



EUROMONTANA

BOOKLET OF INITIATIVES

XI European Mountain Convention

Cultural Heritage as an Engine for Creativity, Innovation and Socioeconomic Development for the Future of Mountain areas

25-27 September 2018, Vatra Dornei - Romania



MINISTERUL AGRICULTURII
ȘI DEZVOLTĂRII RURALE



2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

A group of four people (two men and two women) are sitting on a large, weathered log in the foreground, looking towards a large, ancient stone tower in the background. The tower is built on a rocky hillside and has several arched windows. The landscape is lush with green trees and grass. The sky is clear and blue.

Dear Participant,

Cultural heritage in mountains is a strategic resource for the future, that can offer great potential for innovation, to maintain the attractiveness of territories. Better development of this potential is essential so that mountain people can explore new paths of sustainable socio-economic development.

We wanted to share with you different good practices from all over Europe. From a very special production of salt in the Añana Valley in the Spanish Basque Country to a better enhancement of the culinary heritage of the Alps, from the transmission of cultural heritage to migrants, to the rapprochement between urban and rural people, we hope that these initiatives will interest and challenge you, that they will allow you to exchange your best practices and then adapt and reintroduce them in your own mountain areas.

Thus, these exchanges and this stimulation can allow us to enrich our experiences not only in their material, rational aspects, but also in their immaterial and emotional aspects, in order to make our mountains even more alive.

Wishing you a very good XI European Mountain Convention,

Juanan Gutierrez,

President of Euromontana

Table of content

01	Land Management	4
	Salt Production System of Añana in the Basque Country	5
	Adopt an olive tree with your mobile in Oliete.....	6
	Preserve the cultural landscape at risk at Mourela Plateau	7

02	Rural and urban areas	8
	NIREA: Promoting the reconnection between urban and rural societies.....	9
	The “Mosh Pupaza” Summer School.....	10
	Showing mountain cultural identity to urban	11

03	Welcome culture	12
	PluralAlps: Enhancing capacities for a pluralistic Alpine space.....	13
	MigrAction: Generations on the move	14
	Nymphéo: the recovery of the town, an attractive factor for new arrivals.....	15

04	Authenticity & Quality	16
	Alpfoodway: Preservation and valorisation of Alpine food	17
	Pyrénées Création: restoring the nobility of wool	18
	Richard de Bas paper mill: innovation in a traditional sector	19

05	Intergenerational Dialogue	20
	YourAlps: reconnecting Youth & Mountain heritage for an inspiring future	21
	Baba Residence: Sharing cultural heritage to revalorise depopulated villages.....	22
	Wekrawm Bregenzerwald: Transmission of traditional craftsmanship.....	23

06	Tourism	24
	SHAPE: Sustainable Heritage Areas, a partnership for ecotourism	25
	Mimisbrunnr: 50 meters into the ice, 7000 years back in time	26
	Cultways: CULural Tourism Ways through mobile applications & services	27



Land Management and Cultural landscapes

Cultural landscapes combine works of nature and humankind, they express a long and intimate relationship between peoples and their natural environment. They reflect and reveal specific techniques of land use and the great diversity of the interactions between humans and their environment.

Location

Valle Salado de Añana (Basque Country, Spain)

Project leader

Foundation of Valle Salado de Añana with a public-private partnership: local community and sponsors

Key features

- 40% of financial self-sufficiency
- More than 50 employees in 2017
- More than 80,000 yearly visitors

Website

www.vallesalado.com

A Globally Important Agricultural Heritage System

In November 2017, the FAO declared the Salt Valle Salado, located in the town of Salinas de Añana (Basque Country) as the first European Globally Important Agricultural Heritage System (GIAHS). Salado Valley's salt history goes back seven thousand years. Thanks to the existence of a geological phenomenon called Diapir and to the injection of fresh water into a giant salt bubble, a number of salt water springs emerge at the highest part of the Valle Salado. This salt water is channeled by means of an ingenious system of canals to the wells and salt pans, by the force of gravity, where it evaporates to form salt. It is a notable example of interaction between human beings and natural environment: the creation of a unique system, preserved and kept alive in a dynamic evolution, has enabled its adaptation to production rhythms that ensure its sustainability.

Preserving traditional know-how and landscape while encouraging new tourism activities

The Foundation of Valle Salado de Añana, has managed to recover and preserve the material and environmental culture of the landscape to ensure its sustainability. It has also facilitated the maintenance of the salt production with traditional techniques, respecting the millennial "know-how" of the salt pans and has created a school for young salt workers where young people can learn the saline profession. It has also developed cultural and tourism initiatives like free visits for schools, cooperation with great chefs, creation of cultural, leisure and health activities.

Increasing the production and creating job opportunities in the whole region

Valle Salado and its activities have become a significant driving force in the economy of the surrounding area, providing new hope for the future of the salt workers' community and their descendants who had, in many cases, begun to abandon their ancestral home in search of new jobs. The Foundation has had a great impact on the local production, with a multiplier factor in the input/output matrix of 1,48.

The Valle Salado is an example of economically sustainable heritage recovery, as it has achieved to reach a 40% degree of financial self-sufficiency notably thanks to the salt sales to the 80,000 yearly tourists. Its economic activity is becoming an engine for the maintenance and settlement of dwellers in the whole Cuadrilla de Añana area, as both salt production and employment rate have increased.

The project also received many awards, which consolidate it as one of the agricultural and environmental jewels of the Basque Country, highlighted by the Special Jury Prize of EUROPA NOSTRA 2015 in the heritage recovery category.



Innovative aspect

This economic model has allowed the maintenance of traditional salt production which now attracts new salt workers, including young people, with the development of new and attractive tourism activities which ensure a large part of the self-financing of the project.

Adopt an olive tree with your mobile and revitalise agricultural land in Oliete

Location

Oliete, Spain

Project leader

Asociación para la recuperación de olivos yermos de Oliete

Key figures

- 7 000 olive trees recovered
- 8 permanent and 6 part-time employees maintaining olive groves
- 3 500 visitors and 2 500 supporters

Website

www.adoptanolivetree.org

Olive grove landscapes in danger in the Spanish Province of Teruel

In the mountainous countryside surrounding the small village of Oliete in the Province of Teruel in Spain, there is an olive grove that contains around a hundred thousand centenarian olive trees. Due to decreasing and ageing population trends as well as socioeconomic changes, these olive fields have been neglected for more than 30 years: the trees were decaying, due to the uncontrolled growth of basal shoots that slowly weakened them. Soil quality had deteriorated, potentially leading to the disappearance of a cultural landscape that has characterised the area since ancient times.

