Project EUROBIRD TERRITORY
INTERREG Cross-Border Cooperation Programme Spain-Portugal
Code: 0581_EUROBIRD_4_E
Total Budget: € 1,298,356.74
Co-financed 75\% ERDF Funds: € 973,767.55
AXIS: 3 Sustainable growth through cross-border cooperation for risk prevention and improved management of natural resources.

THEMATIC OBJECTIVE: TO6 - Preserving and protecting the natural environment and promoting resource efficiency.

INVESTMENT PRIORITY: 6C - Conserving, protecting, promoting and developing resource efficiency.

SPECIFIC OBJECTIVE: SO6C - Protecting and promoting natural and cultural heritage to support the economy of the cross-border region.



Location in EUROPE


PROJECT INFORMATION DIRECCIÓN GENERAL DE TURISMO
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(C) Interreg España - Portugal $==$
Cámara Cámara
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## EUROBIRD territory

The western central Iberian Peninsular round the river basins of the Tagus and the Guadiana is one of the areas of Europe best known for bird life.

An area of great natural beauty and habitat diversity which is home to more than 340 species between permanent residents, summer visitors, winter visitors and rare birds. The area's protected natural spaces include around 70 Special Protection Areas (SPA) for birds.

The species found in these 50 thousand square kilometres shared by Spain and Portugal include the Spanish Imperial Eagle, Black Swan, Bonelli's Eagle, Black Vulture, Egyptian Vulture, Glossy Ibis, Lesser Kestrel, Crane, and Black-Shouldered Kite. It is a true paradise for birds and for nature lovers. Pastureland, mountains, plains, valleys and wetlands come one after another in a landscape that is exceptional for birdwatching, as are the cities set in that landscape.

This is the birthplace of EUROBIRD, the result of collaboration among organisations in Extremedura, the Alentejo and Central Portugal.



## Project Partners

- Dirección General de Turismo
- Ayuntamiento de Badajoz
- Cámara Oficial de Comercio, Industria y Servicios de Badajoz
- Cámara Oficial de Comercio, Industria y Servicios de Cáceres
- Câmara Municipal de Campo Maior
- Câmara Municipal de Castelo Branco
- Câmara Municipal de Elvas
- Câmara Municipal de Évora
- Diputación de Badajoz
- Ranna Consultoría, S.L.U.
- Universidad de Extremadura


## EUROBIRD Objectives

The project's objectives are:

- As a competitive improvement, to adapt the natural spaces in the territory for birdwatching.
- To showcase existing developments and facilities in the area, jointly, as part of a single cross-border offering.
- To create a single brand shared by Spain and Portugal as a European birdwatching benchmark.
- To create the infrastructure and to take part in and develop the activities required to promote the area.
- To train local businesses to be effective high-quality hosts for birdwatching enthusiasts.
- To attract as many visitors and travellers as possible to the target area.
- To increase rates of hotel occupancy in the area.


