

# BENISSA

## INTEGRATED ACTION PLAN ONE HEALTH



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## About this document

The URBACT Integrated Action Plan (IAP) is a city-level outcome that defines the measures to be implemented in the city to **respond to the specific urban policy challenge of the "One Health for 4 Cities" network**. The IAP reflects the lessons learned from local stakeholders, transnational partners, and the testing of actions at the local level.

The IAPs are therefore **the focal point and ultimate goal of the action planning process** that cities undertake within their URBACT Action Planning Network (APN). The IAPs help to ensure that both local discussions (within the URBACT Local Group) and transnational exchanges (between network partners) focus in a practical way on planning a coherent set of actions to address the local policy challenge in each participating city, incorporating an integrated and participatory approach.

IAPs are **forward-looking**, as they set out the actions that cities and their local partners will carry out beyond the life cycle of the URBACT network. For this reason, each IAP not only sets out what the city intends to do on its specific theme, but also has a **strong implementation focus**, for example through the identification of opportunities specific of

funding, governance structures, and timelines for the implementation and monitoring of actions.

## About the Network

**The One Health 4 Cities network**, an action planning network under the URBACT IV program, sheds light on how to apply the "One Health" approach to urban public policies, strategies, and projects. Made up of cities with varying levels of experience in One Health and local contexts, the network fosters a collaborative environment in which the nine partners come together to learn and share experiences: Benissa (ES), Elefsina (GR), Kuopio (FI), Lahti (FI), Loulé (PT), Lyon (FR), Munich (DE), Eurometropolis of Strasbourg (FR), and Suceava (RO). The network's goal is to develop tools that empower decision-makers and operational teams to increase the positive impact of urban projects on the well-being and health of people, animals, and the environment. The lead partner of the network is the city of Lyon.

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# IAP

# Sección 1

CONTEXT AND VISION OF THE CITY

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# IAP SECTION 1: Context and vision of the city

## Chapter 1.1 Introduction

Benissa's participation in the URBACT One Health project is an innovative initiative designed to integrate the dimensions of human, animal, and environmental health under a single approach, recognizing that human health is intrinsically linked to the well-being of ecosystems and animals, flora, and fauna. In this context, Benissa, with its unique geographical and demographic configuration, is positioned as a crucial player in the project, offering a natural laboratory for implementing and evaluating One Health strategies.

Benissa, located on the Costa Blanca in the province of Alicante, is a town that combines a rich historical and natural heritage with a strong tourist vocation. This duality presents unique challenges and opportunities for addressing the interactions between urban development, environmental preservation, and public health. Benissa's participation in the URBACT project not only demonstrates its commitment to sustainable development and integrated health, but also allows it to lead by example in the implementation of health policies that take into account the interdependence of human, animal, and ecological systems.

The purpose of this section of the Integrated Action Plan (IAP) is twofold. Firstly, it aims to contextualize Benissa's role within the broader framework of the URBACT One Health project, highlighting how its unique characteristics make it an ideal setting for this type of integrated approach. Secondly, this section highlights the importance of the URBACT Local Group (ULG) in the planning process. The Benissa ULG is composed of a coalition of municipal technicians, politicians, representatives of civic associations, and sports clubs, whose collaboration and local knowledge are indispensable for identifying specific needs and formulating effective strategies.

The inclusion of diverse stakeholders in the LUG not only enriches the planning process with multiple perspectives, but also ensures that the proposed actions are in line with local realities and needs. This cross-cutting collaboration is essential for addressing Benissa's complex challenges in a holistic manner, ensuring that each intervention contributes to a healthier and more sustainable environment for all inhabitants, whether human, animal, or part of the local ecosystem.

## Chapter 1.2 City Context

Benissa, located in the northeast of the province of Alicante, in the Valencian Community, is a city that combines a rich historical and cultural heritage with a strong tourist vocation. The city stretches along 4 km of coastline and covers a total area of 69.7 km<sup>2</sup>, with a geographical diversity that includes mountains, valleys, and beaches. The population of Benissa is approximately 11,871 inhabitants, according to data from the National Institute of Statistics (INE) for 2022, and is characterized by a high proportion of elderly people and a considerable number of international residents (40.12%), which enriches the social and cultural fabric of the municipality.

### - Demographics and economy

Benissa's economy depends largely on tourism and related sectors such as hospitality, commerce, and services. Agriculture remains a vital part of its economy, focused on the cultivation of citrus fruits, almonds, and vineyards, which are emblematic products of the Marina Alta region. The demographic structure reflects a community with a high proportion of retired people, due both to internal migration from other parts of Europe and the longevity of local residents, which poses specific challenges in terms of social services and healthcare.

### - Urban and environmental challenges

Benissa faces significant urban and environmental challenges, intensified by its mountainous topography and exposure to severe weather events such as floods and droughts. Urban development must adapt to this complex topography, sometimes compromising the integrity of its landscapes and natural ecosystems. Water management and soil conservation are constant concerns, especially in a context of climate change that threatens to alter these delicate environmental dynamics.

### - Impact of tourism

Tourism is an economic mainstay of Benissa, attracting visitors with its pristine beaches, cultural heritage, and traditional festivals. However, the carrying capacity of local infrastructure is tested during the peak tourist season, when the population can double, putting pressure on water resources, waste treatment systems, and health and emergency services.

#### - Older international residents

Older international residents represent a substantial part of the population and contribute significantly to the local economy through their pensions and savings. This has driven the development of a strong care economy in Benissa, including specialized medical services and adapted housing options. However, the cultural and social integration of these individuals can be challenging, especially if there is a language barrier or significant differences in expectations of municipal and community services.



It is also important to consider that these needs may vary according to gender, as older women and men may experience different levels of vulnerability, loneliness, care burden, or access to community and health resources. Benissa's participation in the URBACT One Health project is an opportunity to address these challenges in an integrated and sustainable way, ensuring the well-being of all forms of life that share its urban and natural environment.





## Chapter 1.3 Situation analysis and problem tree

Benissa's problem tree provides a comprehensive framework for understanding and addressing the complex interactions between demographic, infrastructural, and environmental challenges. This analysis is essential for identifying the root causes and effects of problems affecting public health and community sustainability.

### Demographics

The increase in the elderly population, especially among international residents, poses significant challenges. This demographic shift is accompanied by an increase in demand for specialized health services, long-term care, and accessible infrastructure. In addition, Benissa's young population faces problems of unemployment and lack of opportunities, leading to emigration and further demographic imbalance. This aging population can have profound effects on the social and economic structure, affecting the viability of pension systems and the burden on health and social services.

## BENISSA PROBLEM TREE



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## Infrastructure

Benissa's infrastructure, although adequate in part, faces challenges due to tourist pressure and population growth at certain times of the year. Roads, public transportation, and healthcare facilities must be adapted not only to cope with the seasonal increase in users but also to meet the needs of an aging resident population. Green infrastructure, such as parks and recreational areas, is insufficient to promote a healthy and sustainable lifestyle, especially in densely populated urban areas. However, the connection and proximity to valuable natural areas (such as the Sierra de Bèrnia) provides the city with an ideal natural environment for sports and leisure.

## Environmental challenges

Benissa faces significant environmental challenges, such as water management and vulnerability to extreme weather events, which are exacerbated by climate change. Coastal erosion, waste management, and biodiversity preservation are critical concerns that require urgent attention to maintain quality of life and environmental health. Air quality in densely populated urban areas and natural resource management are issues that must be integrated into urban and environmental planning to ensure sustainable development.



## Chapter 1.4 Impact on public health and sustainability



### Public health

The combination of an aging population and a lack of adequate health and wellness infrastructure contributes to a higher prevalence of chronic diseases and reduces overall quality of life. Environmental challenges, such as poor air quality and limited access to green spaces, can exacerbate health problems such as respiratory diseases and obesity. In addition, seasonal pressure on health services due to tourism poses additional risks of overburdening existing services, which can lead to inadequate care for both residents and visitors. Furthermore, these dynamics can affect women and men differently, reinforcing the need to integrate a gender perspective into the analysis and design of interventions within the One Health approach.

### Sustainability

Dependence on tourism as the main economic driver, without an adequate diversification strategy, increases the vulnerability of the local economy. Environmental challenges require adaptation and mitigation measures to protect natural resources and ensure sustainable development. The city's ability to maintain its appeal to both residents and tourists depends on effective and sustainable management of its environmental and social resources.

Benissa's problem tree highlights the need for integrated and multidisciplinary approaches to address the interconnected challenges facing the city. An effective action plan must consider all these aspects to improve public health and move towards long-term sustainability, ensuring that Benissa can effectively manage its demographic, infrastructural, and environmental challenges.

## Chapter 1.5. Role of the URBACT Local Group (ULG)

### Members of the LUG

The Benissa URBACT Local Group (ULG) is composed of a diverse range of key stakeholders who play fundamental roles in the development and implementation of strategies within the framework of the "One Health" project. This composition includes

- **Technical experts:** specialists in urban planning, the environment, public health, and social services, whose role is to provide technical expertise and ensure that the proposed interventions are feasible and sustainable.
- **Local politicians:** councilors and other elected representatives who provide political leadership and ensure that ULG initiatives are in line with municipal policies and the city's long-term objectives.
- **Representatives of sports associations and clubs:** leaders of non-governmental organizations and cultural and sports associations who provide community perspectives and encourage citizen participation in project activities.

### Contribution

- **Technicians:** These professionals bring an evidence-based approach to the group, using data and technical analysis to identify problems and design viable solutions. Their expertise is crucial in addressing the technical aspects of Benissa's urban and environmental challenges, such as water management, land use planning, and sanitation infrastructure.
- **Local politicians:** They play a vital role in creating policies that support ULG initiatives. Their involvement ensures that the proposed solutions have the necessary support for their implementation and long-term sustainability. In addition, they facilitate the allocation of resources and foster strategic alliances within and outside the municipal sphere.
- **Representatives of Sports Associations and Clubs:** These members connect the ULG with the local community, encouraging citizens to actively participate in health and sustainability initiatives. They promote health and well-being through sports and recreational activities, thereby contributing to the public health objectives of the One Health project.

