

## Marine leisure and economic development

### Watersports Adventure Trails

***A tourism product initiated in Brittany, the development in the Atlantic Area of Watersports Adventure Trails constitutes one of the major common activities of the NEA2 project: setting out to sea on a discovery of the natural and cultural heritage, with complete peace of mind. Set up in 2005, the Balade et Rando Nautique Bretagne network provides almost a hundred services.***

“On board the 6-metre sailing dinghy Bragou Braz, you combine sea fishing and tasting local produce with an introduction to sailing. During this gourmet fishing and sailing trip, the participants are served mackerel and tuna rillettes spread on lovely fresh bread, crepes and cider... “Whether these take place in Léchiagat, Perros-Guirec, Cancale or Lesconil, on a yacht, heritage boat or kayak, the gourmet outings have enjoyed growing success right from the start. These sea trips are run by the Balade et Rando Nautique Bretagne network. It was in 2004 that the idea emerged – the idea of offering summer visitors “a go on the water”, without having to follow any courses, hire any boats, or feeling they are undergoing any sort of educational activity. “We set up a benchmark brand, Balade Nautique Bretagne, which went on to become Balade et Rando Nautique Bretagne”, explains Ronan Kernévez, founder of this network. These are adventures on various craft where the emphasis is on exploring the seashore or lakes. The craft becomes a means of discovering the site’s natural and heritage environment.” Although the outing is meant to be accessible to all, you do need to be slightly more sporty, and have sea legs to a certain degree. On no account do we set our sights on technical performance. Breaks or stop-offs on the little islands, rias

and potholes are encouraged, the better to be able to explore and take a breather; exploration times are arranged, and time spent sailing is never too long. Since that first year, in 2005, 2000 people have fallen for an ozone-packed getaway, for this unique perspective of the sea or river shores. More often than not novices, this public feels the need for reassurance, so the activities are supervised only by State-qualified professionals and not by less-experienced instructors. A second constraint is the order of the day: motor boats are banned. In 2007, 42 Balade et Rando excursions catered for 4078 participants. In 2010, we expect some 100 outings for 10,000 clients. “As long as the weather is good, we should reach this target,” explains Ronan Kernévez. “It’s an activity that people really enjoy, yet they book at the last minute.” To date, it is the only water-sports activity where women (57%) outnumber the men. Another important factor: far from being cold-shouldered by the locals, it attracts 25% from the neighbourhood each year. By its very nature, the Balade et Rando brings environmental awareness to a very wide public. In 2009, the Pays de la Loire successfully adopted the concept. We shall have the opportunity to return to this successful experiment in a future newsletter. In 2010, the Manche region, North Devon, Norte Portugal and Ireland are also going to launch themselves into this venture.

[http://www.nautisembretagne.fr/fr/balade\\_nautique/](http://www.nautisembretagne.fr/fr/balade_nautique/)

### **The commitments of Balade et Rando**

The terms and conditions of NEA2 Atlantic Watersports Adventure Trails were adopted at the meeting of the network on 22 February 2010 in Figuera da Foz.

Each Balade et Rando has a brochure. The “our commitments” column must state at least:

- The qualifications of the guide
- Safety and comfort equipment provided
- The equipment is in perfect working order and immaculate
- The activity is environmentally friendly

### **NEA2 training courses**

Various courses have been set up for professionals: training on setting up a Balade Nautique project, and for watersports supervisors and guides: – Accompagnateur Nautique and Guide Nautique.



Crédit photo : Ronan Kernevez

# Marine Leisure and social inclusion

## Social integration through water sports

**An introduction to water-sports professions... Nautisme en Finistère portrays the NEA2 project's common action 5.1\* by offering training aimed at people experiencing professional difficulties. Immediate immersion proves to be key.**

Making a profession out of one's passion for salt and sea spray: yes, it is possible. You can be a sailing instructor, of course, but there are other possibilities out there as well. Other, less-known sectors, are also job providers: marine engineering, fishing, oyster farming, shellfish farming... In conjunction with the local mission in the Pays de Cornouaille, the En Avant Toute association of southern Finistère, the local fishing authority, the European maritime centre for further training in Concarneau, the Sainte Marine water-sports centre: in 2009, Nautisme en Finistère set up ten training days intended for people who experience social and professional problems. In June and November 2009, in the shipyards, the sixteen adults and young people got to grips

with the various techniques of wood and fibreglass construction, they picked oysters on the Forêt-Fouesnant beds; on the quay, they chatted with the fishing bosses; in Sainte-Marine, they learned how to drive a motor boat while keeping a weather eye on safety and other regulations. They were taught their first rudiments of mechanics at the Institut Nautique de Bretagne. Those sixteen people, who over the course of their lives have had to weather the worst of storms, discovered that they had sea legs. And that this was a huge asset.



