

## SUSTAINABLE MANAGEMENT MODEL FOR Mediterranean Artisanal Salinas



### Why and how

Both traditional and small salt pans have been in continuous decline since the 1950s. As reported in many works, more than 170 saltworks (90 of which are still working) are identified today in 18 Mediterranean countries across the Mediterranean Basin and the Black Sea Region. The abandonment of saltworks has a negative impact on **local salt culture** and sometimes on **biodiversity** and therefore accelerates the further loss of cultural and natural heritage.

Salinas across the **Mediterranean** today are facing many pressures due to changes in social values 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.**

MedArtSal project has led 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 its salt products have been promoted and created. Salinas involved through its **15 pilot actions** in **Italy, Spain, Lebanon and Tunisia** have successfully experienced the **MedArtSal Model**, based on **sustainable management** of Salinas through better use of natural resources. Finally, **employment opportunities** related to salt production has been generated, raising the awareness of the importance of salinas for communities, public institutions and local economies.

### About the project

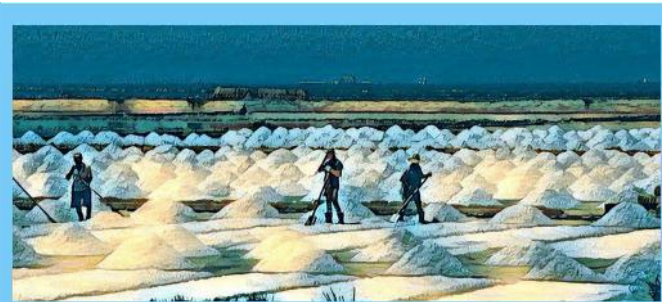
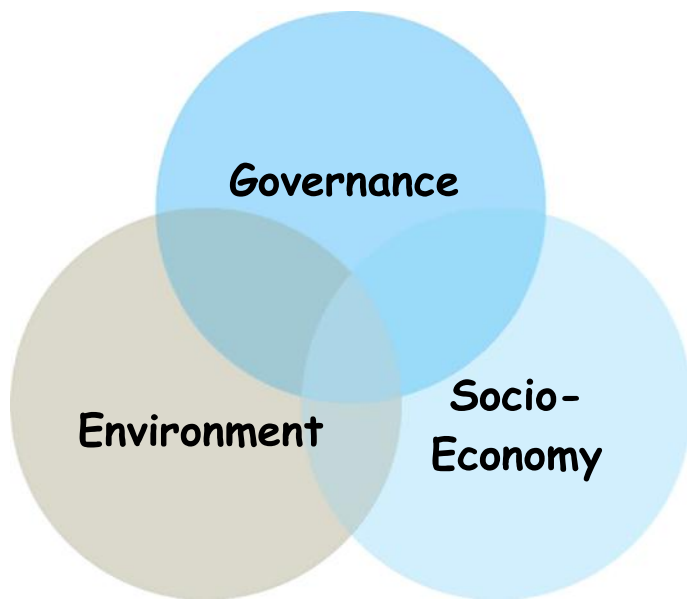
MedArtSal aims to promote the sustainable development of artisanal salinas, providing concrete support on economic, environmental and governance issues. Addressing common challenges in four Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project has promoted the development of a sustainable 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.

## What we did

- We identified the areas susceptible to economic and environmental challenges for the geographical distribution, socio - economic value and biodiversity significance.
- We defined, developed and promoted sustainable and tailored management solutions, management policies or procedures (MedArtSal model) throughout the determination of critical elements for salinas development, in several case studies and pilot actions.
- We fostered collaborations on B2C (residents and tourists) and B2B (GDO and HO.RE.CA) markets, promoting the development of SMEs clusters in each participating country.
- We built an International Network among salt producers and businesses to develop public - private cooperation.

## A Sustainable Development Model for Artisanal Salinas



### 15 SUB-GRANTS for actions in salinas



- January 2021: calls for proposals for sub-grants to select and implement different actions/activities to support salinas owners or managers to increase the sustainability of their salina.
- Eligible activities: to foster the salinas' local economic development through sustainable salt production and development of new products/services, while preserving the local environmental and cultural values.
- Involved countries: Italy, Spain, Tunisia and Lebanon
- Available budget: 480.000 Euro.

