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invierte en las zonas rurales

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region



Unión Europea
Fondo Europeo Agrícola
de Desarrollo Rural

what is the Plan?

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**activities
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communication

What is it?

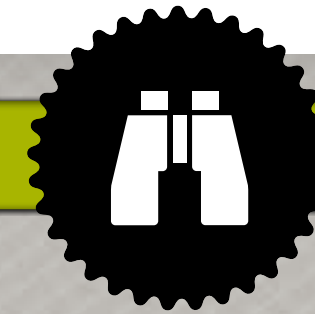
The road signage Plan for
Ornithological Tourism trails in
the Aljarafe-Doñana region



What is the
Aljarafe-
Doñana
region
network for
ornithological
trails?

IT IS A INITIATIVE OF THE **LOCAL ACTION GROUP ALJARAFE-DOÑANA (ADAD)** IN ORDER TO CREATE NEW ORNITHOLOGICAL TRAILS IN FIVE OF OUR VILLAGES INTEGRATED IN DOÑANA NATURAL PARK: AZNALCÁZAR, ISLA MAYOR, LA PUEBLA DEL RÍO, PILAS, VILLAMANRIQUE DE LA CONDESA.

THIS PROJECT HAS BEEN SUPPORTED BY **LIDERA PROGRAM** (MINISTRY OF AGRICULTURE, FISHERIES AND RURAL DEVELOPMEN OF THE REGIONAL GOVERNMENT OF ANDALUCÍA AND THE EAFDR-EUROPEAN UNION) AND THE 'DOÑANA AREA' SUSTENTABLE TOURISM INITIATIVE



OF THE
524 BIRD SPECIES

LISTED ON "BIRDS IN EUROPE" (BIRDLIFE 2004)

MORE THAN **50%**
ARE OBSERVED REGULARLY
IN OUR REGION
AS WELL AS OTHER OCCASIONAL SPECIES

OF THE ESTIMATED

300 BIRD SPECIES

WHICH IS POSSIBLE TO SEE IN
ANDALUCÍA REGULARLY

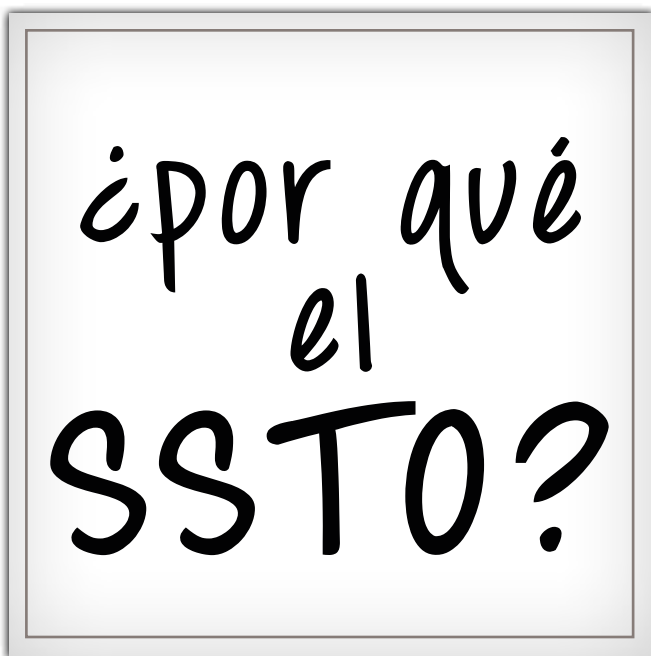
83%
CAN BE OBSERVED
IN THE REGION



why?

The road signage Plan for
Ornithological Tourism trails in
the Aljarafe-Doñana region





Local Action Group Aljarafe-Doñana (ADAD) has been working intensely for more than a decade to highlight and promote awareness of this ornithological asset, which makes our region one of the most suitable environments in Europe for bird watching.

We have supported the **creation of infrastructure and facilities** for specialized bird watching tourism, as well as professional training, promotion and dissemination, and the revitalization of businesses and institutions related to the world of birds.



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The creation and sign posting of these ornithological tourism trails represent another step forward in the sustainable enjoyment of one of our greatest treasures, birds.