## ULG working dynamics

The working dynamics of the ULG in Benissa are characterized by cross-sector collaboration that allows for a comprehensive approach to the challenges identified. The group meets regularly in planned sessions where each member contributes their unique perspective, thus facilitating constructive dialogue and collective decision-making. These meetings serve to exchange ideas, review progress, and adapt strategies based on emerging needs.

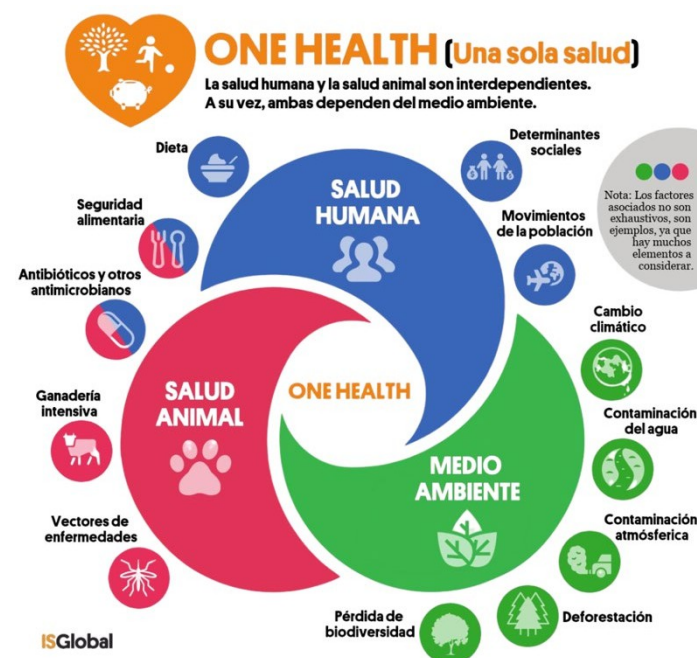
The effectiveness of the ULG depends largely on the ability of its members to work towards common goals and adapt to dynamic changes in Benissa's social and environmental context. Its work not only seeks to solve current problems, but also to anticipate future challenges, ensuring that Benissa can move towards healthier and more sustainable development.

## Chapter 1.7. One Health Vision for Benissa

The One Health vision for Benissa is to build a model community in which the integration of human, animal, and environmental health acts as a fundamental pillar for attracting and retaining international senior residents, thus contributing to the development of a strong and sustainable care economy. This vision recognizes the economic and social potential of making Benissa an attractive destination for international residents seeking quality of life, safety, and first-class care services in a healthy and sustainable environment.

Key strategies for the vision:

- **Development of Specialized Health and Wellness Services:** Expand and improve health infrastructure to offer specialized services that address the needs of an aging population, including health centers that integrate human and animal health services, as well as





wellness programs that promote active and healthy aging.

- **Innovation in the care economy:** Boost the local economy by investing in care services, from assisted living to home care and rehabilitation services, creating employment and training opportunities in health and wellness-related sectors.
- **Promote a healthy urban and natural environment:** Ensure environmental sustainability by promoting natural spaces and developing green infrastructure that not only improves climatic conditions and environmental quality, but also provides green spaces for recreation and physical activity for all residents and visitors.
- **Address animal health and welfare programs,** integrating public health, environmental protection, and responsible management of domestic and wild animals, in order to prevent health risks, strengthen community coexistence, and ensure respect for animal rights as an essential part of a healthy ecosystem.
- **Community and social integration:** Develop programs that facilitate the integration of international residents into the local community, promoting gender equality, social and cultural inclusion, and strengthening community cohesion through events, cultural activities, and volunteer opportunities that enrich both locals and expatriates.



The graph is an initial summary, produced during the first phase of the URBACT project, showing six key areas that Benissa intends to prioritize within the framework of the One Health initiative, highlighting how each of them supports an integrated vision of health and well-being:

1. **Advanced healthcare infrastructure:** This segment represents Benissa's commitment to developing and improving healthcare facilities capable of providing high-quality services, with a particular focus on caring for the growing elderly population and adapting to their specific needs.
2. **Animal health and welfare programs:** Reflects the importance of animal health in the context of public health, including the provision of veterinary services, responsible management of domestic animals and wild animals, and programs that promote animal welfare as an essential component of human well-being in order to prevent health risks and strengthen community coexistence.
3. **Conservation and improvement of the environment:** In this field, initiatives to protect and enrich the natural environment of Benissa stand out. The enhancement of biodiversity and the promotion of sustainable practices are essential to maintaining an integrated and healthy ecosystem that benefits all inhabitants.
4. **Promotion of adapted and accessible housing:** This demonstrates a focus on creating accessible housing that is suited to the needs of a diverse population, promoting active and safe aging within the community.
5. **Community education and awareness:** Highlights Benissa's efforts to educate its population about the importance of health and sustainability, creating a knowledge base that supports healthy and environmentally friendly behaviors.
6. **Promotion of social inclusion, equality, participation, and governance:** Illustrates the dedication to strengthening social cohesion



by promoting cultural integration and the active participation of all sectors of the population in community activities and events.

## Chapter 1.7. Conclusions

The structure of the URBACT Local Group (ULG) has been fundamental to effective planning that is responsive to the local needs of Benissa. Collaboration between municipal technicians, local politicians, and representatives of associations and sports clubs has allowed for the integration of diverse perspectives and knowledge, resulting in a holistic approach that addresses the interconnection between human, animal, and environmental health within the framework of "One Health."

Benissa's vision is to create a society in which the health and well-being of all forms of life and the natural environment are intrinsically connected and managed in an integrated manner. This vision aims to attract and retain international senior residents, contributing to the development of a strong and sustainable care economy. To achieve this, six key areas of action have been identified: developing advanced healthcare infrastructure, implementing animal health and welfare programs, conserving and improving the environment, developing adapted and accessible housing, promoting education and community awareness, and promoting social inclusion and community participation.

ULG has been instrumental in identifying and prioritizing these needs, ensuring that strategies are based on reliable data and rigorous analysis. In addition, its work has promoted social cohesion and community integration, ensuring that initiatives are inclusive and beneficial to all residents.

In summary, strategic planning guided by the ULG has enabled Benissa to develop an Integrated Action Plan that accurately reflects the needs and aspirations of the city. This plan will not only improve the quality of life of its residents, but will also position Benissa as a benchmark in the implementation of the One Health model, attracting international residents and strengthening the local healthcare economy.





# IAP

# Sección 2

GENERAL LOGIC AND INTEGRATED ENF09UE

## PAI SECTION 2: General logic and integrated approach



### Chapter 2.1 [Definition of SMART strategic objectives].

The focus of this section is to articulate a logic of intervention that connects the priority areas initially identified, considering the territorial structure of Benissa and its demographic diversity. In this way, the aim is to create a coherent framework that facilitates the implementation and monitoring of actions, promoting a positive impact on the quality of life of all citizens.

Through an adapted "One Health" approach, this section offers a strategic vision, organized into areas of intervention, that responds directly to the specific needs and opportunities of Benissa.

### Chapter 2.2 [Strategic and specific objectives of the plan]

#### 2.2.1 Definition of SMART strategic objectives

The following are the key strategic objectives of Benissa's Comprehensive Action Plan (CAP), formulated to address the municipality's priorities in terms of health, sustainability, and social cohesion. Each objective has been designed according to SMART criteria: specific, measurable, achievable, relevant, and time-bound.

### Strategic objectives:

- Improve the health and well-being of the population by strengthening and adapting high-quality health services (*advanced health infrastructure*), promoting healthy lifestyles, ensuring equitable access, and addressing the needs of the aging population, while integrating the "One Health" approach into public policies by 2030.
- Strengthen animal health and welfare through the provision of veterinary services, responsible management of domestic and wild animals, and the implementation of animal welfare programs (*Animal Health and Welfare Programs*) as an essential component of human health and community coexistence.
- Strengthen environmental sustainability and resilience to climate change in Benissa through the conservation and improvement of ecosystems (*Conservation and improvement of the environment*), the enhancement of biodiversity, and the promotion of sustainable practices to ensure a healthy environment for all inhabitants by 2030.
- Promote social and territorial cohesion in the municipality by 2030 through the integration of its main areas, strengthening connectivity, fostering the cultural and social inclusion of all residents, and developing accessible and adapted housing that supports active and safe aging (*Promotion of adapted and accessible housing*).
- Promote a sustainable care and sports economy that improves quality of life, supports active aging, creates inclusive employment through strong public-private partnerships and strategic investments, and strengthens community education and awareness on health and sustainability (*Education and*



*community awareness*).

- Integrate the "One Health" approach into the design, implementation, and evaluation of municipal public policies on health and the environment, promoting participatory governance, intersectoral collaboration, and social inclusion through the active participation of all sectors of the population (*Promotion of social inclusion, participation, and governance*).

### **2.2.2 Specific and operational objectives**

The specific and operational objectives of each strategic objective are detailed below to facilitate their implementation and monitoring.



