

Explicative QR

The PROJECT CAMINOS.

In the project *Caminos Jacobeos del Oeste Peninsular* (0477_CAMINOS_6_E), funded by The European Regional Development Fund with the participation of Interregional Cooperative Project V A Spain-Portugal (POCTEP), the Provincial Institution participates as a beneficiary member within other twelve members which are, on one hand, concerning Spain, the councils of Badajoz (which is the main beneficiary), Cáceres, Sevilla, Huelva, Cádiz, Pontevedra, Ourense, Zamora, and the General Management of Libraries, Museums, and the Cultural Patrimony of the council of Extremadura; on the other hand, concerning Portugal, they are Turismo de Centro, Turismo de Alentejo, and the council of Barcelos.

The project CAMINOS had been approved at the end of 2019 and its execution will last until April 2022.

This project aims to improve the infrastructures and the services of the *Caminos Jacobeos del Oeste Peninsular* and to enhance its transnational feature to protect and promote the cultural and natural patrimony as an economical support for the region.

The pilgrimage routes to Santiago are **one of the main cultural and scenic values of the European Union**. The routes through which they develop are historical paths where roman roads meet with cattle trails, making them not only a cultural itinerary, but also real natural corridors. The routes are pathways in which converge, among other aspects, cultures, traditions, feelings, tourism, and nature. It is a traced path kept up to date during the history, with an important and remarkable cultural background and fervent sense. Since the early nineties, Jacobean associations have been giving value to these paths.

CAMINOS is a support project for visitors, pilgrims, and local stakeholders that are interested in the use of the *Caminos Jacobeos del Oeste Peninsular*; it provides infrastructures and services to add value and protect the surroundings of the paths through which they develop, and it promote a transnational relation.

The routes through which they develop are historical paths where roman roads meet with cattle trails, making them not only a cultural itinerary, but also real natural corridors. In the province of Cordoba it is mostly known as *Camino Mozárabe*, and it passes through the towns of Encinas Reales, Lucena, Cabra, Doña Mencía, Baena, Castro del Río, Espejo, Cordoba, Cerro Muriano (Obejo), El Vacar (Villaviciosa de Córdoba, Espiel, Obejo), Villaharta, Alcaracejos, Villanueva del Duque, Fuente la Lancha, and Hinojosa del Duque.

Activities

The Project is committed to both improving the signs of the trails and promoting the activities in the routes that can host passers-by, in favour of the new entrepreneurial ideas generation that add value in each of the territories where they are practiced.

They will develop four main activities to pursue consistency in the attention to the routes of the *Camino Mozárabe* of Cordoba, by which the Provincial Council of Cordoba aims to achieve the following global results:

Activity 1. Road signalling strategy and application of the new technologies to the pathway

Action 1: Study of the signs that pointed out an official path with localization tracks according to the National Geographic Institute.

Action 2: Signalling plan that will allow the installation of new signs (156 more signs of the pilgrim and the charcoal per town), to improve and to be part of the signalling of the *Camino de Santiago*.

Action 3: Incorporation of the New Technologies to the routes of the Camino by the realization of an earth-video of the Cordobian stages using a drone and uploading the contents on an App.

Activity 2. The promotion of the Camino and the recovery of the built heritage strategies

Action 1: Publicizing days with eight editions about the destinations of Lucena, Cabra, Córdoba, Castro del Río, Baena, Hinojosa del Duque, and Alcaracejos.

Action 2: Awareness campaign for educational institutions and entrepreneurship centres that have high provincial incidence.

Action 3: Rehabilitation plan that, according to the needs agreed with the *Asociación de Amigos del Camino Mozárabe de Córdoba* and the *GDR Sierra Morena Cordobesa*, it will allow the following interventions:

- Footbridges on the fords over Arroyo del Cohete in Hinojosa del Duque and the fords over Río Cuzna and Río Guadalbarbo in Espiel and Alcaracejos.
- Passages on ditches and softening of the slope where the *Camino Mozárabe* goes through the left side of the Route A-3176, at the level of Villaharta.
- Resting point in the Provincial Route CP-205, at km 6.700, in between Encinas Reales and Lucena.
- Equipment furniture *Albergue de Peregrino* in Villaharta.