The ADAD's experience in ornithological tourism



results

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Results

-  The trails network **improving the interpretative** use of natural heritage by companies and professionals
-  It improves the tourism in the area, **specially attached on nature and ornithology** (generation of employment and economical wealth)
-  Promoting **cycling and hiking** on the natural areas of our region, specially, on the birdlife diversity
-  Promotion **at international and national levelsof** the most suitable places for bird watching and the enjoyment of natural environment of the Sevillian Doñana region.
-  **Connection** of our territory with other more consolidated routes of Doñana (Huelva).
-  Lasting **effects of the project**: signaling, birdwatching equipment, APP, brochures, etc.

budget

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Budget

240.372,37 €

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JUNTA DE ANDALUCÍA
CONSEJERÍA DE AGRICULTURA, PESCA Y DESARROLLO RURAL



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de Desarrollo Rural

ASOCIACIÓN PARA EL DESARROLLO DEL TERRITORIO

Comarca Doñana

JUNTA DE ANDALUCÍA
CONSEJERÍA DE TURISMO Y COMERCIO

60%

LiderA

Andalousian Ministry of Agriculture,
Fisheries and Rural Development and
EAFDR of the European Union

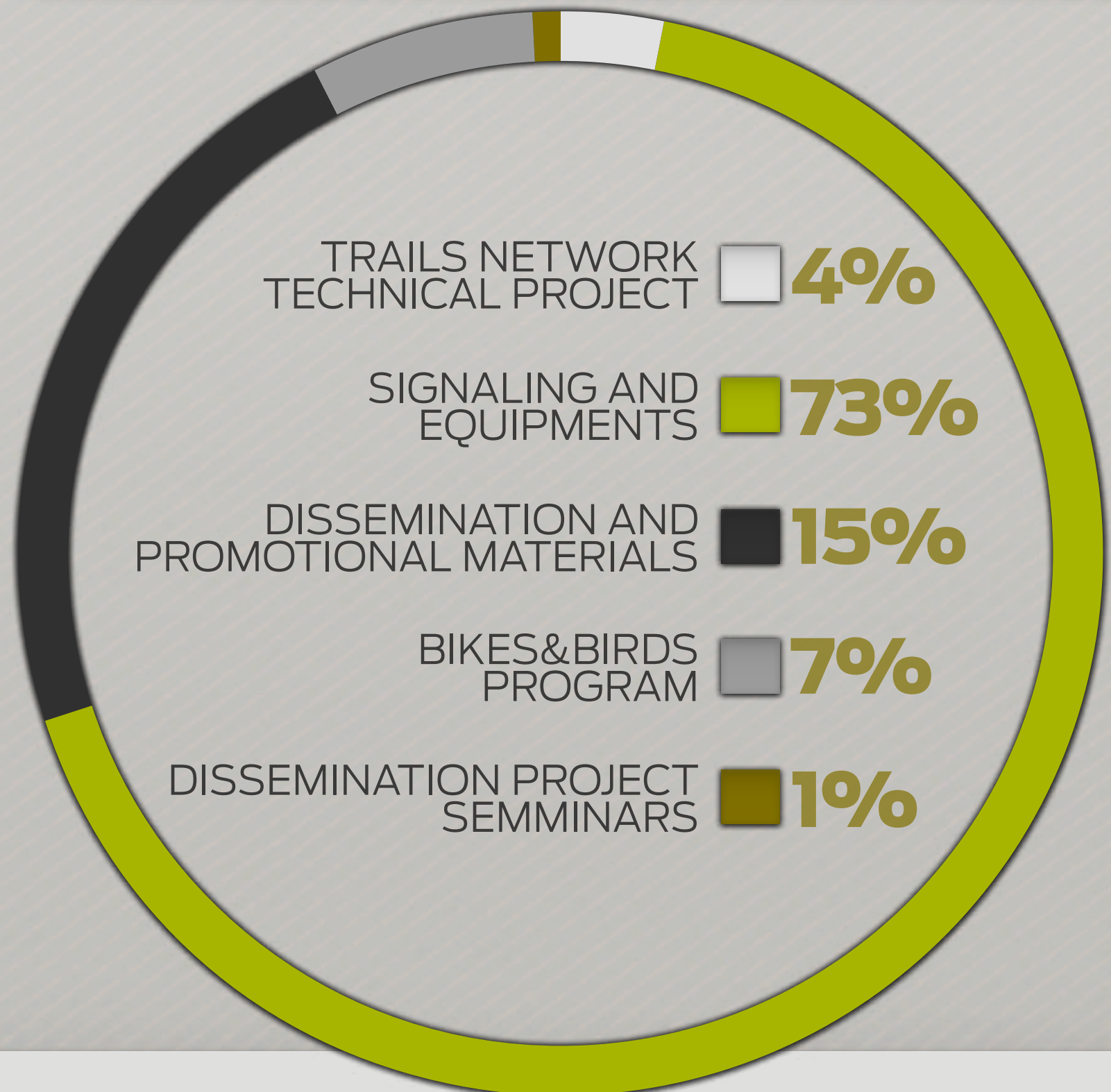
40%

ITS of Doñana
Region

Ministry of Tourism and Trade

240.372,37 €

Budget



actions undertaken

The road signage Plan for
Ornithological Tourism trails in
the Aljarafe-Doñana region





actions undertaken

- 1 Making of technical signaling plan and ornithological trails tracing
- 2 Signals design, interpretive panels and observatories, installation and later maintenance.
- 3 Production of informative and promotional materials: brochures, poster, APP, passport, etc.
- 4 Bikes&Birds Program: project promotion and ornithological awareness of the region resources
- 5 Tourist dynamisation on the region touristic establishments: dissemination material distribution, birds passport
- 6 Final presentation Day
- 7 Project communication

Signals design, interpretive panels and observatories, installation and later maintenance.

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region

324

Signaling



Signals design, interpretive panels and observatories, installation and later maintenance.

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region

10

Observatories



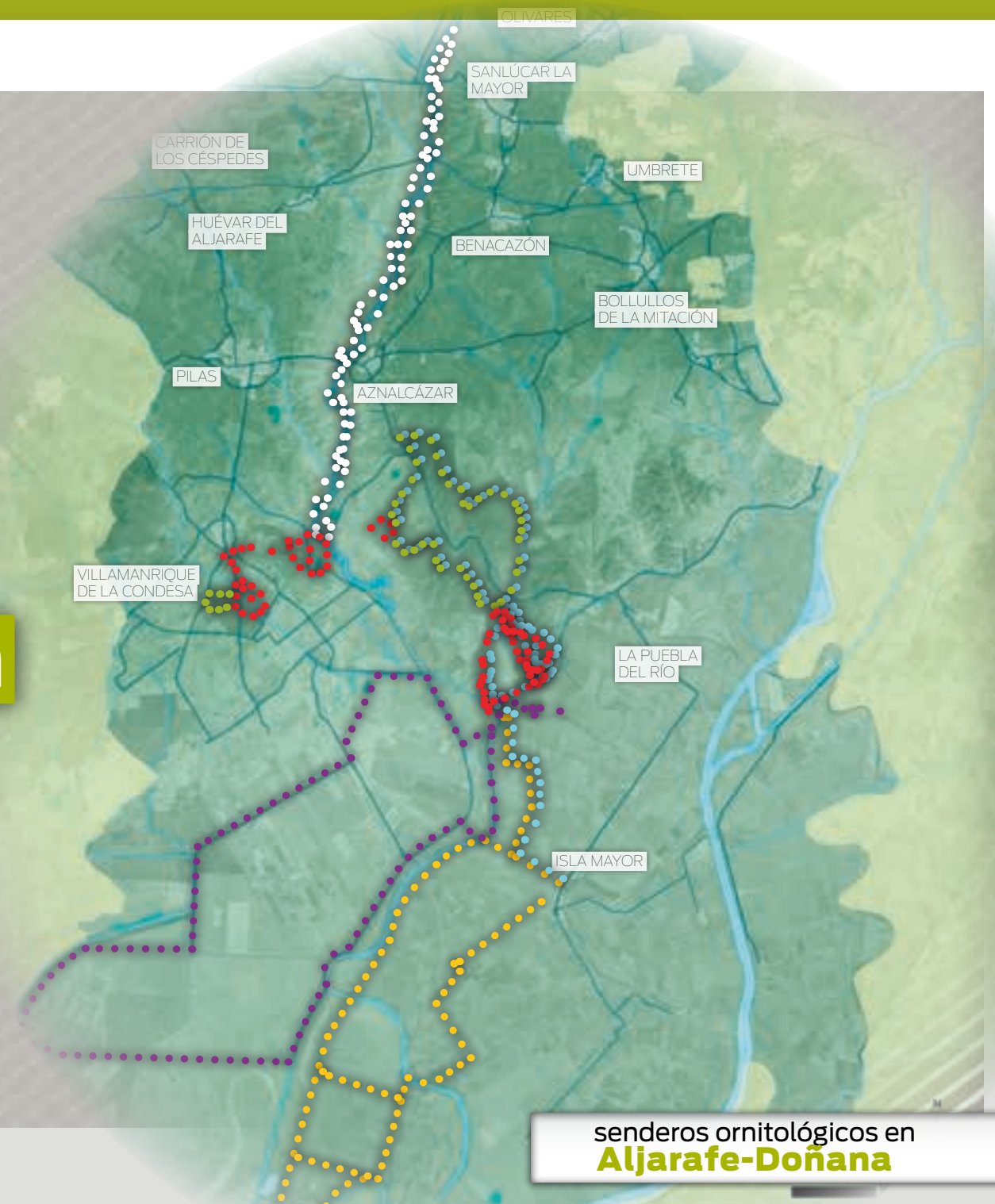
ubicación de observatorios en
Aljarafe-Doñana