Social inclusion and employment for the preservation of cultural landscapes

The initiative 'Adopt an Olive Tree' (Apadrina un olivo) has contributed to reverse these trends and rewrite the story of the community of Oliete. In May 2014, supported by local and regional authorities as well as private sponsors, a web platform was set up. It provides the possibility for supporters to adopt an olive tree by paying a yearly subscription in exchange for 2 litres of oil. Every tree adopted is identified by a QR code that allows to connect it directly to the supporter. Each time the farmer performs an activity such as the seasonal pruning, he scans the QR code of the tree and the supporter will receive a notification and a picture through a mobile application.

The maintenance of the olive groves is based on sustainability and social inclusion. Through the association ATADI, people with intellectual disabilities have been involved in the process of regeneration of the olive trees and are now employed in the maintenance of the groves and in the production of the oil. Besides giving the possibility to adopt a tree or buy sustainable products from the olive groves, the web platform of the initiative also furnishes touristic information about the natural and cultural heritage of Oliete and its surroundings.

Empowering a large base of supporters

The project received support from 2 000 subscribers who adopted an olive tree in Oliete. Thanks to this large base of supporters and to private and institutional sponsors, 5 200 olive trees were recovered. Besides contributing to the regeneration of the local community, the project directly employs 8 persons with a permanent job contract and 6 more with a part-time contract from the association ATADI for people with intellectual disabilities. Around 3 500 supporters and other people decided to visit the olive groves in Oliete, a figure that illustrates the positive effects of the project also in terms of increasing opportunities in the tourism sector.



Photo credit: tapasmagazine.es

Innovative aspect

The use of mobile technologies and a web platform enabled the project to reach many supporters and recover a consistent portion of abandoned olive groves, revitalising the local community. The possibility to monitor the conditions of the olive tree adopted is a different experience that reconnects the rural world to people living far beyond the boundaries of rural communities and contributes to preserve important cultural landscapes.

Land management

Preserve the cultural landscape at risk in the Mourela plateau

Location

Mourela plateau, Portugal

Project leader

ADERE-PG

Key figures

- 400 farmers and shepherds from 8 villages and 1000 students reached by an educational programme
- About 150 ha worked by year
- 80% reduction of wildfires

Website

<http://adere-pg.pt>

Regenerating traditional land management practices

Heathlands covered a large part of the European continent. The Mourela plateau in Portugal is a perfect example of this landscape that heavily depends on human presence and on specific cultural uses of soil, such as traditional grazing and agricultural techniques. The rural exodus and the ageing population led to the progressive abandonment of agricultural lands. The loss of the traditional knowledge related to the communal management of lands put this cultural landscape at risk of disappearance.

Raising awareness on traditional practices

The project set up a far-reaching educational programme for farmers and shepherds in different villages of the plateau. This programme included field activities and focused on the revitalisation of the traditional communal grazing system of the “vezeiras” as well as of the complementary techniques of pasture management, such as the genista brushwood clearing.

To promote further awareness about these cultural practices, an old building was restored to host an exhibition and an interpretative centre equipped with disclosure tools. Five interpretative hiking trails were set up to show on the ground the concrete practices and results described in the centre. Teachers from local schools were also invited to attend a specific training before the centre opened to a large public of young students and tourists.

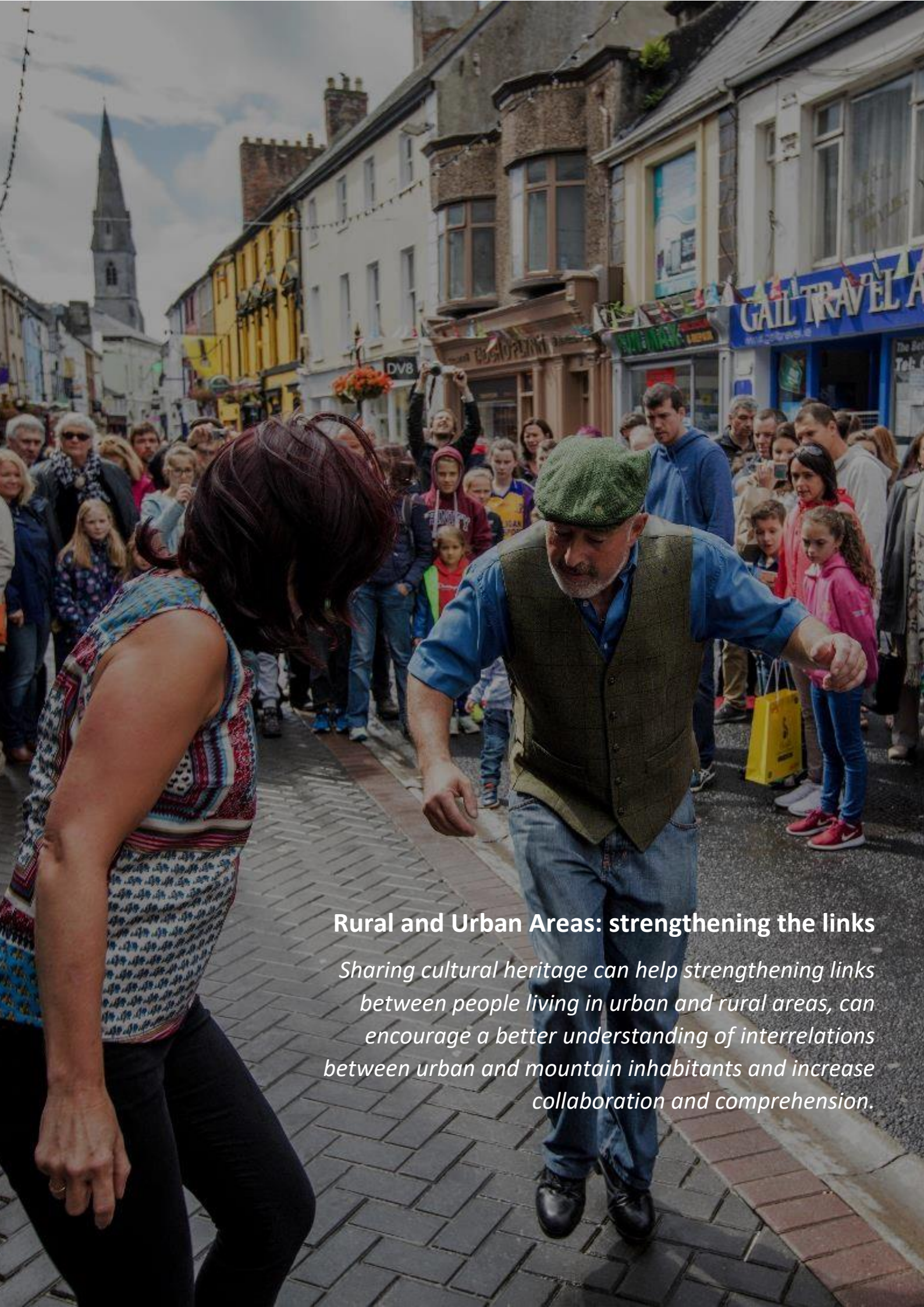
Reducing wildfires and creating job opportunities

