



Vatra Dornei, Romania

XI European Mountain Convention

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

Vatra Dornei, Romania
25-26-27 September 2018

The XI European Mountain Convention aims to **bring the cultural heritage of mountain areas closer** not only to mountain people but to society at large. It also aims to present how this cultural heritage can be used in **modern and innovative ways** as an asset and to foster the **attractiveness of mountain areas**, and how new tools and practices can help to develop new sustainable socioeconomic development models. It will thus help mountain people to **better exploit all the added value of their cultural heritage and turn it into an engine for the future development of their mountain areas.**



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Context of the XI European Mountain Convention

- M According to UNESCO, cultural heritage includes **tangible cultural heritage** – both **movable** (e.g., paintings, sculptures, manuscripts) and **immovable** (e.g., monuments and archaeological sites) – and **intangible cultural heritage** (oral traditions, performing arts, rituals, food) which is **particularly rich and diverse in mountain areas**.
- M Mountain areas also have a very rich **natural heritage**, with natural sites having cultural aspects (e.g., cultural landscapes) and physical, biological or geological formations that **have influenced the lives of mountain people**. **Cultural and natural heritage in mountain areas are thus intrinsically linked**. For instance, pastoralism is a typical farming activity that influences the natural aspects of the mountains. The end of pastoralism would be synonymous with abandonment of agricultural land, the overgrowth of landscape, and the disappearance of a long cultural tradition.
- M **Cultural heritage in mountain areas is endangered** by decreases in public funding, challenges of globalisation and metropolisation, climate change, and increasing environmental and physical pressures on heritage sites, sometimes due to tourism. **Better valorisation is possible and needed**.
- M **Through its European Year of Cultural Heritage in 2018**, the EU wishes to share European heritage and develop new uses for it, not only to preserve cultural heritage but also to innovate for improved presentation and transmission, especially to younger generations. This can help to answer the needs to better valorize cultural heritage in mountain areas.
- M With increased globalization, cultural and natural heritage is one of the few resources with potential for economic development that remains **firmly rooted in local places and populations and has a strong development potential for mountain areas**.
- M Cultural heritage in the mountains is not only a valuable inheritance from the past, but also a **strategic resource for the future, bringing many social and economic benefits**. It has great potential for innovation to help reanimate places, develop entrepreneurial ideas, support direct economic value and employment, and maintain the attractiveness of mountain areas. Further **developing the entrepreneurial and innovation potential** is vital for mountain people to explore new socio-economic development paths.



Objectives of the XI European Mountain Convention

This European Mountain Convention aims to **bring the cultural heritage of mountain areas closer** not only to mountain people but to society at large. It will contribute to **better recognition and valorisation of cultural heritage** and show how adaptability and resilience in mountain areas have maintained cultural heritage over centuries. It will also show how **natural and cultural heritage are strongly interconnected** in mountain areas.

It also aims to present how this cultural heritage can be **used in modern and innovative ways as an asset and to foster the attractiveness of mountain areas**, and how new tools and practices can help to develop new sustainable socioeconomic development models. The XI European Mountain Convention will thus help mountain people to **better exploit all the added value of their cultural heritage and turn it into an engine for the future development of their mountain areas**.

During this European Mountain Convention, mountain actors – researchers, policy-makers, officers of development agencies, farmers, tourism actors, and practitioners – will:

-  Obtain an **overview of strategies and tools to better valorise cultural heritage in mountain areas** particularly in the context of the 2018 [European Year of Cultural Heritage](#)
-  **Explore responses/actions of mountain actors to enhance cultural heritage in mountain areas and benefit from opportunities and facilitate exchange of ideas between mountain stakeholders** so that they can compare, improve, and transfer good practices at regional and local levels.
-  **Develop a cultural heritage strategy for Euromontana**, with a lobbying strategy and an action plan to implement at EU, national, regional and local levels.

Interpretation will be in English and French (all sessions) and, for the plenary sessions, in Romanian.



AGENDA OF THE XI EUROPEAN MOUNTAIN CONVENTION

Day 1 – Tuesday 25 September 2018 | Study visits 08.00 – 18.00

8.00 - 18.00 Study visits to better understand the cultural heritage in the region and how it is used as a strength for its sustainable development

 **Study visit 1: around Vatra Dornei, organised by the Romanian Mountain Forum– in French:**

Ethnographic Museum of Bucovina, Poiana Ştampei commune, Dracula's castle, national museum of painted eggs in Bistriţa Aurie valley, Călimani National Park headquarters

 **Study visit 2: around Bucovina county, organised by Romontana– in English:**
Village of Ciocaneşti, Wood Art Museum of Campulung Moldovenesc, International Museum of Painted Eggs in Moldoviţa, visit of Moldoviţa Monastery

 **Study visit 3: around Neamt county, organised by Mountain Area Agency– in French:**

Neamt monastery, wisent natural reserve, Neamt medieval fortress, museum of the popular artists Vasile Gaman

 **Study visit 4: around Maramures county, organised by FAMD– in English:**
Săcel Village: whirlpool and wool combine machine, Bârsana Monastery, Wood processing workshop, narrow-gauge railway station–Mocăniţa

