

Challenges in saltpans

from individual to collaborative strategies

Margarida F. Silva
a.silva@ua.pt

Helena Albuquerque
Helena.albuquerque@ua.pt

Filomena Martins
filomena@ua.pt



Presentation Structure

1. Context
2. Objectives and methodology
3. Case studies
4. Collaborative strategies
5. Steps forward



Traditional Saltpans

Small units

Manual harvest

Unwashed salt

Higher production costs

Many units abandoned or degraded



Industrial Saltpans

Large units

Mechanical harvest

Washed salt

Lower production costs

Many units in full production



Importance of
artisanal activity
to the
maintenance of
biodiversity

Production sites are located in wetlands

Nature conservation and biodiversity maintenance

Different types of protection status

National Network of Protected Areas

Special Protected Area (Nature 2000)

RAMSAR Convention

Important role as substitution habitats

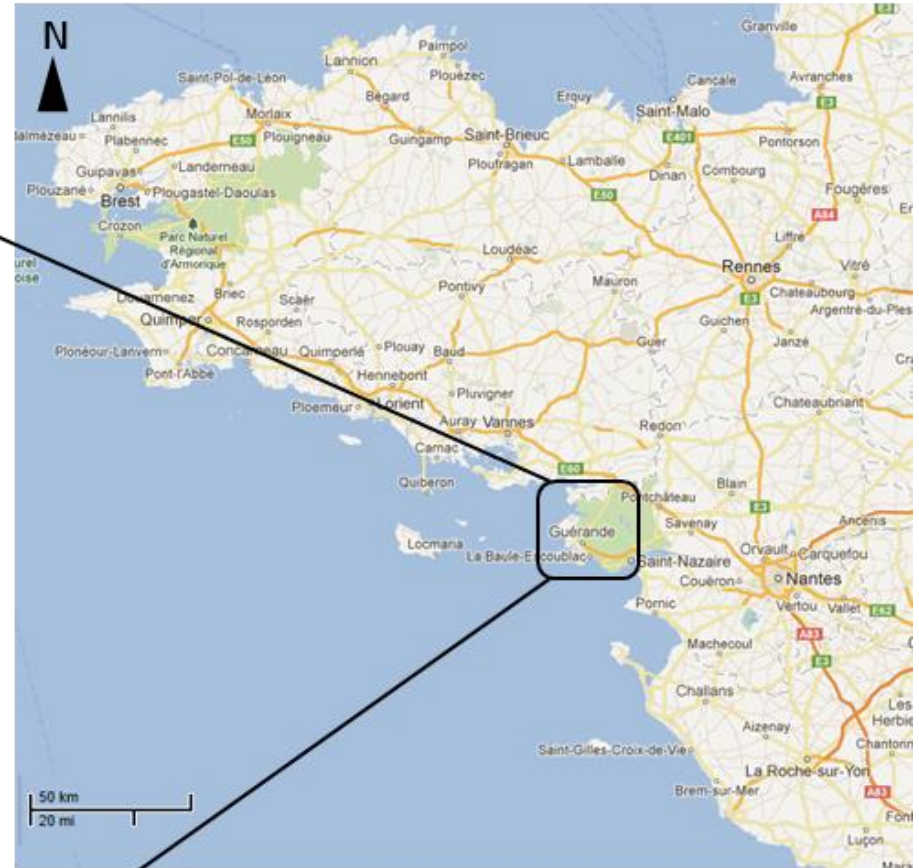
Bird species - critical situation at European level

Main objective

- **Assessment of collaborative strategies for traditional saltpans**

Methodology

- **Content analysis**
 - ✓ coastal wetlands
 - ✓ ecosystems services
 - ✓ traditional knowledge
 - ✓ experience economy
 - ✓ sustainable tourism
 - ✓ experience tourism
 - ✓ creative tourism
- **Case studies**
 - ✓ Guérande saltpans – France
 - ✓ Good practices
 - ✓ Ria de Aveiro saltpans – Portugal
 - ✓ Area of implementation



Guérande saltpans

1. Context

2. Objectives Methodology

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4. Collaborative Strategies

5. Steps forward

80's

Strategic Study

- Product qualification
- Profession certification
- Saltpans classification

Multi-sector agents collaboration

- Public and private stakeholders

2015

Guérande saltpans

- 350 saltpans
- 815 ha in production
- 280 a 300 producers

Cooperative results

- 200 associated producers
- 20 M€
- 13.000 t production capacity
- 100.000 tourists

