



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 still working) are recognizable today in 18 Mediterranean countries across the Mediterranean Basin and the Black Sea Region. The abandonment of saltworks is considered negative for local salt culture and sometimes for 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.

The project will lead 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 salt products will be created. Salinas will also experience more sustainable management through better use of natural resources. Finally, employment opportunities related to salt production will be generated, raising the awareness of the importance of salinas for communities, public institutions and local economies.

About the project

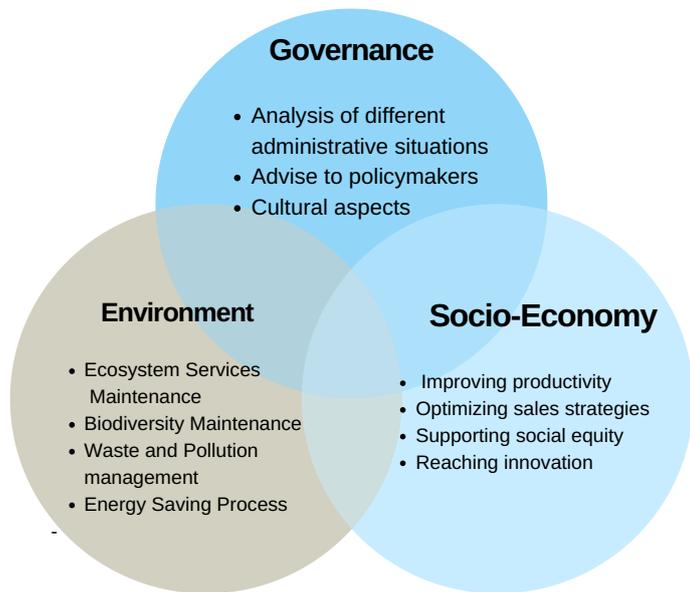
MedArtSal aims to promote the sustainable development of **artisanal salinas**, providing concrete support on economic, environmental and governance issues. Addressing common challenges in four Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project will promote the **development of a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

Goals

- Identify areas susceptible to economic and environmental challenges for the geographical distribution, socio-economic value and biodiversity significance;
- Define sustainable solutions, promoting management policies or procedures throughout the determination of critical elements for salinas development;
- Develop and test tailored management solutions in several case studies and pilot actions;
- Foster collaborations on B2C (resident and tourists) and B2B (GDO and HO.RE.CA) markets, promoting a
- SME cluster per participating country;
- Build network among local producers and businesses to develop public-private cooperation.

Sustainable development model for artisanal salinas



The main model's objective is to identify the gaps in the sustainability of artisanal salinas across the Mediterranean and offer individual solutions that can be easily applied.

Salt-owners or managers can identify **OPTIMAL PRACTICES** to be applied toward salinas sustainable management through a matrix of sustainable action. The choice of the suitable practice application will depend on salinas/territorial development orientation.



SUB-GRANTS for actions in salinas



The MedArtSal plans to launch a **call for proposals for sub-grants in January 2021**, aiming at selecting and implementing different actions/activities to support salinas owners or managers to increase the sustainability of their salina.

Eligible activities under this call foster the salinas' local economic development based on a sustainable salt production and development of new products/services, while preserving the local environmental and cultural values.

The overall call for proposal for sub-grant covers the four project countries (Italy, Spain, Lebanon and Tunisia) for a total budget of **480.000 euro**.

Four sub-calls are issued for country-based proposals in national languages in order to define actions/activities that better fit with national contexts.

Sustainable Salinas

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, a sustainable salina should base its economic development on sustainable salt production and the development of new products or services while preserving its environmental and cultural values.



Biodiversity

- Ecosystem Services
- Preservation
- Restoration



Good Practices

- New technologies
- New products



Research

- Innovation
- Diversification



Other Services

- Tourism
- Bird-Watching



Commerce

- Product selling
- Marketing
- Sales

Testing Case Studies

La Esperanza Coastal Salina (Spain)

The Esperanza Salina focuses on demonstration actions for the diversified development of products and services such as:

- New **applications of macroalgae** cultivated in salina: new cosmetics and/or nutritional products according to the antioxidant and immunostimulant capacities of algal extracts;
- A pilot **production of microalgae**, aiming at demonstrating a microbial cell factory for the capture of CO₂ and its conversion into marine microalgae biomass as raw matter for different commodities production as bioplastics or biofertilizers, combining traditional salt production with low-cost high-rate algae ponds;
- A **tourism plan** and the application of different schemes for biodiversity enhancement, applying the MEET model for sustainable tourism.

Sebkha in-land Salina (Tunisia)

The Sebkhas' (in-land) Salina focuses on the pilot production of **microalgae** to:

- Demonstrate the ability to produce D. Salina Microalgae in in-land salinas, focusing on the concentration and harvesting steps.
- Develop D. Salina based **commercial products**, e.g. dried alga or its extracts, rich in precious molecules such as β -carotene.



A man works on the salt flat of La Esperanza, in Spain



Sebkha in-land Salina in Tunisia

JOIN the MedArtSal Network



To join the network, future partners and salinas (associated partners, SMEs, stakeholders, universities, etc.) will sign an agreement endorsing the creation of a **Cross Border Mediterranean Salinas Network**. This agreement aims at defining general objectives, principles and conditions for the development of capacity building activities, knowledge sharing and cooperation.