Signals design, interpretive panels and observatories, installation and later maintenance.

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region

220

The bird watching trails network consists of 14 routes, make more than 220 km in length and cover an area of over 352 km².



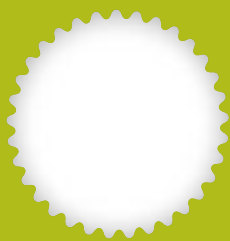
senderos ornitológicos en
Aljarafe-Doñana

Informative and promotional materials: brochures (ALSO IN ENGLISH)

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region

 THE TRAILS ENABLE VISITORS TO APPRECIATE THE **BIRD COMMUNITY** IN 5 DIFFERENT ECOSYSTEMS: RICE PADDIES, THE GUADAMAR RIVER GALLERY FOREST, MEADOWS, MARSHES AND PINE FOREST. THERE IS A LEAFLET WITH THE CORRESPONDING ROUTES FOR EACH TYPE OF ECOSYSTEM.



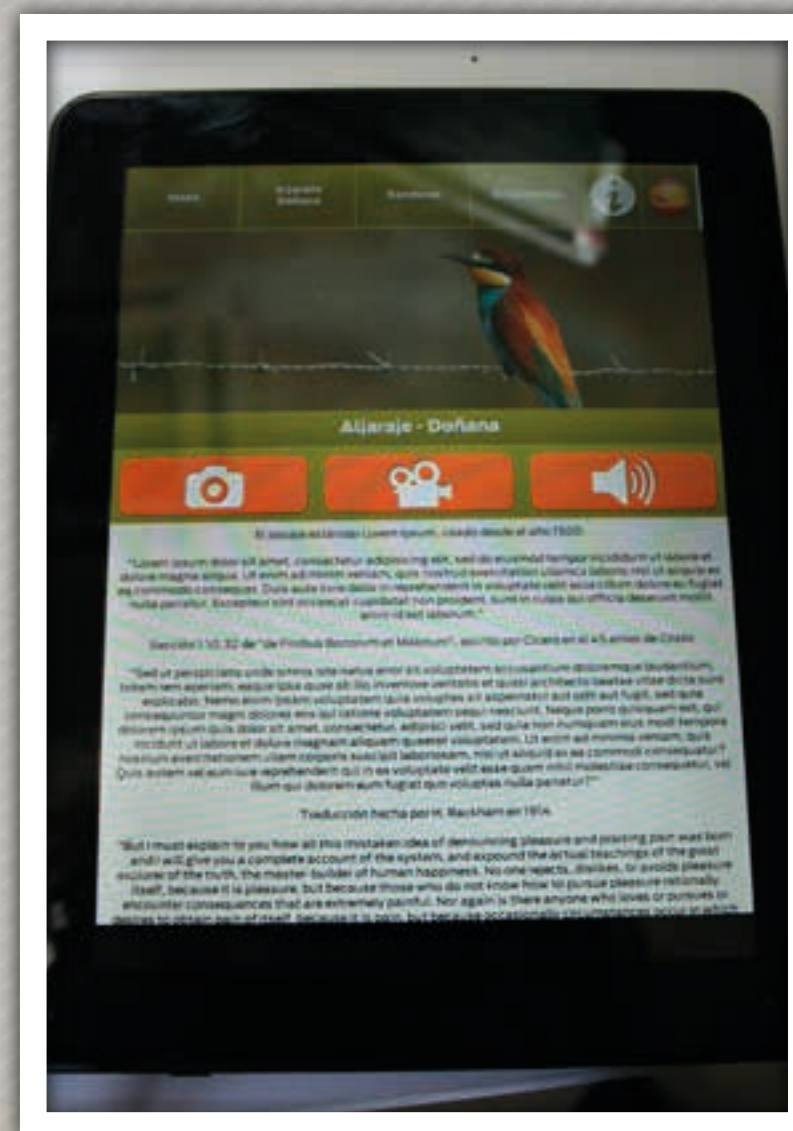


Informative and promotional materials: brochures (ALSO IN ENGLISH)

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region



APP FREE (IN SPANISH, ENGLISH AND FRENCH)



Birds passport

The road signage Plan for Ornithological Tourism trails in the Aljarafe-Doñana region





Águila Imperial Ibérica
ACCIPITRIDAE

Presencia en Aljarafe-Doñana según meses:
ene feb mar abr may jun jul ago sep oct nov dic

Abundancia y nivel de conservación:
● en peligro

Morfología. Rapaz de gran tamaño, de plumaje pardo oscuro y complexión robusta. Tono blanco en hombros y parte superior de alas y nuca de color gris perla. Pico gris y negro.

Hábitat. Zonas arboladas de monte bajo, cercana a marisma, aunque está muy necesitada del árbol. Vuela a gran altura en las horas centrales de días calurosos.

Nidificación. De marzo a julio, construyendo un gran nido en la copa de los árboles más grande de su zona.

Alimentación. Experto cazador de mamíferos de mediano tamaño como conejos. También captura aves, reptiles o peces.

En Doñana. Gran peligro de extinción. En el Espacio de Doñana se reproducen entre 8 y 14 parejas.



Alcaraván Común
BURHINIDAE

Presencia en Aljarafe-Doñana según meses:
ene feb mar abr may jun jul ago sep oct nov dic