Crédit photo : Vincent Mazure

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*\*Common Action 5.1: "developing pre-professional water-based courses for social-inclusion"*

# Marine leisure and environment

## Portos de Galicia

**Along its 1700 kilometres of coastline, forming 17% of the Spanish coast, Galicia boasts 128 ports. 122 are managed by the regional public body, Portos de Galicia.**

### 4 questions to Héctor Sánchez Fernández, Portos de Galicia

#### What prompted you to participate in the NEA2 project?

We have, in the past, taken part in several Interrog projects, which we found to be a very rewarding experience. Those projects concerned intermodal transport. We saw NEA2 as a possible new form of European collaboration, based this time on water sports and its various aspects: environmental, economic and social. The improvement of the marine environment where the water-sports activities take place is one of the major focal points of our 2007-2013 strategy. During this time, we plan to pass from the construction of infrastructures pure and simple to the improvement of their management.



Porto de Sada-Fontán

#### Are you thinking of installing disabled access in the marinas?

A common inventory of the sites and facilities is currently being compiled by the project's partners. Similarly, still with NEA2 and still with the accessibility factor in mind, we carried out a study in Galicia on how to envisage the construction of new marinas. We have submitted an outline of the measures to be taken to the managers of development, strategy and infrastructure establishments in Portos de Galicia. From now on, these will be taken into account.

#### Is it your wish that there should be communication between the various ports of the Atlantic area?

I feel that Interrog would be meaningless without this exchange of expertise. As far as we are concerned, we are prepared to discuss these various themes with the other European ports. Talking of which, we are planning to present the results of our studies at the transnational meetings.

#### What is the economic potential of these marinas?

Galicia has 122 marine structures that serve as the essential mainstay of the economy and social life in our little coastal villages. We are now going through a process of transformation to enable water-sports activities to develop their full potential, especially in certain ports that for the time being concentrate entirely on fishing.

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#### Blue Flag

It was within the scope of NEA2 community action on the development of environmental qualities in marinas that, on 28 October 2009, Portos de Galicia organized a "Blue Flag" information day on the topic of the eco-label. Managers of marinas, representatives of communes and fishermen's organizations took part. The Blue Flag is an eco-label awarded to 3450 beaches and marinas throughout the world. Various specific criteria are taken into account: the quality of the water, environmental education and information, environmental management, safety, and facilities. It is awarded for one season. [www.blueflag.org](http://www.blueflag.org) Note that Brittany, spurred on by this same initiative, is developing "Clean ports" and "ISO 14001" seals of approval. Marinas from Galicia and Brittany have made provisions to keep each other informed regarding their respective initiatives.

[www.blueflag.org](http://www.blueflag.org)

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## Spotlight on a partner: Huelva

***Washed by the Atlantic Ocean, Huelva is one of the eight provinces of the autonomous community of Andalusia in Spain. It is flanked on the north by the province of Badajoz, to the east by the provinces of Seville and Cadiz, to the south by the Atlantic, and to the west by Portugal. Its capital is Huelva. It boasts almost 500,000 inhabitants.***

Huelva's Costa de la Luz stretches from the mouth of the Guadalquivir, which marks the frontier between Spain and Portugal, to the Guadalquivir estuary, separating the provinces of Huelva and Cadiz. This coastal fringe of over 120 kilometres is home to a series of vast white, sandy beaches flanked by dunes and pine forests. Dotted with marinas, it combines all the conditions for practising water sports. Following the heavy influx of tourism, the old fishing villages – Ayamonte, Almonte, Cartaya, Isla Cristina, Lepe, Moguer and Punta Umbria – have seen great transformations and have become the most important towns along the coast.

### **Climate: 2,998 hours of sunshine per annum**

The climate is Mediterranean, falling between a subtropical climate and a temperate climate, and influenced by the Atlantic. The average annual temperature is 19.2°C – one of the highest in Europe.

### **Background: a maritime province**

The history of this province dates back to the first century BC. The Tartessians and Phoenicians exploited the mines inland, transformed the coastal villages into prosperous trading enclaves, and created a sea route for transporting minerals from Tharsis and Riotinto towards the eastern Mediterranean towns. At the end of the Middle Ages, the Atlantic ports of the province of Huelva enjoyed a period of great splendour. Christopher Columbus's first expedition to the New World set off from the quays of Palos de la Frontera in 1492.

### **Gastronomy: seafood cuisine**

Cuttlefish of every shape and size, skate with paprika, swordfish with vinaigrette, or tuna belly... Seafood such as mackerel,

turbot, tuna, Delta prawns, large shrimps and small clams are there to be enjoyed. Inland, pork-based produce and the delicious mushrooms from the Sierra have brought great fame to the province's excellent gastronomy.

