



**ENI
CBCMED**
Cooperating across borders
in the Mediterranean



Programme funded by the
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**REGIONE AUTÒNOMA
DE SARDIGNA
REGIONE AUTONOMA
DELLA SARDEGNA**

Sinergie per la Blue Economy nell'Area Mediterranea. Il Programma ENI CBC MED.

Roma – 4 ottobre 2022



MedArtSal

***Sustainable Management Model for Mediterranean
Artisanal Salinas***



**Dipartimento per le Politiche di Coesione
Presidenza del Consiglio dei Ministri**



PAC CTE
2014 - 2020
PROGRAMMA COMPLEMENTARE DI AZIONE E COESIONE
GOVERNANCE NAZIONALE DEI PROGRAMMI DELL'OBIETTIVO
COOPERAZIONE TERRITORIALE EUROPEA 2014-2020



*Agenzia per la
Coesione Territoriale*



**REGIONE
PUGLIA**



**REGIONE
LAZIO**

Sustainable Management Model for Mediterranean Artisanal Salinas



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MedArtSal is funded by the European Union under the ENI CBC Med Programme. The project total budget is € 3.2 million and the EU contribution is € 2.9 million (90%)

WHY ARTISANAL SALINAS

The production of salt: one of the oldest industries known to man

Many saltworks recognizable in the Mediterranean of which **FEW** still working

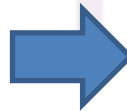
BUT...

Nowadays salinas across the Mediterranean are facing many **pressures** and **threats** due to change of social values and economic stresses: the market of their products is subject to **strong competition** from cheaper land-produced salt and the world trade.

WHAT CHOICE?

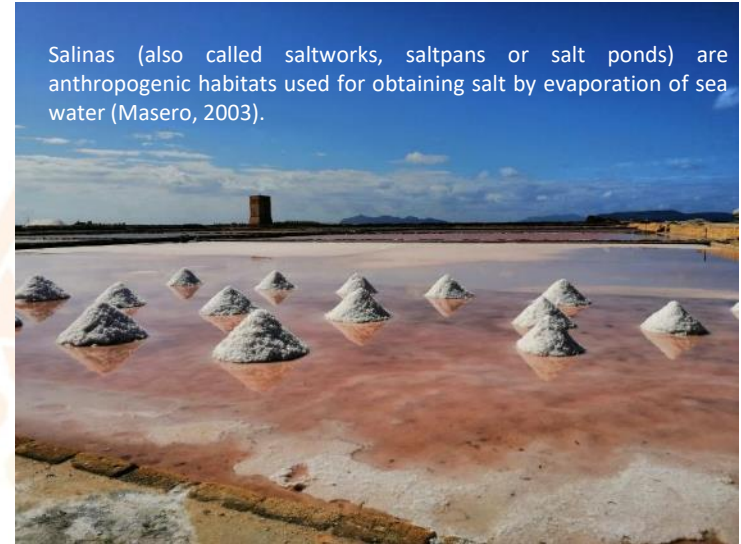
Industrializing? Closing?

....or changing business orientation?



- **Sustainable tourism**
- **New artisanal products**

Salinas (also called saltworks, salt pans or salt ponds) are anthropogenic habitats used for obtaining salt by evaporation of sea water (Masero, 2003).



MedArtSal project will significantly contribute to economic and social development of local businesses and communities by the implementation of a

MODEL OF SUSTAINABLE MANAGEMENT OF ARTISANAL SALINAS

in 4 Mediterranean countries (Italy, Spain, Tunisia and Lebanon)

The model will profit of existing experiences and best practices around the Mediterranean case studies, and will be supported by specific activities (case studies) in

La Esperanza (Spain) and **Sebkha** (Tunisia).



Started in nov. 2019

8 partners

4 Mediterranean countries



6 associated partners



- **Mid-term effects**

1. Environmental changes: sustainable use of resources and territory; protection of the environment and biodiversity
2. Social changes: increased knowledge and skills on artisanal salinas; territory recovery; new employment; awareness towards the importance of this local heritage and natural site.

- **Long-term effects:**

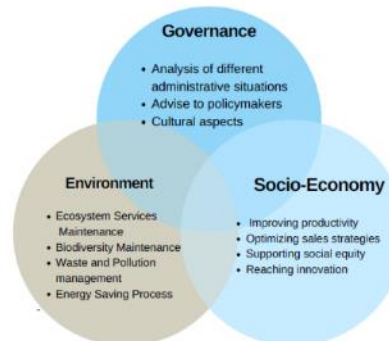
1. Economic changes: start-up of new businesses; increased competitiveness of existing companies; valorisation of salt products and creation of new products and markets and related services (e.g. tourism, logistics)
2. Governance changes: entrepreneurship and competitiveness development plans; incentives and economic/financial support.



DATABASE and MAPPING

Identified a total of 227 Salinas from 18 countries. Among them, there are 41 artisanal Salinas

Sustainable development model for artisanal salinas



MODEL

TESTS



Salinas Self-evaluation- SSI TOOLKIT

Home - MedArtSal

- ✓ e-commerce platform
- ✓ marketing plan strategies
- ✓ Tourism best practices catalogue

TOOLS

ACTIONS

Call for proposals for sub-grants from January 2021 for a total budget of 480.000 euro.

15 awards

Saline Ettore e Infersa srl	ITALY
Parco della Salina di Cervia s.r.l.	
San Vicente SL	SPAIN
ANSE	
ALEMA	
CPV Bahía de Cádiz	
Sleiman Sleiman	LEBANON
Georges Sleiman	
Hafez Jreij	
Imad malek	
Georges Najjar	
Kamel Anjoul	
TUNISEL S.A	TUNISIA
Immobilier SAFIR	
SOSELKER / SODIMER	

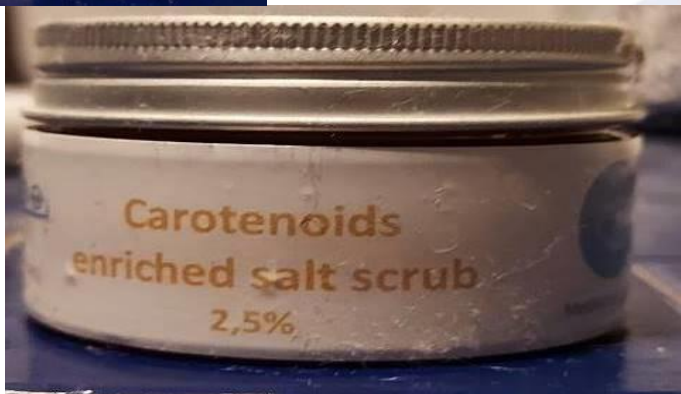


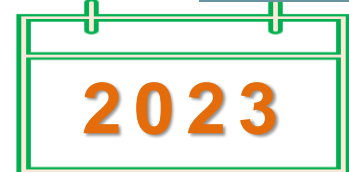
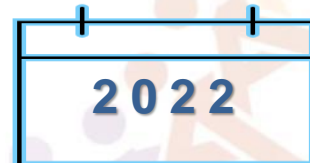
Video





Some results





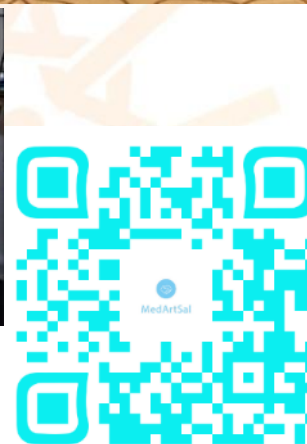
What next

THANK YOU
Grazie



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YouTube

