

MORADA ATLÁNTICA

1. INTRODUCTION



In October 2016, the GALP: Costa da Morte and the GALP SEO from Fisterra and Ría de Muros e Noia: Costa Sostible presented a project named '**Morada Atlántica** *The support of inter-territorial and transnational cooperation projects of local fisheries sector groups (GALP), for the sustainable development of fisheries areas under the European Maritime and Fisheries Fund (FEMP) 2014-2020*'.

The Morada Atlántica Project was approved by the Consellería do Mar in December 2016.

2. MORADA ATLÁNTICA PROJECT



OBJECTIVE: To promote cooperation & transfer of knowledge between Atlantic Arc coastal territories (Spain, Portugal, France, United Kingdom and Ireland)

HOW: **new sustainable tourism products** = diversification + de-seasonalise the tourist offer.

3. MORADA ATLÁNTICA PROJECT ACTIVITIES



ATLANTIC
COOKERY
RECIPE BOOK +
HALLMARK



PROMOTION
ACTIVITIES

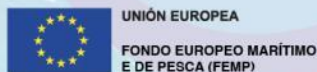


ATLANTIC
MUSEUM SPACE
NETWORK





ATLANTIC COOKERY RECIPE BOOK + HALLMARK



GASTRONOMIC CULTURE



THREAD: Gastronomy/Atlantic Cooking

This represents a resource that offers a range of potential activities full of **heritage, cultural and historical content** in order to entertain the tourist, proposing them an innovative way of living experiences in the territory through **a multisensory contact.**

GASTRONOMIC CULTURE



The tourism development of the traditional dishes can increase the tourist offer of each locality; differentiate a destination from its competitors; encourage the creation of direct and indirect employment; encourage producers in the territory; and contribute with the diffusion and valuing of the local traditions.

PROBLEMS



- Enhancement of the value of the Atlantic diet/gastronomy is necessary, in contrast to the Mediterranean diet.
- The final consumers not only are interested in tasting a traditional dish from the place where they are visiting, but also they are interested in other aspects related to them: history, tradition and, especially, the local products used in the preparation of the dish.
- Changes in the consumers preferences have an effect in the chain of provision in the field of restoration, generating a great opportunity for local producers.
- The increase in the demand for "sustainable" production products brakes the climate change and improves the environment, having a direct effect on the reduction of transport costs.

SOLUTION PROPOSED



To value the historical and cultural patrimony of the partner entities of the Morada Atlántica Project, taking the Atlantic gastronomy as a thread, linking these resources with seafaring content, which influences positively on tourism.

Gastronomy represents a resource that offers a range of potential activities full of patrimonial, cultural and historical content in order to entertain the tourists and provides them an innovative way to experience the territory through a multisensory contact.

PROPOSED ACTIONS



1. To visit the hostelry establishments with the purpose of compiling a **cookbook** related to the territorial sea.
2. To design a **hallmark** and an **Accession Protocol** for the hostelry establishments that specialize in Atlantic Cooking.

REQUIREMENTS FOR THE HALLMARK



Two conditions must be fulfilled:

1. To be a restoration establishment which offers dishes included in the “Atlantic Cooking Cookbook”. These must be cooked using native products.
2. To be located in a municipality of influence from the GALP 3 and 4. This is: A Laracha, Carballo, Malpica, Ponteceso, Cabana de Bergantiños, Laxe, Camariñas, Vimianzo, Muxía, Fisterra, Corcubiión, Cee, Dumbría, Carnota, Muros, Outes, Noia and Porto do Son.

However, in spite of this second point, the aims are to extend the scope of action of this hallmark, making the entire Atlantic coast a potential beneficiary.