### **The national park of Doñana**

Hugging the right bank of the Guadalquivir estuary, the Doñana park – formed in 1969 and designated as a Unesco biosphere reserve in 1994 – is one of Europe's most important protected natural spaces. Remarkable for the diversity of its biotopes, lagoons, wetlands, fixed and shifting dunes, bushes and scrub, it is home to thousands of migrating birds that come here to nest each year. This is one of the largest heron colonies around the Mediterranean, and the winter quarters of over 500,000 sea birds. The Park is also the last refuge of the planet's most endangered feline, the Iberian Lynx or Pardel Lynx, now the emblem of the park. Almost 250,000 people visit the Park each year.

### **The birthplace of poet Juan Ramón Jiménez, winner of the Nobel Prize for Literature.**

Eighteen years older than poet Federico García Lorca and six years younger than his friend Antonio Machado – also a poet –, Juan Ramón Jiménez was born in December 1881 in Moguer, "the white wonder", a small town in the province of Huelva. One of the greatest figures of 20th-century Spanish lyricism, he received the Nobel prize for literature in 1956.



*Diputación Provincial Huelva - El Portil*

The province is organising an international symposium: "Watersports, the environment and tourism" on 3 and 4 June 2010, in Ayamonte. .

Over these two days, the main concern will be conveying a better perception of this sector through analysing the current situation and expressing points of view, discovering new opportunities linked to environmentally-friendly maritime activities, stimulating innovation, and developing new, sustainable sports tourism offers.

**Information: [www.diphuelva.es](http://www.diphuelva.es)**

## Nautisme Espace Atlantique 2

## News in brief...

### The 2010 Atlantic Watersports Games in Santander – the 16th edition

On 15 January 2010, the Government of Cantabria officially announced that this year's Atlantic Watersports Games would be held in the bay of Santander, from 31 July to 5 August 2010. The sailing, surfing, kayaking, rowing and diving federations are joining forces in order to organise over 40 competitions in which almost 500 high-level athletes from the Atlantic Arc regions will be taking part.

[www.jniea.eu](http://www.jniea.eu)

[www.jnacantabria2010.eu](http://www.jnacantabria2010.eu)

### European Maritime Day

#### A key issue in the European maritime policy

The organising of common NEA2 events, rallying, each year, the stakeholders in the Atlantic Area marine leisure sector around the objective of sustainable sector, seems like something that has to be done. This major objective of the project features in one of its main initiatives: "Communicating and facilitating the organisation of events in order to develop and improve the environmental qualities of the watersports sector in the Atlantic Area."

Through these events, the idea will be to promote water sports as proposed in the Atlantic Area, to publicise the NEA2 project and its objectives and to help strengthen and perpetuate transnational watersports cooperation in the Atlantic Area.

### European conference in Brest, June 2011

A European conference devoted to "sustainable development of watersports and its sector in the Atlantic Area" will take place in Brest, in June 2011. Organised by the regional council of Brittany and the Finistère departmental council, this will enable us to monitor the results of the NEA2 cooperation experience and to consider the implementation of a large project for structuring the watersports sector in the Atlantic Area. This is a major cross-disciplinary initiative in which all the partners of the project will participate, along with numerous representatives of the regions of the Atlantic Arc.

The partners of the NEA2 Project will see to it that these events are an integral part of European Maritime Day. Growing exponentially each year, the EMD is at the forefront of the communication initiatives implemented within the framework of the European Union's maritime policy.

#### 19, 20 and 21 May 2010: European Maritime Day conference in Gijon, Asturias

500 people will attend. All maritime themes will be addressed: economy, transport, education, protection... NEA2 will take an active part in leading a "Marine Leisure" workshop in the afternoon of 20 May.

#### From 1 May to 6 June 2010: "regional events"

The main watersports events – gatherings, conferences, and competitions – organised on the NEA2 territories will be the key elements of the "regional events" of European Maritime Day.

<http://ec.europa.eu/maritimeaffairs/maritimeday/>

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**Basse-Normandie** : Conseil régional de Basse Normandie : [www.cr-basse-normandie.fr](http://www.cr-basse-normandie.fr)  
**Pays de la Loire** : Conseil Régional des Pays de la Loire : [www.paysdelaloire.fr](http://www.paysdelaloire.fr)  
**Galice** : AGAN : [www.agan.info](http://www.agan.info)  
**Portugal** : Interceltica : [www.interceltica.org](http://www.interceltica.org)  
**Andalousie** : Diputación de Huelva : [www.diphuelva.es](http://www.diphuelva.es)  
**Atlantic Watersports Games** : International Committee of the Interceltic and Atlantic Watersports Games : [www.jniea.eu](http://www.jniea.eu)

**NEA2 Project** : [www.nea2.eu](http://www.nea2.eu)

#### Interreg Atlantic Area Programme:

<http://atlanticarea.inescporto.pt>

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