand traps and protective fencing with ropes, along with the creation of a bike path, an innovative and demanded measure among citizens.

### **3. Adequacy of the results obtained to the established objectives:**

The objective of this action was focused on the conservation and protection of the environment, for the enhancement of the natural heritage of the municipality. To this end, work has been carried out on the largest dune of the eight that make up the Dunes of Marbella Ecological Reserve, that of Real de Zaragoza, with an area of 123.000 square meters, although the area that refers to the entire area of occupation and influence of the project and the dune area, which includes infrastructures and existing buildings, is 69.000 square meters.

With this action it has also been achieved to fight against seasonality, since green tourism has been promoted, improving and diversifying the tourist offer of the municipality, in a sustainable and environmentally friendly way. In fact, the installation of signage and posters, which inform about the natural wealth of this space, have been made under the slogan 'without altering the environment', respecting the system of protective fences of the various dunes. 'sin alterar el entorno', respetando el sistema de cercados de protección de las distintas dunas.

### **4. Contribution to the resolution of a problem or weakness detected in the area of execution:**

One of the main problems faced by the Real de Zaragoza dune was the danger posed by invasive plants that were negatively affecting the natural environment and its biodiversity. Thanks to this protection and recovery action, these invasive species have been eradicated and new native species have been replanted.

Likewise, this project has meant an important advance in the preservation of the 'human footprint', since pedestrian mobility and vehicular traffic has been limited, which has improved the conservation of the enclave.

In addition, another of the weaknesses that had been detected and that have been solved thanks to this project, is that a good environmental awareness has been created, thanks to the enhancement of the dunes with the provision of informative posters on the existing flora and fauna.

### **5. High degree of coverage of the target population**

The action has a high degree of coverage on the population, since the Ecological Reserve Dunes of Marbella is a great claim of the green heritage of the city that was not being adapted to bet on green tourism, both for the visit of citizens registered in the town and that reaches almost 150,000 inhabitants, as well as for the tourists that the city registers in the summer period, which almost triples the population during the rest of the year.

In addition, the schoolchildren of the 16 kindergarten and primary schools in the municipality are also beneficiaries of this improvement, thanks to the Environmental Education program that the City Council organizes in collaboration with the educational community.

Thus, it has become a protected green space, which has increased the number of visitors, but always from a sustainable and respectful point of view for this dune cordón.

**6. Consideration of the horizontal criteria of equal opportunity and non-discrimination, as well as social responsibility and environmental sustainability:**

The action has taken into account the horizontal criteria of equality and non-discrimination, and environmental responsibility and sustainability, since it has achieved the preservation of the Dunes of Marbella Ecological Reserve, as well as the elimination of those invasive species that were affecting the natural area; in addition, new non-native species have been planted.

The material used for the piloted walkway is made of treated and therefore environmentally friendly wood.

In terms of social responsibility, pedestrian mobility and vehicular traffic in the area has been limited, which has improved the conservation of the enclave, but also the use and enjoyment of visitors along the route, but from a respectful point of view. To encourage this responsibility, informative signage explains the natural wealth of the area and seeks to raise the social awareness of visitors.

**7. Synergies with other policies or instruments of public intervention:**

The action enhances synergies with various instruments of public intervention and, in particular, it does so with a program sponsored by the Delegation of Environment aimed at primary and secondary school students. This is an initiative on environmental education, in which biologists and volunteers from the ProDunas Association travel to the schools of the municipality to bring them closer to these natural environments, and motivate them towards a favorable attitude in the conservation of the dunes of the municipality.

In addition, as a complement to these didactic sessions and in collaboration with the Territorial Delegation of the Ministry of the Environment of the Andalusian Regional Government and the Coastal Demarcation, dune conservation activities are carried out to collect plastics on the beach or reforestations in recovered and rehabilitated dune environments.



