



COUNCIL OF EUROPE  
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EUROPEAN LANDSCAPE CONVENTION  
CONVENTION EUROPEENNE DU PAYSAGE

**14th Council of Europe Meeting of the Workshops  
for the implementation of the European Landscape Convention  
“Forum of the national selections for the Council of Europe Landscape Award”  
Wrocław, Poland 11-12 June 2014**

## **SUSTAINABLE MANAGEMENT OF LA GERIA (LANZAROTE) A PROTECTED LANDSCAPE**

**Ana Laborde Marqueze**  
*Instituto del Patrimonio Cultural de España*  
**Tania Acuna Gonzalez**  
*Cabildo de Lanzarote*

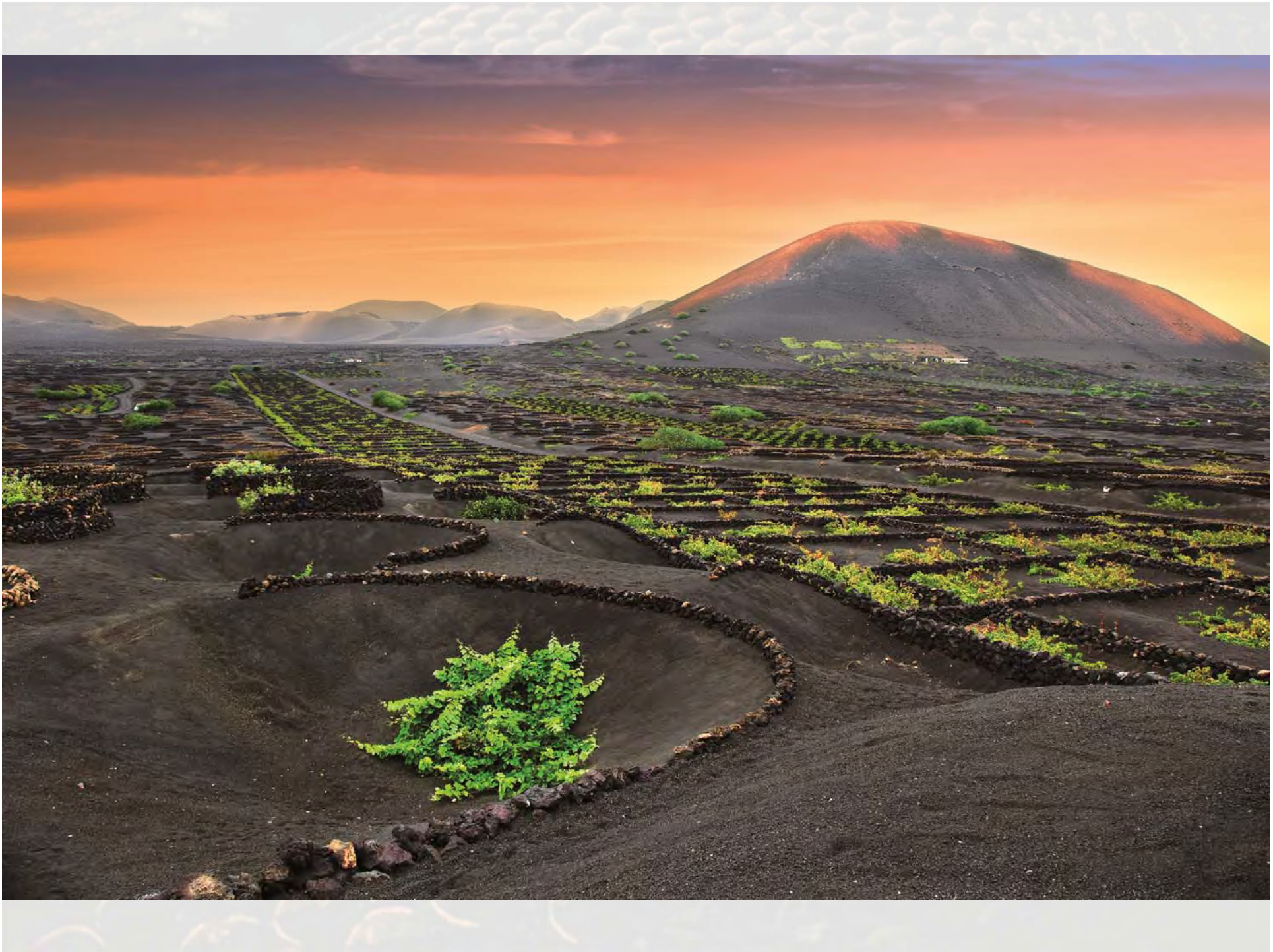


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CULTURAL DE ESPAÑA



The Jury of the **Spanish Candidature** considered the **unique** and **sustainable** landscape of **La Geria** an adequate candidate for the **2013 European Landscape Award** in connection with its values as an essential element of landscape planning, management and protection policy, in accordance with the European Landscape Convention (Madrid 14/12/2012).

- ✓ The territorial, economic, social, cultural and environmental sustainability propositions.
- ✓ The capacity to activate this declined area through actions that have achieved renewed consideration of its historic singularity and economic possibilities.
- ✓ The joint of public and private effort conducted by all agents in order to create a management model.