HOW TO APPLY FOR THE HALLMARK

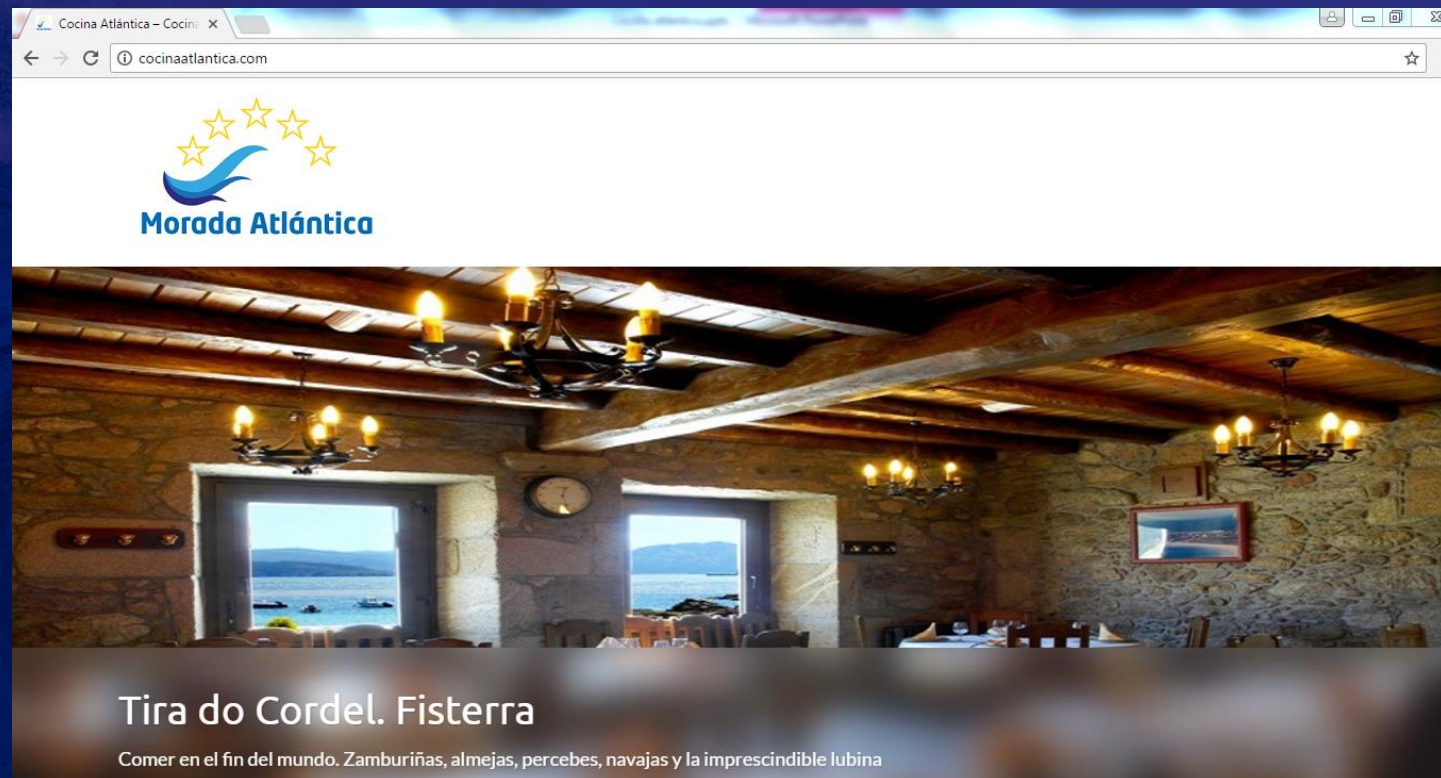


Interested applicants must send the application form by email (standard form is on the web), to: gaC3@accioncosteira.es or gaC4@accioncosteira.es, together with these scanned documents:

- CIF of the company
- NIF of the legal representative person
- Company's Memorandum of Association, or an equivalent document.
- A technical report containing the location of the establishment, a list of the Atlantic dish/dishes for recognition, a list of providers and a list of the local products that are acquired for the preparation of that/those dishes.

PROMOTION ACTIVITIES

MORADA ATLÁNTICA WEB



ATLANTIC COOKING APP



SECCIÓN DE INICIO

PANTALLA DE INICIO DE LA APLICACIÓN



La pantalla de inicio de la aplicación nos permite hacer una búsqueda directa del producto, filtrar sólo por productos de temporada o filtrar sólo por pescado o marisco.

PANTALLA TODOS LOS PRODUCTOS



La pantalla de todos los productos muestra por defecto todos los pescados y mariscos. Se puede filtrar sólo por pescados de temporada o mariscos de temporada.

Indica que el usuario puede navegar horizontalmente, entre el título

APP INTERFACE



- **Product:** The user can choose a product among others in a list of local products, of which he/she wants to look for information.
- **Star product season:** The user, depending on the season/month, can learn more about the star product of a particular season/month (fish seasons: Sardine in June, July and August) .
- **Recipe:** When the user select a product, a number of recipes with that product are showed (with name and pictures).
- **Restaurants:** When the recipe is selected, information about restaurants that prepare it are sowded.
Location: When this option is selected, a number of nearest restaurants are suggested, depending on the user location.
- **Rating:** The user can evaluate with stars and comment his/her experience in the restaurant.
- **Link a tripadvisor :** The user can know more about the restaurant opinions/rating in this social network.
- **Filters:** The users can filter the information by products, recipe, location, and user ratings.

SOCIAL MEDIA



Morada Atlántica

Morada Inicio Buscar amigos

Página Mensajes Notificaciones Estadísticas Herramientas de publicación Configuración Ayuda

Morada Atlántica

Morada Atlántica

UNIÓN EUROPEA FONDO EUROPEO MARÍTIMO E DE PESCA (FEMP)

XUNTA DE GALICIA CONSELLERÍA DO MAR

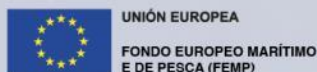
Te gusta Siguiendo Compartir Más información

Escribe algo...

