



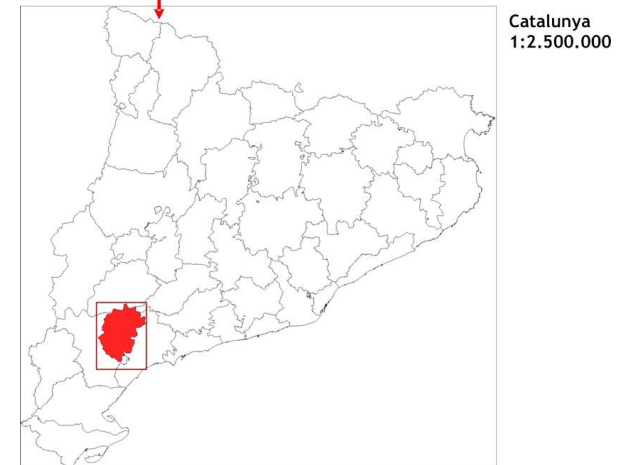
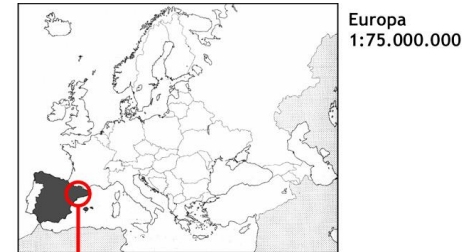
Photo: Image Archive of the Landscape Observatory (Francesc Muntada)

Advancing the Rural Pact: Fostering local action for the future of rural areas **The local vision of El Priorat to mobilize the community and plan action**

Sergi Méndez. President. Priorat Region



The Priorat region



- **Extension:** 498,60 km² (1,55 % of Catalonia)
- **Population:** 9.160 inh (0,12 % of Catalonia)
- **Density:** 18,8 inh/Km² (Catalonia: 236)
- **23 municipalities (18 with < 500 inh)**
- **Age rank:**
 - 0 a 15: 12,02%
 - 16 a 64: 61,82%
 - >65: 26,16%

Priorat - Challenges

- Population decreasing
- Agriculture sector
- Economic diversification
- Housing
- Spatial planning
- Sovereignties (energy, food, etc.)
- Governance

Our local vision...

Foster self-organization, coordination and cooperation to guarantee participatory and efficient governance, both in the social and political spheres, as well as in their interrelationship.

Landscape management
as the axis of local
development.



Links with higher-level strategies or programmes:

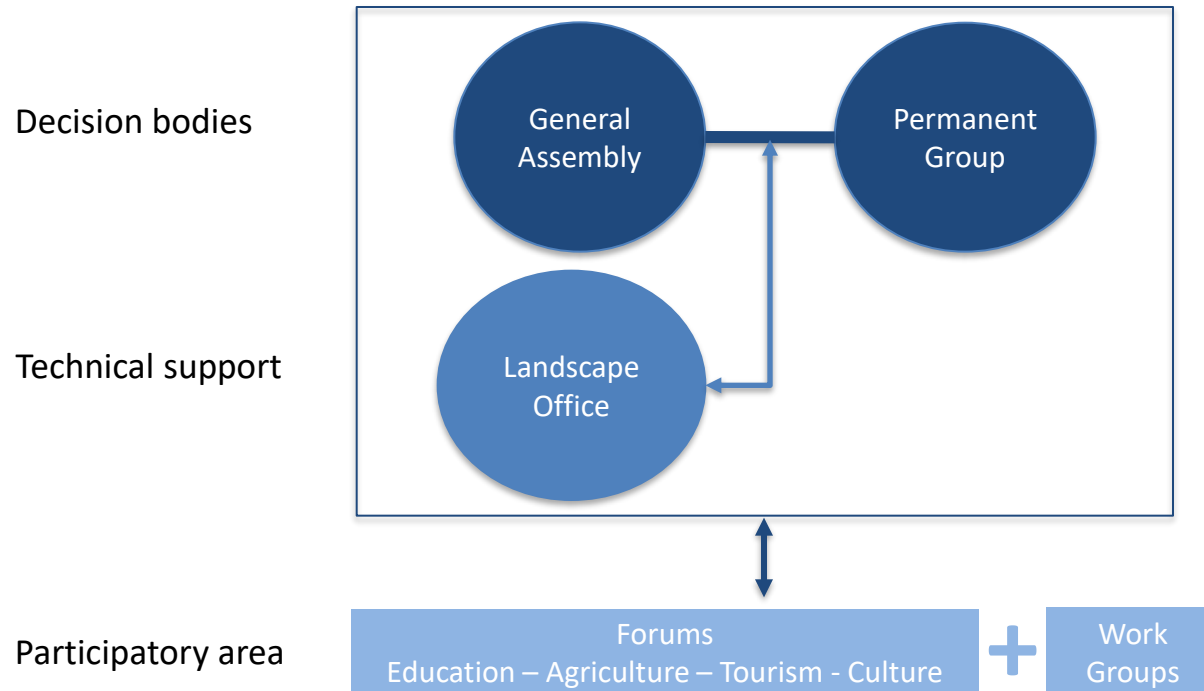
- **UNESCO World Heritage** – management system
- **Agenda Rural de Catalunya (Rural Pact) - Challenges**
- **LAG and LEADER** – public & private cooperation
- **European Charter for Sustainable Tourism (ECST)** – Participatory approach



Foto: Prioritat

The governance

- **Landscape and Sustainability Commission:**
Consultative and advisory body for a **better coordination** and control of policies in terms of territory, landscape and sustainability of the Priorat region.



- **Forums** are **open, participative** entities that **encourage debate** and **drive initiatives** from a certain sector involved in landscape management.
- Each of these **sectorial forums** is made up of **interested people** and **representatives** of the different actors involved in landscape management in all its areas.

Plan action

- 
- **UNESCO World Heritage application: Landscape Management System**
 - **Local agreement for renewables**
 - **Agricultural sector plan**
 - **Deal for a Sustainable Tourism**
 - **Water Chart**
 - **Land Bank and agricultural dynamization**
 - **“Coneguem el Priorat” (Let’s know Priorat): Schools**
 - **“Habitar” (Inhabit) exhibition**
 - **Strategic lines to reverse depopulation** (housing plan, diversification of the economy, km0 territories, urban planning)
 - **ECST and Workgroups: Loading capacity Siurana and Margalef, cycle tourism marches, etc.**
 - **Coordination of local development policies**

In conclusion...

- Priorat started a **voluntary process to set out common objectives, agreements and management strategies** between the public and private agents in a supra-municipal area in order to **improve their landscape and turn it into an active asset for the future** -> Rural pact.
- It is a **road map** of an own and agreed socio-economic development model.



Foto: Prioritat

- **Coordinates local and regional Administrations** – Civil society with a BOTTOM UP approach.
- A model based on its own **values and resources**, which must be the engine of its life as a territory.
- A **dynamic process** for Priorat's community to commit to its present and its future.
- A **replicable model** in its methodology, beyond formal recognition.



Photo: Image Archive of the Landscape Observatory (Júlia Viejobueno)

Thank you! – Gràcies!