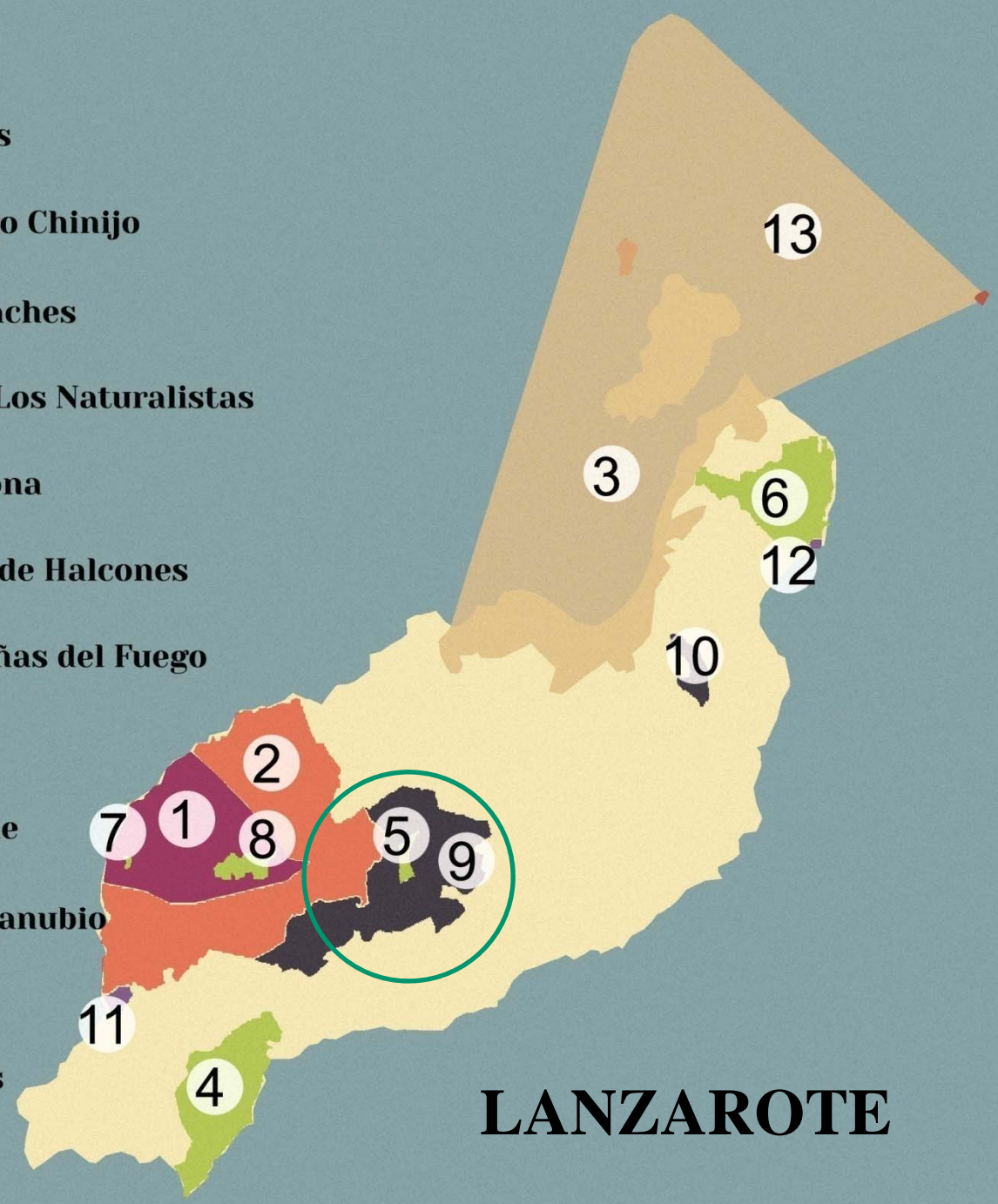
Fotografia Jeziel Martin



# LOCALIZATION: THE CANARY ISLAND



- 1** Parque Nacional de Timanfaya
- 2** Parque Natural de Los Volcanes
- 3** Parque Natural del Archipiélago Chinijo
- 4** Monumento Natural de Los Ajaches
- 5** Monumento Natural Cueva de Los Naturalistas
- 6** Monumento Natural de la Corona
- 7** Monumento Natural de Islote de Halcones
- 8** Monumento Natural de Montañas del Fuego
- 9** Paisaje Protegido de La Geria
- 10** Paisaje Protegido de Tenegüime
- 11** Sitio de Interés Científico del Janubio
- 12** Sitio de Interés Científico de Los Jameos
- 13** Reserva Natural Integral de los Islotes



