



# XI European Mountain Convention

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

Cultural House « Platon Pardău », Vatra Dornei, Strada Gării, 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, French and Romanian.



# AGENDA OF THE XI EUROPEAN MOUNTAIN CONVENTION

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

Meeting point: 7.30/7.45 in the parking of Bradul-Calimani Hotel, Str.Republicii, Nr.5,725700, Vatra Dornei.  
Departures of the buses at 8.00.

**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:**

Museum of the commune Poiana Ștampeii, in Suceava County, local gastronomy exhibition, contact with pastoral mountain tradition, “Piatra Fântânele” sheepfold (Bistrița-Năsăud county), Dracula's castle, national museum of painted eggs in Ciocănești commune, Călimani National Park headquarters,) Centre for Mountain Economy - CEMONT Vatra Dornei

 **Study visit 2: around Bucovina county, organised by Romontana– in English:**

Village of Ciocănești, Wood Art Museum of Campulung Moldovenesc, trip with the steam train “Huțulca” in Moldovița commune, International Museum of Painted Eggs in Moldovița, visit of Moldovița 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, visit the steam train station

**18.30 - 20.00** **Euromontana General Assembly** (for Euromontana’s members) at CE-MONT Vatra Dornei

**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**

(early registrations for the conference possible from 17.00 to 20.00 on the Tuesday 25<sup>th</sup> September at the [Cultural House « Platon Pardău », Vatra Dornei](#), Strada Gării, Vatra Dornei 725700, Romania)



## Day 2 – Wednesday 26 September 2018

- 08.45 - 09.30** *Registrations at the Cultural House « Platon Pardău », Vatra Dornei*
- 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 Suceava, Petre Daea, Minister for Agriculture and Rural Development

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

Chair: Juanan Gutiérrez Lazpita, President of Euromontana

- 10.00 - 10.20** **“Cultural heritage and rural development in the Romanian Carpathians”**, Petre DAEA, Romanian Minister of Agriculture and Rural Development
- 10.20 - 10.40** **“Towards a better valorisation of cultural heritage in the Carpathians mountain range”**, Carpathian Convention (tbc)
- 10.40 - 11.00** **“Contribution of EU rural areas to the European Year of Cultural Heritage”** Tom Jones, Member of the European Economic and Social Committee
- 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: Ros Bryce, Researcher, University of Highlands and Islands

- 11.45 - 12.05** **“Cultural and natural heritage, an opportunity for development. Case studies from UNESCO designated areas”** Prof Alessio Re, Santagata Foundation (CSS-EBLA)
- 12.05 - 12.25** **“Ways to preserve and capitalize on the mountain cultural heritage in Romania through open-air museal preservation and creativity in a modern spirit”**, Corneliu Bucur, Academy of the Traditional Arts from Romania
- 12.25 - 12.45** **“How can Social and Community Theatre help to rediscover natural and cultural heritage?” TERRACT project** Alberto Pagliarino, Social and Community Theatre Centre, COREP
- 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**      **“How to innovate in cultural heritage research?”** Eszter Gyorgy, researcher, Eötvös Loránd University,
- 15.20 - 15.40**      **“How can digital technologies help to engage with cultural heritage and how can they create innovate interactions with cultural audiences? The example of the RICHES and REACH projects”** Prof Neil Forbes, researcher, Coventry University
- 15.40 - 16.00**      **“MEMOLA Project: How can social innovation and ICT tools be used to promote cultural heritage based on traditional agrosystems”**, José M<sup>a</sup> Martín Civantos, researcher, Universidad de Granada
- 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 and cultural landscapes**

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

Moderator: Enrico Calvo, ERSAF

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

#### **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.*

Moderator: Tor Arnesen, researcher, Eastern Norway Research institute

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

#### **Welcome culture**

*Explaining and sharing cultural heritage to welcome new inhabitants (new entrants, migrants) and to use it as a factor of integration*



Moderator: Joao Azevedo, researcher, IPB-CIMO

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

Initiative 2: **MigraAction**

**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  
*Stands to present how some mountain areas successfully maintain specific language, culture, folklore consolidating notably transnational identities beyond administrative borders.*

**From 20.00**

*Gala dinner at the Bradul-Calimani Restaurant Str.Republicii, Nr.5,725700, Vatra Dornei*

## 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

### **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.*

Moderator: Anne Castex, Director of Suaci Montagn'Alpes

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

### **Intergenerational dialogue: transmission of cultural heritage for future opportunities**

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

Moderator: Laura Gascon, Province of Teruel

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**, Biliana Bogdanova, Ideas Factory Bulgaria (tbc)

### **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.*



Moderator: Mario Grillo, farmer, CIA

Initiative 1: **Mimmibrunnr 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

**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**