The educational programme reached around 400 farmers and 1000 students from local schools. While transmitting the intangible cultural heritage related to land management and grazing practices, the project contributed to the preservation of the cultural landscape of Mourela plateau in a concrete way: the traditional brushwood clearing was found to be crucial for prevention of wildfires by reducing them by 80%. Farmers and shepherds keep on using the traditional practices after the end of the project, which implies greater awareness about their importance. The recovery of land management traditions brought on the restoration of hiking trails that in combination with the interpretative centre raised the profile of Mourela plateau as a tourism destination, creating new job opportunities in the sector.



Innovative aspect

The project showed how the preservation of traditional practices can represent a solution to address multiple issues in mountain and rural areas. The educational programme led to a more efficient wildfire prevention and to the creation of new job opportunities both in farming and agriculture and in the tourism sector.



Rural and Urban Areas: strengthening the links

Sharing cultural heritage can help strengthening links between people living in urban and rural areas, can encourage a better understanding of interrelations between urban and mountain inhabitants and increase collaboration and comprehension.

Location
Basque country, Spain

Key features

- Launched in 2014
- 50 promoter stakeholders in 2018
- Around 20 businesses and Basque Institutions involved

Website
www.nirea.eus

Stimulate the primary sector by valorising regional products

The NIREA programme is a public-private partnership whose ultimate aim is to help to stimulate the primary sector and regenerate rural and coastal areas, in which the main actors are the people from the primary sector and the rural and coastal areas of the Basque Country. Through shared responsibility and cooperation, NIREA advocates promoting sustainable development in rural and coastal areas, recognising the contribution that this makes to the economic and social development of the Basque Country. NIREA promotes the re-connection of the rural and urban societies, promoting their dialogue in order to move forward hand-in-hand. Attention is drawn to the revalorisation of the regional products from the multifunctionality point of view, to boost the economic diversification and the re-establishment of common trust and knowledge between the rural and urban inhabitants. The philosophy is to create a place where rural and urban inhabitants understand each other, cooperate and promote the future of their land.

A network of actors to increase rural and urban relations

The NIREA programme is composed of promoters, who are sectoral, regional and social actors working towards the regeneration of the primary sector and the rural and coastal areas. These promoters are in charge of the networking to promote shared responsibility for rural and coastal areas in Basque society to improve the sustainability of businesses, increase value for producers and generate new business opportunities. By the union of their forces and activities, the programme succeeds at connecting rural and urban people in the Basque Country. Promoters work closely with businesses and Basque Institutions which share the programme's views and commit themselves to participate in the accomplishment of NIREA's goals.

The improvement of the sustainability of the rural farms

Ultimately, NIREA acts as a showcase of all activities and projects born under the programme. They transmit the values of the rural and coastal Basque Country's primary sector. One of the activities driven by NIREA has been the promotion of a market of local products in Bilbao called "Gure Lurreko Merkatua". Due to its limited visibility, the market used to compete with other events in the city and could not take place every Saturday. However, NIREA helped to maintain a space allocated to the local food market even when big events are happening in the city. This is how, during the Carnival 2018, local farmers were allowed to organise the market in the busiest avenue of the city, where they had a huge number of visitors. NIREA thus promotes rural local products and works to increase their demand and their consumption. This valorisation of local products improves the sustainability of the rural farms, increases the value for producers and creates new business opportunities in the rural areas.



Innovative aspect

Thanks to the networking and the commitment of the different stakeholders, NIREA's objective is to regenerate the primary sector and ensure that the Basque society recognises the role of the rural and coastal areas in maintaining and developing the Basque Country, building bridges between rural and urban areas.

The “Mosh Pupaza” Summer School: A model for sharing the cultural creativity of northern Romania

Location Maramures county, Romania
Key figures <ul style="list-style-type: none">• Started in 2016• 150 participants• Seven different workshops organised
Website www.drumullung.ro

A summer school to exchange and teach traditions

“Mosh Pupaza” was a wise old man who passed away in 2016. In his honour the “Mosh Pupaza” Summer School was founded as a pedagogical project to teach and transmit ancestral traditions, to encourage the exploration of the traditional village’s daily life. The initiative started in 2016 in Valea Stejarului (The Valley of the Oaks) and was extended in 2017 to the Land of Lăpuş and other villages of Maramureş County, in Romania. Participants of all ages including adults, families, Romanian and foreign tourists, students and young professionals, live and learn with the villagers for one week. During that time, they learn about the life of the villages and traditional popular crafts. The summer school gives the participants the opportunity to exchange with local communities and to acquire knowledge of women's and men's folk crafts, music, dance or painting, among others. In addition, participants experience authentic rural living, from its religious aspects to everyday life, they help with the peasant household’s daily work, learn and participate in traditional dances and parties. This is one way in which the cultural heritage of Maramures County is kept alive.

The local community’s role and the organisation of cultural events

The local community takes on the role of transmitting the unspoiled village life to the younger generation. For the very first time, this mountain village encourages young city-dwellers to visit their village, to live with them for a week. Visitors are hosted by locals, in homes that never before had “paying guests”. The project also engages surrounding villages in an inter-community movement that ultimately aims to activate a nationwide movement. During this Summer School, several different workshops are organized: woodworking sculpture (Mosh Pupaza was a wood carver), ladies handicrafts (weaving, spinning wool, embroidery, jewellery), miniature wooden crosses, painting on wood, blacksmith’s workshop.

A bridge between young urban and rural villagers

The Summer School’s goal is to build a bridge between the authentic living village tradition and urban dwellers who would otherwise never know how to access it. It also creates a new love amongst the villagers, young and old, a love for their living tradition, a re-evaluation. Villagers who have left, come



Photo credit : Mosh Pupaza

back to participate and there is a renewed pride in their identity, thanks to the energetic exchanges and cooperation between the visitors (urban people) and the villagers and folk craftsmen. The village’s “living flame” bursts into a bonfire of joy for the week and its warmth is felt throughout the year.

Innovative aspect

The Mosh Pupaza Summer School is a sustainable model of knowledge transfer that comes as a complement to the daily activities of the inhabitants of this village in the foothills of the Maramures Mountains of Romania. This initiative stands as a continuation of the work of Mosh Pupaza’s folk art, being sustained by his apprentices and shared with all those who are interested. It is one of the ways they have found to keep the living flame burning all year round.