Objetivo Estratégico	Objetivo Específico	Objetivo Operativo			
Mejorar la salud y el bienestar de la población fortaleciendo y adaptando servicios de salud de alta calidad, promoviendo estilos de vida saludables, asegurando un acceso equitativo y atendiendo las necesidades de la población que envejece, al tiempo que se integra el enfoque de Una Sola Salud en las políticas públicas para 2030.	<b>Aumentar el deporte y la cultura de vida saludable en las escuelas</b>	Ampliar la oferta de escuelas deportivas y promover la actividad física en las escuelas.	Promover la cohesión social y territorial del municipio para 2030 a través de la integración de sus principales áreas, reforzando la conectividad, fomentando la inclusión cultural y social de todos los residentes, y desarrollando viviendas accesibles y adaptadas que apoyen un envejecimiento activo y seguro.	<b>Integrar las principales zonas del municipio y mejorar la conectividad entre zonas</b>	Mejorar el transporte público entre las zonas y construir carriles peatonales y para bicicletas en .
	<b>Reforzar y adaptar los servicios sanitarios de alta calidad</b>	Formar al personal en la atención a las personas mayores y ampliar el programa "En Moviment".		<b>Organizar actividades culturales y comunitarias inclusivas.</b>	Organizar festivales y actividades que celebren la diversidad de Benissa.
	<b>Promover estilos de vida saludables entre la población</b>	Poner en marcha campañas educativas comunitarias sobre salud y bienestar		<b>Facilitar el acceso equitativo a los servicios públicos para 2028</b>	Digitalizar los trámites y adaptar las infraestructuras para la accesibilidad universal.
Fortalecer la salud y el bienestar animal a través de la prestación de servicios veterinarios, el manejo responsable de animales domésticos y silvestres, y la implementación de programas de bienestar animal como componente esencial de la salud humana y la convivencia comunitaria	<b>Integrar los programas de bienestar animal en la salud pública</b>	Colaborar con los refugios para la vacunación y la terapia asistida.	Promover una economía sostenible del cuidado y el deporte que mejore la calidad de vida, apoye el envejecimiento activo, cree empleo inclusivo a través de asociaciones público-privadas sólidas e inversiones estratégicas, y refuerce la educación y la concienciación de la comunidad en materia de salud y sostenibilidad.	<b>Promover una economía sostenible de los cuidados y el deporte</b>	Fomentar la creación de empresas de cuidados y proporcionar recursos a los emprendedores
	<b>Promover la gestión responsable de los animales domésticos y salvajes</b>	Desarrollar campañas educativas sobre la tenencia responsable de animales de compañía.		<b>Reforzar la educación y concienciación de la comunidad en materia de salud y sostenibilidad</b>	Poner en marcha programas y campañas de formación en cuidados, salud y hábitos sostenibles
	<b>Implementar programas de bienestar de animales silvestres como componente de la salud pública</b>	Implementar programas de control y protección de la fauna local y doméstica.		<b>Aumentar la inversión en tecnología asistencial</b>	Fomentar la adopción de soluciones digitales y crear un polo de innovación sanitaria.
Fortalecer la sostenibilidad ambiental y la resiliencia al cambio climático en Benissa a través de la conservación y mejora de los ecosistemas, la valorización de la biodiversidad y la promoción de prácticas sostenibles para garantizar un medio ambiente saludable para todos los habitantes en 2030.	<b>Reducir el consumo de agua</b>	Instalar sistemas de riego eficientes y realizar campañas de educación sobre el ahorro de agua.	Integrar el enfoque de Una Sola Salud en el diseño, implementación y evaluación de las políticas públicas municipales de salud y medio ambiente, fomentando la gobernanza participativa, la colaboración intersectorial, y la inclusión social a través de la participación activa de todos los sectores de la población.	<b>Integrar el enfoque "Una sola salud" en las políticas municipales de salud y medio ambiente.</b>	Establecer grupos de trabajo intersectoriales con el enfoque de Una Sola Salud.
	<b>Valorizar y restaurar las zonas verdes</b>	Reforestar la Serra de Bèrnia y establecer corredores ecológicos.		<b>Fomentar la gobernanza participativa e intersectorial</b>	Implementar programas de participación ciudadana en la toma de decisiones ambientales y sanitarias.
	<b>Reducir las emisiones contaminantes</b>	Fomentar el transporte público y las energías renovables.		<b>Promover la inclusión social y la participación activa de la comunidad.</b>	Organizar actividades y talleres comunitarios para fortalecer la cohesión social y la educación.



## Chapter 2.3 [Priority areas for intervention]

### 2.3.1 Definition of areas of intervention

The areas of intervention cover public health, animal welfare, environmental sustainability, and social cohesion, each aligned with the "One Health" approach and adapted to local specificities:

1. **Citizen health and well-being:** This area of intervention focuses on improving residents' quality of life by promoting physical activity, disease prevention, and access to quality healthcare services, especially for an aging population. It includes training programs for healthcare professionals, prevention campaigns, and the creation of infrastructure for sports.
2. **Animal health and welfare:** The welfare of domestic animals and wildlife is considered a pillar of the One Health strategy in Benissa. Issues such as animal health, population control, and the integration of animals into therapeutic and recreational programs are addressed, thus strengthening the link between human and animal health in the local context.
3. **Environmental sustainability and climate resilience:** Environmental sustainability is essential for preserving Benissa's natural resources, especially water and green spaces. This area includes actions for sustainable resource management, biodiversity protection, soil and coastal conservation, as well as climate change mitigation initiatives through emissions reduction and the use of renewable energy.
4. **Social and territorial cohesion:** This area encompasses both the cultural and social integration of a diverse community and the physical connection between different areas of the municipality. The aim is to reduce geographical and social barriers, promote harmonious coexistence between

local and international residents, and facilitating access to services and opportunities for all inhabitants.

- 5. Sustainable care and sports economy:** This area of intervention focuses on fostering a sustainable local economy centered on care and sports services, improving residents' quality of life, and promoting active aging. It includes the creation of inclusive employment opportunities through strategic public-private investments and partnerships, as well as community education and awareness programs on health, well-being, and sustainability. Operational actions include developing accessible care and sports programs, supporting entrepreneurship in the sector, and promoting innovative initiatives that combine economic development with social well-being.
- 6. Community participation and governance:** This area emphasizes participatory governance and social inclusion, ensuring that all sectors of the population actively participate in municipal decision-making, especially in health, environmental, and social policies. It encompasses intersectoral collaboration between institutions, civil society, and the private sector, promoting transparency, the accountability and co-responsibility in policy implementation, intersectoral working groups, the organization





community workshops, and promoting citizen participation in the planning and monitoring of local initiatives.



### 2.3.2 Intervention logic and territorial coherence

The Benissa PAI interventions are designed taking into account the three main geographical areas of the municipality, each with its own characteristics and needs:



1. **Mediterranean coastline:** This area, which includes beaches and coves, focuses on environmental sustainability and social cohesion. Interventions here seek to preserve the natural environment through coastal protection actions, sustainability in the tourism model, and environmental education. In addition, sports and recreational activities are encouraged for residents and visitors, promoting social cohesion and public health in a privileged natural environment.
2. **Urban center:** In this center, priority is given to public health, animal welfare, and social cohesion. Health and sports infrastructure will be improved, animal welfare programs will be promoted, and Cultural events will be organized to strengthen the sense of community. The urban area is also the main administrative policies.
3. **Scattered mountainous areas:** These areas, characterized by steep slopes and small settlements, will mainly benefit from interventions in environmental management. Projects are planned in the Serra de Bèrnia, as well as the development of trails and routes connecting the mountains with the urban center and the coast. In addition, mobile health and social care services will be implemented to improve access for scattered residents.



Accordingly, the logic of the intervention responds to the current context and the needs of the

municipality:

Contexto urbano	Necesidades	Retos Urbanos	Área de Intervención
<p>Benissa debe ampliar y adaptar sus infraestructuras sanitarias y deportivas -como clínicas, centros de diagnóstico y espacios de actividad accesibles- para atender a su importante población de edad avanzada (25% de mayores de 65 años), al tiempo que promueve la atención preventiva y la actividad física en todo el municipio.</p> <p>La elevada proporción de residentes de edad avanzada y las infraestructuras sanitarias disponibles subrayan la necesidad de mejorar tanto el acceso como el alcance.</p>	<p>Ampliar y adaptar sus infraestructuras sanitarias y deportivas para responder al envejecimiento de la población, garantizando el acceso a la atención sanitaria preventiva, a programas de bienestar y a espacios inclusivos para la actividad física en todo el municipio.</p>	<p>¿Cómo puede Benissa garantizar un acceso equitativo a servicios sanitarios de alta calidad y promover estilos de vida saludables para todos los residentes, especialmente para la población que envejece, integrando al mismo tiempo la atención preventiva y la actividad física en la vida cotidiana?</p>	<p><b>Salud y bienestar de los ciudadanos</b></p>
<p>Dada su biodiversidad -desde el litoral hasta las zonas montañosas- es vital vincular el cuidado de los animales con la salud del ecosistema.</p>	<p>Reforzar los servicios veterinarios, establecer sistemas eficaces para la tenencia responsable de animales de compañía y la gestión de la fauna salvaje, y promover programas de concienciación que destaquen el papel del bienestar animal en la salud pública y la vida comunitaria.</p>	<p>¿Cómo puede Benissa mejorar la salud y el bienestar de los animales domésticos y salvajes, fomentando la tenencia responsable e integrando programas de bienestar animal que también mejoren la salud humana y la convivencia comunitaria?</p>	<p><b>Salud y bienestar animal</b></p>
<p>Benissa necesita una gestión ambiental integrada: conservando sus ecosistemas costeros, de viñedos y de montaña; potenciando la biodiversidad; gestionando el agua y los espacios verdes de forma sostenible; y mitigando los riesgos climáticos mediante acciones como la reutilización de biomasa (por ejemplo, el plan de retirada de pinos), la restauración de barrancos, y la captación de energías renovables.</p>	<p>Poner en marcha estrategias de gestión ambiental integrada que protejan los ecosistemas costeros e interiores, salvaguarden la biodiversidad, promuevan la eficiencia hídrica y aceleren la transición hacia las energías renovables para adaptarse al cambio climático y mitigarlo.</p>	<p>¿Cómo puede Benissa reforzar la sostenibilidad medioambiental y la resiliencia al cambio climático mediante la protección de los ecosistemas, la conservación de la biodiversidad, la gestión responsable de los recursos naturales y la reducción de las emisiones, garantizando al mismo tiempo un entorno saludable para todos los residentes?</p>	<p><b>Sostenibilidad medioambiental y resiliencia al cambio climático</b></p>