18.30 - 20.00 **Euromontana General Assembly** (for Euromontana's members)

20.00 - 20.15 **The hymn of the Carpathians and cultural heritage in the Romanian mountains**, Radu Rey, Senate member of Euromontana

From 20.15 **Dinner**



Day 2 – Wednesday 26 September 2018

- 08.45 - 09.30** Registration
- 09.30 - 09.45** **Official opening: Welcome by Juanan Gutiérrez Lazpita**, President of Euromontana
- 09.45 - 10.00** **Welcome words by the Romanian organisers:** Ilie Bonches, Mayor of Vatra Dornei, Gheorghe Flutur, President of the County Council of Suceva, Danut Gitan, AZM

Session 1: Why is sharing cultural heritage in mountain areas important?

Chair: Juanan Gutiérrez Lazpita, President of Euromontana

- 10.00 - 10.20** **“2018 - European Year of Cultural Heritage: sharing Europe’s cultural heritage to bring people closer”** Tibor Navracsics, EU Commissioner in charge of Education, Youth, Culture and Sport (tbc)
- 10.20 - 10.40** **“Towards and integrated approach to cultural heritage for Europe”** MEP Mircea Diaconu
- 10.40 - 11.00** **“Cultural heritage and rural development in the Romanian Carpathians”**, Petre DAEA, Romanian Ministry of Agriculture and Rural Development
- 11.00 - 11.15** Questions & Answers
- 11.15 - 11.45** *Coffee break*

Session 2: How to better valorise both cultural and natural heritage in mountain areas?

Chair: to be confirmed

- 11.45 - 12.05** **“Why are natural and cultural heritage so linked and interconnected in mountain areas?”**
- 12.05 - 12.25** **“How to combine natural and cultural heritage to better value landscape? – the examples of Biosphere Reserves”** Prof. Alessio Re, Head of Unit, UNESCO (tbc)
- 12.25 - 12.45** **“The SHAPE project: Sustainable Heritage Areas: Partnerships for Ecotourism”** Ros Bryce, Researcher, University of Highlands and Islands
- 12.45 - 13.00** Questions & Answers
- 13.00 - 14.00** *Lunch*
- 14.00 - 15.00** *Traditional costumes show*



Session 3: How to be innovative in the use of cultural heritage in mountain areas?

Chair: to be confirmed

- 15.00 - 15.20** “Getting cultural heritage to work for Europe: Be Innovative!” Horizon 2020 Expert Group on Cultural Heritage (tbc)
- 15.20 - 15.40** “From Augmented Reality technology to 3D Dimensions: how technology can be used to have a better cultural heritage experience? The example of the [ROCK project](#)” (tbc)
- 15.40 - 16.00** “How can ICT tools be used even in smaller communities: exchanges on almost zero-cost tools” (tbc)
- 16.00 - 16.15** Questions & Answers
- 16.15 - 16.45** *Coffee break*

Session 4: How can cultural heritage be an asset for the socio-economic development of mountain areas? Sharing of Good Practices

16.45 - 18.30 Three parallel workshops to exchange good practices from the field to see how to mobilise cultural heritage in mountain areas for socioeconomic development

 **Land Management**

Addressing the maintenance of cultural landscapes, common management of forests and woods, provision of (cultural) ecosystem services and preservation of pastoralism.

 **Tourism: unlocking synergies between tourism operators and cultural heritage**

Presenting 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 operators, actors diversely involved in the promotion of cultural heritage, public authorities, and local communities.

 **Rural and urban areas: strengthening the links**

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.

18.30 - 18.45 Brief summary: 5 key messages from each workshop
Chair: Marie Clotteau, Director of Euromontana

18.45 - 20.00 Networking and walking path: Belonging to mountain communities: a Sense of Identity
Videos will be available in the conference centre to present how some mountain areas successfully maintain specific language, culture, folklore consolidating notably transnational identities beyond administrative borders.

From 20.00 *Gala dinner*



Day 3 – Thursday 27 September 2018

09.00 - 10.45 Three parallel workshops to exchange good practices from the field to see how to mobilise cultural heritage in mountain area for future socioeconomic development

M Authenticity and quality: promoting the value chains

Presenting specific entrepreneurial 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.

M Intergenerational dialogue: transmission of cultural heritage for future opportunities

Transmitting cultural heritage, values and identities to others including younger generations, showing how it is not only a way to achieve long-term preservation, but also to enhance intergenerational dialogue

M Climate change

10.45 - 11.15 *Coffee break*

11.15 - 11.30 Brief summary: 5 key messages from each workshop
Chair: Marie Clotteau, Director of Euromontana

Official Closure

11.30 - 12.15 James Rebanks, shepherd and author of ‘a Shepherd’s Life: a Tale of the Lake District’

12.15 - 12.30 **Declaration on Euromontana’s strategy to better use cultural heritage in mountain areas and video on the key messages to bring back at home** by Juanan Gutierrez, President of Euromontana and Marie Clotteau, Director of Euromontana

12.30 – 15.00 *Networking lunch*

Euromontana thanks its members and supporters who actively participate in the organisation of this XI European Mountain Convention