Organización 5,0

Consejos para páginas Ver todas

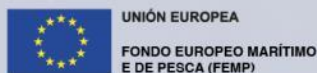
¿Cómo funcionan los anuncios de Facebook? Llega a todas las personas adecuadas allí donde están activas y



SOCIAL MEDIA



The screenshot shows the Twitter profile page for 'Morada Atlántica'. At the top, there is a navigation bar with 'Inicio', 'Momentos', 'Notificaciones' (5), and 'Mensajes'. A search bar contains 'Buscar en Twitter' and a 'Twitter' button. The profile header features a large banner image of a blue wave with the 'Morada Atlántica' logo and the text 'Morada Atlántica'. Below the banner are logos for 'UNIÓN EUROPEA FONDO EUROPEO MARÍTIMO E DE PESCA (FEMP)' and 'XUNTA DE GALICIA CONSELLERÍA DO MAR'. The profile statistics are: TWEETS 29, SIGUIENDO 114, SEGUIDORES 17, and ME GUSTA 2. A 'Seguir' button is visible. The bio reads: 'O proxecto Morada Atlántica ten como finalidade potenciar a cooperación e a transferencia de coñecemento dos territorios costeiros do arco atlántico.' and 'Se unió en mayo de 2017'. A pinned tweet from May 8th says: 'Morada Atlántica busca configurar novos produtos turísticos en el arco atlántico a través del patrimonio de las zonas costeras'. The right sidebar shows 'A quién seguir' with suggestions for 'Mutua Propietarios @MP...', 'Campidigital @Campi_Di...', and 'Twitter @Twitter'.





Espacios Museísticos
Atlánticos

ATLANTIC MUSEUM SPACES NETWORK

REMA



UNIÓN EUROPEA
FONDO EUROPEO MARÍTIMO
E DE PESCA (FEMP)



XUNTA DE GALICIA
CONSELLERÍA DO MAR



Grupo de Acción Local
do sector Pesqueiro
Seo de Fisterra Ría de Muros-Noia:
Costa Sostible

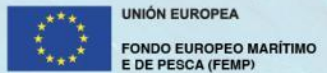


Grupo de Acción Local
do sector Pesqueiro
Costa da Morte

ATLANTIC MARITIME CULTURE



Over the centuries, Atlantic seafaring populations created their **own ways in relation to their feelings related to the sea**. Landscape, language, tradition and toponymy are a reflection of these feelings, in addition to the town architecture and, in the end, in the **seafaring culture**.



PROBLEMS OF THE SPACES WITH MUSEUM CONTENT



From a cultural and economic point of view, the museum spaces model has been in a crisis situation since ancient times, finding the higher museum spread as an aggravating of the situation: more than half of the museum spaces were created in the last half century.

PROBLEMS OF THE SPACES WITH MUSEUM CONTENT



With the purpose of ensuring the survival of the concept of museum spaces and the current museum framework, the structuration of a space with museum content is necessary, or a network of them, involving a redefinition of the activities/objectives, and a management reorganization.

SOLUTION PROPOSED



To create our own space network with Atlantic museum content (with the Spanish acronym REMA), which has the aim to enhance the value of tangible and intangible heritage linked to the sea.

ADVANTAGES



- More opportunities in order to display more temporary exhibitions/more attractive spaces.
- **To promote our territory/museum spaces in other places.**
- To share experiences with other members from the network.
- To carry out joint promotional actions.

WHO IS PART OF THIS NETWORK INITIALLY?



- Museum spaces with seafering content from the GALP Costa da Morte.
- Museum spaces with seafering content from the GALP SEO in Fisterra and Ría de Muros e Noia.
- Ílhavo Maritime Museum

WHO WILL JOIN THE NETWORK IN A SECOND PROJECT STAGE?



Spaces with seafering content:

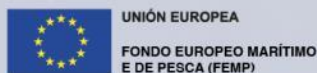
- Other Gallician GALP
- Other Portuguese GALP
- GALP from Huelva and Cádiz

In a third project stage, the museum spaces will include other museum spaces from France and Ireland.

THE FIRST TEMPORARY EXHIBITION FROM REMA NETWORK



A Campanha do Argus, by Alan Villiers



PLACES WHERE THE EXHIBITION WILL BE SHOWED



**Espacios Museísticos
Atlánticos**



**Museo Man de
Camelle Casa do
alemán
21st June – 4th
July**



**Fábrica de Sel
6th July – 28th
July**



**Museo do Mar
de Laxe
1st August –
31st August**

EXHIBITION COMPOSITION



Exhibition of 50 pictures from the Argus Campaign

Contact details:



**Espacios Museísticos
Atlánticos**

- **Lead FLAG (Costa da Morte):**
gac3@accioncosteira.es
- **Regional administration:**
galp.cm@xunta.gal
- **Spanish National Network:**
redfep@mapama.es

THANK YOU



UNIÓN EUROPEA
FONDO EUROPEO MARÍTIMO
E DE PESCA (FEMP)



XUNTA DE GALICIA
CONSELLERÍA DO MAR



Grupo de Acción Local
do sector Pesqueiro
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