



INTERREG III C, ZONE SUD

“ROBIN WOOD”: REVITALIZATION OF RURAL AREAS THROUGH SUSTAINABLE DEVELOPMENT BY MEANS OF INTEGRATED FORESTRY DEVELOPMENT.

COMPONENT 2: HIDROGEOLOGY

SWOT (STRENGTHS, WEAKNESS, OPPORTUNITIES AND THREATS) ANALYSIS

COORDINATION: COMUNIDAD AUTÓNOMA DE LA REGIÓN DE MURCIA (MAIN DIRECTORATE OF NATURAL ENVIRONMENT, COUNCIL OF ENVIRONMENT AND TERRITORY MANAGEMENT)

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1. INTRODUCTION, OBJECTIVE AND APPROACH

1.1. INTRODUCTION

The main objective of this SWOT analysis is to get information about the capacities and the limitations that we have to face in the development of this project. This is the first effort of compilation and integration of information within ROBINWOOD component 2 (HYDROGEOLOGY). In a SWOT analysis (weaknesses, threats, strengths and opportunities) internal and external factors are analyzed. The internal scope (weaknesses and strengths) are those related to the organization and structures of the project; the external scope (threats and opportunities) are those circumstances outside our organization that can prevent or make more difficult that we obtain our objectives (threats) or those in which we can lean to obtain these objectives (opportunities). Once analyzed all circumstances it is necessary to work on the relationships among the four components and then to set strategies to follow in order to take advantage of our strengths, work on our weaknesses, face the threats and take advantage of the opportunities.

We send the scheme for all groups and our contribution to the exercise. As you can notice, in each section of the SWOT analysis we separate the common aspects (as a group, formed by several territories) of those which particularly appear in each territory (in this case we send those related to Murcia). It is necessary that each partner make the exercise, making his contribution in the common aspects and in the specific (individual) aspects. After making the analysis it is also necessary that each territory suggests those strategies that, from his point of view, are necessary to improve. The results of this analysis will serve, combined with a survey (to be sent in few days), to obtain the first output of the project, a report on the hydro geological situation of each territory. For any consultation about the SWOT analysis, please mail to: **marial.duran@carm.es**



1.2. OBJECTIVE DEFINITION.

In order to correctly make the SWOT analysis it is necessary to keep in mind very clearly which is the objective of this component. This can be found within the objectives of Robinwood:

To remedy hydro geological instability: identify solutions which are compatible with protection of forests to limit or prevent landslides and restore water cycles to prevent further damage and overcome current

To get this objective we follow a strategy:

INTEGRATION OF THE FOREST MANAGEMENT IN ORDER TO AVOID HYDROGEOLOGICAL DAMAGES

1.3. SUBJECTS TO BE CONSIDERED WHEN MAKING THE ANALYSIS.

These subjects must be considered also when filling up the survey

To consider the present situation of the territories in terms of:

- Hydrologic ecosystems,
 - Hydro-forest systems,
 - Drainage networks,
 - Humid areas,
 - Aquifer conservation networks,
 - Hydro-geologic problems: collapses, decrease in water table levels, etc.
- To pay special attention to protected areas.
 - To assess the general environmental situation with respect to the present, past and future demands of water.



- Take into account that It will be necessary, throughout the project, to gather statistical data using GIS systems
- Study the context, it means, the legal and planning aspects and the ecological necessities of the protected areas.
- Take into account the political framework and the presence/absence of conflicts (at users or administration levels, or mixed)

1.4. SWOT ANALYSIS COMPONENTS

To make the analysis it is necessary to have a clear idea about the meaning of each component:

- WEAKNESSES – STRENGTHS Internal scope of the project, our capacities and our limitations. Strong and weak points.
- THREATS AND OPPORTUNITIES. External scope, the environment surrounding the project and his role in the success of the Project.

Regarding the approach, we have to differentiate the **common approach** and the **specific approach** (specific or characteristic aspects from our territory)



2. PROPOSAL FOR A PRELIMINARY ANALYSIS BY THE COORDINATOR.

2.1. INTERNAL SCOPE.

It is related to knowledge, organization, resources, common work, etc. of the different groups involved in the project. It is divided in common aspects (since this is a Project which involves different groups) and specific aspects (in each territory). Common and specific aspects are in separated tables.

