

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Green corridor paraje La Hoya- Bajo Adarve
Priego de Córdoba City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GREEN CORRIDOR PARAJE LA HOYA- BAJO ADARVE

1. INTRODUCTION

The City Council of Priego de Córdoba has prepared the Sustainable and Integrated Urban Development Strategy (hereinafter EDUSI), called "Priego de Córdoba 2020", in collaboration with the European Regional Development Fund "ERDF", to plan the development of the city through a series of lines of action to be implemented until 2023.

The

The Priego de Córdoba EDUSI Implementation Plan has several lines of action. Among these is LA4: "protection, promotion and improvement of heritage and cultural resources of Priego and its historic center". This line of action is included in Specific Objective (SO) 634 - "To promote the protection, promotion and development of the cultural and natural heritage of urban areas, particularly those of tourist interest". Among the measures foreseen for this SO 634, of the Spanish Pluri-regional Operational Program, are measures for the conservation, protection, and improvement of the natural heritage (within the urban area). Included in this line of action is the Operation "Rehabilitation, conservation, enhancement and promotion of historical, artistic, cultural and natural heritage of tourist interest", which includes the present action called "*Green Corridor La Hoya-Bajo Adarve*".

With the implementation of this project, a traditional path of our municipality has been recovered, enhancing the valorisation of the natural and cultural heritage of Priego de Córdoba and its use by the citizens. It also represents a new sustainable mobility option that has connected different areas of the city with de traditional urban gardens, ensuring a sustainable and socially responsible city model, which is one of the challenges included in the EDUSI of Priego de Córdoba.



In order to achieve an attractive route for pedestrians and athletes, we have chosen a pavement that offers and acceptable rolling and excellent landscape integration as it is perfectly integrated chromatically in the natural environment, while no dust is generated when walking along the road. Planters have been installed at ground level on the ditch line with trees of small trunk radius and great height, such as poplar and hackberry. Planters with climbing plants have also been installed in areas where buildings are more present and using the slopes in the passage and rest areas for revegetation with Mediterranean and aromatic plants in the area of the ditch, all of them drought tolerant, thus allowing a sustainable maintenance and encouraging the approach to nature and existing resources

In the Bajo Adarve section, the current road surface has been improved in these areas where it was most damaged and even has lost its trace. Damage to walls and railings has been repaired and reinstated, in addition to cleaning, felling and clearing of the entire road. As regards revegetation, the invasive plant specie *Ailanthus* has been eliminated from the slopes and areas bordering the road, and the plantations have been restored with natural species.

Finally, appropriate signage has been installed to promote three points:

- 1- Recognition of the skyline in terms of urban settlement and built heritage, pointing out the peaks and discovering the enclave in which we are. (History).
- 2- Dissemination of native flora and fauna, defining their potential uses and characteristics, making

possible that the user can interact and learn the vegetation of the area. (Nature).

3- Definition of the agriculture of the area and the use of the urban gardens.

The performance has had a total cost of 254.625,61€, co-financed in a 80% by the European Regional Development Fund ERDF through the EOPP 2014-2020, which amounts to 203.700,48 € , and a municipal contribution of the 20%, which amounts to 50.925,122 €.

2. GOOD PRACTICE CRITERIA

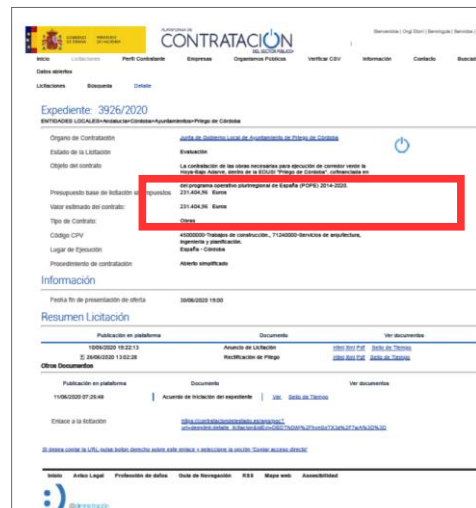
This performance can be highlighted as a good practice, since it meets all the criteria for consideration, as described below:

- Criterion 1: The action has been adequately disseminated among beneficiaries, potential beneficiaries and the general public.

Information and communication have been key elements in the implementation of the Green Corridor, through a wide range of tools and actions. Along these lines, the operation has been adequately disseminated among the beneficiaries, as well as to the general public. In this sense, the information and publicity measures for actions co-financed by ERDF funds have been considered, and all administrative documents, posters and publications have included the logo of the European Union, the reference to ERDF funds, including the percentage of financing, and the slogan "A way of doing Europe".