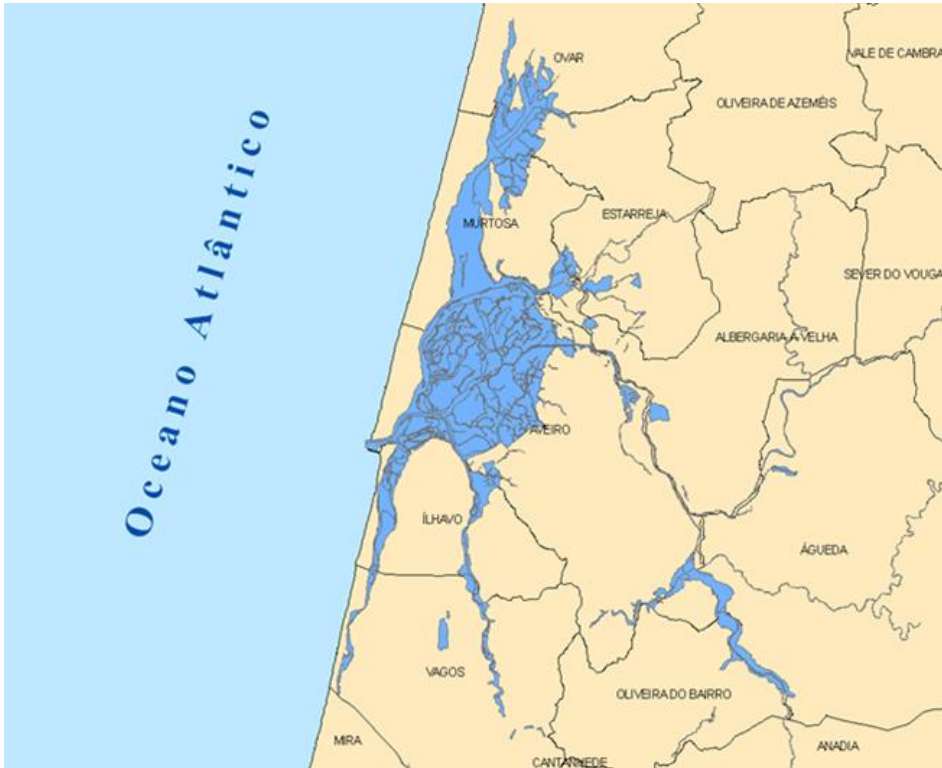
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Ria de Aveiro Saltpans