WEAKNESSES AND STRENGTHS. COMMON ASPECTS

WEAKNESSES	STRENGTHS
COMMON APPROACH	COMMON APPROACH
(Joint action by the member groups)	(Joint action by the member groups)
Risk of not dedicate enough time to communicate and exchange information with the rest of the partners.	Easy Access to a lot of information sources. This is a good chance for collecting complete information about the issue
Risk of pay attention only to the particular activities and not to the common ones.	Diverse specialization of the Project members.
Necessities of getting data from very different sources and then integrate them in one document. Necessity of a previous work to put in common data from different areas.	Our conclusions will become recommendations and even obligations for our governments in the future.
Different administrative organization of the hydro geologic territories in each area.	
GIS cartography needs to be available	
Water cycle models very difficult to develop	
The assessment of future demands of water is very difficult to calculate.	



WEAKNESSES AND STRENGTHS. SPECIFIC ASPECTS

WEAKNESSES	STRENGTHS
SPECIFIC ASPECTS (Facts for each territory. In this case, Murcia)	SPECIFIC ASPECTS (Facts for each territory. In this case, Murcia)
It is necessary to work with different public administration offices and levels. Sometimes it is difficult to find an accurate representative in each one.	Deep knowledge about the territory and availability of huge amount of data
Some data are missing or are very difficult to obtain. Some institutions are reluctant to provide them	Increasing activities of river bank restoration and promotion.
	Good knowledge and a lot of documentation available about the aquifers in Murcia.
	Broad experience about the management of associated issues (erosion, desertification, aquifers over-exploitation and contamination, decrease in water table levels...)
	Wide experience in European projects
	Broad experience in hydrological and forest restoration.
	Wide experience in Protected areas management, especially in those more related to river banks and river courses. This can be very useful when combined with the experience on hydrological and forest restoration.
	GIS cartography available



2.2. EXTERNAL SCOPE.

It is related to legislation, attitude of the administration, social perception, etc. Common and specific aspects are in separated tables.

THREATS AND OPPORTUNITIES: COMMON ASPECTS

THREATS	OPPORTUNITIES
COMMON ASPECTS	COMMON ASPECTS
(Joint action by the member groups)	(Joint action by the member groups)
Studies on future water demands not always exist or are trustworthy.	The issues related to environmental management enjoy increasing popularity in the society.
The existence of political tensions and multitude of interests faced in water issues can make more difficult to adopt the indications from the project results.	The social concern about water issues can lead to a greater implication of stakeholders in the activities of the Project.
There is a lack of tradition in the hydrological and forest joint management on the part of the administration.	Public administrations in our areas have committed to take part in the Project activities.
It is necessary to coordinate and make work together different organizations and offices not used to work together.	There is abundant EU legislation that standardizes the obligations of the different areas and constitutes a valuable common place for this project.
There is a lack of confidence and credibility about these kind of actions by local stakeholders.	
It is difficult to homogenize the different organizations of the administration in each area.	
Forest is not perceived as a water provider	



THREATS AND OPPORTUNITIES: *SPECIFIC ASPECTS*

THREATS	OPPORTUNITIES
SPECIFIC ASPECTS	SPECIFIC ASPECTS
(Facts for each territory. In this case, Murcia)	(Facts for each territory. In this case, Murcia)
The tension surrounding water issues and his use for political confrontations can make the results to be interpreted from political views.	Great tradition and experience in issues related to managing water.
The increasing urbanization processes and occupation of rural areas can interfere with the planning and management processes. They even physically interfere with these processes of management due to a massive occupation of the rural areas.	The regional Administration is aroused to the importance of demonstrate that there is an accurate water management.
	There exist national plans and regulations closely connected to the aims of this Project.

2.3. STRATEGIES DEVELOPED FROM THE SWOT MATRIX.

Once identified weaknesses, strengths, threats and opportunities it is necessary to set strategies to take advantage of the strong points and work on the weak points. We can find 4 strategies:

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	Strengths-opportunities strategies (Re-positioning)	Weaknesses-opportunities strategies (Offensive)
THREATS	Strengths-threats strategies (survival)	Weaknesses-threats strategies (defensive)

- **Strengths-opportunities strategies (Re-positioning).** To take advantage of the opportunities that are adapted to the strengths of an specific area.
- **Weaknesses-opportunities strategies (Offensive).** To surpass weaknesses to take advantage of opportunities.
- **Strengths-threats strategies (survival).** To identify ways to reduce the vulnerability to external threats by means of using our strengths.
- **Weaknesses-threats strategies (defensive).** To set a plan to avoid weaknesses to be susceptible to external threats.

As an example, we include here the strategies that have been developed from the Murcia swot analysis:

Strengths-opportunities strategies (Re-positioning)

1. To use the different scopes of Work of our groups to make known the objectives and results from the project to diverse groups, with the object of obtaining supports and help. To identify those groups that can be our target and send them regular information about the project.
2. To compile information about all the projects with related subjects (erosion, desertification, forestation, hydrological management...) in each region, in a systematic way (perhaps with a template) and to dedicate time specifically to its knowledge by the rest of the groups.
3. To point out the approach of environmental protection of this project and its European scope as to his results and the development of regulation..



