



Ex-Post Evaluation – INTERREG III 2000-2006

PROGRAMME: INTERREG III A SPAIN-PORTUGAL

IBERIAN TERRITORIES II (TERIBE II)

Project Good Practice Study

Project study: IBERIAN TERRITORIES II (TERIBE II)

1. General Information

Keywords: culture, performing arts, visual arts, network programming, tours and circuits, promotional programmes

Region: Community of Castilla y León (All municipalities in the provinces of Zamora, Valladolid and León) and Northern Portugal (all municipalities from Alto Trás-Os Montes and the adjacent area of Cávado)

Programme strand: A

Sub-programme 2: Castilla y León-Northern Portugal

Axis 2: Enhancement, promotion and preservation of common resources

Measure 2: Cultural sustainability, historical and ethnographic heritage and local identity

Duration: TERIBE II began on 1 January 2006 and ended on 30 June 2008. However, many of its activities had been launched during the preceding project, TERIBE I (2004-2005).

Funding:

Total Cost: €866,666.67, of which €650,000.00 ERDF and €216,666.67 national co-financing

Partners:

The lead partner was the Ministry of Culture and Tourism of the Parish Council of Castilla y León, cooperating with the Regional Office for Culture of North Portugal. Both government agencies were responsible for the promotion, dissemination and development of culture in their respective territories.

2. Project Aim

The main objective was to strengthen social cohesion and contribute to the sustainable, balanced and harmonious development of activities promoting regional culture. The project aimed specifically at identifying new ways to engage citizens in border areas (especially from rural zones) in the cultural life of the region, in so doing enhancing conditions for young people to get involved, both voluntarily and through employment opportunities, in creating and performing cultural activities but also attending events throughout the cross-border region.

3. Project Description

The project sought to further pursue activities implemented under the former project TERIBE I, to increase knowledge in, and cooperation between, Spanish and Portuguese regions by way of reinforcing cross-border cultural dynamics. It set out to strengthen relationships and create new links between people either side of the border through the performing arts (theatre, music and dance) and visual arts (painting), by promoting local performing arts companies from Castilla y León and Portugal beyond their borders and carrying out promotional activities to improve knowledge and mutual understanding in both regions.

An action plan was developed in response to weaknesses in the cross-border region that had been identified by the partners. All actions were to be based on joint and reciprocal cultural activities programmed within series of networks and cultural tours (circuits). The target groups were art and fabric workshops,

theatre, music and dance groups in Castilla y León and Northern Portugal in particular, but also the general public.

4. Political and Strategic Context

Historically, the Autonomous Community of Castilla y León and Northern Portugal have both been excluded from the main axes of economic and social development, a fact that has contributed to widening the development gap with regard to the rest of Spain and Portugal. Moreover, their rather peripheral geographical position, both nationally and in a European context (in the extreme Northwest of the Peninsula and on the edge of the Atlantic Europe region) has presented an obstacle to growth. They have experienced a loss of cultural identity, owing to the gradual disappearance of rich traditions. Any attempt to tackle this issue must take into account a legacy of limited cooperation in the field of cultural and economic policy, regions having maintained a rather distant relationship.

5. Project Implementation

Actions in all five areas of artistic activity were implemented successfully. The joint work of the project partners increased knowledge about cultural heritage and increased participation in related events on both sides of the border. In the process it has promoted co-operation between regional Spanish and Portuguese artists and artist groups.

The actions were carried out as follows:

Art: A handicraft study centre was set up in Carbajales de Alba (Zamora) as part of the project's goal to develop the concept of textile workshops using recovered art fabrics. It organised a touring exhibition of contemporary art and launched workshops for young people and teachers, which highlighted the importance of social dialogue. Newly created garments, which were exhibited in fairs and festivals to increase public awareness of what workshops can offer, in terms of learning new crafts and exchange of experience.

Theatre: The project promoted performance circuits encompassing five locations in Zamora and three in Portugal, and extended the circuits to other locations (province of Valladolid). Performances of Spanish theatre and dance were given in Northern Portugal, while Portuguese groups put on plays and sang in Castilla y León.

Music: Organisational support was provided to folk music festivals, which encouraged the creation of new songs and enabled folk music groups from both regions to make direct contact with the organizers of traditional music festivals on the other side of the border.

Literature: Promotional activities were undertaken for the literature of both regions, which included distributing 'literary suitcases' in libraries on each side of the border, organizing literary meetings and children's literature workshops and drafting a "Dictionary of Terms" specific to the regions' literature.

Painting: The project encouraged artistic collaboration between Spanish and Portuguese writers and illustrators, organising an exhibition of joint work.

6. Project Results

Specific results per area of project activity are as follows:

Art / Artistic Fabric: the workshops and exhibitions, fairs and festivals helped boost social communication, with the public enjoying the many events in both regions, which provided creative opportunities for individual performers and small creative outfits. Within the "Artistic Fabric" action, female participants predominated, the workshops being particularly beneficial for women from rural areas who are the most excluded from the labour market. It provided them with an opportunity to consider new career options.

Theatre: Performers were selected to take part in prestigious festivals. In fact, more than 12,000 visitors from both countries attended the performances of the different theatre and dance groups, chosen often by cultural professionals, who had previously seen the groups perform at well established and popular festivals. The performing arts thus brought cultural heritage closer to the villages on both sides of the border. Numerous groups from Castilla y León gave cultural performances in North Portugal, which created employment on the Portuguese side during and beyond project implementation.

Music: Folk music groups from Castilla and León and the north of Portugal established contacts directly with the organizers of Traditional Music Festivals in Spain and Portugal. This allowed for the music and culture of both neighbouring regions to be interpreted and played together, celebrating the heritage of the wider cross-border region. Six festivals in Spain (2) and Portugal (4) proved very popular with audiences.

Literature: Literary activities were particularly targeted at children through the interactive concept of 'literary suitcases' containing popular books from the neighbouring region.

Painting: The project "To paint in green with letters" proved a great success with participants particularly among a higher educated public. The collaborative experiences of the writers and illustrators were very positive. The work developed through project collaboration was exhibited and attracted many visitors, with lively group discussions organised.

The overall effects of the project are highlighted in the final report. These include: closer relations established between artists on both sides of the border, in particular in the area of handicrafts and textiles; increased and deeper citizen knowledge about theatre and traditional music in Castilla y León and North Portugal; more intensive contacts between cultural agents and event organizers in both regions; and more interest expressed throughout the border communities in wanting to preserve their cultural heritage. The following table illustrates the achievements of the project:

	Target	Achievement
Number of joint cultural events organised	38	112
Number of cross-border promotional centres	40	96
Number of cross-border seminars and conferences	15	22
Number of publications	30	38
Number of visitors	50,000	60,000
Jobs created	30	35

7. Conclusions

TERIBE is now an important platform for cooperation between the two adjacent regions where previously it had been almost non-existent. Thanks to this project and particularly the theatrical and artistic fabric activities, employment was created and safeguarded.

The joint work of the project partners facilitated the dissemination of the cultural heritage on both sides of the border and promoted co-operation between regional Spanish and Portuguese artists and artist groups. Another good practice would be the existence of a preceding project: the project TERIBE II continued the strategy pursued by its forerunner, Iberian Territories I. This was one factor influencing the project effectiveness. Also, the project was beneficial for women in rural areas, as these were the most disadvantaged in terms of labour participation. Taking part in this activity was an opportunity for them to start a career.