<p>Benissa debe mejorar la conectividad física (carretera, tranvía) y digital entre sus zonas urbanas, costeras y rurales, al tiempo que mejora la integración social tanto para los residentes de larga data como para los nacidos en el extranjero (39% de la población), y garantiza servicios accesibles para los adultos mayores.</p> <p>Su variada geografía, sus infraestructuras de transporte y su gran diversidad cultural exigen estrategias de cohesión integradas.</p>	<p>Mejorar el transporte y la conectividad digital entre su núcleo urbano y las zonas costeras y rurales, fomentando al mismo tiempo la integración cultural y la participación social entre los residentes locales e internacionales, con especial atención a los servicios inclusivos para las personas mayores.</p>	<p>¿Cómo puede Benissa reducir las barreras sociales y geográficas dentro del municipio, promoviendo la inclusión cultural y social, la conectividad física y el acceso a los servicios para todos los residentes, al tiempo que apoya el envejecimiento activo y seguro?</p>	<p><b>Cohesión social y territorial</b></p>
<p>Benissa debería desarrollar los sectores asistencial y deportivo como motores de creación de empleo inclusivo, especialmente para los residentes de más edad y la mano de obra local, con el apoyo de asociaciones público-privadas. Los programas comunitarios que combinan salud, educación para la sostenibilidad y bienestar físico reforzarían la resiliencia socioeconómica local.</p> <p>La presencia de instalaciones sanitarias existentes y una fuerte economía de servicios (76,7%) posiciona a Benissa para transformar la asistencia y el deporte en sólidos motores económicos locales.</p>	<p>Diversificar su economía local invirtiendo en los sectores de los cuidados y el deporte, creando nuevas oportunidades de empleo inclusivo, apoyando el espíritu empresarial y garantizando el acceso a programas comunitarios innovadores que combinen salud, educación y sostenibilidad.</p>	<p>¿Cómo puede Benissa desarrollar una economía sostenible de los cuidados y el deporte que cree empleo inclusivo, mejore la calidad de vida, promueva el envejecimiento activo y fomente la educación de la comunidad en materia de salud y sostenibilidad?</p>	<p><b>Economía sostenible de los cuidados y el deporte</b></p>
<p>Benissa debe establecer mecanismos claros de gobernanza participativa -como consejos ciudadanos y grupos de trabajo intersectoriales- para implicar a los residentes (incluida su diversa población de origen extranjero) en la planificación, aplicación y seguimiento de las políticas sanitarias, medioambientales, y sociales.</p> <p>La reciente creación de un Consejo Ciudadano de Salud (marzo de 2024) refleja este marco participativo emergente</p>	<p>Establecer mecanismos de gobernanza participativa que involucren a residentes, asociaciones e instituciones en la toma de decisiones, creando estructuras transparentes y colaborativas para el seguimiento y evaluación de las políticas sanitarias, medioambientales y sociales.</p>	<p>¿Cómo puede Benissa fomentar la gobernanza participativa y la colaboración intersectorial, garantizando que todos los sectores de la población participen activamente en la toma de decisiones, la aplicación de políticas y el seguimiento de las iniciativas sanitarias, medioambientales y sociales?</p>	<p><b>Participación y gobernanza de la comunidad</b></p>



### 2.3.3 Link to local priorities

The areas of intervention respond directly to the priorities and demographic, economic, and environmental characteristics of Benissa. The high proportion of international residents and elderly people requires special attention to public health and social cohesion. Attention to animal welfare and environmental sustainability, meanwhile, responds to the importance of the natural environment both for the quality of life of residents and for attracting sustainable tourism.

Each area of intervention, in synergy with the "One Health" approach, contributes to a balanced development model that addresses both human well-being and respect for the natural environment and animals. Adapting these areas to the specific characteristics of Benissa ensures that the PAI can generate a positive and sustainable impact, strengthening the care economy and promoting healthy and respectful coexistence with the environment.

## Chapter 2.4 [Description of actions and responsible parties]

### 2.4.1 Planning of actions in each area of intervention

Benissa's Comprehensive Action Plan (CAP) proposes a set of specific actions for each priority area of intervention, designed to address identified needs and maximize the impact on residents' quality of life.

- **Citizen health and well-being:**
  - Revitalization of municipal sports schools with a focus on health and social cohesion.
  - Strengthening specialized health services in geriatrics and nursing care.
  - Community awareness and communication campaign "Benissa és Salut" (Benissa is Health).
  - Launching the "En Moviment" program to promote physical activity among the elderly.
  - Creation of local green spaces and sports facilities to promote health and community cohesion.
  - Active partnerships with the Department of Health to promote community physical activity.
- **Animal health and welfare:**
  - Collaborate with associations to carry out pet vaccination and sterilization campaigns.
  - Develop animal-assisted therapy programs for children and the elderly.
  - Establish protocols for the care and control of urban and wild fauna.
  - Promoting animal welfare and local biodiversity in collaboration with ABAI.
  - Promoting educational activities on animal welfare in schools.
- **Environmental sustainability and climate resilience:**
  - Implement efficient irrigation systems and water-saving technologies in public spaces.

- Activation of the coastline and the ecological promenade as a healthy and educational space.
  - Protection and sustainable activation of the Serra de Bèrnia as an eco-healthy asset of Benissa.
  - Encourage the use of public transport and sustainable modes of transport.
  - Install renewable energy systems in municipal buildings and promote their use in homes.
- **Social and territorial cohesion:**
    - Create a public transport network between the coast, the city center, and the mountainous areas.
    - Design and implementation of Safe and Healthy School Routes in Benissa
    - Organize cultural events and multicultural workshops that integrate local and international residents.
    - Digitize municipal services to improve accessibility and facilitate administrative procedures.
    - Establish social meeting centers in each area to encourage citizen participation.
- **Sustainable economy of care and sport**
    - Promote training programs in sports management and care-related professions.
    - Support the creation of social enterprises in the field of care services.
    - Develop a sustainable tourism model with a One Health approach in Benissa.
    - Encourage partnerships with the private sector and universities to innovate in sports and health technologies.
- **Community participation and governance**
    - Organize community activities and workshops to strengthen social cohesion and education.
    - Consolidate local One Health governance through the Social Council and Basic Health Council

- o Establish intersectoral working groups with a "One Health" approach.
- o Develop transparency and open data platforms for municipal management.

Of the set of proposed actions, this Integrated Action Plan will address the 10 actions that have been considered to be of the highest priority by citizens:

- *ACTION 1:* Revitalization of Municipal Sports Schools with a focus on health and social cohesion.
- *ACTION 2:* Community awareness and communication campaign "Benissa és Salut" (Benissa is Health).
- *ACTION 3:* Creation of local green spaces and sports facilities to promote health and community cohesion.
- *ACTION 4:* Active partnerships with the Department of Health to promote community physical activity.
- *ACTION 5:* Promotion of animal welfare and local biodiversity in collaboration with ABAI.
- *ACTION 6:* Activation of the coastline and ecological promenade as a healthy and educational space
- *ACTION 7:* Protection and sustainable activation of the Serra de Bèrnia as an eco-healthy asset of Benissa
- *ACTION 8:* Design and implementation of Safe and Healthy School Routes in Benissa
- *ACTION 9:* Development of a sustainable tourism model with a One Health approach in Benissa
- *ACTION 10:* Consolidation of local One Health governance through the Social Council and the Basic Health Council





#### 2.4.2 Responsible parties and partners Responsible party



Benissa Town Council is primarily responsible for implementing the Integrated Action Plan (IAP). Its functions include the overall coordination of the plan, the supervision of resources, and the management of activities in the areas of public health, social cohesion, and environmental sustainability. It will also oversee the monitoring and evaluation of actions, ensuring effective collaboration with the agencies and entities involved.

#### Collaborators

The success of the IAP requires the active involvement of various public and private entities that complement the capabilities of Benissa Town Council:

- **Alicante Provincial Council:** Collaborates by providing financial and technical resources, especially in projects related to environmental sustainability, animal welfare, and social cohesion.

- **Generalitat Valenciana (Valencian Regional Government):** Provides experience and support in areas such as public health, education, sustainable mobility, and environmental conservation. The departments of Health, Education, Environment, and Infrastructure are key to the implementation of specific actions.
- **Benissa Health Center:** Participates in healthcare and elderly care programs, both in the town center and in outlying areas.
- **Environmental organizations** (local and regional) and **Environmental Education Center:** They contribute to the restoration and protection of biodiversity in the Serra de Bèrnia and coastal areas, as well as leading environmental awareness initiatives.
- **Transport and sustainable mobility companies:** They collaborate in the implementation of public transport systems and in the promotion of sustainable alternatives adapted to the needs of Benissa.
- **Network of cultural and social associations:** They collaborate in organizing events and activities that strengthen social cohesion and promote cultural integration.

This collaborative approach ensures that planned actions are viable and backed by the resources and expertise necessary to guarantee their positive and sustainable impact.

#### 2.4.3 Initial risk assessment

For each action, potential risks are identified and mitigation strategies are designed to minimize possible negative impacts and ensure the viability of the plan:

Riesgo	Nivel	Mitigación
<b>Financiación insuficiente:</b> La ejecución de algunas acciones depende de subvenciones y fondos externos.	Alto	Establecer un sistema de gestión de fondos y explorar fuentes alternativas de financiación en el sector privado y a través de asociaciones público-privadas.
<b>Resistencia a los cambios en la movilidad y el transporte:</b> La introducción de un transporte público más eficiente puede generar resistencia entre algunos residentes.	Alta	Campañas de sensibilización, haciendo hincapié en los beneficios de la sostenibilidad y la reducción de la congestión.
<b>Dificultades en la colaboración interinstitucional:</b> La coordinación entre múltiples entidades puede enfrentarse a dificultades de comunicación y gestión.	Media	Poner en marcha reuniones periódicas de seguimiento y nombrar un equipo de coordinación centralizado en el ayuntamiento.
<b>Impactos medioambientales y climáticos inesperados:</b> Las sequías u otros fenómenos extremos podrían afectar a las actuaciones medioambientales previstas.	Medio	Crear un plan de contingencia flexible y adaptar las acciones en función de las condiciones climáticas y medioambientales.

## Chapter 2.5 [Expected results and monitoring approach]

### 2.5.1 Success indicators and evaluation criteria

The success of the actions proposed in Benissa's Integrated Action Plan (IAP) will be measured through a series of key performance indicators (KPIs) that reflect the impact and progress of interventions in each priority area. These indicators allow for the evaluation of both immediate results and progress towards long-term strategic objectives.