To emphasize that this is a very good opportunity to participate in the construction of specific regulations.

4. To participate in different forums and events in each region to make known the project and to obtain support.
5. The good knowledge of each area can allow us to display concrete examples and demonstrative cases in each region. That practical information has to be integrated in the results and can be a very valuable output.
6. To give priority in the communication strategy to the capacity of the project to put under recommendations and future obligations to the administrations. It can be used as a tool to obtain more interest from the people we want to involve in the project. To prepare an explanatory document on the project.

Weaknesses-opportunities strategies (Offensive)

7. To program a schedule for communication activities among the groups. A constant and decided action from the coordinators is needed. It would be useful to set a timing and tools for periodic communication (as short reports of activities made and problems faced) It would be necessary too to send a list of web pages with information about each area to the rest of the groups.
8. To develop GIS maps in those regions where it is not developed yet.
9. To use the EU regulations to find the common place to work and so surpass the problem of the different administrative organization.

Strengths-threats strategies (survival)

10. It is necessary to be very careful with the assessment of the problem, using data and experiences as support, in order to avoid being identified with any political view of the problem.
11. Whenever it is possible, to base on the data, already standardized, of the European Union, adding to them the precise knowledge that we have of the particular circumstances of our regions and real examples. That will be the added value of our project and one of the main arguments in which to support the recommendations and conclusions of the project.
12. Try to show to local stakeholders that the results of the Project Hill create obligations to the administrations, and then its participation in the



activities of the project would be very profitable for them and that their interests would be listened.

Weaknesses-threats strategies (defensive):

13. Need to establish a fluent communication with the administration offices (at different levels) to convince them about the advantages of this project and to eliminate mistrust. It is necessary, regarding this, to make a specific work at the beginning of the Project, and not only make it when we need to contact with the administration.
14. To provide detailed information about each area and its administrative organization, helping of schemes and looking for analogies that make easier to compare.
15. in order to create the water cycle model and the assessment of past, present and future demands, it is necessary to set objectives that can be achieved with the available information and that they don't require an effort too high.
16. To set a collection data plan and its later integration, keeping in mind which data are critical, essential, desirable and rescindable.
17. To show cohesion to present a image of qualification and multiparty work to the different administrations. It would be useful to carry out simultaneous actions in the administrations and to respect the calendar set.



3. PROPOSAL FOR A SWOT ANALYSIS AND DEFINITION OF STRATEGIES BY THE REST OF THE GROUPS IN THE HYDROLOGY COMPONENT OF ROBIN WOOD

This is the section where contributions from the rest of the groups are gathered. It is requested to fill the tables and send them to the coordinator of this component (Murcia) for his integration.

(E-mail: marial.duran@carm.es)

3.1 SWOT MATRIX

WEAKNESSES AND STRENGTHS: COMMON ASPECTS

WEAKNESSES	STRENGTHS
COMMON ASPECTS	COMMON ASPECTS
(Joint action by the member groups)	(Joint action by the member groups)



WEAKNESSES AND STRENGTHS: SPECIFIC ASPECTS

WEAKNESSES	STRENGTHS
SPECIFIC ASPECTS	SPECIFIC ASPECTS
(Facts for each territory)	(Facts for each territory.)



THREATS AND OPPORTUNITIES: COMMON COMPONENTS

THREATS	OPPORTUNITIES
COMMON ASPECTS	COMMON ASPECTS
(Joint action by the member groups)	(Joint action by the member groups)



THREATS AND OPPORTUNITIES: SPECIFIC COMPONENTS

THREATS	OPPORTUNITIES
SPECIFIC ASPECTS	SPECIFIC ASPECTS
(Facts for each territory)	(Facts for each territory.)



3.2. STRATEGIES DEVELOPED FROM THE SWOT MATRIX.

Once identified weaknesses, strengths, threats and opportunities it is necessary to set strategies to take advantage of the strong points and work on the weak points. We can find 4 strategies:

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	Strengths-opportunities strategies (Re-positioning)	Weaknesses-opportunities strategies (Offensive)
THREATS	Strengths-threats strategies (survival)	Weaknesses-threats strategies (defensive)

(for more information, please review previous pages)

Strengths-opportunities strategies (Re-positioning)

Weaknesses-opportunities strategies (Offensive)

Strengths-threats strategies (survival)

Weaknesses-threats strategies (defensive)