Administrative specifications for works contract



Tender announcement contracting platform

Likewise, as a mandatory requirement, the project has been publicized through the construction sign and final plaque installed at the beginning of the corridor, in a location widely visible to all users of the corridor.



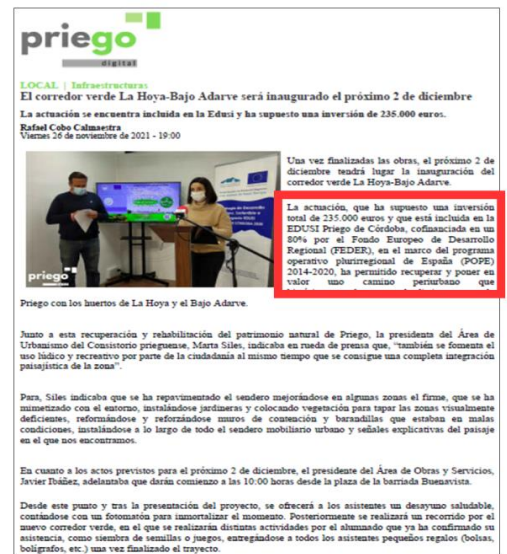
Photo of the construction site poster



Permanent photo plaque

The corresponding dissemination has been carried out using the following additional media and tools:

- **Press releases, announcements and news** items issued during the preliminary design phase of the project, at the signing of the contract for the execution of the work and at its completion, and published in local and provincial newspapers, both digital and in print.



Some examples and links to web pages are shown below.

Link to: <https://priegodigital.es/noticia/12767-las-obras-del-corredor-verde-la-hoya-bajo-adarve-daran-comienzo-en-abril>

Link to: <https://www.diariocordoba.com/cordoba/2021/03/15/obras-corredor-verde-priego-daran-43198731.html>

Link to: <https://www.diariocordoba.com/cordoba/2020/03/01/luz-verde-proyecto-corredor-verde-36054418.html>

Link to the inauguration of El De de Córdoba: https://www.eldiadecordoba.es/provincia/Finalizan-obras-corredor-verde-priego-cordoba_0_1632438679.html

Link to the inauguration Priego Digital: <https://priegodigital.es/noticia/13194-el-corredor-verde-la-hoya-bajo-adarve-sera-inaugurado-el-proximo-2-de-diciembre>

<https://www.priegodecordoba.es/noticia/un-grupo-de-trabajadores-municipales-y-concejales-del-equipo-de-gobierno-han-estado-viendo>

Link to: <https://www.priegodecordoba.es/noticia/priego-tendra-un-corredor-verde-bordeando-la-muralla-del-bajo-adarve>

- **Edition of 3,000-fold-out brochures** of the Green Corridor, distributed in the Communication event as well as in the different municipal offices with public attention. The brochure can also be downloaded digitally from the website of the City Council of Priego de Córdoba.



Link to:

https://www.priegodecordoba.es/ayuntamiento/delegaciones_municipales/medio_ambiente/corredor_verde

- **Promotional video** of the Green Corridor. A 6-minute video has been made in order to disseminate and publicize the action as well as the participation of ERDF funds. It has been disseminated through YouTube and municipal website.

Link to: <https://www.youtube.com/watch?v=vt4OPnCAGhc>

- **Communication Event.** It has been organized an event aimed at both students of 6th grade of primary education centers in the town, as well as the public, being its main objective to disseminate this action co-financed by the ERDF, making them reach the widest possible audience. The same consisted, once the event was presented by the city council, in the development of a dynamic animation with music and distribution of leaflets, backpacks, bracelets, ... Along the route, there have been several tests of educational, sporting, and environmental character, guided by specialized monitors in the field. There was also a healthy breakfast for the participants, with bread, oil and fruit, and a photo booth where the participants took a souvenir with the image and logos of the event.

This event was initially scheduled for December 2, 2021, but due to meteorological reasons as well as the situation derived from the covid-19 pandemic, it has had to be postponed on several occasions, and was finally held on March 4, 2022.

During the meeting, the financing of the Project by the ERDF Funds was emphasized and made known to the attendees.