Designing new forms of exhibitions: Showing mountain cultural identity to urban

Location
Milan, Italy

Key figures
• 50 students enrolled
• 2 different typologies of projects

An event
The presentation of **Designing New Forms of Exhibitions** took place in Milan on 11 July 2017

A course to valorise Alpine practices and rituals

The School of Design of the Politecnico di Milano launched a course in the Exhibition Design Studio. The course aims at enhancing the cultural heritage of the Alpine Mountain's identity, focusing on design solutions that relate to exhibit design in terms of widespread museums and temporary exhibitions. In 2017, fifty students from various countries designed two different typologies of projects to valorise some Alpine practices and rituals.

Sharing cultural heritage with new design models

The first project positions itself within the regional landscape, the second one in the urban context of Piazza Città di Lombardia in the city centre of Milan. The projects presented how the cultural heritage of mountain regions can be shared with urban dwellers thanks to the design of new models of cultural experience and, hence, demonstrate the relationship between rural and urban areas. The experience deals with mountain cultural valorisation and aims at envisioning and designing new models of cultural experience. For example, exhibiting design practices and solutions in diffuse museums and temporary exhibitions in mountain areas. Students created audio and video material for urban public to discover rural and mountainous heritage. In particular the design exercise was applied to real case studies (related to traditional food, rituals, textiles....) that represent tangible and intangible distinctive elements of this area. Aspects that have been touched upon include systems and materials, graphic signage, technologies, new kinds of audience, narratives and circulation.

The valorisation of rural cultural heritage to urban dwellers

This experience proposes to take "Cultural Creativity" as the theme of experiential design, design strategy and feasibility. The importance of the study is to convert humanity and characteristics of local culture into design transfer media through theoretical basis of semiotics. Then, it merges cultural design as experiential marketing to promote local culture values and construct an experiential marketing design conversion mode to be taken as reference for cultural experiential marketing application. The result of the course was to obtain a digital collection of poster scenarios that local stakeholders can use to activate real projects.



Innovative aspect

The experience is significant because it is an example of the application of new ways of training in the cultural sphere. Innovation lies in the approach and methodology as well as in the results that become tools (urban exhibition). It involves new designers in the reinterpretation of cultural heritage and openness to dialogue between different forms of expression.

Welcome culture

Transmission of cultural heritage to newcomers and migrants allow their better integration into the territories while many initiatives achieve the preservation and the valorisation of their cultural heritage thanks to the work of these new inhabitants.



Enabling the development of a welcoming culture

Migration is not a new phenomenon in the Alps. People have always migrated for different motives, for work, study or family reasons. Moving from the city to the countryside or just a few kilometres to the neighbouring community. Others look for proximity to nature, for leisure opportunities and experiences. Some people cannot choose where to live. They have to flee their home country as they are persecuted and have to apply for asylum elsewhere.

Whether skilled workers or pension migrants, short-term workers or refugees – people come to a new place with different perspectives, knowledge, customs and needs. Institutions in the communities – residents' registration office, social services, companies, associations/clubs, church, cultural and sports facilities etc. – are among the first contact points for newcomers. They provide initial contacts and orientation.

Together with actors and networks at the municipal and regional level, the project looks at and tests how welcoming services and offers can facilitate living together in a pluralist society.

Database of inspiring practices

Overall, 75 inspiring welcoming and integration projects from across the Alps have been collected by PlurAlps. Of those, 41 participated in the Alpine Pluralism Award that was organised for the first time in 2018. The other 34 projects were analysed to identify the following: which societal, cultural, economic or political issues do they tackle? Which target groups do they address? Why do projects succeed, while others fail?

Relevance of cultural heritage for welcoming culture/projects

Culture plays a central role in discussing welcoming culture, integration and migration for both newcomers and the locals, as well as institutions. Where people from different cultural backgrounds come together, customs and habits are exchanged, adapted, maintained or also rejected. Initiatives both on intangible and tangible cultural heritage can help to achieve social cohesion in an increasingly pluralist society.

Cultural heritage, culture and the arts in integration are helpful in overcoming distance, creating images and talking about sensitive topics without using any formal language. Examples include Alpine Pluralism Winner “Revealed Hands” and the initiatives “DRAMA” (Dancing to raise awareness towards iMmigrAtion), “Gledam širše, vidim več”, “INTER-KUL-TUR-ISTRA” (Training for inclusion of cultural heritage and creativity potential) and “Migrantska frekvenca” (Radio programme Migrant Frequency).

Location

Alps

Project leader

Regionaleentwicklung Vorarlberg (AT)

Key features

- New services and offers for migrants
- Instrument for municipal social planning
- White Paper on strengthening identity of a pluralistic Alpine Space

Website

www.alpine-space.eu/projects/pluralps



Photo credit: PlurAlps

Innovative aspect

There are opportunities for social innovation arising from diverse human and cultural capital enriched by a pluralist society. PlurAlps focuses on developing a welcoming culture in small Alpine municipalities and SMEs, allowing a process-oriented, participatory social space approach through small-scale pilot projects. Thanks to a better integration of migrants, municipalities and regions can better engage in social planning, considering aspects of cultural diversity and quality of life of all citizens.

Location

Valley of Stura and Ubaye, Italy and France

Key figures

- 5 places became touristic areas

Website

<http://interreg-alcotra.eu/fr/decouvrir-alcotra/les-projets-finances/migracion-generations-en-mouvement>



The development of a migration route

The Valleys of Stura and Ubaye, in Italy and France, have always been at the heart of economic migration movements; from the Italian side, people moved to France to find seasonal work, and from France, itinerant traders arrived in Italy. From Barcelonnette, many went as far as Mexico to seek fortune.

Hence the idea of the project has been to trace the ancient migration route, developing a route dedicated to visitors on foot and by mountain bike, linking Caraglio to Barcelonnette. This route traces migratory movements by alternating outdoor walks and breaks to visit exhibitions and cultural places at emblematic cultural and environmental sites of the territory. One can also find places of restoration and animation. The project aims to enhance the remarkable architectural and cultural elements of the territory, making them cardinal points of a route in the heart of nature, which benefits from the countless existing paths along the two valleys. In this way, different places become places of tourist reception (information point, forest, food and wine centre) and stories of the migration and return of these emigrants (artistic installations, performance halls and temporary exhibitions).

Promoting the return of young people to the mountains

The route provides an opportunity to reflect on the theme of migration, understood both as a movement to discover places characteristic of a living memory, and as a movement to return to the mountains for young people who want to take up this challenge and undertake new professions in the field of tourism, crafts, conservation of environmental and cultural heritage.