**LANZAROTE**



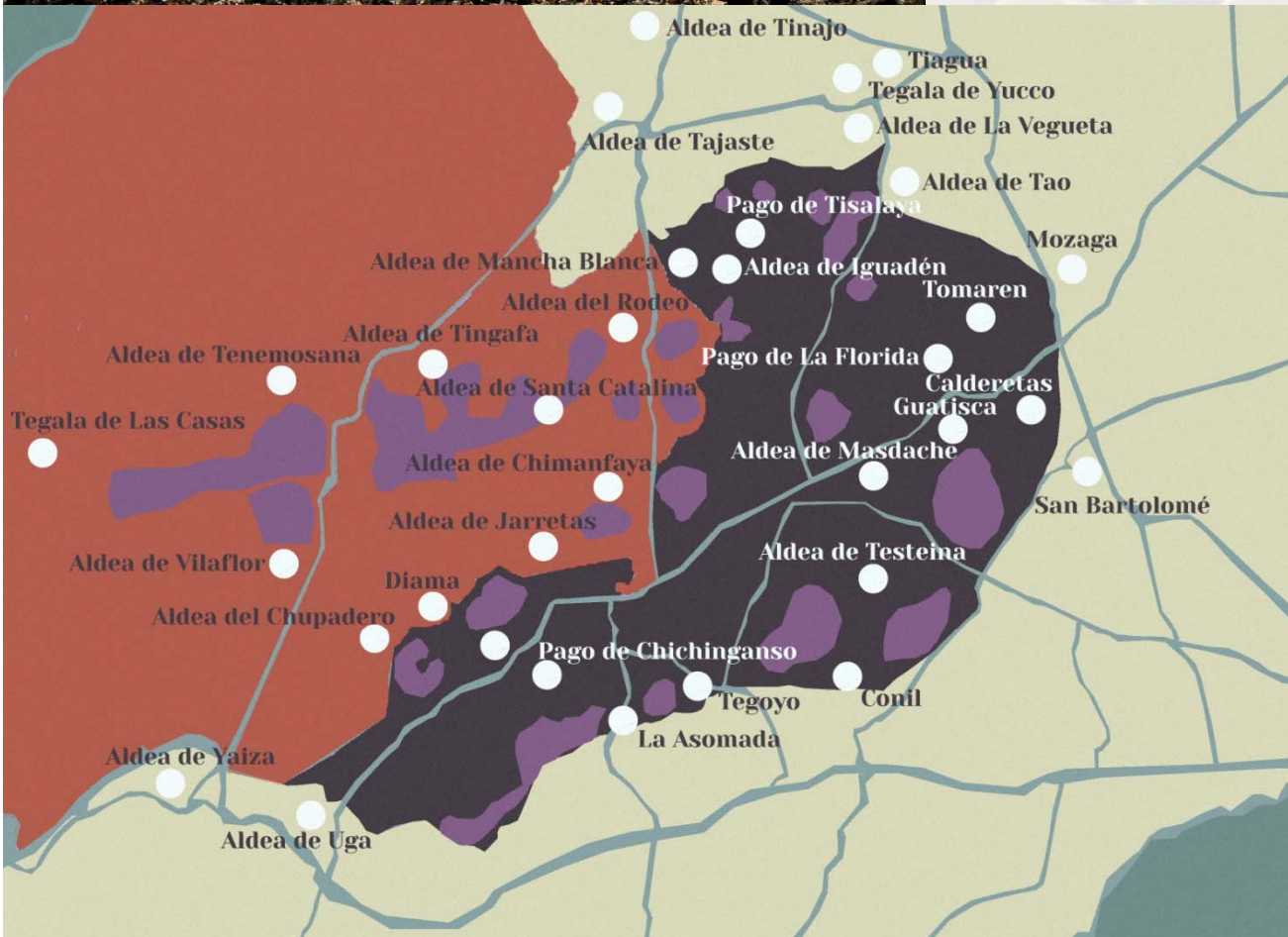
Autor: Carlos Reyes

## TIMANFAYA NATIONAL PARK



Turismo Lanzarote

# VOLCANOS AND BURIED VILLAGES



## LEYENDA

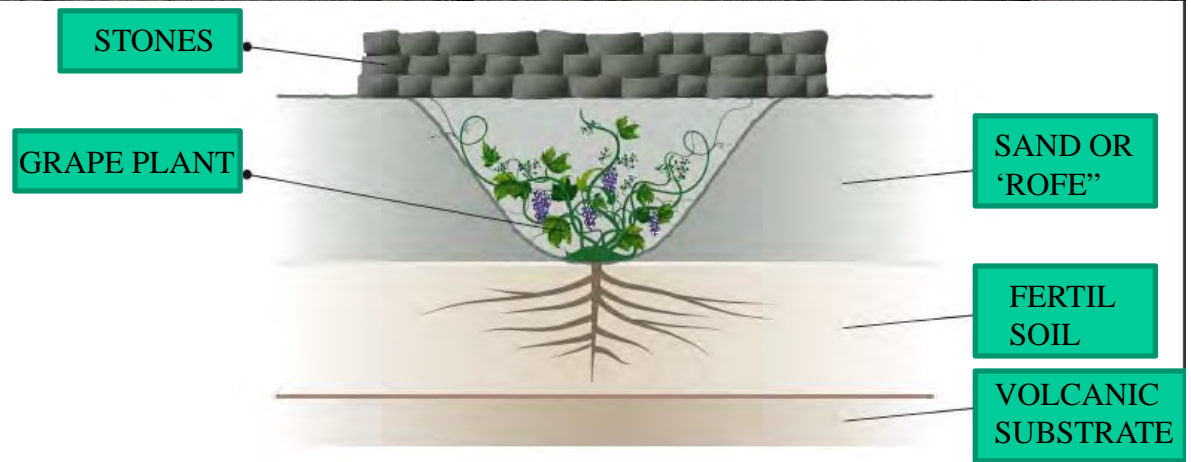
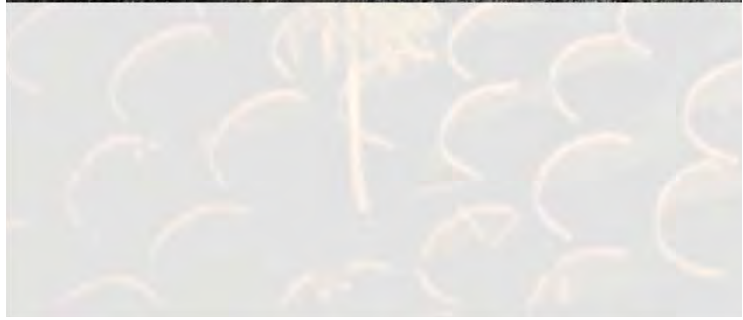
- Parque Natural de los Volcanes
- Paisaje Protegido de la Geria
- Volcanes & Montañas
- Pueblos & Patrimonio edificado, sepultados por las erupciones del s. XVIII



