









XI European Mountain Convention

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

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CAN CULTURAL HERITAGE BE AN ASSET FOR THE SOCIO-ECONOMIC DEVELOPMENT OF MOUNTAIN AREAS? SHARING OF GOOD PRACTICES

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WORKSHOP ON LAND MANAGEMENT AND CULTURAL LANDSCAPES

The workshop on land management and cultural landscapes addressed the maintenance of cultural landscapes, common management of forests and woods, provision of (cultural) ecosystem services and preservation of pastoralism.

MODERATOR: ENRICO CALVO, ERSAF – SUMMARIES OF THE INITIATIVES CAN BE FOUND [HERE](#)

Initiative 1: **Salt production system of Añana in the Basque Country**, Andoni Erkiaga, Director of the Fundacion Valle Salado

Initiative 2: **Adopt an olive tree with your mobile in Oliete and revitalise agricultural land**, Alberto Alfonso Pordomingo, Cofunder of the Asociación para la recuperación de olivos yermos de Oliete

MAIN LESSONS LEARNT FROM THE TWO INITIATIVES

The need for an economic approach, where possible, but accompanied by innovative products and targets (tourism, beauty products, etc.). Indeed, the example of **the salt production system in Añana** proved that a 7,000 years old production system could be exploited in a sustainable manner thanks to the innovative development of tourism activities and training facilities;

The opportunity given by the involvement of society at large in actions of awareness and active participation in the conservation of cultural heritage, nicely illustrated by the system of sponsorship of **olive trees implemented in Oliete** to avoid losing a centennial production system with high added value.



Alberto Alfonso Pordomingo presenting the "Adopt an olive tree with your mobile in Oliete" initiative

Discussions during the workshop highlighted:

- The need for a stronger link in the EU Common Agricultural Policy between agriculture and the cultural heritage of a territory;
- The importance of identifying the resources of the territory, to define their potential, and to exploit them sustainably through national, regional and local strategies, with specific action plans;

- The urgency of a cross-cutting approach between policies and funds, and the integration of different actions, to express the multifunctional dimension of cultural heritage;
- The opportunities offered by the territorial evaluation of how to introduce territorial or product labels (not just agro-food) and at what scale to better valorise mountain products on the market
- The need for innovation, starting from biotechnologies, to develop the economic potential with environmental resources.



Enrico Calvo, ERSAF

5 KEY MESSAGES OF THE DISCUSSION

1. Agriculture and cultural heritage: farmers safeguard and take care of the cultural heritage of the territories, but their services are not enough recognised by policy-makers
2. Cultural heritage resources need to be identified and acknowledged
3. Cultural heritage must be a cross-cutting thematic and its multi-functionality should be acknowledged at local, regional, national, and European level.
4. It is important to reconcile heritage and innovation by knowing how to introduce new processes capable of building upon cultural landscapes and of creating heritage, into economic management
5. Creativity is essential to imagine new solutions to the new dimensions of society, in terms of products, services, targets and communication. Imagine a new vision of the future.

ACTIONS FOR EUROMONTANA

- Continue the lobbying action to include the integrated management of cultural heritage in mountain areas in the strategies and action plans at all levels
- Identify and collect good practices on:
 - The safeguard and enhancement of local knowledge
 - Regional and local strategies and action plans
 - Promotion of mountain products (including non-food products)
- A project idea: to valorise and support local transformation of local productions

WORKSHOP ON RURAL AND URBAN AREAS: STRENGTHENING THE LINKS

The workshop aimed at exploring relationships between rural and urban areas, trying to outline how the cultural heritage of mountain regions can be shared with, and made valuable for, people and communities living beyond mountain areas

MODERATOR: TOR ARNESEN, RESEARCHER, EASTERN NORWAY RESEARCH INSTITUTE – SUMMARIES OF THE INITIATIVES CAN BE FOUND [HERE](#)

Initiative 1: **NIREA: Promoting the reconnection between urban and rural societies**, Jone Fernández, Foresight and European Relations Officer, HAZI

Initiative 2: **Mosh Pupaza Summer School: A model for sharing the cultural creativity of Northern Romania**, Maria and Petrica Codrea

MAIN LESSONS LEARNT FROM THE TWO INITIATIVES

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. With its motto, “if you make it yours, you make it more ours”, NIREA achieved to develop different concrete initiatives to engage rural producers such as a NIREA label on the participating products, the development of open farms, more visible space for rural producers to sell their products in the Bilbao market, a promotion of milk consumption with a toast with milk.



