

THE ENGLISH WAY PROJECT

Financed by



**Deputación
DA CORUÑA**

In collaboration with



INTERNATIONAL
NATIONAL TRUSTS
ORGANISATION

TESOUROS DE GALICIA

Tesouros de Galicia intends to start a social movement for the renewal of Galician heritage and its cultural identity which are basic elements for the articulation of an original and distinctive image in order to promote the products and services identifying Galicia in the international markets.

Tesouros de Galicia is an association independent of commercial or political interests but which invites companies and Administrations to take part. An entity constituted by private individuals, open to those who want to participate voluntarily in order to structure the Galician cultural identity for the service of sustainable projects.

Tesouros de Galicia intends to coordinate a structured offer which confirms an identity: a different image for the internationalization of Galician tourism.

This Association defends the role of culture in the image of Galicia and its economy (tourism and Galician products abroad).

Through the creation of links with associations from other countries we facilitate the flow between these respective markets, as well as the communication and contact of every developed initiative. Tesouros de Galicia is a member of the International National Trust Organisation (INTO).

Objectives:

- To involve the whole of Galician society in the valuation of heritage and its promotion.
- To transmit a distinctive and innovative image of Galicia, concerned about the environment and respectful of its historical heritage.
- To create a direct low cost channel with the objective public or facilitate the communication policy.
- To offer transparency and security. Initiatives which promote answers and comments that support trustworthiness.
- To turn customers/users/tourists into the protagonists of experiences and “ambassadors” of Galicia intensifying the “pleasure of enjoying Galicia”.
- To encourage this relationship through the use of new technologies promoting the fidelity of these “ambassadors” through feedback.



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THE ENGLISH WAY:

AN EXAMPLE OF A SUSTAINABLE ROUTE

Tesouros de Galicia intends to promote the renewal of the English Way hand in hand with the International National Trusts Organisation (INTO) and the Excm. Diputación Provincial de A Coruña. To achieve this aim different Spanish and British groups will get involved in order to spread the contents and values of the Way.



In September 2014 this route will be travelled on foot with the INTO managing team leading. Anybody interested in this activity will be invited to take part.

This event will be used to disseminate the need and the opportunity which the application of sustainable criteria represents for the following:

- The environmental restoration: disseminated through social networks and photographs organized by INTO and United Nations (Plan de Medioambiente-Global Partnership for Sustainable Tourism).
- Economy dynamics: At the moment the touristic sector is the primary industry regarding PIB contribution, and the Pilgrim's Way is by far the main touristic attraction in Galicia. However, the English Way is the less crowded route according to official data.

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Suggested initiatives:

- PROPOSAL FOR THE REFORESTATION OF THE WAY:
2014 trees to be distributed between the eighteen town halls this route goes through. Each tree, will be geolocalized on a map, and will be associated to people or organizations involved in the project, through “virtual plantations” which will allow an emotional involvement in the project.
- ENCOURAGEMENT OF SUSTAINABLE PRACTICES IN THE ACCOMMODATION AND SERVICES SECTOR:
We are after the efficient consumption and the proper treatment of polluting residuals.
- LOCALIZATION AND DISSEMINATION OF HERITAGE:
Coordination and dissemination of monumental and natural resources.
- VOLUNTEERING:
Proposal for corporate, international volunteers and programmes for the detection and cleaning of uncontrolled rubbish dumps.
- FORMATION:
Proposals and initiatives for environmental education at the schools of the town halls in the English Way.
- DISSEMINATION:
Dissemination of projects made in virtual forums and of presentations in forums (national and international).



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