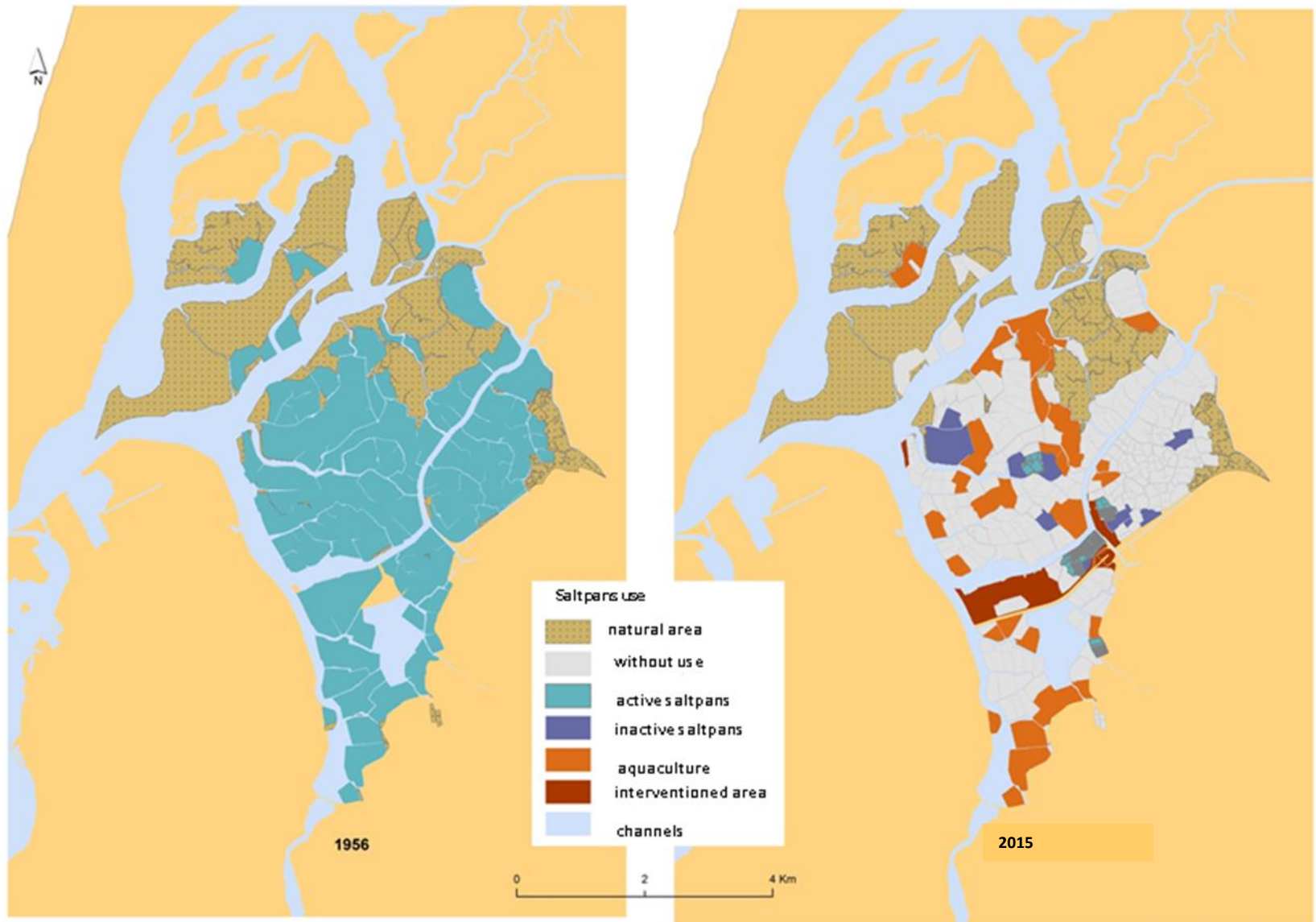
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270 active saltpans

9 active saltpans

1. Context

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Figures	Guérande	Ria de Aveiro
Salt pans area	2000 ha	1243 ha
Salt production area	815 ha	50 ha
Active salt pans	350	9
Annual production capacity	13.000 t	1.000 t
Annual production capacity per basin	1,4 t	2 t
Production period	40 days	2 months
Associative structures	since 1972	since 2015
Multi-sector collaborative strategy	since 90's	Learning process
Tourism activities	100.000 visitors/ year	s/ d - increasing in recent years
Product business strategy	regional, national and international (55 countries)	regional

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1995 | first work concerning Ria de Aveiro lagoon

MARIA (ENV/P/601, LIFE96)



ESGIRA-MARIA (ENV/P/000673 LIFE98)



Atlantic SALT (Interreg program 2004-2007)



Histórias a Água e Sal (National Gulbenkian program 2009)

Sal(h)ina (FCT National Research Program 2005-2006)

Ecosal ATLANTIS (Atlantic Cooperation program 2010-2013)



Existent skills

Qualifying / Consolidate / Develop products through scientific research

Innovation

New approaches to product and to production area through scientific research

Santiago da Fonte saltpan pilot area

Product

- Salt certification
- Label
- Consumer attention to artisan sea salt
- Complementary products and activities (algae, clays, wellbeing activities, nature tourism)

Production

- Traditional activity maintenance
- Traditional knowledge maintenance
- Qualifying the production

Production area

- Biodiversity
- Protection and sustainability
- Ecotourism and nature tourism for all



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Aveiro Emotions

experiências únicas



Cooperation

Mediation

Multidisciplinary research

Sustainable development

Training

Santiago da Fonte

Marketing plan

Sustainable Campus

Visiting models

Diversify activities

Pilot-area

Merchandising

Route

New business models

Product qualification



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Aveiro SALT – entrepreneurship and innovation

(project financed by Portugal 2020 funds)