“**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. 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.



Photo credit : Mosh Pupaza

5 KEY MESSAGES OF THE DISCUSSION

1. The participants insisted on the need to **think in both ways – rural ↔ urban**:
 - **How goods could be ambassadors of the regions / rural areas?** And thus be sold in supermarkets for instance in cities, given site of origin, or traceability, is provided to consumers. This relates to how rural areas / rural economy, by goods value chains, reach out to urban areas.
 - **How service value chains could connect rural communities and urban consumers** Urban people, could / will by attendance-based services/activities such as visits, experience-based activities (farm visits, courses, etc), remote adaption of individual

- livestock animals etc. acquire knowledge about and develop relations to rural areas, to rural life and communities.
2. To “**Experience rural areas and communities**” is deemed not only important, but also vital for the urban-rural discourse in general, to develop a better understanding of the values, ways and conditions of rural based life:
 - So we should help farmers for instance to better sell their experience to urban people and to explain their work
 - Meet the demand from urban people to experience rural life
 - In a more targeted way, it seems important to focus on young people to encourage them to experience rural areas that they don’t necessarily know well:
 - Encourage exchanges not only at EU or international level but also between high schools or schools from a same region (between urban /rural young people)
 - Mosh Pupaza is an interesting example: exchanges during summer with wood /dance experience
 3. Participants underscored **food as one of the key sectors** to improve cultural linkages between urban and rural areas. Different actions could be envisaged:
 - Improve resilience of supply chains and promotion in supermarkets
 - Use food products as ambassadors of the region: a precondition is that origin marked food products must be sold in cities, but not only that. Food should also be a way or vehicle to attract urban people to visit rural areas and gain insight into production methods and qualities, so they can better understand life and pricing of these products, and thus appreciate them better
 - Develop open farms and encourage urban people to come (use social media /radio for advertisement)
 - Approach, invite and use the chefs (star chefs or local chefs) to promote local food
 - Supermarkets could sell more than the food products but also travel experience (summer schools and other rural attendance-based activities and experiences)
 - More widely, encourage a better valorisation of local /regional mountain products
 4. **Encourage stronger links between researchers and local actors such as SMEs:**
 - Multiactor approach is increasingly encouraged in research projects, like in H2020 projects. This should be use as an opportunity to develop links with local people in urban and rural areas
 5. Finally, some **horizontal approaches** could help strengthening the rural-urban links such as:
 - Joining forces: cooperation between smaller actors can help to develop bigger events or actions:
 - Increasing financial support for these initiatives
 - Support from the authorities

ACTIONS FOR EUROMONTANA

- Euromontana could encourage a stronger multi-actor approach in the different EU projects it is involved in and by reinforcing networking between different types of actors.
- Regarding food valorisation, the different good practices presented in previous workshops or events could be better promoted on Euromontana’s website.

WORKSHOP ON WELCOME CULTURE

The workshop addressed the issue of explaining and sharing cultural heritage to welcome new inhabitants (new entrants, migrants) and to use it as a factor of integration.

MODERATOR: JOÃO AZEVEDO, RESEARCHER, IPB-CIMO – SUMMARIES OF THE INITIATIVES CAN BE FOUND [HERE](#)

Initiative 1: **PlurAlps: Enhancing capacities for a pluralistic Alpine Space**, Miriam Weiss, EURAC

Initiative 2: **MigraACTION: Generations on the move**, Anna Bertola, Officer of the Municipality of Vinadio and coordinator of the MigraACTION project

MAIN LESSONS LEARNT FROM THE TWO INITIATIVES

There are various reasons to leave and to arrive to a new place in mountain areas. In the Alps, for example, the number of national and international newcomers has increased over the past 20 years.

Culture plays a central role in discussing welcoming culture, integration and migration for both new comers and locals, as well as institutions. The **PlurAlps** project looks at and tests how welcoming services and offers can facilitate living together in a pluralistic society. Overall, 75 inspiring welcoming and integration initiatives from across the Alps have been collected by the project. Initiatives both on intangible and tangible cultural heritage can help to achieve social cohesion in an increasingly pluralist society.



