



European Union
European Regional
Development Fund

Cultural Routes and Itineraries III:
Pilot actions: Inspiring policy change

Blue routes: Alicante's Hydrogeological Heritage

Provincial Council of Alicante (Spain)

Blue routes: Guide to the Hydrogeological Heritage of Alicante

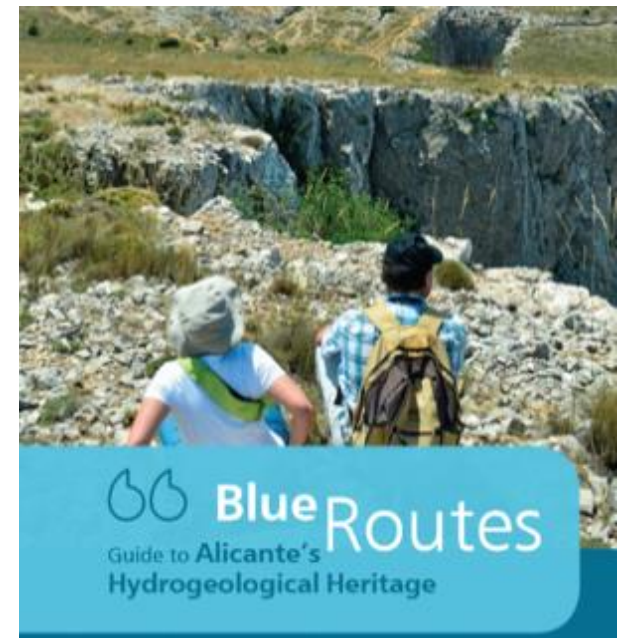
Objective:

- To educate through an attractive leisure/touristic proposal about natural and cultural water linked-heritage
- Increase the perception between the general public of the value of groundwater and the culture of use in the region, to foster its protection
- To show how this natural and cultural heritage is a key to mitigate impacts caused by Global Climate Change

Blue routes: Guide to the Hydrogeological Heritage of Alicante

How to:

- Create a set of routes that can be done by car or bicycle, with shorter “subroutes” to be done by feet or bicycle, that explain how water and groundwater interact with landscape and human settlements
- Catalog places and systematize existing information
- The information must be presented clearly, whilst incorporating modern communication techniques



Blue routes: Guide to the Hydrogeological Heritage of Alicante

Web page + App

Inventory + expert
assessment

Guide with

- APPROVED**
- Over 115,000 visits to the web page
 - Over 5,000 copies of the guide distributed
 - Thousands of publications, likes and retweets in RRSS
 - Increase of visitors and guided tours in the sites

Educational routes



Resources needed :

- Technical staff able to coordinate the process (including the group of stakeholders) and the contents
- A panel of experts to catalogue and rate the elements of heritage
- Development of the platforms:
 - Editing and printing of the guide
 - Development of a web page/app

Potential for transfer

- High as Europe is rich in water-linked heritage
- Policies that encourage interdisciplinary study of water linked-heritage and stable team in that public administration
- Policies that impulse fighting Global Climate Change on the lessons of the past
- Systematic approach



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Thank you!