Abundancia y nivel de conservación:
● en peligro

Morfología. De mediano tamaño con plumaje moteado pardo, más claro en las zona inferior. Cabeza redonda y pico corto. Son característicos sus vistosos ojos amarillos.

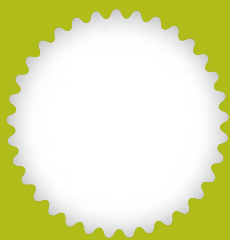
Hábitat. Medios abiertos, fundamentalmente marismas secas, zonas arenosas o playas lacustres. Escasa humedad y poca vegetación, aunque podemos verlo en zona de marisma en invierno. Es un ave de hábitos crepusculares y nocturnos. Especie sociable.

Nidificación. Entre marzo y julio, ocupando un pequeño hueco en el terreno con restos vegetales y piedras de poco tamaño.

Alimentación. Caracoles, lombrices, insectos terrestres y larvas. En ocasiones caza pequeños vertebrados e incluso anfibios.

En Doñana. Se estiman 300 parejas en la Comarca de Doñana.





Bikes&Birds Program

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Nature *Healthy sport*

LEISURE Ornithological Resources

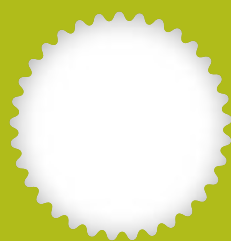
birdwatching

TOURIST PROMOTION

environmental awareness

sustainability

coexistence



Bikes&Birds Program

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Routes

La Puebla del Río | **SEPTEMBER, 14TH**

Isla Mayor | **OCTOBER, 6TH**

Pilas | **OCTOBER, 20TH**

Villamanrique de la Condesa | **NOVEMBER, 1ST**

Aznalcázar | **NOVEMBER, 9TH**

MORE THAN

600
PARTICIPANTS



TECNICAL SUPPORT

Guadamar Educa

BICIS & birds









BICIS & birds





BICIS & birds



BICIS & *le roads*



communication

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Más de 200 ciclistas han acudido a La Puebla del Río con motivo de la primera ruta ornitológica Bici&Ave (el evento, organizado por el Grupo de Desarrollo Rural, Ajigüel-Doñana, el Ayuntamiento local y el Club Ciclista BTT, tenía como fin mostrar la riqueza de la Reserva Natural Conectada Dehesa de Abajo y Cañedo de los Pájaros. La iniciativa también ha servido para promocionar el proyecto de señalización de senderos de turismo ornitológico y la Iniciativa de Turismo Sostenible de Doñana.