Miriam Weiss, EURAC

The **MigraACTION** project develops its tourism based on the migratory route of the region's former inhabitants. The project's idea was to trace the ancient migration route, developing a discovery trail, with remarkable architectural and cultural elements of the territory, dedicated to visitors on foot and by bike. This discovery trail promotes tourism in the Stura and Ubaye valleys and, at the same time, generates concrete and sustainable local development. This regional development, thus, makes it possible to attract tourists, but also old and new inhabitants to these mountainous regions.



Anna Bertola, MigraACTION

Starting from these two inspiring initiatives, participants discussed about:

- The importance to welcome new comers into villages that are abandoned in order to fight against the depopulation of these areas
- The attractive cost of living in mountains areas that makes many people and families to decide to come to live in mountain areas
- Challenges for newcomers and for hosting communities created by migration movements to mountain areas
- Responses from both newcomers and hosting communities
- The necessity to support and promote projects and initiatives in Europe that are successful to help to connect new comers with the local culture which makes integration easier and faster



Participants discussing

5 KEY MESSAGES OF THE DISCUSSION

1. Cultural heritage is an important promoter of economic activity in some areas in Europe contributing to stopping population outflows and attract newcomers.
2. There is a large diversity of reasons for people to move to mountain areas (the low living cost compared to big cities, the beautiful landscapes, the opportunity to live in wide spaces and to be closer to nature,...) that need to be addressed specifically. This leads to priority topics to be addressed such as language and tolerance.
3. Freedom of expression of cultures' diversity is a fundamental condition for success.
4. It is important to keep mountain territories attractive and to revalorise the way urban people see the agriculture job, to welcome new comers and new families in sparsely populated villages. In order to do this, it is necessary to continue to promote a strong cohesion policy and strong rural development policies that tackle the issue of mountain territories attractiveness.
5. There is a need to better develop and continue providing services of general interest in mountain villages (school, roads, culture, housing,...) in order to make these territories attractive for new comers, to make them feel comfortable and make them stay.

ACTIONS FOR EUROMONTANA

- Continue to lobby for a strong cohesion policy that gives to mountain territories a good standard of living, as this will enable new comers to live and settle in remote and mountain areas
- Continue to work for a better attractiveness of mountain areas
- Continue the work and lobbying for action for improvement of services of general interests to be able to welcome correctly new comers and fight against depopulation
- Develop or participate more actively in projects that connect newcomers, such as migrants, to mountain cultural heritage, as a way to develop a more welcoming culture in these areas.

WORKSHOP ON AUTHENTICITY AND QUALITY: PROMOTING THE VALUE CHAINS

The workshop aimed at presenting experiences showing how some features of products and services provided by mountain areas, such as quality and authenticity, can be promoted to overcome structural obstacles, unlock larger market opportunities and introduce innovation along value chains and in business models.

MODERATOR: ANNE CASTEX, DIRECTOR OF SUACI MONTAGN'ALPES – SUMMARIES OF THE INITIATIVES CAN BE FOUND [HERE](#)

Initiative 1: **AlpFoodway: Preservation and valorisation of Alpine food**, Cassiano Luminati, Polo Poschiavo

Initiative 2: **Pyrénées Création: restoring the nobility of wool**, Nadine Portail and Anne Thoby Pyrénées Création

MAIN LESSONS LEARNT FROM THE TWO INITIATIVES

The **AlpFoodWay** project develops innovative approaches linked to traditional skills in relation to the Alpine food cultural heritage. It develops a common approach to Alpine cultural heritage and its development potential.



The project aims to set up a collaborative platform with tools available to better enhance the value of the cultural heritage of food; but also studies to promote the Alpine food chains. The project is also setting up an inventory summarising the Alpine cultural heritage. On 4 October 2018 in Innsbruck, a charter on the Alpine food heritage will be launched and at the final conference of the project in a year's time, the project wishes to submit an application for official recognition by UNESCO.

Pyrénées Création is a small company in the French Pyrenees that has succeeded, with a modern design and innovative creations (slippers, bags, plaids and rugs), in bringing the wool of the Pyrenees sheep up to date. In order to revitalize the industry that has existed in the Occitania region since 1882, Pyrénées Création works with farmers to better understand the cycle and quality of mowing and to select the best wools that can be used for its production.