Indicador	Evaluación
Salud y bienestar de los ciudadanos	Aumento del 20% de la participación en programas deportivos municipales para 2030.
	Aumento del 15% de la disponibilidad de servicios sanitarios especializados para residentes de edad avanzada para 2030.
	20% de aumento de la oferta de escuelas deportivas y actividades físicas en las escuelas para 2030
Salud y bienestar animal	Reducción del 30% de animales no controlados mediante campañas de esterilización para 2030.
	1 campaña anual sobre tenencia responsable de animales de compañía.
	1 acto educativo anual sobre bienestar animal.
Sostenibilidad medioambiental y resistencia climática	Reducción del 20% del consumo de agua per cápita para 2030.
	Aumento del 20% de las zonas verdes protegidas y restauradas para 2030.
	25% de edificios municipales con sistemas de energía renovable instalados para 2030
Cohesión social y territorial	Aumento del 30% de la frecuencia del transporte público entre zonas para 2030
	1 Festival anual para valorizar la diversidad de Benissa
	Aumento del 30% del número de trámites municipales realizados digitalmente para 2030
Economía Sostenible de los Cuidados y el Deporte	1 Campañas anuales para fomentar la creación de empresas de cuidados
	1 Programa anual de formación para fomentar los cuidados, la salud y los hábitos sostenibles.
	1 Campaña anual para fomentar la adopción de soluciones digitales y crear un polo de innovación sanitaria.
Participación comunitaria y gobernanza	Aumento del 15 % de las nuevas políticas públicas que incorporan los criterios de Una Sola Salud para 2030
	1 Formaciones anuales impartidas a funcionarios sobre el enfoque Una Salud.
	1 Grupo intersectorial de participación establecido en Una Sola Salud para 2026.



### 2.5.2 Monitoring and evaluation methodology

The monitoring and evaluation of Benissa's IAP will be based on a systematic approach that combines quantitative and qualitative indicators. The methodology includes

#### 1. Periodic review:

- o Semi-annual reviews will be established to assess the progress of actions with respect to the defined KPIs.
- o The reviews will involve the City Council, associated organizations, and community representatives.

#### 2. Monitoring tools:

- o Implementation of a digital monitoring system to collect data on the impact and implementation of each action.
- o Use of surveys and interviews to gather qualitative information from beneficiaries and stakeholders.

#### 3. Social participation:

- o The local community will be consulted periodically to assess the effectiveness and relevance of the actions.
- o Open feedback channels will be established to gather suggestions and adjustments.

#### 4. Follow-up by the intersectoral committee:

- o The "One Health" committee will play a key role in overseeing actions related to public health, animal welfare, and sustainability.

### 2.5.3 Reports and analysis of quantitative results

The quantitative approach will be fundamental to the collection and analysis of IAP results. The data obtained will be integrated into an annual report detailing:

#### 1. Progress toward strategic objectives:

- o Graphical and tabular presentation of progress on defined KPIs, including comparisons with established objectives.
- o Summary of key achievements and areas requiring adjustment.

#### 2. Impact of actions:

- o Assessment of the direct and indirect impact of interventions on health, social cohesion, and sustainability in the municipality.
- o Identification of positive effects on residents' quality of life and the local care economy.

### **3. Lessons learned:**

- o Identification of good practices and areas for improvement, with special attention to the replicability of successful actions.
- o Analysis of the challenges faced and the strategies applied to overcome them.

### **4. Joint evaluation with the URBACT network:**

- o The results will be shared within the URBACT network through digital reports, meetings, and seminars.
- o The lessons learned in Benissa will be incorporated as practical examples to inspire other localities.

The quantitative approach, combined with qualitative evaluation, will ensure a comprehensive understanding of the impact of the PAI, allowing for its continuous adjustment and optimization. This process reinforces Benissa's commitment to sustainability, public health, and social cohesion, ensuring that interventions contribute to a more inclusive and resilient future.



# IAP

# Sección 3

## DETAILS OF THE ACTION PLAN

## IAP SECTION 3: Details of action planning

### ACTION 1

Area of intervention: Health and well-being of citizens

Title of the action

Revitalization of Municipal Sports Schools with a focus on health and social cohesion

#### Description

The promotion of sport in Benissa has historically been an important line of action for the City Council, with the existence of municipal sports schools aimed mainly at children and young people. However, the post-pandemic context, changes in lifestyle habits, and the need to promote physical and mental health make it necessary to revitalize these schools with a comprehensive approach that incorporates the One Health perspective. Improving facilities, diversifying disciplines, and including new activities adapted to different age groups are key elements for their renewal.

#### Actions:

Renovation and strengthening of Benissa's Municipal Sports Schools to promote physical activity, comprehensive health (physical, mental, and social), and environmental sustainability. The aim is to encourage healthy lifestyle habits and values of coexistence through sport, integrating the One Health perspective as a cross-cutting theme.

- Updating sports programs with a healthy and sustainable approach.
- Creation of "Inclusive and Green Sports Schools."
- Educational campaigns on sport, health, and the environment.
- Local One Health collaborations

#### Specific objectives

- Promoting healthy lifestyles among the population through sport.
- Strengthen intergenerational social cohesion through inclusive sports activities.
- Increase participation in municipal sports schools.



- Expand the range of sports on offer based on the needs identified in the community.
- Integrate health and sustainability training activities into the school curriculum.

#### Timeline

- Start: **November 2025**
- Estimated duration: **2025-2030** with annual planning by school year.

#### Stakeholders

Project manager	Benissa Town Council	Party(ies) responsible for validation and administrative policy	Sports Council
Actor(s) capable of providing specialized knowledge/support	Local sports clubs, educational centers, health professionals	Actor(s) informed of the action	Benissa Social Council, Basic Health Council, neighborhood associations

#### Scope of action

Public or target audience Beneficiaries	Children and young people in Benissa (aged 3-18), with extension to adults and older people in later phases.	Scope of intervention	The entire municipality.
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<b>Social and territorial inequalities in health</b>	
Responses provided	<input type="checkbox"/> Action aimed at the entire population. <input checked="" type="checkbox"/> Aimed at the most vulnerable groups. <input checked="" type="checkbox"/> Intensity of action proportional to the health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in the implementation of the action
Interdisciplinary approach	<input checked="" type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Other: sports
<b>Potential funding</b>	
<ul style="list-style-type: none"> <li>• <b>Grants from the Regional Ministry of Education, Culture, and Sport of the Valencian Regional Government</b> (funding for promoting sport among school-age children and maintaining facilities).</li> <li>• <b>European funds linked to health and social cohesion:</b> European Social Fund Plus (ESF+), NextGenerationEU, Interreg Europe (in the case of collaboration with other cities).</li> <li>• <b>Alicante Provincial Council - +Deporte Plan and grants to local entities for sports facilities.</b></li> </ul>	
<b>Results</b>	
<ul style="list-style-type: none"> <li>• Increase in the number of participants enrolled in schools.</li> <li>• Improvement in the physical condition and well-being of young people.</li> <li>• Reducing sedentary lifestyles and improving healthy habits.</li> <li>• Increase in the number of sports disciplines offered.</li> </ul>	

#### Evaluation indicators

- Number of students enrolled in municipal sports schools.
- Number of sports activities or disciplines offered with a focus on health.
- Percentage of families who rate the offer and accessibility positively.

## ACTION 2

Area of intervention: Citizen health and well-being Title of the action

Community awareness and communication campaign "Benissa és Salut"

#### Description

The One Health strategy requires not only structural interventions but also changes in habits, perceptions, and civic culture. In Benissa, there are multiple initiatives underway (sports, public health, mobility, animal welfare, environmental education, etc.), but they lack a common narrative that articulates and raises their profile. This campaign aims to build a shared public identity around comprehensive health and community well-being values, promoting shared responsibility and citizen involvement.

#### Actions:

Development of a comprehensive communication and citizen participation campaign that unifies the various local initiatives related to human, animal, and environmental health under a single identity. "Benissa és Salut" seeks to generate awareness, pride, and collective involvement around comprehensive well-being and social co-responsibility, promoting the values of the One Health approach in everyday life.

- Creation of a common visual and narrative identity.
- Programming of participatory community activities.
- Multimedia and educational campaigns.
- Network of "Benissa és Salut Promoters."

#### Specific objectives

- Disseminate the values of the One Health approach in an understandable and accessible way.
- Raise awareness of municipal actions related to environmental, human, and animal health.
- Promote positive attitudes toward sustainability, physical activity, and respect for the environment.
- Strengthen the sense of belonging and pride in being part of a healthy community.

#### CALENDAR

Start: **November 2025**  
 Design and prioritization phases: **2025-2026**  
 Implementation by area: **2026-2029**

#### Stakeholders

Project manager Stakeholder(s) capable of contributing specialized knowledge /support	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Sports Council
	Local sports clubs, educational centers, health professionals	Actor(s) informed of the action	Benissa Social Council, Basic Health Council, neighborhood associations
Scope of action			
Target audience	Children and young people in Benissa (aged 3-18), with extension to adults and older people in later stages.	Scope of intervention	The entire municipality.



Social and territorial inequalities in health		
Responses provided		<input type="checkbox"/> Action aimed at the entire population. Aimed at the most vulnerable groups.
Participatory approach		<input checked="" type="checkbox"/> Intensity of action proportional to the health needs of the population <input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.
Interdisciplinary approach		<input type="checkbox"/> Co-organization/participation in the implementation of the action <input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing. <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education. <input checked="" type="checkbox"/> Others: sport
Potential financing		
•	•	<ul style="list-style-type: none"> <li>Grants from the Regional Ministry of Education, Culture, and Sport of the Valencian Regional Government (funding for promoting sport among schoolchildren and maintaining facilities).</li> <li>European funds linked to health and social cohesion: European Social Fund Plus (ESF+), NextGenerationEU, Interreg Europe (in the case of collaboration with other cities).</li> <li>Alicante Provincial Council - +Deporte Plan and grants to local entities for sports facilities.</li> </ul>
Results		
•	•	<ul style="list-style-type: none"> <li>Increase in the number of citizens involved in the "Benissa es salut" initiative.</li> <li>Improvement in the physical condition and well-being of the population.</li> <li>Improving public perception</li> </ul>
Evaluation indicators		
•	•	<ul style="list-style-type: none"> <li>Number of students enrolled in the activities planned for the campaign</li> <li>Number of activities implemented during the campaign</li> <li>Percentage of families who positively value the "Benissa is Health" identity.</li> </ul>

## ACTION 3

**Area of intervention: Citizen health and well-being Title of the action**

**Creation of local green spaces and sports facilities to promote health and community cohesion**

### Description

Benissa has numerous plots of land, squares, and public spaces that can be adapted for recreation, physical activity, and intergenerational gatherings. In line with the One Health approach, this action proposes a municipal strategy for creating or improving green spaces and sports facilities in urban, peri-urban, and scattered areas, promoting healthy habits, contact with nature, and the physical and emotional well-being of the population.

