

# RURAL LIVING LAB IN CULTIVATION ACTIVITIES WITH SHORT SUPPLY OF WATER AND TECHNOLOGICAL PENETRATION

## VEGA DEL SEGURA



LIVERUR Pilot Region: **Vega del Segura**  
Square km: **958,6 km<sup>2</sup>**  
Population: **108 409 inhabitants**  
Political region: **Murcia, Spain**

## DESCRIPTION

**T**he region is a major producer of fruits, vegetables, and flowers for the rest of Spain and Europe. Wineries and olive cultivation are developed as well. Even though the temperature makes Murcia very suitable for agriculture, the low precipitation makes the water supply a sensible and problematic topic. Vega del Segura is a territory belonging to the Murcia region. The territory of the Vega del Segura has a Local Action Group that concentrates the agents related to the economic and social development of the territory.

## Local Action Group

The territory of the Vega del Segura has a LAG (Local Action Group) that concentrates the agents related to the economic and social development of the territory.



LIVERUR - 773757



Municipios Vega del Segura

 Environment & Climate	Highest rate of recycling in the Municipality of Abarán (plastic container).	😊
	Lack awareness for circular economy. Problem of brine nitrates and over-exploitation of aquifers in specific areas.	✖
	Advantaged region for agriculture, but low precipitation and water supply - sustainable production possible.	✖
 Economic context	Agri-food industry: food suppliers and manufacturers are partially important in the territorial economy Commercial sector dominates (mostly small business).	ℹ
	Leader in technological implementation and innovation.	😊
	The agri-food sector remains of great consideration but is decreasing, during the last years an exponential growth of the services sector is being experienced.	✖
	Dominant BM: Rural SMEs.	ℹ
 Societal Context & Social Infrastructure	High density of population.	ℹ
	The territory of Vega del Segura: 19% population in agriculture.	ℹ
	+ gender gap (payment).	✖
 Rural technical infrastructure	Multifunctional Integrated Center (CIMA). City / Town Hall of Abarán Internet and TICs network, servers.	😊
	Biowaste container for recycling.	😊
	Municipal waste transport vehicles network.	😊
	Lack of adequate infrastructure at rural level.	✖
	There is a constant search for the efficiency in the use of water resources and for solutions to address the water deficit suffered by the region (flows transferred from the Tagus River, seawater desalination plants, aquifer exploitation).	✖
 Legal & institutional framework	LAG - ADRI already has a legal agreement (convention) with the Regional Ministry of Agriculture, Water and Fisheries which manages the Leader program.	😊
	Lack of strategic vision and planning at territorial level towards the transition to a circular economy at territorial level.	✖
 Food Security & Safety	Water supply is a critical topic.	✖
	Lack of generational relief caused by the depopulation of rural areas.	✖