The organisation places particular emphasis on the quality of wool and its products with territorial recognition and steps towards recognition at European level. Similarly, it places great emphasis on transmission and education, whether through educational workshops in schools from an early age, to all audiences at fairs or to transmit know-how by meeting young people from agricultural and art and design schools.

5 KEY MESSAGES OF THE DISCUSSION

1. Better recognition of **intangible cultural heritage** is needed, for example through UNESCO labels; as well as links between agricultural sectors and landscapes through FAO recognition (especially on endangered heritage).
2. A better **knowledge of initiatives and good practices** should be facilitated through:
 - a. An inventory of examples of the valorisation of mountain products
 - b. An inventory of local or traditional gastronomic initiatives

3. In order to play on the authenticity and quality of products, **better valuation and differentiation are necessary**. There are several ways to achieve this:
 - a. **Combine modernity and authenticity** to attract different audiences and meet consumer demand, and use authenticity as a basis for developing new products,
 - b. Differentiate products by insisting on the **meaning of the product**, on the role of production, on the notion of equity in the distribution of value throughout the chain (notion of fair producer price), on the notion of impact on the territory, on the structuring of the whole chain, or by working on specifications on production methods
 - c. An enhancement of the local supply chain with **consumer awareness** (example: Austrian wool basketball) that allows the consumer to consciously buy a product that has values not only for himself but also for his environment. Similarly, the role that production plays in the provision of **ecosystem services** can be used as a selling point.
 - d. Encourage **young farmers** to diversify and enhance not only food products but also non-food products.
 - e. While there is a relatively good quality recognition for food products (PDO/PGI/mountain products), the **need for quality recognition for non-food products** (e.g. Bois de Jura) is real and requires more recognized and recoverable certifications.
4. More transversely, communication must be improved by being innovative in the means of communication used: itinerant gastronomic caravan, fairs, exhibitions, social networks, gastronomic tours.
5. Finally, education and the intergenerational transmission of cultural heritage play an important role for the future:
 - a. Consumer education is necessary, even from an early age, through initiations in schools, for example
 - b. The education of the tourist to better understand the price and added value of the product is necessary.
 - c. Finally, it is necessary to educate future processors (e.g. agricultural and art schools, craftsmen) so that they can learn new uses for products that are sometimes old.

ACTIONS FOR EUROMONTANA

- Particular emphasis should be placed on the valuation and differentiation of food and non-food products.
- Try to make an inventory of mountain products and their existing value (knowing that many good practices have already been shared on the Euromontana site).
- Lead a political lobby so that European aid, in particular the EAFRD, can be mobilised to support product development projects, including financing the engineering required to support these projects, from emergence to communication, including structuring and implementation.

WORKSHOP ON INTERGENERATIONAL DIALOGUE: TRANSMISSION OF CULTURAL HERITAGE FOR FUTURE OPPORTUNITIES

The workshop addressed the questions of transmitting cultural heritage, values and identities to younger generations to show how it is not only a way to achieve long-term preservation, but also to enhance intergenerational dialogue

MODERATOR: LAURA GASCON, PROVINCE OF TERUEL – SUMMARIES OF THE INITIATIVES CAN BE FOUND [HERE](#)

Initiative 1: **YOUrALPS: Educating youth for the Alps: (re)connecting Youth and Mountain heritage for an inspiring future in the Alps**, Matej Ogrin, University of Ljubljana

Initiative 2: **Baba Residence: Sharing cultural heritage to revalorize depopulated villages in Bulgaria**, Florence Tornincasa, Communication Officer at Euromontana

MAIN LESSONS LEARNT FROM THE TWO INITIATIVES

YOUrALPS takes up the challenge to reconcile young people with the Alps, to inform them and to 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. The main output of the project will be the establishment of a web platform that will enhance exchanges 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.



Baba Residence 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. The project aims at establishing a truthful exchange of knowledge and care, where a living link between generations is created. Interaction with old people gives invaluable knowledge of Bulgarian history and traditions, which may soon be lost irretrievable.