This discovery trail promotes tourism in the Stura and Ubaye valleys and at the same time generates concrete and sustainable local development. This is achieved by both by creating new jobs but also by enhancing public investments already made in the past on the Filatoio Rosso, Paraloup, Fortification of Vinadio and Museum of Barcelonnette.

Several tools and events to develop tourism

The social and productive development of the territory is promoted through educational laboratories, training courses and meetings with the local population and traders. The "Young Mountain Farmer School" contest is also a promotional tool which selects 5 young people to follow specific training to support the establishment in the mountains of new sustainable productive activities.

The project partners are currently working on a detailed map with the migration routes "Migracard Circuit Map" that will be ready by 2019.



Preparation of an open-air theatre in Paraloup (Photo credit: MigrAction)

Innovative aspect

The MigrAction project develops its tourism based on the migratory route of the region's former inhabitants. This regional development thus makes it possible to attract not only tourists, but also old and new inhabitants to these mountainous areas.

Nymphéo: the recovery of the town developed its attractiveness for new arrivals

Location

Northwestern mountains of Greece

Key assets

- The surrounding natural landscape and wildlife
- The historic village architecture
- The community's intense pride of place.

Website

<https://histcape.eu>

The restoration and the recognition of Nymphéo's natural and architectural heritage

Nymphéo was one of the best known and largest regional centres of silversmiths in the 19th century, but by the 1980s the village was nearly deserted with less than 80 inhabitants. Beginning in the early 1990s, a local self-governing party "New Perspective" was elected to administer the community. Together with the residents they developed a formal Strategic Plan for the continued restoration and enhancement of Nymphéo. Its main objectives were the sustainable development and resilience of their community. Their priorities included conservation and respect for the natural surroundings, protection and enhancement of their architectural and archaeological heritage and recognition and promotion of the community's traditions, customs and history. People recognised their rich natural and architectural heritage and had a strong desire to protect and preserve their community. Volunteer groups were organised and began to protect the surrounding forests, clear the streets and repair the roofs, stone walls and windows of the village.

The attractiveness of Nymphéo for entrepreneurs and organisations

Gradually the community's effort and vision attracted influential individuals and institutions. Many well-known civil engineers, architects and mechanical engineers donated their time and expertise to continue the projects in Nymphéo adding to the volunteer effort. Public electricity and telecommunications companies then responded with in-kind contributions. A non-profit organization, ARCTUROS, founded the European Centre for Protection of the Brown Bear. ARCTUROS implemented this centre as the mountains surrounding Nymphéo are one of the last refuges of this type of wild Brown Bears in Europe. The historic school house in the centre of Nymphéo was renovated and adapted to hold offices, an interpretative centre, meeting rooms and a museum.

The help of new arrivals to improve Nymphéo's recovery

Recognizing the quality of life that the village and surrounding landscape offered, many people returned or became weekend residents. New arrivals also came to settle and repair or construct new homes in harmony with traditional structures. Nymphéo has been classified as a landscape of outstanding natural beauty and is now protected by the Hellenic Ministry of Culture. Several cultural events are held throughout the year associated with local regional agricultural products and a local women's group has formed a commercial cooperative to collectively produce, market and sell homemade sweets and traditional recipes. The community has begun to develop tourism activities such as hiking, horseback riding and ecotourism, and several historic homes have been converted into small hotels and restaurants.



Photo credit: Antonis Douramanis - 2014

Innovative aspect

The community rejected the idea of economic growth for its own sake but envisioned a development model based on environmental protection and historic preservation. People recognised the quality of life that the village and surrounding landscape offered and returned or became weekend residents, increasing its attractiveness.

Authenticity & Quality: Promoting the value chain

The authentic and qualitative aspects of food and non-food products can help to give a truly memorable experience of one mountain area. In addition, they can unlock larger market opportunities and introduce innovation along value chains and in business models.



Location

Alps

Project leader

Polo Poschiavo (Switzerland)

Key features

- A community-based Inventory on Alpine food cultural heritage
- Vision Paper and Charter of Alpine Food Intangible Cultural Heritage

Websites

www.alpine-space.eu/projects/alpfoodway

www.alpfoodway.eu

Valorising food production and consumption practices in the Alps

Food heritage is a strong source of identity for rural communities. It goes beyond products to include productive landscapes and traditional knowledge on production techniques, consumption customs and rituals, and transmission of ancient wisdom.

In many rural areas, factors such as depopulation, the ageing of population, migration, climate change, globalization and the industrialization and concentration of agriculture and food production are putting food heritage at risk of disappearing. This results in the loss of biodiversity and cultural diversity, not to mention the threat to knowledge and practices that could form the base for alternative and more sustainable models of local development.

Food heritage as a lever for sustainable development

AlpFoodway aims to contribute to sustainable development policies based on the preservation and commercial valorisation of food-related cultural heritage in peripheral mountain areas. This will be achieved by developing and testing new participatory bottom-up and community-based approaches to the commercial valorization of intangible cultural heritage through the revitalization of heritage products and productive landscapes and the exploitation of synergies between agriculture, food production, tourism, and culture.

It develops:

- an alpine inventory (www.intangiblesearch.eu) and other tools for the mapping and safeguarding of intangible cultural heritage;
- appropriate models to engage with the market without resulting in over-commercialisation and loss of authenticity;
- collective Intellectual Property Rights suitable for food heritage chains, and measures to prevent/reduce the risk of illegal exploitation and cultural/economic misappropriation by third parties.



Photo credit: alpfoodway

An Alpine network of local communities' representatives, heritage communities and decision makers is being established to facilitate exchanges and raise awareness on Intangible Cultural Heritage.

A contribution to the international debate on Intangible Cultural Heritage (ICH)

AlpFoodway would also like to contribute to the international debate on the ICH started after the UNESCO ICH Convention of 2003 and explore the possibility of launching a multinational UNESCO ICH candidature for the Alpine Food Culture involving all Alpine countries.

Innovative aspect

Rather than focusing only on the final products, AlpFoodway aims at valorizing alpine food cultural heritage with a holistic approach that embraces landscapes, traditional knowledge and cultural practices of production and consumption. The project connects agriculture, food, productive landscapes with economical aspects by introducing cultural heritage into the examination of the value chains and linking food heritage with marketing and consumer culture.

