



**1<sup>st</sup> AQUEDUCT Awards  
TOURISM AND HERITAGE**

The Tourism Department of the Town Hall of Segovia announces the 1<sup>st</sup> edition of its "Aqueduct Awards", aimed to recognise initiative, originality and good practice in tourism and heritage in the projects developed by town halls, municipal tourism departments, tourist boards, historical and cultural heritage councils, and other organizations and public or private institutions in Spain and Europe which recover patrimonial resources for sustainable tourist use. It is based on the following criteria:

**RULES**

**First:**

**Categories:**

**a) Tangible Patrimony:**

*Good Practice in Tangible Patrimony for its sustainable tourist use:*

*Tangible Patrimony - artefacts:*

- *Archaeological, historical, artistic, ethnographic, technological, religious, handmade objects, etc.*
- *Books, manuscripts, documents, photographs, films or audiovisual presentations, etc.*

*Tangible Patrimony- structures and sites:*

- *Places, settings, buildings, engineering works, architectural complexes, typical or cultural landscapes, etc.*
- *Monuments of interest or worthy monuments from an architectonic, archaeological, historical, artistic or scientific point of view and which have been recognised and registered as such, etc.*

**b) Intangible Patrimony:**

*Good Practice in Intangible Patrimony for its sustainable tourist use:*

- *Poems, rites, lifestyles, popular religiosity, languages, regional and local idioms, music, traditional musical instruments, popular and festive dances, regional costumes, gastronomy, festivities, popular human and veterinary medicine, meteorology, legends, riddles, traditional songs, carols, traditional sayings, etc.*

**Second:**

**Presentation of Projects.**

*The projects will be presented according to Appendix I (see the attached document), all sections being completed, duplicated and signed by the legal representative of the institution, town hall, municipal body, etc.*

*Likewise, the participant will be expected to include as much documentation as he/she considers necessary or relevant for a more comprehensive explanation or presentation of the project.*

**Third:**

**Address for entries and Deadline.** *The projects will be presented at the Head Office of the Department of Tourism, C/ Judería Vieja, 12. 40.001 Segovia, in a sealed envelope on which should be written: "I Edición del Premio Acueducto".*

*The period for the presentation of projects will be from the 1<sup>st</sup> June to the 31<sup>st</sup> August 2011.*

**Fourth:**

**Jury Composition.** *There is only one Jury for the two announced categories. This jury will be composed of:*

- *A "Turespaña" representative.*
- *A representative of the Junta de Castilla y León*
- *A representative of the European Economic Area Financial Mechanism Committee.*
- *A representative of the Ministry of Culture.*
- *A representative of the Town Hall of Segovia*
- *Three academic authorities associated with heritage, ethnography and conservation.*

*The Jury will select a President from among its member who will have the casting vote, if required.*



*During the public presentation of the projects, the Jury will be assisted by a panel of experts composed of:*

- *An expert from the Junta de Castilla y León*
- *An expert from "Turespaña"*
- *An expert from the Ministry of Culture*
- *An expert from the Tourism Department*
- *A management expert from the EEA*

***Fifth:***

***Evaluation criteria.*** *The Jury will assess objectively and impartially the projects presented, valuing their creativity, viability, impact and possible implementation.*

*The Jury will also pay special attention to the results obtained, the innovative nature of the experiences developed and the possibility of being put into practice in other municipalities.*

*Likewise, it will evaluate its public presentation.*

***Sixth:*** *An initial selection among the candidate projects will be carried out and those shortlisted will be informed during the week of 19 September 2011. A total of 10 projects from each category will be shortlisted.*

***Seventh:***

***Public presentation of the projects.***

*The shortlisted projects may be publicly presented in Segovia in October.*

*The projects exhibition will be organised by the "Oficina Técnica del Proyecto de Recuperación del Patrimonio Histórico de Segovia para su mejor uso Turístico" [Specialist Office for the Recovery of Historical Patrimony in Segovia for its better Tourist use], which manages in Segovia the project subsidized by the European Economic Area and by the Convention Bureau in Segovia, within the "Jornadas de Buenas Prácticas en Turismo y Patrimonio" [Conferences on Good Practice in Tourism and Heritage] organised every year in Segovia.*

*Notification of the location, date and details of the presentation will be sent sufficiently in advance.*

*No presentation should exceed 15 minutes.*

***Eight:***

***Decision:***

*The Jury will announce its decision after the public presentation of the final project.*

***Ninth:***

***Prize:***

*One project from each category will be awarded a prize according to the criteria related to the conservation and recovery of patrimonial resources for their sustainable tourist use.*

*The prizes will consist of a trophy based on the Aqueduct of Segovia. Furthermore, the successful projects will receive maximum exposure through the media and will be summarised on the Tourism of Segovia webpage.*

*The Jury may decide not to award the prize if none of the candidate projects satisfy the minimum requirements set out in these rules.*



**APPENDIX I**  
**APPLICATION FOR THE 1<sup>st</sup> AQUEDUCT AWARDS**  
**CATEGORY: TANGIBLE PATRIMONY**

**1.1.- DETAILS OF PARTICIPATING LOCAL ADMINISTRATION/INSTITUTION:**

**Name of local Administration/institution:**

**TIN:**

**Registered Office:**

**Town: Postcode:**

**Phone number: Fax: E-mail:**

**1.2.- DETAILS OF THE LEGAL REPRESENTATIVE**

**Surname and Name:**

**Position:**

**ID number:**

**Notification address:**

**Town: Postcode:**

**Phone number: Fax: E-mail:**

**As legal representative of the applicant Town Hall / Local Institution... I state:**

**1.- That all the details included in this application are true and complete, as well as the attached documents.**

**2.- That the Town Hall / Local Institution is committed to fulfilling all the conditions specified in the Rules for the 1<sup>st</sup> Aqueduct Awards, of which I am fully aware**

**and this application is to participate in it, in the CATEGORY OF \_\_\_\_\_.**

**Date:**

**The Legal Representative**

**Signature:**

**Council of Cultural Heritage and Tourism**

**1.3 Details of the Project**

- **Name of the Project**
- **Promoter**
- **Territorial scope**
- **Dates of execution of the project**
- **Budget for the project**
- **Aim of the project (maximum 1 page A4)**
- **Main actions of the project (maximum 1 page A4)**
- **Human resources available for the execution of the project including job profiles (maximum 1 page A4)**
- **Proof of the interest of the Town Hall / Institution in the execution of the project (explain the importance of the recovery, the innovative value, creativity, feasibility, tourist use (maximum 1 page A4)**
- **Results (maximum 1 page A4)**
- **Innovative features of the project (maximum 1 page A4)**
- **Chance of putting it into practice in other places (maximum 1 page A4)**

**1.4 Attached documents (mark with an X)**

- Application duly completed according to the model in the Appendix**
- Application in Word-digital format**
- Certified photocopy of the ID card of the legal representative**
- Hard-copy project**
- Digital-copy project (CD, DVD, Video...).**
- Other documents**

**1.5 Details of the person in charge of the project (contact)**

**Name and Surname:**

**ID**

**Position at Town Hall / Institution**

**Address:**



**AYUNTAMIENTO  
DE SEGOVIA**

**District:**

**Town:**

**Postcode:**

**Phone number:**

**Mobile phone:**

**Fax number:**

**E-mail:**

*For additional information or inquiries, please use the following electronic mail:  
[raquel.lucia@turismodesegovia.com](mailto:raquel.lucia@turismodesegovia.com) or phone number: 0034 921466707*