LEADER at Península de Setúbal: Good Practice in Portugal Sofia, 27 June 2012





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







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 acts as a Centre for Rural and Coastal

Development and its stratgey 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 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.





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





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



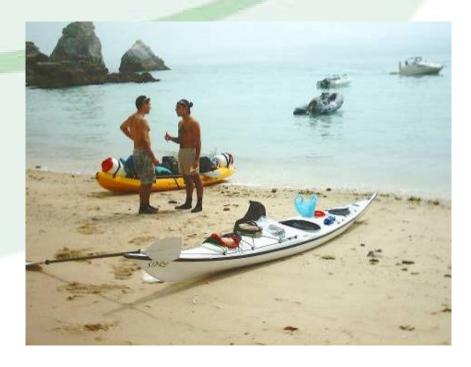






Principal Activities

- **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









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







Wine

- DO SETÚBAL
- DO PALMELA
- REGIONAL PENÍNSULA DE SETÚBAL





Wine-tasting room

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

Recognised nationally and internationally; winner of various awards.







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







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 metodologies with short supply change between producers and consumers.

















Ceramics

Arts & Crafts

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.







"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"

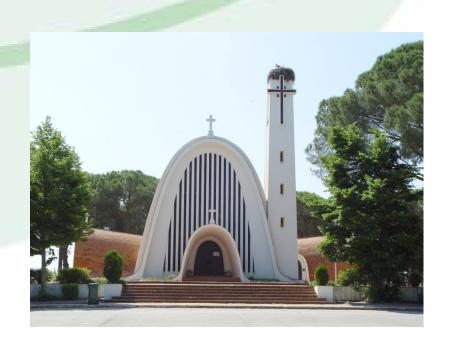
Promotor: Fabrica da Igreja Paroquial da Freguesia de Santo Isidro de Pegões

PRODER Action: 3.2.1 - Rural

Heritage Conservation

Objective: Recovery 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









"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









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







Thank you!

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