Fotografía Jeziel Martín







## MAIN OBJECTIVES

- ✓ Activating the protected landscape of La Geria.
- ✓ Developing the economic plans to preserve the original cultivation methods and natural ecosystem.
- ✓ Promoting active tourism.
- ✓ Establishing new administrative guidelines for introducing an efficient system and joint discussions between public authorities, business sectors, associations and civil representatives.

- ✓ Creating a pilot experience of ecological agricultural exploitation and offering this unique local culture within a prime touristic destination.
- ✓ Increasing the local inhabitants' awareness, making them feel proud of living and working in a unique area where gastronomical products of great value are cultivated in a land full of historical significance.
- ✓ The image of Lanzarote will be improved and it will raise the awareness of the 2 million of tourists who visit the island each year.

**LaGeria**  
Wineries / Bodegas



**D.O. Vinos de Lanzarote:**  
17 wineries in the island  
1,5 million bottles per year  
9 wineries in La Geria





# LA GERIA







Awareness and dissemination of the landscape: guided schools visits, educational materials, information points, etc.





Recovery of abandoned properties: helping the owners with the cleaning work with the compromise of maintenance





Maintenance duties regarding trails, improper removal, cleaning of road margins, etc..



## **OUTCOMES**

### **✓ Change of economic tendency, raising the value of La Geria**

The price of the volcanic grape “Malvasía” (the main variety of the zone), has raised from 1.15 € in 2009 to 1.60 € in 2012 (39%) and wine exports from 30% to 50% in only 3 years.

Creating new jobs, improving the tourist perception of Lanzarote, developing the economic diversification and promotion of the local products of the island.

### **✓ Co-operative management of La Geria**

Regional and local administrations have started plans and joint programs together with viticultural sectors, local initiatives and social groups.

**✓ Growth of the enogastronomic tourism related to the landscape rehabilitation**

The number of visitors and leisure activities (restoration, museums, footpaths, cultural and sport activities) has been risen in La Geria without overloading the region.

**✓ Creation of an active model of sustainability for local population and visitors**

The local society has begun to rediscover the potential of its gastronomy and grape growing, applying itself massively to the organized activities and events of the area. La Geria has become an example of a more quality concerned tourism and Europeans (95%) will be one of the vehicles of direct transmission of values.