Following the presentation of these initiatives, participants discussed about the following points:

- Physical communication is important to create an intergenerational dialogue
- Physical exchanges and meetings are the best way to create a dialogue and to share between generations
- Mountains should be presented to young generations, the way they understand it and feel it. For example, information about mountain areas and their opportunities should be presented through communication channels used by young people (as social media, for instance)
- Some young urban people seem to show an interest in spending more time in rural areas and out of the cities
- People living in mountain areas are keen to share the cultural heritage of their territories to younger generations or urban people.

5 KEY MESSAGES OF THE DISCUSSION

Please present here the 5 key messages that were presented in the plenary session

1. Cultural heritage is a niche market that open to many economic opportunities for future generations, including jobs in tourism or traditional crafts
2. Cultural heritage can be an attractive for youngsters and can be seen as a resource that older generations know pretty well and can share to others
3. To promote cultural heritage, there is a need to exchange between different generations. Organising events and meetings between communities enable people to better understand each other and to learn from each other.
4. There is a need to support institutions (public authorities in particular) in changing the way they act and see younger generations. Public institutions are not well prepared to communicate effectively to and with young people who would like to be active in the valorisation and/or promotion of cultural heritage and more widely of their communities.
5. Mountains should be considered as living lab. In mountain territories, there are many tangible and intangible cultural heritage that can be taught, learnt and that can be a source of discussion and exchanges among generations and among communities, between rural and urban communities for instance. It is important to consider the mountain heritage as a tool that can be shared and transferred to the others

ACTIONS FOR EUROMONTANA

- Continue to promote and disseminate initiatives that show how young people and old people can share and learn from each other about their own cultural heritage
- Identify and collect good practices (that can be transferable) on the importance of creating physical exchanges between communities and between generations
- Promote and valorise rural and urban communication in terms of intergenerational dialogue

WORKSHOP ON TOURISM: UNLOCKING SYNERGIES BETWEEN TOURISM OPERATORS AND CULTURAL HERITAGE

The workshop presented innovative examples of: how the tourism sector valorises and promotes cultural heritage; the role of cultural heritage in achieving a four-seasons tourism offer; and ways to unlock synergies between tourism operator and actors diversely involved in the promotion of cultural heritage.

MODERATOR: MARIO GRILLO, FARMER, CIA – SUMMARIES OF THE INITIATIVES CAN BE FOUND [HERE](#)

Initiative 1: **Mimisbrunnr climate park in Norway**, Dag Inge Bakke, Nature Interpreter, Norwegian Mountain Center

Initiative 2: **SHAPE: Sustainable Heritage Areas: Partnerships for Ecotourism**, Ros Bryce, Researcher, University of Highlands and Islands

MAIN LESSONS LEARNT FROM THE TWO INITIATIVES

The initiatives presented brought to the attention the importance of partnerships when developing a tourism destination – partnerships between professional operators, local producers, the hotel business, local policy-makers and academics. Partnerships have the double benefit of bringing together people from different backgrounds to put together a creative idea, as well as securing some economic benefits for the whole local community.

Moreover, and most importantly, both initiatives insisted on the storytelling linked to a destination. Whichever the way the cultural heritage is valorised (museums, trails, events, etc.), the important part is to link the local assets and landscapes with the touristic activities to engage tourists and encourage them to stay longer.



4 KEY MESSAGES OF THE DISCUSSION

1. Integrated local strategies including management and mapping of touristic potential is an asset to develop tourism in a region based on what the cultural landscape has to offer and can also contribute to diminishing the carbon footprint of tourism.
2. Communicating about the story in addition to the built environment is important. Tourism operators need to tell the story of the destination and reconnect the activities they propose with the landscapes and products, especially in protected areas.
3. More training is needed for all the stakeholders (both tourists, economic operators, producers, local policy-makers) to engage through stories and food products.
4. Innovation and creativity bring added value to a touristic destination. Innovation can be through ICT to bring the information closer to the tourist, or to create a novel experience for him.



ACTIONS FOR EUROMONTANA

- Exchange of good practices (i.e. local strategies and partnerships, innovative ideas to expose cultural heritage such as the ice tunnel, etc.)
- Develop a project aiming to train people at the local level to develop their touristic destination
- Disseminate information on public funding which could be used for local tourism development projects.