### Actions

Implementation of a municipal strategy to create and revitalize accessible green and sports spaces in Benissa, aimed at promoting comprehensive health, emotional well-being, and coexistence. These spaces will act as healthy meeting points that encourage physical activity, contact with nature, and social cohesion, in line with the principles of the One Health approach.

- Mapping and adaptation of available public spaces.
- Participatory design of green and sports spaces.
- Incorporation of sustainable and naturalized infrastructure.
- Programming of healthy and community activities in the spaces.

### Specific objectives

- Expand and improve the network of healthy public spaces throughout the municipality.
- Facilitate daily physical activity and contact with natural environments.
- Promote community cohesion and the shared use of public space.
- Contribute to territorial equity in access to healthy environments.

### Timeline

Start: **November 2025**  
 Design and prioritization phases: **2025-2026**  
 Implementation by area: **2026-2029**

#### Stakeholders

Project manager	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Department of Urban Planning , Councilor for the Environment, Councilor for Sports Social Council, senior citizens' associations , educational community
Stakeholder(s) capable of providing specialized knowledge /support	Municipal technicians, neighborhood associations, schools	Actors informed of the action	

#### Scope of action

Target audience	Neighborhood residents of all ages, with a focus on children, adolescents, and seniors.	Scope of intervention	Town center, residential areas , scattered settlements and peri-urban areas.
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#### Social and territorial inequalities in health

Responses provided	<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at the most vulnerable groups.
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	<input checked="" type="checkbox"/> Intensity of action proportional to the health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input checked="" type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in the implementation of the action
Interdisciplinary approach	<input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Other: sustainable tourism
<b>Potential funding</b>	
<ul style="list-style-type: none"> <li>• European Regional Development Fund (ERDF) through EDUSI strategies or Urban Agenda</li> <li>• Calls for proposals from the Valencian Regional Government for green areas, resilience, or facilities</li> <li>• Subsidies from the Alicante Provincial Council for investments in sustainable infrastructure</li> <li>• European programs such as Interreg or NextGen, if linked to active mobility or climate change</li> </ul>	
<b>Results</b>	
<ul style="list-style-type: none"> <li>• Increase in the number and diversity of healthy and accessible public spaces.</li> <li>• Improvement in the quality of the urban environment and in the perception of well-being.</li> <li>• Increase in regular physical activity.</li> <li>• Reduction in inequalities in access to green infrastructure.</li> </ul>	
<b>Evaluation indicators</b>	
<ul style="list-style-type: none"> <li>• Number of green spaces or sports facilities created/improved</li> <li>• Estimated number of users (based on observation or surveys)</li> <li>• Assessment of perceived impact on well-being and cohesion (through citizen surveys)</li> </ul>	





## ACTION 4

Area of intervention: Citizen health and well-being

Title of the action

Active partnerships with the Department of Health to promote community physical activity

### Description

Benissa participates in the regional program "*En Moviment*," promoted by the Regional Ministry of Health, which encourages physical activity as a public health tool. Currently, this program is implemented in coordination with the basic health center, but its impact could be significantly expanded by strengthening municipal support: provision of spaces, public dissemination, coordination with sports and senior citizen departments, and alignment with other local active mobility initiatives. This action aims to consolidate this collaborative and structural approach to ensure the sustainability of these activities.

### Actions:

Strengthening collaboration between Benissa Town Council and the Department of Health within the framework of the regional program "*En Moviment*," with the aim of consolidating physical activity as a pillar of public health and community well-being. This action seeks to integrate institutional, health, and social efforts to increase citizen participation, optimize resources, and ensure the sustainability of the One Health approach to health promotion through movement.

- Formalization of an inter-institutional collaboration agreement.
- Optimization and transfer of municipal spaces for physical activities.
- Cross-cutting coordination with related municipal areas.
- Public awareness and outreach campaigns.

### Specific objectives

- Strengthen collaboration between Benissa Town Council and the public health system.
- Improve the physical and mental health of the population through adapted exercise.
- Ensure continuity and municipal resources for the "*En Moviment*" program.
- Increase participation among older people and groups with medical prescriptions.

Timeline			
<ul style="list-style-type: none"> <li>Start: <b>November 2025</b></li> </ul> <p>Estimated duration: <b>Annual, with review and planning each fiscal year until 2030</b></p>			
Stakeholders			
Project manager Stakeholder(s) capable of contributing specialized knowledge/support City Council of Benissa	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Mayor's Office - Municipal Secretariat
	Marina Alta Health Department - Benissa Health Center - Sports technicians	Actor(s) informed of the action	Basic Health Council, Social Council, senior citizens' associations, sports associations
Scope of action			
Target audience	Older adults, patients with a doctor's prescription for physical activity, people with chronic diseases, at risk of isolation, or with low physical activity levels.	Scope of intervention	The entire municipality.
Social and territorial inequalities in health			
Responses provided		<input type="checkbox"/> Action aimed at the entire population. <input checked="" type="checkbox"/> Aimed at the most vulnerable groups.	

	<input checked="" type="checkbox"/> Intensity of action proportional to the health needs health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in carrying out the action
Interdisciplinary approach	<input checked="" type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Other: active aging
<b>Potential funding</b>	
<ul style="list-style-type: none"> <li>Regional Ministry of Health - "En Moviment" Program (with technical support and resources from the health center).</li> <li>European funds for health and active aging: ESF+ (through the Regional Government or state calls for proposals).</li> <li>Alicante Provincial Council - grants to local councils for active aging and community health.</li> <li>Recovery, Transformation, and Resilience Plan - lines for health prevention and wellness promotion.</li> </ul>	
<b>Results</b>	
<ul style="list-style-type: none"> <li>Improvement in the perceived health status of the participating population.</li> <li>Increase in the number of sessions and participants in adapted exercise groups.</li> <li>Strengthening of inter-institutional collaboration between the City Council and the Department of Health.</li> </ul>	
<b>Evaluation indicators</b>	
<ul style="list-style-type: none"> <li>Number of sessions held annually within the framework of the program.</li> </ul>	



- Number of active participants in the "En Moviment" program.
- Positive assessment by health professionals and users.

## ACTION 5

**Area of intervention: Animal health and welfare**

**Title of the action**

**Promotion of animal welfare and local biodiversity in collaboration with ABAI**

### Description

Benissa Town Council actively collaborates with ABAI (Benissa Anti-Fire Association) on multiple fronts related to environmental conservation, wildlife, and animal welfare. Noteworthy projects include the recovery of native species such as the "ofegabous" (an amphibian in decline), sterilization and awareness campaigns, and urban wildlife management. This action seeks to consolidate and expand this collaboration from a municipal perspective aligned with One Health, promoting the link between animal health, human health, and environmental health.

### Actions:

Strengthening collaboration between Benissa Town Council and ABAI for biodiversity conservation and the promotion of animal welfare. The action integrates the One Health perspective, recognizing the interdependence between animal, human, and environmental health, through initiatives that protect local species, manage urban wildlife, and promote environmental education in the community.

- Programs for the conservation and recovery of native species.
- Animal welfare campaigns and urban wildlife management
- Educational and participatory activities in the community
- Creation of a municipal and community collaboration network

### Specific objectives

- Strengthen institutional collaboration with ABAI on wildlife and urban wildlife issues.

- Raise public awareness of animal welfare as part of community health.
- Promote local species conservation programs.
- Encourage community participation in biodiversity and land stewardship projects.

#### Calendar

Start: **November 2025**

Estimated duration: **2025-2028**, with annual campaigns and ongoing monitoring.

#### Stakeholders

Project manager	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Department of the Environment, Department of Health, Department of Citizen Participation Social Council, Health Council, citizens, regional entities, ABAI
Actor(s) capable of contributing specialized knowledge /support	Environmental technical teams, forest brigades, schools, hiking associations	Actor(s) informed of the action	
Scope of action			

Target audience	General population, environmental volunteers, primary and secondary school students, people with pets.	Scope of intervention	Urban and peri-urban areas, natural habitats with protected wildlife, educational centers.
Social and territorial inequalities in health			
Responses provided		<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at the most vulnerable groups. <input checked="" type="checkbox"/> Intensity of action proportional to the health needs of the population	
Participatory approach		<input checked="" type="checkbox"/> Information. <input checked="" type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in carrying out the action	
Interdisciplinary approach		<input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Other: sustainable tourism	
Potential funding			
<ul style="list-style-type: none"> <li>Grants from the Provincial Council of Alicante for animal welfare</li> <li>State or regional funds for the conservation of protected wildlife</li> </ul>			

- **LIFE Biodiversity** (if a larger-scale project on the recovery of *the ofegabous* is consolidated)
- **Land stewardship program of the Valencian Regional Government**
- **MITECO calls for environmental awareness and education**

#### Results

- Increase in the number of sterilization, adoption, and awareness campaigns.
- Consolidation of wildlife projects such as the *ofegabous*.
- Growing citizen involvement in welfare and conservation actions.
- Greater coordination between municipal areas and expert entities.

#### Evaluation indicators

- Number of campaigns carried out annually (sterilization, adoption, wildlife)
- Number of people participating in educational or environmental volunteer activities
- Number of protected wildlife specimens recovered or monitored

## ACTION 6

Area of intervention: Environmental sustainability and climate resilience

Title of the action

Activation of the coastline and ecological promenade as a healthy and educational space

Description



Benissa has made significant investments in restoring the coastline and developing the ecological promenade, an infrastructure that connects coves, trails, and natural spaces. However, the potential of this environment as **a daily setting for community health** has yet to be developed. The action proposes to provide the walkway with social, educational, and health-related content: physical activities, informative signage on biodiversity and health, educational activities with schools, healthy outdoor events, and improvements to its accessibility. The action aligns the axes of **active mobility, public health, biodiversity, and environmental education**, promoting the daily use of the space as a tool for prevention.