Fotografia Jeziel Martín



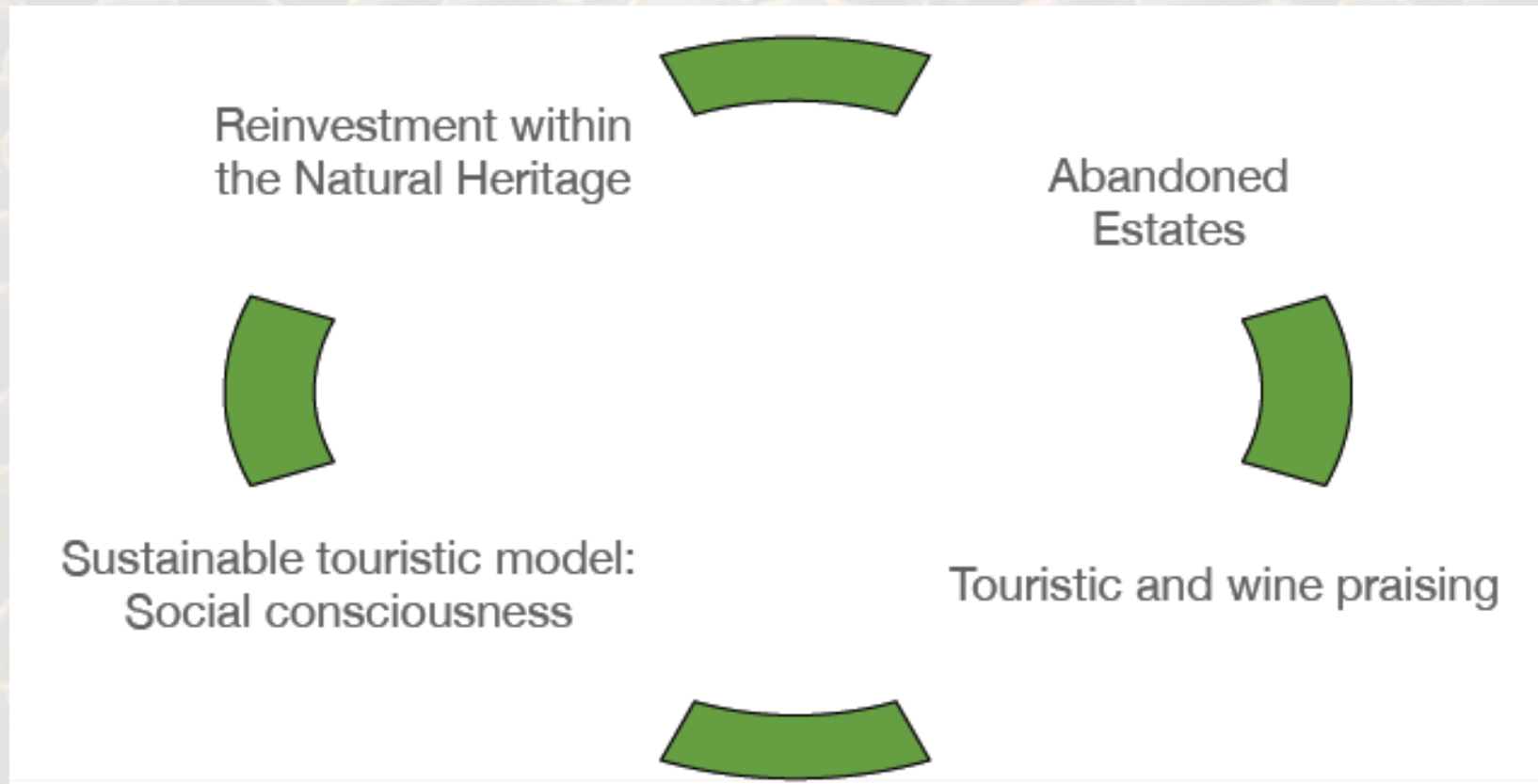
Passive policies have become concrete actions, like the campaigns based on the attributes of **authenticity** and **singularity**.

Lanzarote is now a **touristic destination** and a **modern primary economy**, with the creation of new companies, jobs and a greater awareness of local population.

La Geria wants to be an example of **sustainable territorial development** which contributes to the generation of wealth and total social integration.

**Touristical projects strategy** was implemented through the analysis and integration of all the factors affecting the landscape: culture, environment, tourism, mobility, agriculture and ethnology

The **nature** (climate, geology, biodiversity...) is conceived as a key factor for the social and economic development. The volcanic landscape is one of the greater signs of Lanzarote's identity.





VIDEO

*Many thanks for your attention!!*