Conforme de *Ardeotis* (cf. *Ardeotis* *gambelii*)

Le Groupe de Développement Rural algérien-Océanie (GDRAO) avec l'appui de la coopération internationale, a initié, en 2007, des actions de développement rural en faveur des populations locales en tant que partenaire à part entière. L'objectif de ce partenariat est de contribuer à améliorer les conditions de vie des populations rurales algériennes et à promouvoir le développement durable.



Author's note: 'Soul Mages' is a character in the role-playing game *World of Warcraft*, published by Blizzard Entertainment.

Con todos los Programas Educativos de la Escuela de Agricultura, Pecuaria y Pesca, Ingeniería y Maestría en la Universidad Tecnológica de Joliet/Consejo de la Educación, el Grupo de Desarrollo de la Agricultura desea anunciar un importante proyecto: su propia televisión por cable, el canal de la vida natural de una forma, intensa y constante, tanto al interior como al exterior de la Universidad, gracias a la tecnología.

[illegible]

SEVILLA

Organizan rutas ornitológicas en bicicleta desde fines de septiembre por pueblos de la comarca Aljarafe-Doñana



USO AMBIENTE
REDIMIDAS EN FAVOR DE UN ESPACIO PROTEGIDO

América y La Florida del Norte se unieron en los Juegos Olímpicos y 200 millones más mudaron la primera jornada de la Copa Libertadores por la televisión. El evento, transmitido por el Grupo de Desarrollo

Rural Agents Diploma (AERO), e
Apuntamento de La Puente nel
Club Ciudad del Fútbol de La Puente
ha svolto come un maestro di
cultura di un secolo continuo.

A photograph showing three people on bicycles in a wooded area. One person is wearing a red shirt and a blue helmet, another is wearing a white shirt and a blue helmet, and the third is wearing a blue shirt and a blue helmet. They are all looking towards the camera.

Formula	LaQinba	Reactive	Living	Controlled	Microgels	Block	Star
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SUTHERLAND

Rutas ornitológicas en bicicleta por pueblos de Aljarafe-Doñana

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PRESS RELEASES

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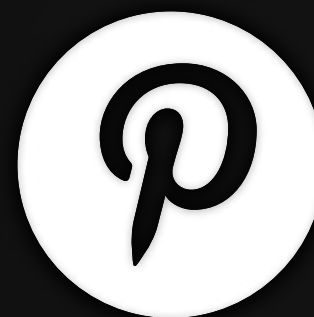
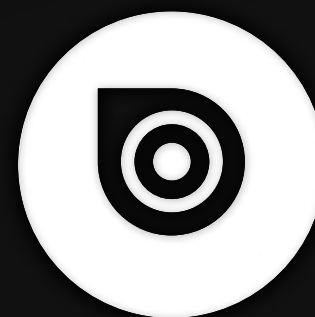
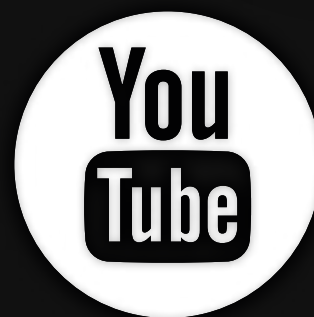
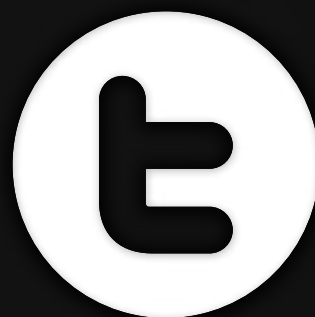
MORE THAN