The MedArtSal Network relies on the principle of **co-generation** and **co-participation** and aims at developing activities in connection with capacity building, knowledge sharing, cooperation among value chain actors. Its main objective is to scale up the Mediterranean salt production value chain and to promote sustainable practices in this sector by:

Establishing sustainable national and **cross border business** alliances brings benefits such as:

- Creating new economic **opportunities**.
- Contributing to a sustainable management model thanks to the establishment of **public-private linkages** and cooperation between different stakeholders (university-government-media-based and culture-based public and civil society-natural environments, tourism sector).

MedArtSal Partners



Graphic: IUCN

Marketing for artisanal salinas

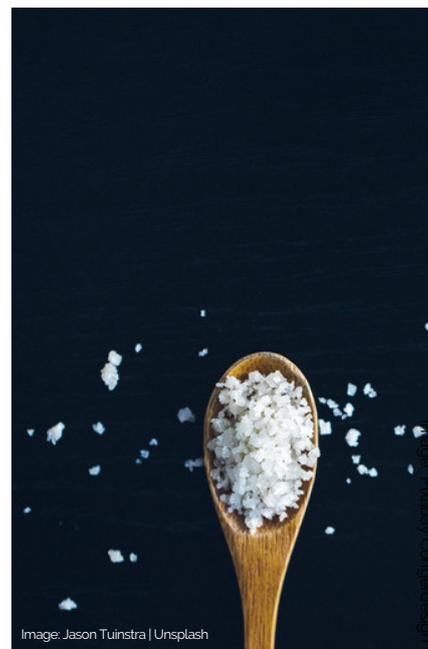
The artisanal salt market is an interesting niche that has grown significantly in recent years and where business opportunities are encouraged.

MedArtSal aims to develop a **marketing plan** that combines traditional and digital strategies is developed aiming at facilitating the international commercialization of products (goods and services) related to artisanal salinas operations.

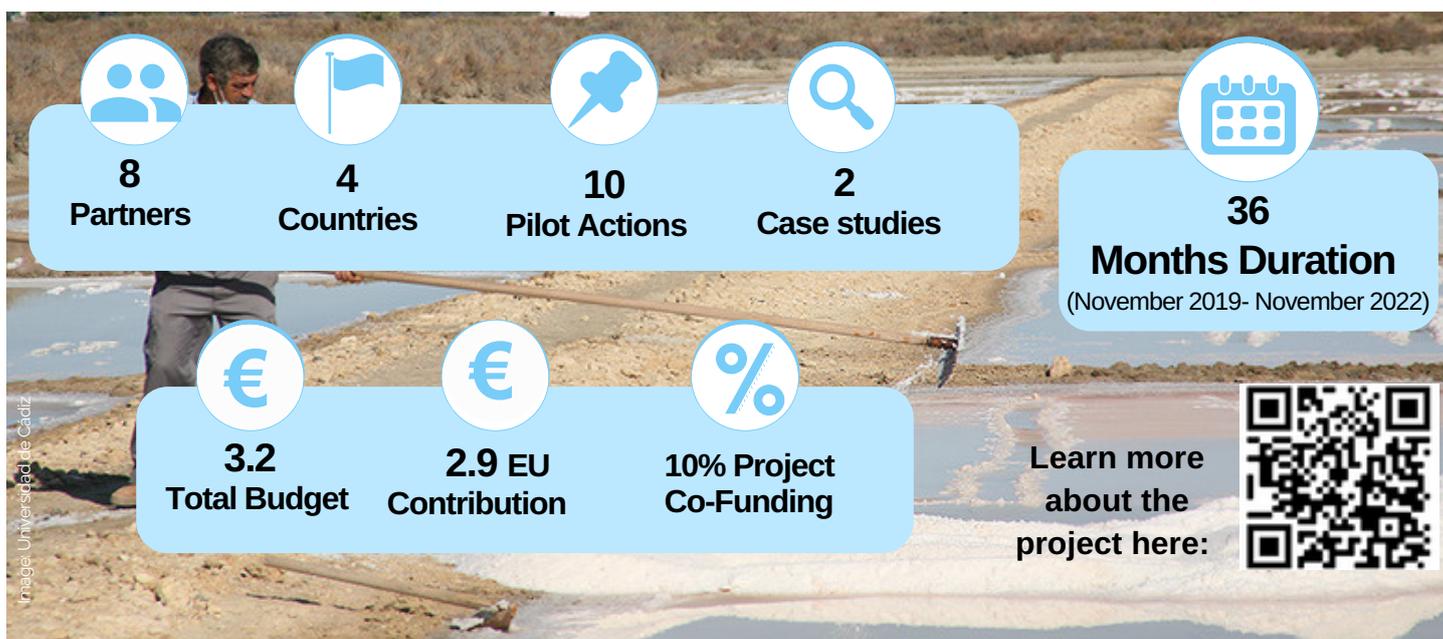
An **e-commerce** platform to support Mediterranean salinas commercial products and activities will be implemented.

4 Small Medium-sized Enterprises (SMEs) clusters (1 per country) are expected aiming at:

- Fostering collaborations effectively competing on B2C and B2B markets;
- Develop a brand architecture in collaboration with local authorities (e.g. informative signs, museums);
- Position salinas' products as a souvenir (e.g. salt museum), supporting the market internationalization;
- Build a network among local producers and tourism businesses to develop thematic tourism experiences.



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)

www.enicbcmed.eu/projects/medartsal