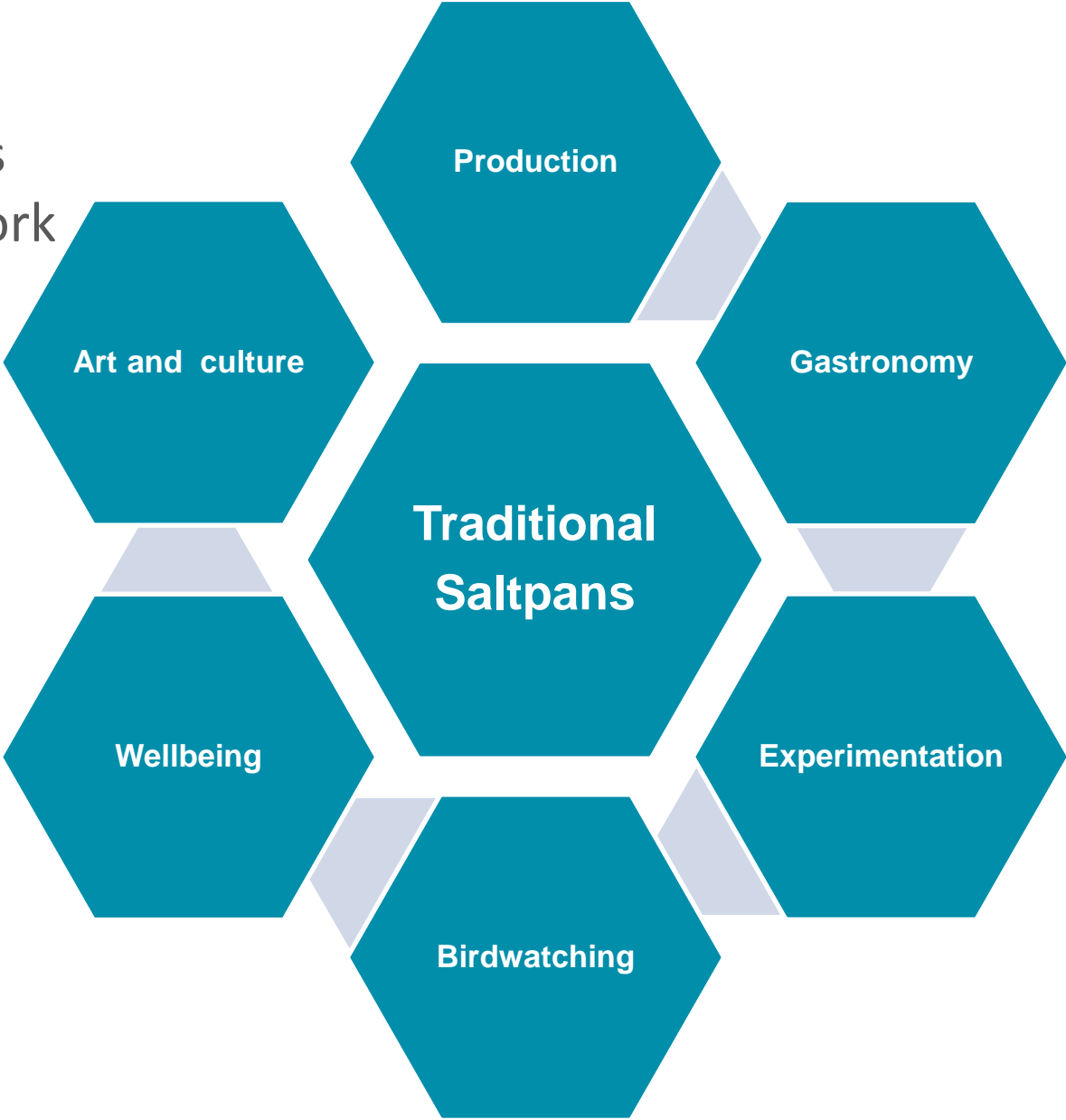
Starting in November 2016

Strategic objective

Business training initiatives and promotion of new saltpans business focus on the saltpans multi-resources and multifunction capacity identifying complementary products and activities

- Case studies
- Aveiro Saltpans reference situation
 - ✓ GIS tool
 - ✓ Property legal situation
 - ✓ Entrepreneurs interviews
 - ✓ Tourists questionnaires
- Entrepreneurship workshops
- New business models

Traditional Saltpans
collaborative network
for eco-creative
experience
validation



Thank you for your attention

Ana Margarida Ferreira da Silva
a.silva@ua.pt

Helena Albuquerque
helena.albuquerque@ua.pt

Filomena Martins
filomena@ua.pt