#### Actions:

Development of a plan to activate the Benissa coastline and ecological promenade as a space that integrates health, education, and sustainability. The action seeks to promote physical activity, contact with nature, and environmental awareness, turning this environment into an everyday resource for health prevention and environmental education, in line with the One Health principles.

- Outdoor physical activity programs.
- Educational signage on biodiversity and health.
- Educational projects with schools.
- Community events and accessibility improvements.

#### Specific objectives

- Encourage regular use of the ecological promenade for walking, exercising, and connecting with nature.
- Reinforce the educational and environmental value of the Benissa coastline.
- Improve the accessibility and signage of the promenade for inclusive and safe use.
- Connect the coastline with municipal campaigns on healthy habits.

#### Timeline

Start: **November 2025**

Estimated duration: **2025-2028 (progressive rollout of actions, activities, signage, and physical improvements)**

#### Stakeholders

Project manager	Benissa Town Council	Party(ies) responsible for validation and administrative policy	Mayor's Office - Municipal Secretariat
Actor(s) capable of providing specialized knowledge/support Technical staff	Technical staff in the fields of the environment and urban planning, schools, hiking and sports clubs	Actors informed of the action	Social Council, Health Council, neighborhood associations, parent-teacher associations, citizens
Scope of the action			
Public or target audience	General population, especially the elderly, children, educational centers, and visitors to the municipality.	Scope of intervention	Benissa coastline, ecological promenade, and connections to the urban fabric.
Social and territorial inequalities in health			
Responses provided		<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at the most vulnerable groups. <input checked="" type="checkbox"/> Intensity of action proportional to the health needs health needs of the population	

Participatory approach	<input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in carrying out the action
Interdisciplinary approach	<input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Other: sustainable tourism
<b>Potential funding</b>	
<ul style="list-style-type: none"> <li>• <b>Destination Tourism Sustainability Plan (PSTD - NextGenerationEU)</b> - already in force in Benissa</li> <li>• <b>ERDF funds</b> in calls for environmental education or urban sustainability</li> <li>• <b>Alicante Provincial Council</b> - lines for the promotion of sport and improvement of healthy spaces</li> <li>• <b>Ministry of Health</b> - Health Promotion and Prevention Strategy (through calls for local best practices)</li> </ul>	
<b>Results</b>	
<ul style="list-style-type: none"> <li>• Increased daily use of the ecological walkway as a space for physical activity and socialization.</li> <li>• Incorporation of the coastline into municipal environmental education and health programs.</li> <li>• Visible improvements in the accessibility and signage of the coastline.</li> <li>• Organization of healthy events, school visits, and guided walks.</li> </ul>	
<b>Evaluation indicators</b>	
<ul style="list-style-type: none"> <li>• Number of health promotion activities carried out on the ecological walk</li> <li>• Percentage improvement in accessibility and signage implemented</li> <li>• Number of people participating in school or community activities on the coast</li> </ul>	

## ACTION 7

Area of intervention: Environmental sustainability and climate resilience Title of the action

Protection and sustainable activation of the Serra de Bèrnia as an eco-healthy asset of Benissa

### Description

The *Serra de Bèrnia* is one of Benissa's main natural areas, with high ecological, scenic, and cultural value. Although restoration, signage, and hiking initiatives have already been promoted in collaboration with other administrations, there is an **opportunity to strengthen its role as a municipal eco-healthy infrastructure**, linking it to environmental education, climate risk prevention, and improved well-being. This action proposes the development of initiatives for active protection, land stewardship, citizen participation, nature education, and connection with the objectives of One Health.

Actions:

Consolidation of the Serra de Bèrnia as a natural space of high ecological, scenic, and cultural value, promoting its use as eco-healthy infrastructure for the community. The action integrates conservation, environmental education, climate risk prevention, and physical and mental well-being, encouraging citizen participation and the One Health perspective.

- Land stewardship and conservation programs.
- Educational hiking and interpretive trails.
- Awareness-raising and community participation activities.
- Climate risk prevention and ecosystem resilience.

### Specific objectives

- Preserve the natural, cultural, and ecosystem values of the *Serra de Bèrnia*.
- Promote its educational and healthy use, especially for the local population.
- Consolidate a model of participatory environmental governance.
- Strengthen the climate resilience of the forest area and its biodiversity.

### Timeline

Start: **November 2025**  
 Estimated duration: **2025-2029 (with annual milestones for restoration, participation, and education)**

#### Stakeholders

Project manager	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Department of the Environment, Department of Education, Department of Health
Actor(s) capable of contributing specialized knowledge/support	Environmental technical teams, forest brigades, schools, hiking associations	Actors informed of the action	Social Council, Health Council, citizens, regional entities, ABAI
Benissa Town Council			

#### Scope of action

Target audience	Children and young people, environmental associations, local hikers, residents of scattered settlements, and the general public.	Scope of intervention	Natural spaces and public paths in the <i>Serra de Bèrnia</i> and its associated rural environment.
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#### Social and territorial inequalities in health

Responses provided	<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at most vulnerable groups.
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	<input checked="" type="checkbox"/> Intensity of action proportional to the health needs health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in the implementation of the action
Interdisciplinary approach	<input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Other: sustainable tourism
<b>Potential funding</b>	
<ul style="list-style-type: none"> <li>• <b>PIMA-Adapta Program</b> (Ministry for Ecological Transition) - restoration and adaptation to climate change</li> <li>• <b>ERDF funds - Natural heritage and environmental education axis</b></li> <li>• <b>LIFE calls</b> related to biodiversity conservation and Natura 2000 sites</li> <li>• <b>Grants from the Alicante Provincial Council</b> for improving roads, signage, and environmental facilities</li> </ul>	
<b>Results</b>	
<ul style="list-style-type: none"> <li>• Expansion of educational, hiking, and environmental activities in the <i>Serra de Bèrnia</i>.</li> <li>• Increased ecological resilience to fires and climate change.</li> <li>• Greater citizen involvement in caring for the natural environment.</li> <li>• Visibility of the natural environment as a source of health and quality of life.</li> </ul>	
<b>Evaluation indicators</b>	
<ul style="list-style-type: none"> <li>• Number of educational and community activities in the Bèrnia area</li> <li>• Number of hectares restored or treated for risk prevention</li> <li>• Level of satisfaction of participants in environmental participation processes</li> </ul>	

## ACTION 8

**Area of intervention: Social and Territorial Cohesion Title of the action**

### **Design and implementation of Safe and Healthy School Routes in Benissa**

#### **Description**

Currently, many journeys to school in Benissa are made by private vehicle, which increases traffic, pollution, and road safety issues during rush hour. This action seeks to develop a comprehensive program of safe, accessible, and healthy school routes that promote active travel—on foot or by bicycle—especially in schools in the town center and, where feasible, in nearby areas. The project is inspired by existing experiences in other municipalities and is aligned with the Sustainable Urban Mobility Plan (SUMP) and the principles of the One Health approach.

#### **Actions:**

Development of a comprehensive school route program that guarantees the safety, accessibility, and sustainability of travel to school. The action promotes active mobility (walking or cycling), reduces pollution and traffic, and contributes to the physical and emotional well-being of children, integrating the One Health principles and the guidelines of the Sustainable Urban Mobility Plan (SUMP).

- Mapping and planning safe routes.
- Active mobility infrastructure.
- Educational and awareness campaigns.
- Community monitoring and participation.

#### **Specific objectives**

- Improve safety and accessibility in school environments.
- Promote physical activity and children's independence through active travel.
- Reduce emissions and private vehicle use during school rush hours.
- Encourage healthy habits from an early age.

#### **Timeline**

Start: **November 2025**  
 Diagnosis and participatory design: **2025-2026**  
 Phased implementation: **2026-2028**

Stakeholders			
Project manager	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Department of Mobility, Department of Education, Department of Health
Actor(s) capable of providing specialized knowledge/support	Municipal technicians, neighborhood associations, schools	Actors informed of the action	Social Council, Municipal School Council
Scope of action			
Target audience	Children, families, educational community	Scope of intervention	Urban areas, neighborhoods, and residential developments with educational centers or school populations
Social and territorial inequalities in health			

Responses provided	<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at the most vulnerable groups. <input checked="" type="checkbox"/> Intensity of action proportional to the health needs <input type="checkbox"/> health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input checked="" type="checkbox"/> Consultation. <input checked="" type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in the implementation of the action
Interdisciplinary approach	<input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input checked="" type="checkbox"/> Social/solidarity. <input checked="" type="checkbox"/> Education.  <input checked="" type="checkbox"/> Others: sustainable tourism
<b>Potential funding</b>	
<ul style="list-style-type: none"> <li>• Interreg Europe program (if networked with other municipalities)</li> <li>• Regional or provincial subsidies for sustainable mobility, road safety, or combating childhood sedentary lifestyles</li> <li>• Health Education Line of the Regional Ministry of Health</li> </ul>	
<b>Results</b>	
<ul style="list-style-type: none"> <li>• Reduction in road traffic and emissions in school environments</li> <li>• Increased use of bicycles or walking to school</li> <li>• Improved safety as perceived by families</li> <li>• Strengthening the link between health, mobility, and public space</li> </ul>	
<b>Evaluation indicators</b>	
<ul style="list-style-type: none"> <li>• Number of safe school routes established</li> <li>• Percentage of students who walk or cycle to school</li> <li>• Assessment by the school community through annual surveys</li> </ul>	

## ACTION 9

**Area of intervention: Sustainable care and sports economy**

**Title of the action**

Development of a sustainable tourism model with a One Health approach in Benissa

### Description

In recent years, Benissa has consolidated a tourism strategy geared towards sustainability, with the approval of its Smart Tourism Master Plan and the implementation of the Destination Tourism Sustainability Plan (PSTD), financed with Next Generation EU funds. The municipality has significant natural and heritage assets (the Serra de Bèrnia, the coastline, the Ecological Walkway, etc.) that can be promoted as vectors of health and well-being if their management is reinforced from a One Health perspective, combining environmental protection, responsible practices, and social benefits.