Link to digital newspaper publication Subbeticahoy:

<https://www.subbeticahoy.com/articulo/priego/ayuntamiento-priego-promociona-viernes-corredor-verde-hoya-adarve-varias-actividades/20220303195617021974.html>

Link to the social media event on Facebook:

<https://www.facebook.com/photo?fbid=283985113875645&set=a.252794610328029>

Link to the event on the website Vivirenpriego: <http://www.vivirenpriego.com/evento.aspx?id=2659>

- **Distribution of merchandising.** It was carried out during the event and consisted of leaflets, backpacks, bracelets, photo booth with the image and logos of the event.



This diversity has allowed a wide dissemination of the contribution to the regional development of the European Union through the actions carried out.

- **Criterion 2: The project incorporates innovative elements.**

The main innovative aspect of this Project is the landscape, environmental, patrimonial, and social integration achieved.

In order to offer an attractive route for all users, we have opted for a pavement that offers acceptable rolling and unbeatable landscape integration, since it is perfectly integrated chromatically in the natural environment, while at the same time it does not generate dust when passing along the road.

Another innovative element is offered by the installed furniture. For the benches we have sought a solution that offers a natural and integrating appearance and achieves maximum durability and minimum maintenance. For this purpose, we have opted for a proprietary solution with 2 cm thick and 15 cm wide Corten steel bases or legs and a seat composed of seven 1.80 m long slats of ecological material such as 90 mm Disegna Bastone Meier or similar, internally reinforced with a hollow square profile and laterally covered with a lid made of the same material. In addition, the raw material of the installed panels is composed of 70% wood from eco-managed forests, PEFC certified, being 100% recyclable.

Following the same line of sustainability offered by the Project, and to minimize visual pollution prior to the execution of the Project, planters have been installed at ground level and for creepers, which have a dual function, in addition to that indicated above, on the one hand serve as a drainage element and on the other, as an educational element to disseminate the floristic richness of our environment.

In short, the Green Corridor allows us to suggest meeting spaces in the landscape that form the union of the local identity historically linked to the territory and its biodiversity. Given this integrating character, it has managed to bring together the population potentially interested in this type of trails through a natural corridor of great tourist and natural interest, so that it responds to the growing need for active tourism while preserving the environment and promoting the knowledge of our cultural, heritage and all kinds of resources. In this line, it is also configured as a backbone of the traditional orchard of Priego, connecting and bringing citizens closer to the knowledge of the traditional agricultural use of the area.

On the other hand, we can say that the creation of this Green Corridor is an innovative solution to the environmental problems of the municipality of Priego de Córdoba, and it is presented as a sustainability mobility option.

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

The objective of the Project is the one established in the operation in which it is framed – “protection, improvement and enhancement of heritage, cultural, natural and tourist resources of Priego de Córdoba” – which, as its name reflects, aims to contribute to the enhancement of the natural and cultural heritage of Priego and its use by citizens and to develop actions for the promotion, improvement and protection of heritage elements (cultural, historical and natural) of tourist interest.

Therefore, after the execution of the project, and thanks to the European Regional Development Funds, it has been possible to enhance the value of the Green Corridor, as a pedestrian itinerary in the natural and agricultural heritage environment of Priego, as a sustainable mobility option that connects different areas of the city, promoting, on the one hand, the use of the path with recreational-recreational-educational character, by the citizenship, through the introduction of different areas that invite to rest, favouring in turn the social cohesion and interpretation of the environment, and on the other hand, promoting the approach and maintenance of the traditional agricultural use in the area, since the actions to promote the cultural and recreational use are compatible and respectful with the agricultural activity, that is to say, not only respect at all times the conditions of the productive agricultural activity in this environment, but they put them in value

through its approach and knowledge on the part of the citizenship and in particular, of the users of this infrastructure, thus achieving that the traditional agricultural work, tending to disappear by the generational replacement, lasts among the future generations. This invites to a proximity and responsible consumption, which promotes the principles of circular economy.

In conclusion, the objectives achieved are not only limited to a connection for biodiversity, but it is also configured as an element of identity and collective reference and a nexus of union and enhancement of the value of the surrounding resources, promoting social and territorial cohesion respectively. It is therefore an integration of environmental, cultural, and recreational values.

- **Criterion 4: Contribution to the resolution of a regional problem or weakness**

The actions carried out contribute to solving various problems detected in the town and region, such as the lack of awareness of citizens in relation to environmental protection and urban sustainability, as well as, in some cases, limited integration of natural, agricultural, and cultural resources in the overall tourist offer of the municipality and region. To this end, the Green Corridor is configured as a backbone and management instrument of the urban sustainability policy and, given its integrating nature (which allows the implementation of information and education programs and spaces for coexistence and active participation), it facilitates the promotion of the tourist exploitation of natural and cultural/heritage resources of the municipality and region in a sustainable manner, as well as the approach and greater knowledge of the traditional agriculture of the area (which indirectly encourages greater consumption of local products), ensuring a sustainable and socially responsible city model, and therefore, more resilient, which is one of the challenges contemplated in the EDUSI of Priego de Córdoba.

