



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

LEADER at Península de Setúbal: Good Practice in Portugal

Sofia, 27 June 2012



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

ADREPES – Association for the Rural Development of the Setúbal Península is a non-profit making private body set up in 2002 whose purpose is “**to promote and enhance rural development**”. It is the entity that manages the **LEADER Funds**.



Honeycomb



Associação para o Desenvolvimento Rural da **Península de Setúbal**

Objective

To contribute to the development of the rural and coastal environment respecting the LEADER principles in a territory surrounded by natural areas with a huge potential for providing quality products and services.

ADREPES Strategy

- **Strengthening of the local economy and job creation through:**
 - Enhancing the value of quality products and services in the Setúbal Peninsula;
 - Developing tourism and complementary services in a rural and natural environment.
- **Improving quality of life through:**
 - Conservation and valorisation of the environmental, natural and cultural heritage as well as the landscape;
 - Qualification and increased well-being of the local population.



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

ADREPES acts as a Centre for Rural and Coastal Development and its strategy is based on a broad strategic vision of the territory in the short, medium and long term that is set out in an Integrated Action Plan, taking advantage of the opportunities and challenges provided by the Setúbal Peninsula.



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

ADREPES Intervention Zone



Characteristics of the Territory



Cabo Espichel

ADREPES' intervention zone encompasses 6 '*concelhos*' or counties – Alcochete, Moita, Montijo, Palmela, Sesimbra and Setúbal. It is surrounded by 3 important protected areas – the Arrábida Natural Park, the Sado Estuary Nature Reserve and the Tejo Estuary Nature Reserve – fomenting the development of sustainable tourism.



Associação para o Desenvolvimento Rural da **Península de Setúbal**

Characteristics of the Territory

Total surface area: 1 154.88 km²

Resident Population: 100 850 inhabitants

Population Density: 87.33 inhabitants/km²

Agricultural population corresponding to 14.7% of the resident population



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Principal Activities

1. To promote the commercialisation and valorisation of local agricultural and woodland products;
2. To promote local products and local potential;
3. To recover traditional practices and techniques;
4. To promote rural tourism;



Arrábida Mountain



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Principal Activities

5. To encourage and approve initiatives leading to start up and development of micro, small and medium-sized businesses;
6. To approve the creation of support services in rural zones;
7. To promote and provide professional and business training.



Tourist Activities



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Principal Resources

The region offers a variety of resources - of particular interest are its natural and architectural heritage, wine, cheese and arts & crafts. These have led to various projects related to entrepreneurship, environmental awareness and active tourism.



Montado golf course



Palmela Castle



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Wine

- DO SETÚBAL
- DO PALMELA
- REGIONAL PENÍNSULA DE SETÚBAL



Wine-tasting



Wine-tasting room

Region with unique bio-climatic characteristics for the production of high quality wines

Recognised nationally and internationally; winner of various awards.



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Cheese

Saloia sheep, a breed typical of some areas in the territory, give us Azeitão Cheese - one of the best Portuguese cheeses.



Shepherd with Saloia sheep

Azeitão Cheese



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Fruit and Vegetables

Península de Setúbal as a lot of water because is a territory between two rivers – Sado and Tejo, so we have very good conditions to produce fruits and vegetables. We have local varieties – Riscadinha Apple; Setúbal Orange; Alcochete Onion. We create methodologies with short supply chain between producers and consumers.



Arts & Crafts



Ceramics

The hands obey the intelligent impulses of the mind and manipulate the rough, passive raw material, transforming it with the fire of the imagination into a beautiful and useful object through which the artisan reveals his talent and sensitivity, thus becoming a true artist.



Walking



Horse Riding

Active Tourism

The natural diversity of the region has enabled the development of various activities linked to active tourism: walking, dolphin watching, bird watching (including flamingos and other species), golf, karting, mountain biking, boat trips, jeep tours, windsurfing, scuba diving, caving and horse riding.



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

“Centro Ecoturístico da Herdade da Gâmbia”

Promotor: Herdade da Gâmbia

PRODER Action: 3.1.1 – Farm Activities Diversification

Objective: Stimulation of farm activities in the following areas - environmental interpretation, guided walks, tourism and educational activities.

Investment: € 99.990,00

Job Create: 2



Herdade da Gâmbia

“Licores Nobre Terra”

Promotor: Marviflora, Lda.

PRODER Action: 3.1.2 – Creation and Development of Business

Objective: Creation of a quality beverage production infrastructure, through the acquisition of industrial equipment enabling the development of a new regional gastronomic product.

Investment: € 229.543,90

Job Create: 4



Liqueurs Nobre Terra

“Recuperação da Igreja de Santo Isidro de Pegões”

Promotor: Fabrica da Igreja
Paroquial da Freguesia de Santo
Isidro de Pegões

PRODER Action: 3.2.1 – Rural
Heritage Conservation

Objective: Recover the Santo Isidro
de Pegões Church as a heritage
element representative of the modern
architecture of the century. XX and
high collective interest.

Investment: € 112.250,00



Santo Isidro de Pegões Church



Associação para o Desenvolvimento Rural da **Península de Setúbal**

“Construção de um Centro de Dia e Pólo Biblioteca”

Promotor: Junta de Freguesia da Gâmbia-Pontes-Alto da Guerra

PRODER Action: 3.2.2 – Basic Services for the Population

Objective: Creating a basic service for the elderly. Establishment a socio-cultural equipment for the population. Stimulate actions to facilitate the connection between generations.

Investment: € 264.017,64

Job Create: 2



Gâmbia Library



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

LEADER Cooperation

Inter-territorial Projects

- Story Telling
- PROVE – Promote and Sell

Transnational Projects

- From Farm to Fork
- European Network of House Hotels for Horse and Rider



ADREPES Associação para o Desenvolvimento Rural da **Península de Setúbal**

Thank you!

ADREPES

Estrada Nacional 379

Espaço Fortuna

2950 – 801 Quinta do Anjo

Portugal

www.adrepes.pt

Tel: +351 212 337 930

Fax: +351 212 337 939

E-mail: adrepes@adrepes.pt