- The MedArtSal Model was built to identify the gaps in the sustainability of artisanal salinas across the Mediterranean and to offer individual solutions that could be easily applied.
- Salt-owners and managers were able to identify optimal practices to be applied towards salinas sustainable management through a matrix of sustainable actions.
- The choice of the suitable practice application depended on salinas/territorial development orientation.







## What does it mean to be a SustainableSalina?

A sustainable salina uses natural resources to generate economy in a socially and environmentally respectful way, ensuring the use of resources in the future. Therefore, it should base its economic development on sustainable salt production and the development of new products or services while preserving its environmental and cultural values.

### Business

- Product selling
- Marketing
- Sales



### Biodiversity

- Ecosystem Services
- Preservation
- Restoration



### Good Practices

- New technologies
- New products

### Research

- Innovation
- Diversification



### Other Services

- Sustainable Tourism
- Birdwatching
- Gastronomy



## MedArtSal salinas: 15 pilot actions and 2 case studies





## What we did with the Mediterranean salt farmers

- Restoration measures implemented in 15 pilot actions/sites in the 4 involved countries.
- An operational action plan.
- A handbook on 33 best practices for management of salinas.
- Several field visits in the involved pilot actions.
- 1st International Salt Fair in Tunisia.
- Final Event and 2nd International Salt Fair in Lebanon.
- An International Network of Artisanal Salinas.



During the MedArtSal Final Event and 2<sup>nd</sup> International Salt Fair in Lebanon in June 2023, the **MedArtSal International Network for Mediterranean Artisanal Salinas** was launched to keep promoting the sustainable development of Artisanal Salinas in the Mediterranean Region.

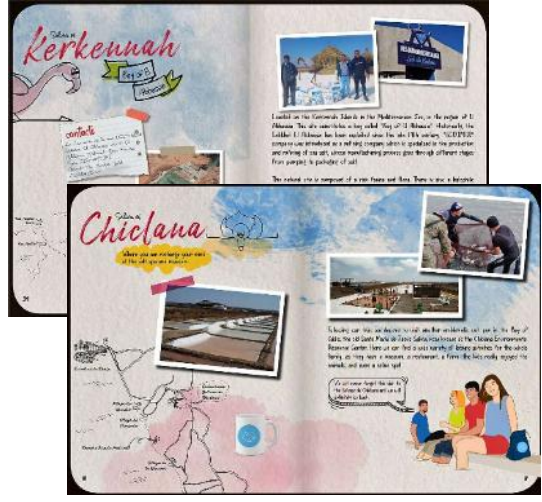


Find **HERE** the  
Final Event video!



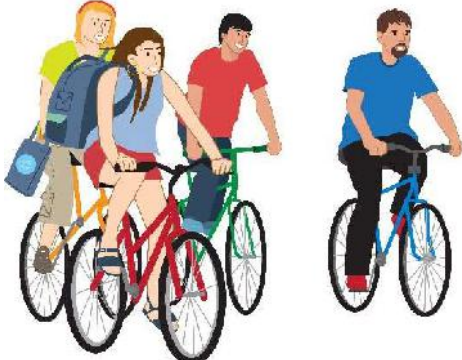
# How to discover the salinas in your country

TOURISM



SCAN me  
TOURISM BOOK

JOIN&FUN



Find more about the experiences  
you can have in salina!



FIND&LEARN



Find **HERE**  
the MedArtSal  
platform  
[www.medartsal.com](http://www.medartsal.com)



MedArtSal

MedArtSal YouTube



Watch the project videos on the MedArtSal YouTube account!

WATCH&TRY



Find **HERE** more about our **recipes with Mediterranean salts!**



Find **HERE** more about the **birdwatching experience in our salinas!!**





## 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)

### MedArtSal Partners



[www.enicbcmmed.eu/projects/medartsal](http://www.enicbcmmed.eu/projects/medartsal)