MORE THAN
60

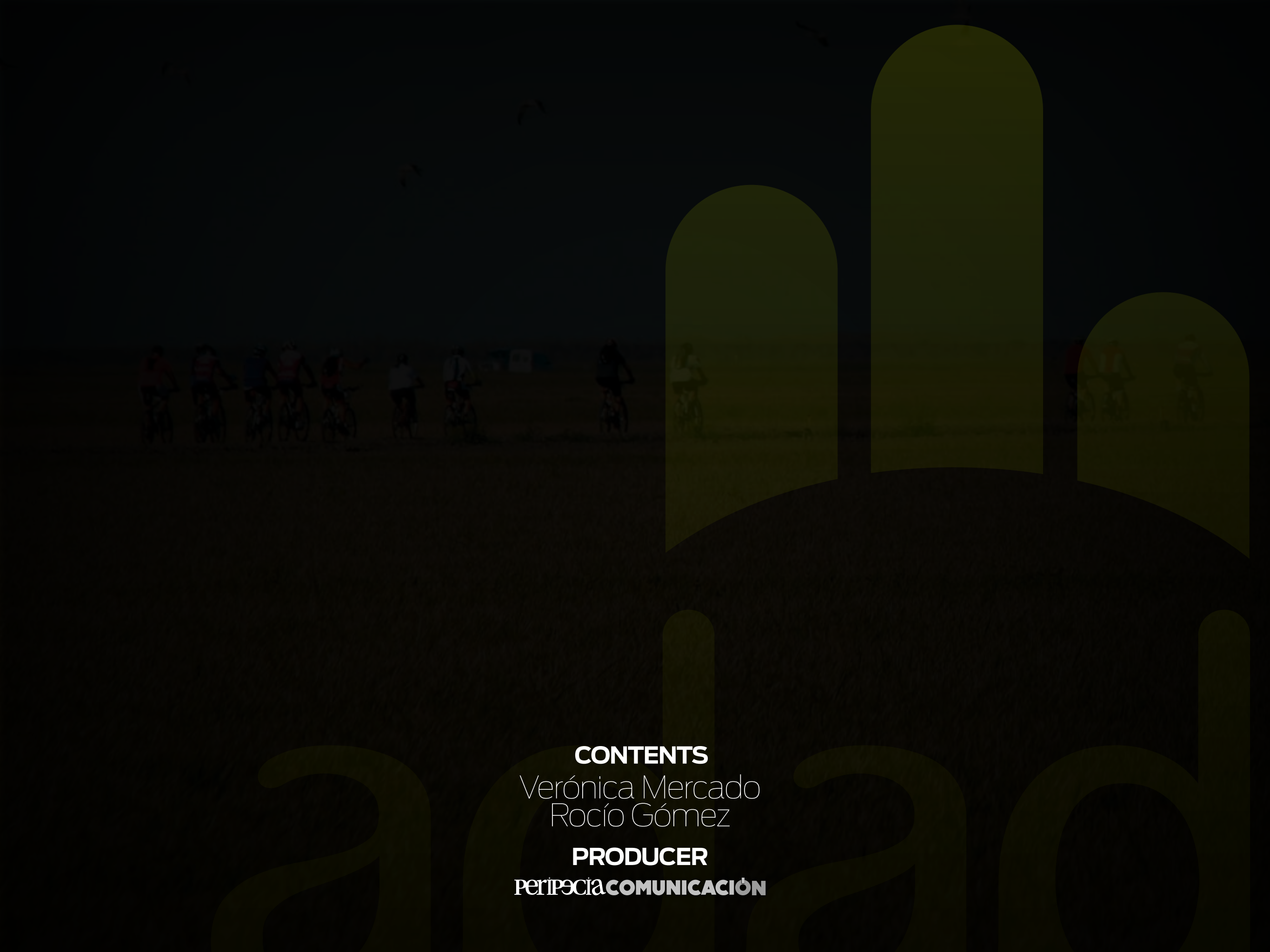
APPEARANCE IN DIGITAL MEDIA

2

RADIO INTERVENTIONS



communication

The background of the entire page is a dark, low-key photograph of a cycling race. A group of cyclists is visible in the middle ground, silhouetted against a lighter sky. The image is overlaid with several large, semi-transparent, olive-green arches of varying heights, creating a stylized architectural or landscape effect.

CONTENTS

Verónica Mercado
Rocío Gómez

PRODUCER

PERIPÉCIA COMUNICACIÓN