Location

Hautes Pyrénées, France

Key figures

- An authentic modernised product
- A qualitative approach

Website

<http://www.pyrenees-creation.com>



The revalorisation of a traditional sector

Pyrénées Création is a small company from the French Pyrenees that has succeeded, with modern design and innovative creations (slippers, bags, plaids and rugs) to bring the wool of Pyrenean sheep back into fashion. In order to revitalise the industry that has existed in the Occitanie region since 1882, Pyrénées Création works with farmers to better understand the cycle and quality of shearing and to select the beautiful wools that can be used for its production. The washing, spinning and weaving of the wool are done in partnership with local companies as close as possible to the territory.

Quality comes first

The brand Pyrénées Création is part of a qualitative approach, at several levels by selecting its wool from a dozen breeders who respect the wool tradition and by participating directly in wool shearing workshops. The processing of fleeces by the south-west textile industry is carried out by a dozen service companies, including Passe Trame, a privileged partner for weaving.

The marketing is mainly done by direct sale through the website, through artisan shops and event markets. This ethical trade approach also benefits from the "Esprit Parc National" brand, which recognises commitment, authenticity and respect for nature, while ensuring the preservation and promotion of an exceptional territory.

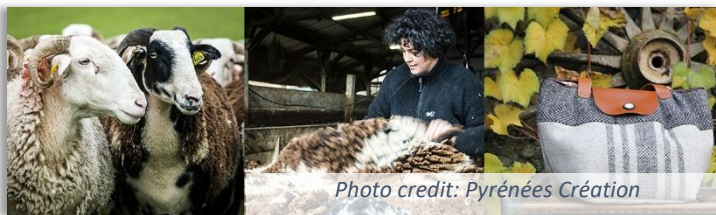
Active within the association ATELIER Laine d'Europe, Pyrénées Création respects its charter of values (traceability and ecology).

The transmission of an ancient and authentic product

Well-known by everyone, wool needs to be rediscovered to be appreciated for its right value. Thus, Pyrénées Création revives the rich history of wool by presenting the different stages of its transformation, from fleece to finished product, to the general public at agricultural fairs, to children from 2 to 12 years old, and in the training of high school students.

One example is the inter-school project with the creation and production of felt slippers from local wool. The transformation was entirely done by the students of the agricultural section of the Saint Gaudens high school and the design was then carried out by the students of *métiers d'art de Coarraz*

high school with very original creations. This action has introduced a hundred high school students to new forms of production and creation.



Innovative aspect

Pyrénées Création has succeeded in exploiting the authenticity and quality of a forgotten traditional product to make it a more modern and attractive product, which helps to enhance the value of the sector. The strong emphasis placed on the transmission of knowledge, including to the younger generations, makes it possible to recreate a favourable ecosystem to revitalize wool.

Location

- Ambert, France

Key features

- Practical workshops for children on paper manufacturing
- A living museum of paper since 1943
- 30.000 visitors per year

Website

<http://www.richarddebas.fr/>

Cultural heritage and traditional manufacturing practices

The changes in the value chains introduced by the digital shift represented a major challenge for several sectors. Industries whose production depended on traditional knowledge, skills and materials had to go through a transformation process. While the paper industry at large reoriented the production towards new applications of the materials due to the decreasing demand of graphic paper, some small and medium sized producers adopted a more articulated differentiation. The Richard de Bas mill, in Massif Central in France, is an old paper producer who keeps on using handmade techniques and traditional practices, tools and technologies.

Fostering entrepreneurship through differentiation

While the socioeconomic changes might have made such a way of production obsolete, its conservation at the Richard de Bas Mill is a matter of differentiation introduced in the final products as well as in the business model. Around 200 sheets of high quality paper per day are produced for targeted markets and for several uses, along with new products such as personalised printing or small paper furniture and objects.

Most importantly, the mill turned into a living museum of paper. From the house of the last master of paper who lived in the mill to the production workshop, individuals and groups are introduced to the history and to the traditional manufacturing of paper. A short pedagogical guide has been developed and extended educational visits are organised with schools so that young visitors can enjoy practical workshops and produce paper themselves. A two-hour walk from the mill brings the visitors to other paper mills still present in the area that have been converted to other uses, while a stationery store sells the products of the mill.

An innovative business model for SMEs in traditional sectors

By furnishing such a variety of activities, the Richard de Bas paper mill managed to create a more articulated experience around the production of paper for visitors and young people. An old historical building was conserved in excellent condition and preserved its original purpose.

The knowledge, skills and practices underlying the traditional production of paper are explained to children and other audiences through the visit to the museum, the practical workshops and the guided tour of the surrounding areas. This private entrepreneurial experience resulted in an enhanced valorisation of the local tangible cultural heritage and in a contribution to the preservation and transmission of intangible cultural heritage.



Photo credit: Richard de Bas

Innovative aspect

The Richard de Bas paper mill shows how innovation does not exclude the conservation of old practices and how it can be achieved by mean of a differentiation that contributes to preserve authenticity and quality. It represents thus an innovative business model that might be replicated by other SMEs in rural and mountain areas and in sectors depending on traditional practices, knowledge, skills and materials.



Intergenerational dialogue: transmission of cultural heritage for future opportunities

Transmitting cultural heritage from one generation to the other is a key to maintaining our mountain areas alive. Young people can make a difference and can bring new life to heritage.

Location

Alps

Key figures

- 14 pilot sites associating protected areas and schools across the Alps
- A summer school for education stakeholders to structure to mountain-oriented education in the Alps
- Development of an Alpine School Model

Website

www.alpine-space.eu/projects/youralps/en

Alpine heritage and young generations

As in other mountain ranges in Europe, young generations are increasingly growing apart and moving away from the Alps. They look for opportunities in other areas, unaware of or discouraged with regards to the social and economic opportunities offered by their regions. Most of these opportunities are based on a rich, diversified and unique natural and cultural heritage that is also at the base of a common alpine identity. The disconnection of young people from the Alps may cause the disappearance of such a valuable and long preserved inheritance.

Incorporating Alpine heritage in education

YOUrALPS takes up the challenge to reconcile young people with the Alps, inform them and make them aware of the opportunities offered by the natural and cultural Alpine heritage. The project is promoting the creation of a transnational cooperation structure dedicated to mountain-oriented education that involves formal and informal education stakeholders.

Protected areas and schools across the Alps are brought together to deliver mountain-oriented educational activities. While the education stakeholders are involved in workshops and summer schools to elaborate curricula, discuss methodological approaches and develop common pedagogical tools, a web platform will enhance this cooperation structure and also involve students by giving them direct access to educational materials.