- **Criterion 5: High degree of coverage of the targeted population.**

The Green Corridor has a high degree of coverage of the targeted population. The local population has benefited significantly, since it potentially connects the entire population of the municipality, through this natural route that links the traditional path of the Hoya area (which links the neighbourhood of Buenavista with the Puerta Granada), with the path of Bajo Adarve. It is therefore considered as an element of identity and collective reference that promotes social cohesion.

Users from all over the region, attracted by the rich landscape, natural and patrimonial wealth of Priego de Córdoba, are also beneficiaries. Likewise, given its connection with urban points linked to monumental elements (Arco de San Bernardo - Carnicerías Reales; Paseo de Colombia - Adarves - Villa), users will be attracted to the Green Corridor.

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

The consideration of environmental sustainability criteria has prevailed in each of the phases of the project, from the design itself to its execution since the main objective of the project has been the achievement of a complete landscape and environmental integration of the city through the efficient use of the potential of the site and its existing resources.

Regarding the design of the project, for the installed furniture we have sought a solution that offers a natural and integrating appearance as well as maximum durability and minimum maintenance. For this purpose, we have opted for our own solution with 2 cm thick and 15 cm wide Corten steel bases or legs and a seat composed of seven 1.80 m long slats of ecological material such as 90 mm Disegna Meier cane or similar, internally reinforced by a hollow square profile and laterally covered with a lid of the same material. Likewise, the information panels installed are made of natural stone, also offering a totally integrated and sustainable aspect with the environment.

As regards execution, the project includes an environmental impact study on the execution of the works, in which it is established that no negative effects are expected during the execution of the works. Likewise, during the execution of the works, the Waste Management Plan has been applied, which establishes the instruments and actions necessary to control the generation of construction and demolition waste and to promote its reduction, reuse, recycling, and other forms of recovery.

With respect to social responsibility, the Green Corridor is conceived as a pedestrian itinerary that connects different areas of the municipality, promoting social cohesion.

Regarding the commitment of this project with the principle of equal opportunities between men and women and non-discrimination is evident at all times, because, by its very nature, the Green Corridor is not a discriminatory infrastructure, being usable by both men and women, and its route is safe for people with reduced mobility. In addition, its public use is free of charge.

The signage has also been a key element in accessibility in terms of design, content, and location for user information. No sexist images are used. Concepts are presented that benefit the general public equally.

The contracting process for the the Project was an open procedure in which numerous companies competed on an equal opportunity and non-discrimination basis in accordance with the requirements established in the contracting normative.

- **Criterion 7: Synergies with other politics or public intervention instruments**

The recovery and enhancement of the Green Corridor of Priego de Córdoba has been one of the main objectives for the City Council of Priego de Córdoba. That is why the intervention in it is included in several planning documents, such as the Local Agenda 21, or the urban planning instrument for the protection of the declared Historic Site, the Special Plan for the Protection, Interior Reform and Catalog of the Historic Centre (PEPRICCH).

It also presents convergence with the following strategic planning instruments:

- Andalusian Strategy for Sustainable Development: Agenda 21 for Andalusia, specifically with the provisions of line 01.04. Develop biodiversity conservation techniques, taking as a reference those already used in protected natural areas and in the centres where some of the main elements of this biological diversity are gathered and managed (botanical gardens, genetic reserves, centres for the rescue of endangered fauna and germplasm banks).
 - Rural Development
 - Andalusian landscapes
 - Territorial planning and rational land use
- European Strategy for Sustainable Development, 2005, line 4. Conservation and management of natural resources
- Aalborgplus10 Commitments, 2004:
 2. Urban management towards Sustainability
 3. Common natural goods
 4. Consumption and healthy lifestyle choices
 5. Planning and design
- Spanish Sustainable Development Strategy, 2007, line Environmental sustainability: Conservation and management of natural resources and land use planning:
 - Ensure the environmental sustainability and quality of water resources, guaranteeing supply to the population and their productive and sustainable use.
 - To halt the loss of biodiversity and natural heritage through conservation, restoration and appropriate management, compatible with environmentally sustainable production of natural resources.
 - Promote a sustainable and balanced territorial and urban development, encouraging, in particular, sustainable development in rural areas

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