### Actions:

Implementation of a tourism model that combines sustainability, protection of natural and cultural heritage, and promotion of community well-being. The action integrates the One Health perspective, generating experiences that connect environmental, human, and animal health with the responsible enjoyment of Benissa's tourism resources, boosting both the local economy and quality of life.

- Eco-healthy tourist routes and experiences.
- Certification and promotion of responsible practices.
- Tourism education and awareness programs.
- Coordination with the community and local entities.

### Specific objectives

- Reorient the local tourism model from the perspective of human, animal, and ecosystem health.



- Link PSTD investments and actions to the objectives of the One Health approach.
- Raise awareness among visitors, residents, and tourism operators about good practices in health and sustainability.

#### Timeline

- **November 2025 - February 2026:** Technical review of the PSTD's key areas from a One Health perspective.
- **March - June 2026:** Training for tourism and technical staff.
- **July 2026 - December 2030:** Implementation of annual awareness campaigns, improvement of soft infrastructure (trails, signage, etc.), and participatory monitoring of impact.

#### Stakeholders

Project manager	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Department of Tourism and Environment
Actor(s) capable of providing specialized knowledge/support	Valencian Tourism Agency, PSTD technicians, local associations	Actor(s) informed of the action	Tourism businesses, visitors, resident population
Scope of the action			
Target audience	Visitors to the municipality, tourism professionals, local citizens.	Scope of intervention	Tourist areas of Benissa: coastline, historic center, nature trails, network of viewpoints, and tourist facilities.

Social and territorial inequalities in health	
Responses provided	<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at the most vulnerable groups. <input checked="" type="checkbox"/> Intensity of action proportional to the health needs health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input type="checkbox"/> Co-decision.  <input type="checkbox"/> Co-organization/Participation in the implementation of the action
Interdisciplinary approach	<input checked="" type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.  <input checked="" type="checkbox"/> Urban planning. <input type="checkbox"/> Social/solidarity. <input type="checkbox"/> Education.  <input checked="" type="checkbox"/> Others: Tourism, environment, public health
Potential financing	
Destination Tourism Sustainability Plan (PSTD), municipal budget, regional sustainable tourism funds.	
Results	
<ul style="list-style-type: none"> <li>• Inclusion of the One Health approach in the municipality's tourism strategy.</li> <li>• Improvement of the natural and urban environment linked to tourism.</li> <li>• Greater public and professional awareness of the relationship between tourism, health, and the environment.</li> </ul>	
Evaluation indicators	
<ul style="list-style-type: none"> <li>• Number of tourist attractions adapted to the One Health approach (itineraries, signage, etc.).</li> <li>• Number of people trained in sustainable and healthy best practices.</li> <li>• Degree of satisfaction of citizens and visitors with the tourism model implemented.</li> </ul>	

## ACTION 10

### Area of intervention: Community participation and governance

#### Title of the action

Consolidation of local One Health governance through the Social Council and the Basic Health Council

#### Description

Benissa has institutionalized spaces for participation and coordination, such as the Social Council and the Basic Health Council, which already act as forums for dialogue between the city council, public services, and citizens. Strengthening these spaces will enable the articulation of cross-cutting governance with a One Health approach, especially if regular working dynamics, more inclusive structures (promoting the participation of underrepresented groups), and a shared agenda linked to health and comprehensive well-being are consolidated.

#### Actions:

Strengthening institutional participation spaces in Benissa to promote cross-cutting governance with a One Health approach. The action seeks to coordinate joint strategies between the City Council, public services, and citizens, consolidating inclusive working dynamics and a shared agenda that integrates human, animal, and environmental health.

- Restructuring and training of local councils.
- Creation of regular agendas and working dynamics.
- Active citizen participation, promoting the participation of groups that are underrepresented in traditional participation structures.
- Integration of local policies and sectoral programs.

#### Specific objectives

- Integrate the One Health perspective into existing participatory bodies.
- Establish continuous and collaborative working dynamics between municipal departments and local actors.
- Promote an organizational culture focused on environmental, human, and animal health from a holistic perspective.

#### Timeline

- **November 2025 - February 2026:** Review of the functioning, composition, and capacity of existing councils.
- **March-June 2026:** Approval of the One Health roadmap by the Social Council.
- **July 2026 - December 2030:** Launch of biannual thematic sessions, with public feedback and follow-up reports.

#### Stakeholders

Project manager	Benissa Town Council	Actor(s) responsible for validation and administrative policy	Departments of Citizen Participation, Health, and Environment
Actor(s) capable of providing specialized knowledge/support	Dénia Health Department, municipal technical staff	Actor(s) informed of the action	Educational community, neighborhood and sports associations

#### Scope of the action

Target audience	Citizens, associations, and other administrations	Scope of intervention	The entire municipality, including the urban center, residential areas, and scattered settlements.
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#### Social and territorial inequalities in health

Responses provided	<input checked="" type="checkbox"/> Action aimed at the entire population. <input type="checkbox"/> Aimed at the most vulnerable groups. <input checked="" type="checkbox"/> Intensity of action proportional to the health needs of the population
Participatory approach	<input checked="" type="checkbox"/> Information. <input type="checkbox"/> Consultation. <input checked="" type="checkbox"/> Co-decision. <input type="checkbox"/> Co-organization/Participation in the implementation of the action
Interdisciplinary approach	<input type="checkbox"/> Employment/inclusion. <input type="checkbox"/> Housing.

	<input type="checkbox"/> Urban planning. <input type="checkbox"/> Social/solidarity. <input type="checkbox"/> Education.  <input checked="" type="checkbox"/> Others: training, public health, civic participation citizen
<b>Potential funding</b>	
Municipal budget; possibility of supplementing with aid from the Provincial Council of Alicante (citizen participation and health lines), or from the Regional Government of Valencia (social services program contract)	
<b>Results</b>	
<ul style="list-style-type: none"> <li>• Consolidation of a permanent governance structure with a One Health approach.</li> <li>• Integration of new actors in the design and monitoring of local policies.</li> <li>• Greater internal municipal coordination between areas with overlapping responsibilities.</li> </ul>	
<b>Evaluation indicators</b>	
<ul style="list-style-type: none"> <li>• Number of One Health thematic sessions held annually.</li> <li>• Number of participating actors (by sector and gender).</li> <li>• Number of citizen proposals incorporated into the municipal agenda.</li> </ul>	



### 3.2. One Health impact of PAI actions.

To assess the relevance of the actions proposed within Benissa's One Health plan, a preliminary analysis of their **impact on the three fundamental pillars** has been carried out: human health, animal health, and environmental health. The following table classifies each action according to its scope and integration with the One Health approach, identifying those with **high, moderate, or low impact**. This assessment allows for the prioritization of strategic interventions, facilitates coordination between municipal areas, and highlights how each initiative contributes to the overall well-being of the community and the environment.



Action	Level of Impact	One Health Impact
1. Revitalization of municipal sports schools with a focus on health and social cohesion	High	Promotes physical and mental health and social cohesion; integration with natural and sustainable environments.
2. Community awareness and communication campaign "Benissa és Salut"	Moderate	Generates awareness and shared responsibility, strengthening the One Health culture, albeit indirectly.
3. Creation of local green spaces and sports facilities	High	Direct benefits for physical and mental health, contact with nature, and social cohesion; positive environmental impacts.
4. Active partnerships with the Department of Health for community physical activity	High	Integration of public and municipal health policies; direct impact on human well-being and promotion of healthy habits.
5. Promotion of animal welfare and local biodiversity in collaboration with ABAI	High	Direct impact on animal health and biodiversity, with indirect repercussions on human and environmental health.
6. Activation of the coastline and ecological promenade as a healthy and educational space	High	Promotes active mobility, environmental education, physical and mental health; integrates environmental benefits.
7. Protection and sustainable activation of the Serra de Bèrnia	High	Environmental conservation, education about , physical well-being, and mental health; direct link to One Health. Active mobility, road safety, environmental education, and child health; direct impact on human and environmental health.
8. Design and implementation of Safe and Healthy School Routes	High	
9. Development of a tourism model Sustainable with a One Health approach	Moderate	Promotes responsible practices and environmental health, with impacts

10.Consolidation of local One Health governance	Moderate	indirect social and economic impacts on health and well-being.  Strengthens institutional coordination and the implementation of comprehensive policies; indirect impact on human, animal, and environmental health.
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### 3.2. Commitment to gender equality

Benissa Town Council expresses its commitment to integrating the gender perspective into the planning, implementation, and evaluation of this One Health Plan, recognizing that the interaction between human health, animal health, and environmental health affects women and men differently depending on their social roles, care responsibilities, exposure to risks, and patterns of access to resources.

To this end, the City Council commits to:

1. **Incorporate a gender perspective into the analysis and monitoring of the plan**, collecting gender-disaggregated data whenever possible, especially in areas such as mobility, use of public spaces, citizen participation, community health, access to green spaces, access to health services, management of domestic animals, and exposure to environmental risks.
2. **Promote the balanced participation of women and men** in consultation, governance, and decision-making processes related to One Health.
3. **Promote health awareness and communication initiatives** that use inclusive language and take into account the different responsibilities and needs of women and men in areas such as caring for dependents, managing domestic animals, and participating in community activities.

4. **Encourage equality in training and employment related to the One Health approach**, promoting the presence of women in traditionally male-dominated areas (biosafety, environmental veterinary medicine, land management, health emergencies) and balanced participation in municipal courses, conferences, and programs.
5. **Conduct annual monitoring of the commitment to equality**, integrating conclusions into the plan's evaluation reports and introducing improvements where necessary.

This commitment ensures that municipal policy on One Health is developed from an inclusive, equitable perspective, aligned with sustainable development goals and the principles of equality set out in current legislation.

# BENISSA

## INTEGRATED ACTION PLAN ONE HEALTH



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