



Mancomunitat  
de la Ribera Alta



## PUBLIC PRESENTATION OF THE PUNCH PROJECT: STAKEHOLDERS INVOLVED

### 2 MEETINGS:

- 11 JULY 2019
- 30 OCTOBER 2019



Co-funded by the  
Europe for Citizens Programme  
of the European Union



PUNCH

Participation of Underrepresented Citizens in the  
Valorization of Cultural Heritage



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ALZIRA, 11/07/2019



Participants: 15 people

- ✓ Local authorities: 6 tourism councilors.
- ✓ Social partners: 3 trade union representatives.
- ✓ Regional authorities: 2 technicians from the Generalitat Valenciana.
- ✓ Business associations: 2 trade representatives and 2 representatives of the hotel and catering association.



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ALZIRA, 30/10/2019

Participants: 26 people

- ✓ 16 AEDLs (agents of employment and local development)
- ✓ 10 Technicians of economic promotion and tourism of the municipalities of the region of the Ribera.



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## Outcomes and Conclusions of these Meetings

- ❖ Information and presentation of the project
- ❖ Agree on the working methodology for the next stages of the project
- ❖ creation of the Focus Group of the PUNCH project







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# “Entre Comarques” Consorci de la Ribera Heritage valorisation and work integration





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# Economical activity boost



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- ✓ Employment
  - ✓ Local products
  - ✓ Activities in small villages
- 2 guides / 6 months
  - 4 edition (2016-2020)
  - 20 villages under 3,000 inhabitants



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## Goals achieved



- 50-100 people per route
- 2 routes each weekend
- Local gastronomy (producer – seller)
- Give a value to heritage





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## Long Term results

- ✓ User fidelisation
- ✓ Local business involved
- ✓ Local administration Support
- ✓ New employees <25



## Heritage as an economical and social value





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**SEE YOU IN ALZIRA!  
(MARCH 2020)**