

MedArtSal



SUSTAINABLE MANAGEMENT MODEL for **Mediterranean Artisanal Salinas**

Why and how:

Traditional salt pans and small salt pans have been in continuous decline since 1950s. As reported in many works, more than 170 saltworks (90 of which still working) are recognizable today in 18 Mediterranean countries across the Mediterranean Basin and the Black Sea Region local salt culture and sometimes for biodiversity and therefore accelerates further loss of cultural and natural heritage.

Salinas across the Mediterranean are today facing many pressures due to social values change and economic stresses; the market of their products is subject to strong competition from cheaper land-produced salt and the world trade. Faced with the need to be economically viable, salinas are confronted with

the choice of closing, industrializing the production or changing the business orientation towards sustainable tourism and new artisanal products, already successfully experienced.

The project will lead to the economic, social and environmental revival of the concerned salinas. From the economic point of view, new businesses, products and related services (e.g. tourism, logistics) based on the valorization of salt products will be created. Salinas will also experience more sustainable management through better use of natural resources. Finally, employment opportunities related to salt production will be generated together with an increased awareness of communities and public institutions of the importance of salinas for local economies.

The project MedArtSal:

MedArtSal aims to promote the sustainable development of **artisanal salinas**, providing concrete support on economic, environmental and governance issues. Addressing common challenges in four Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project will promote the **development of a sustainable and adaptable management model** fostering the territorial valorization of artisanal salinas.

A sustainable production of salt may deeply stimulate the development of other sectors (business, tourism, and environment), while increasing biodiversity.

Goals:

- Identify those areas susceptible to economic and environmental challenges for the geographical distribution, socio-economic value and biodiversity significance;
- Define sustainable solutions, promoting management policies or procedures throughout the determination of critical elements for salinas development;
- Develop and test tailored management solutions in several case studies and pilot actions;
- Foster collaborations on B2C (resident and tourists) and B2B (GDO and HO.RE.CA) markets, promoting a SME cluster per participating country;
- Build network among local producers and businesses to develop public-private cooperation.

Expected achievements:

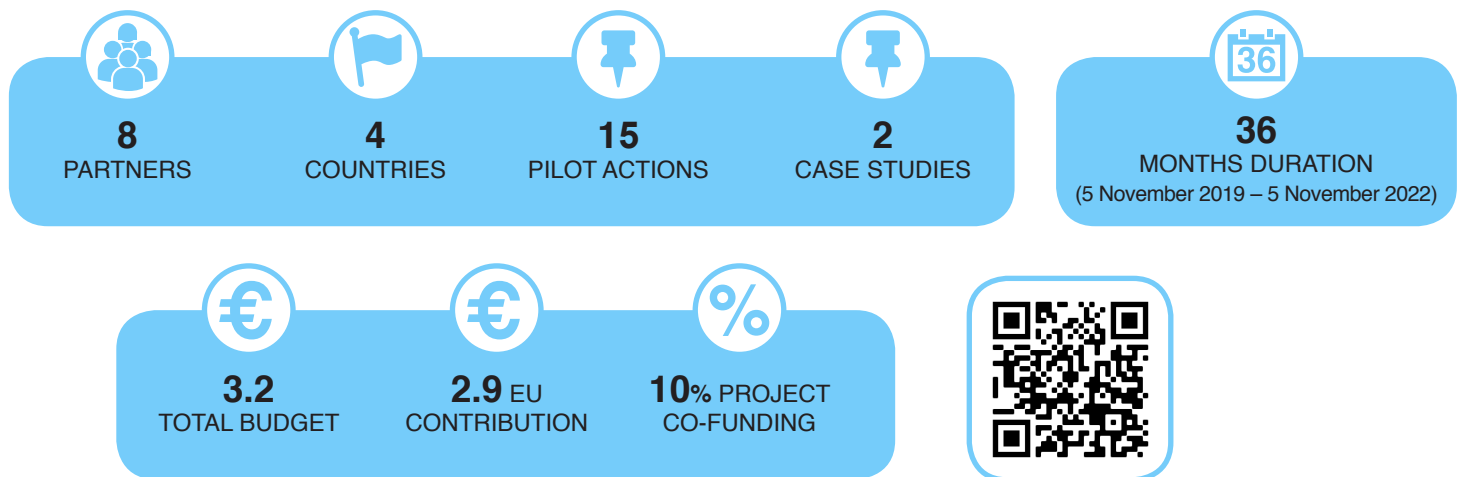
- 1 comprehensive mapping and analysis of the economic, environmental and regulatory state of artisanal salinas across the Mediterranean.
- 1 model for sustainable development of the artisanal salinas.
- 2 demonstration projects on the diversification of salinas products/services carried out in Spain (La Esperanza) and Tunisia (Sidi Al-Hani).
- 10 pilot actions for the development of new products/services in selected salinas.
- 1 strategic marketing plan for the promotion of salinas.
- 50 artisanal salinas involved in 2 MedArtSal fairs implemented in Tunisia and Lebanon.
- 1 network of Mediterranean artisanal salinas.



Final beneficiaries:

Artisanal salinas/Artisanal salt producers/SMEs, National, Regional, local Institutions, Universities/Research centers, Chambers of Commerce, trade associations, and NGOs.

MedArtSal in numbers:



Who we are:

PARTNERS:

The project is led by CUEIM – University Consortium for Industrial and Managerial Economics (Italy) and the partners are:

- Association for the Development of Rural Capacities (Lebanon)
- Fair Trade Lebanon (Lebanon)
- IUCN Centre for Mediterranean Cooperation (Spain)
- Mediterranean Sea and Coast Foundation (Italy)
- Saida Society (Tunisia)
- University of Cádiz (Spain)
- Tuniso-Italian Chamber of Commerce and Industry (Tunisia)

ASSOCIATED PARTNERS:

- Assocamerestero – Association of Italian Chambers of Commerce Abroad (Italy)
- Consejería de Agricultura, Ganadería, Pesca y Desarrollo Sostenible (Spain)
- Ente di Gestione per i Parchi e la Biodiversità-Delta del Po (Italy)
- Municipality of Anfeh (Lebanon)
- SALARTE Fund for the Stewardship and Recovery of the Salt Marsh (Spain)
- The Mediterranean Wetland Initiative (MedWet) (France)

<http://www.enicbcmed.eu/projects/medartsal>