An Alpine School Model for more attractive mountains

The main output of YOUrALPS will be the establishment of an Alpine School Model relying on a joint international methodological approach based on a charter, a label, shared pedagogical tools and resources for different education levels. Through the transfer and the application of this model, YOUrALPS will contribute to the preservation of skills and knowledge that are part of Alpine cultural heritage and that are crucial to its preservation. By giving structure to mountain-oriented education, the project will incorporate the values and knowledge of mountains and the Alps more fully in practices and educational curricula, creating new opportunities for youth, empowering them and getting them engaged in the Alpine territory.



Innovative aspect

Through its transnational cooperation structure, the project is connecting formal and informal education actors, protected areas and schools, indoor education and outdoor applied practice. The web platform will enhance exchange among education actors across the Alps and give students access to educational contents and shared pedagogical tools. This will result in the creation of an Alpine School Model that can be promoted beyond the pilot sites and contribute to the emergence of an Alpine transnational identity.

Baba Residence: Sharing cultural heritage to revalorize depopulated Bulgarian villages

Location Bulgaria
Key figures <ul style="list-style-type: none">• 10 to 20 young urban people participate every year since 2015• 3 different regions were involved over the last 3 years
Website www.ideasfactorybg.org/baba-residence

Bringing together urban youth and rural elderly people

Baba Residence (*baba* - grandmother in Bulgarian) is an initiative bringing together urban youth and elderly people living in low-density and remote villages in Bulgaria. Young participants spend one month living the daily life of their hosting community and learning the cultural heritage of a mountain village, with the purpose of creating a meeting point between the entrepreneurial spirit of young people and the traditional culture of elderly people from the Rhodopes mountains in Bulgaria.

Grandmothers sharing their culture and traditions

The project aims at establishing a truthful exchange of knowledge and care, where a living link between generations is created. The grandmothers' Residences enable participants to start learning some of the crafts practiced in the village. Interaction with old people gives invaluable knowledge of Bulgarian history and traditions, which may soon be lost irretrievably.

Participants also receive a different experience of a "slower" village lifestyle that is impossible in large cities. Contact with traditions and nature enriches young people and encourages them to think about new ways to gain social empathy. At the same time, elderly or lonely people receive attention and feel useful and needed. They also receive real help with their everyday work in the house from their young friends.

Revitalisation of depopulated areas thanks to the intergenerational interaction

This interaction leads to the creation of specific products, services, events and initiatives, based on traditional knowledge, which are designed with the needs of the local inhabitants in mind. By doing so, the interaction and the exchanges draw cultural and economic potential to these beautiful rural nooks of Bulgaria. The initiatives



undertaken in and for the villages together with the local people include a professional studio recording of a CD with folklore songs from the Rhodope mountains that are about to be extinct or the renovation of an old village bakery, where the residents baked around 600 little loaves for the local people to celebrate this renovation together. As a result, Baba Residence helps to preserve invaluable traditions, crafts and stories from the villages and to use them as a vibrant source for innovative solutions that can meet the needs of the Bulgarian villages.

Innovative aspect

The interaction among the participants enables an improved quality of human relations between generations, documentation and creative use of local folklore, and social entrepreneurial projects that help the villages to flourish. The concept of Baba Residence is thought to have long-term benefits for rural areas and the potential to attract interest in the respective villages and to contribute to their economic and social development.

Location
Vorarlberg, Austria

- Key figures**
- A common space for 83 craftsman businesses
 - A triennial competition to connect traditional craftsmanship with modern design
 - A 5-year educational programme on craftsmanship for high-school students

Website
<http://en.werkraum.at/werkraum-bregenzerwald/>

A regional centre for craftsmanship

The Werkraum Bregenzerwald is one of three regional centres for the preservation of traditional craftsmanship in Austria. Located in the mountainous region of Vorarlberg, the Werkraum Bregenzerwald was established in 1999 as a craft and trade association and consists today of 83 craftsmen of different guilds, mostly SMEs.

How to maintain traditions and create opportunities?

The centre organises a wide range of innovative activities to maintain traditional craftsmanship such as woodworking, painting, stonemasonry and textile practices.

These activities include trainings, workshops for primary schools, summer schools, apprenticeship programmes and postgraduate courses supported by local and international experts who contribute to the transmission of specialist knowledge and skills.

Along with these, the building hosts exhibitions and competitions that enhance the visibility of traditional crafts and attract local and international designers and artists.

A 5-year educational programme has been developed in cooperation with the Trade School Bezau. The programme covers a wide variety of trades and includes internships and practical workshops that facilitate the transition from school to apprenticeship.

In addition to temporary exhibitions, the regional centre also promotes the event “Handwerk+Form”, a triennial competition where traditional craftsmanship meets modern design.



Regional development based on cultural continuity

The Werkraum Bregenzerwald has created a platform for structured cooperation and networking between crafts people and businesses, the local communities, international artists, educational institutions and industries. It has become a place for sharing ideas and experiences at the centre of a sustainable development model that creates opportunities for young people and improves the safeguarding efforts of traditional craftsmanship in the region.

This development model embraces cultural and social sustainability meant as the establishment of trusting relationships that ensure the transmission of knowledge and the cultural continuity on which the quality of durable crafts depends.

Innovative aspect

Bridging traditional handicraft, education, design and the market has already been attempted elsewhere, but the Werkraum Bregenzerwald institutionalised these relationships in a place where exchanges happen on a regular basis. The cooperative management of a common space for exhibitions, workshops and educational programmes enhanced collaborative trans-sectoral relationships, an intergenerational dialogue and a sense of identity and continuity within the local community.

A group of hikers is seen from behind, walking up a steep, rocky mountain trail. The trail is rugged and uneven, with a steel cable safety line running along the right side. The hikers are wearing backpacks and outdoor gear. The background features a vast mountain landscape with jagged peaks and a dense forest of evergreen trees. The sky is bright, suggesting a sunny day.

Tourism: Unlocking synergies between tourism operators and cultural heritage

Every year, tourists enjoy natural and cultural heritage of mountain areas. The balance between the preservation of this heritage and sustainable forms of tourism to maintain the long-term attractiveness and richness of the area is key to develop shared prosperity.

Location
Northern Periphery and Arctic regions

Key figures

- Ecotourism initiatives under development in 6 countries
- Partners include 3 Biosphere Reserves, 1 candidate Biosphere Reserve, 1 Regional Park, 1 World Heritage Site and 2 Universities

Website
<http://shape.interreg-npa.eu/>



Sustainable Heritage Areas:
Partnerships for Ecotourism

Sustainable development of heritage areas

Tourism is an increasingly important source of economic development in many rural and often sparsely populated areas. However, alongside the well-recognised economic benefits, growth in tourism can pose threats to valuable natural and cultural heritage. There is a growing awareness of the importance of ecotourism in addressing this challenge. Well-designed ecotourism initiatives developed in partnership with local communities can contribute to sustainable development while preserving the natural and cultural assets they are based on. While ecotourism is a well-established concept, there are many unexploited opportunities through which it may contribute to rural sustainable development.