Activity 3. Marketing strategy of the southern paths

Action 1: Customization and implementation of the Marketing Plan through a Plan of Media realized by different activities:

- Advertising in the written media (*Día* of Córdoba, the *Diario Córdoba*, and *ABC*).
- Advertising on *Aucorsa's* buses.
- *Camino Mozárabe's* brochure published on the web.
- *Cadena Cope* interviews to present the Project CAMINOS.
- Videos about the paths of the *Camino Mozárabe* of Córdoba.

Action 2: Contents of the territory of the provincial routes of the *Camino* on the web page of the *Proyecto Caminos Jacobeos del Oeste Peninsular*.

Action 3: Participation in the spreading of the Promoting Material by

- Supplying merchandising gadgets.
- Participating in the FITUR, on the 19th of May of 2021.
- Participating in FAIRWAY, IV Forum Pilgrimages routes to Santiago, from the 7th to the 9th of November of 2021.
- Participating in the Mozarabic Congress in Cordoba, on the 18th of November of 2021.

Activity 4. Creation of the Transnational Net of the Pilgrimages routes to Santiago

Action 1: Creation of the Transnational Net of the *Caminos Jacobeos del Oeste Peninsular* promoted by the Council of Cordoba which has generated:

1. The agreement to create the Net in October 2020 signed by all the members from November 2020 to February 2021.
2. The creation of the Transnational Net during the first meeting, on the 22nd of February 2021. It was leaded by the Council of Cordoba and during it they approved the procedural manual of the Net and its logo.
3. The registration of the Transnational Net trademark in the Spanish Office of Patents and Trademarks, as well as in the European Union Intellectual Property Office.

Action 2: Identification of the stakeholders interested and involved in the interventions related with the Pilgrimages routes to Santiago by a registration form and a call for its use by all the members of the project during the second meeting of the Transnational Net, on the 14th of September of 2021, offering it to local governments, hotels and restaurants, associations, among the others.

The aim of these activities is to:

- Increase the number of visitors.
- Give the *Caminos Jacobeos del Oeste Peninsular* its importance as a natural and cultural itinerary as it is, by increasing the number of visitors of the rural territory through the Jacobean Roads that pass through them.
- Recover and evaluate territories and natural areas that surround the Jacobean Roads as drivers for development.
- Include the cooperation space in the tourist destinations linked to the historical and cultural patrimony through developing and launching a marketing strategy able to make the *Caminos Jacobeos del Oeste Peninsular* a top-rated patrimony and natural destination at national and international level. This

project will be expanded in the future by the Transnational Net of the *Caminos Jacobeos del Oeste Peninsular* and it will include the evaluation of the legal entity. Its continuity goes beyond this single project, however, for the moment, it is focused on the calls for the members for the use of the register form of the territorial entities interested in the Transnational Net. The graphic image is the hereby "*Camino Mozárabe de Córdoba al fin del mundo*".



Detection of supports and align with ODS.

The main activities of the project *Caminos* make reference to the point 8.9 of the ODS nº 8, and, thanks to its synergy, also to the aims 9.c, 11.4, 16.6, 16.7, and 17.17 of the Agenda 2030; moreover, they take into consideration the aims 12.7 and 12.8. By this, the Council of Cordoba gives visibility to the project.

 8.9	OBJETIVOS DE DESARROLLO SOSTENIBLE	
	Sinergias 9.c, 11.4, 16.6, 16.7 y 17.17	Consideración 12.7 y 12.8

Further information can be found on the official website of the project *Caminos* (www.caminosjacobeos.eu) and the Province of Cordoba (<https://proyectoseuropeos.dipucordoba.es/>).