SHAPE is a project funded by the European Commission's Northern Periphery and Arctic programme. The project brings together partners from a transnational set of Sustainable Heritage Areas (SHAs) with valuable natural and cultural assets. Partners are facilitating networks of stakeholders involved in heritage management, tourism and community development to develop ecotourism initiatives that preserve rather than damage the natural and cultural heritage of SHAs. Project activities address local challenges for sustainable development by mapping assets and developing ecotourism initiatives.

Developing innovative approaches for ecotourism while preserving local assets

The aim of SHAPE is to enable authorities, businesses and communities to develop innovative approaches for ecotourism initiatives, which preserve, manage and create economic value from local assets. SHAPE works on the development of practical initiatives in each SHA. Examples include the development of new tourist routes that integrate natural and cultural heritage and the development of training programmes to facilitate employment opportunities for young people.



Photo credit: Shape

The transnational SHAPE e-service for ecotourism in sustainable heritage areas

The aim of the transnational approach in SHAPE is to facilitate the exchange of approaches and experiences between SHAs and to distill this into an information resource for communities faced with similar challenges across the Northern Periphery and Arctic regions. This e-service will be an open-access online resource that will facilitate local, regional and transnational cooperation and partnerships and knowledge exchange.

Innovative aspect

SHAPE encourages partnerships between stakeholders who have not traditionally worked together to develop initiatives that are in the interests of communities, visitors, local businesses and local authorities. SHAPE provides opportunities for stakeholders to participate in learning journeys to other Sustainable Heritage Areas to be informed about the development of initiatives in their local area. The production of the SHAPE e-service aims to support the implementation of other successful ecotourism initiatives based on SHAPE experiences.

Mimisbrunnr: 50 meters into the ice, 7000 years back in time

A touristic destination between History and adventure

Mimisbrunnr was in the Norse mythology the source of knowledge and wisdom. Today, the climate park – Klimapark 2469 – is a source of History, nature and climate awareness. The Climate Park 2469 (Klimapark) is an outdoor adventure park focusing on history of the climate, hunting and trapping. Located over the plateau Juvflye, by Galdhøpiggen mountain, visitors can explore the area with a guide, walking over a walkway with information boards. The trip is designed to widen everyone's knowledge of history, nature, and climate.

Discovering a 50-meter tunnel into the ice

At Juvfonne, a 50-metre long ice tunnel has been excavated in the ice patch Juvfonna, where guided walks and a display presenting climate change, archeology, Norse mythology, and glaciology are offered. Designed and lightened by artist and sculptor Peder Istad, the tunnel has been carved and shaped by hand. Stepping through the Ice Tunnel is like traveling 7 000 years back in time. The easy walk leads visitors past rooms, corridors, exhibitions and an auditorium, educating them along the way on climate development, Nature and prehistoric hunting off Jotunheimen.

A collaboration to mobilise public funding and sponsorship

The heritage product, "Mimisbrunnr Climate Park 2469", is based on collaboration between scientific institutions, public authorities, the National Mountain Museum, and private tourist companies. The ambition is to combine science, environmental learning, interpretation, heritage tourism, and local development. Good strategic work has resulted in extensive public funding and sponsorship, and MK2469 has become a diverse, quality heritage product, with ripple effects in the local community and beyond. An important outcome is the fruitful exchange of experiences, between public and private partners, tourism and science interests, amateurs and professionals, and between local, regional and national actors. The network is quite dynamic.



Photo credit: Mimisbrunnr

Location

Jotunheimen National Park,
Norway

Key figures

- 50-meter long tunnel
- 70-meter deep ice tunnel
- 7 700 years old ice
- 5 000-7 000 visitors during the summer season, every year

Website

<https://klimapark2469.no/en/>



Innovative aspect

Increased ice melting revealed in 2006–2007 many reminiscences of ancient human activity around ice patches near Mt Galdhøpiggen, Norway's highest mountain peak. The public limited company "Klimapark 2469 AS" was established to develop a heritage interpretation product and to study climate change. The place has been converted into a touristic destination providing information about culture, heritage and history.

CULTWAYs: CULTural Tourism Ways through mobile Applications and Services

Cultural heritage in rural areas: an unexplored route

Rural areas preserve a large share of Europe's tangible and intangible cultural heritage that is often under-exploited. The localisation in regions that are not fully developed for tourism or that are simply off the more beaten tourist tracks results in a lack of services for a competitive tourism offer. Information on the cultural heritage sites in these rural areas is often dispersed, heterogeneous, not accessible or missing.

The inclusion of cultural routes might raise the awareness on the cultural heritage of these areas, make them more attractive for tourists, create business opportunities for and increase the wellbeing of local communities and stakeholders.

How to get off the beaten tracks?

CULTWAYs was a demonstration project coordinated by Trentino Sviluppo (Italy). It aimed at highlighting the potential of mobile technologies for the innovation of tourism services for cultural routes. In collaboration with regional governments, tourism agencies, professional associations, companies and local organisation, the partners mapped and documented cultural heritage sites and tourism services offered in rural areas along two European cultural routes: Via Claudia Augusta (Italy and Germany) and St James (Spain). One of the cultural heritage sites on these routes was documented and mapped from scratch with the collaboration of a local high school.

Mobile technologies enhancing the cultural tourism experience in rural areas

Though it did not go further than the demonstration phase, the project developed a mobile application that documented cultural heritage of rural areas and could improve the overall experience of cultural routes for tourists.

Based on the use of mobile technologies, the location-specific information, contents, advice and services collected were made available through an user-friendly interface. These services include a digital passport certifying the completed stages of the cultural routes as well as eco-accommodation reservation or bike and electric car rent. The safety of tourists travelling in rural areas along cultural routes could be enhanced by location monitoring as well as travel and weather advice.



Photo credit: José Augusto

Location

Italy, Spain, Austria, Germany

Key figures

- Two cultural routes mapped
- Creation of a database of specific cultural heritage location, content, and tourism services
- One cultural heritage site documented with inputs from the civil society



Cult-Ways

Innovative aspect

CULTWAYs showed how mobile technologies could enable services such as location-based ones that enable the better integration in cultural routes of those rural areas that are off the beaten tourist tracks. The same approach and technologies are scalable and might be transferred and used for other rural regions to provide more tourism services and define new, more inclusive and diversified cultural routes. Cultural routes might be further enriched and larger business opportunities for tourism operators and local stakeholders in rural areas, such as hotels and restaurants could be created.

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