

# SMART MOUNTAINS

An aerial photograph of a small village nestled in a snowy mountain valley. The houses have snow-covered roofs, and the surrounding landscape is covered in snow and evergreen trees. In the background, more snow-capped mountains are visible under a clear blue sky.

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Laura Gascon Herrero

*Senior project manager*

*Provincial Government of Teruel*

## Digitalisation of rural multiservice points



**Diputación  
de Teruel**

Email: [lgasconherrero@dpteruel.es](mailto:lgasconherrero@dpteruel.es)

# TERRITORIAL CONTEXT : Aragonese mountains

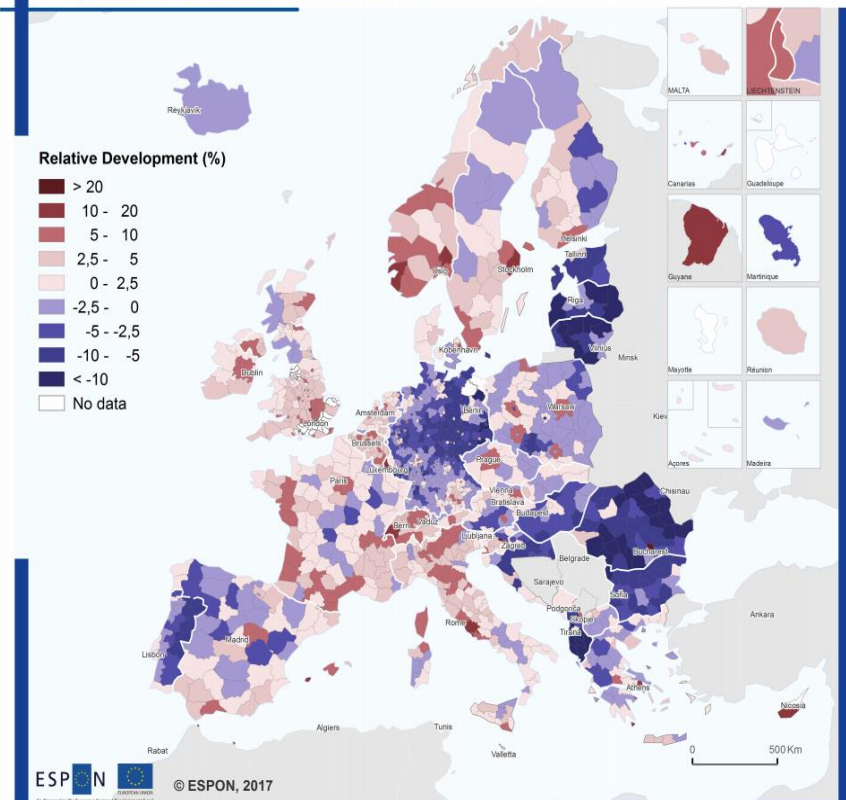
- Aragon: 1.328.753 inh.
- Average density: 28 inh/km<sup>2</sup>
- Density Teruel: 9 inh/km<sup>2</sup>
- Rural/mountain and sparsely populated!



Map 2.1

Population development 2008 – 2014

## Population development 2008 - 2014



Regional level: NUTS 3 (version 2013)  
Source: Spiekermann and Wegener Urban and Regional Research (S&U), Territorial Futures, 2017  
Origin of data: ESPON (ESPON\_poptot1999-2016\_20161019)  
Eurostat (online data code: demo\_r\_gind3), 2008 & 2014  
CC - UMS RIATE for administrative boundaries

- Demographic challenges
  - Sparse and seasonal population: most villages < 200 inh. 3X more in summer
  - Ageing population: av. age 53, 38,5% above 65
  - mobility issues, access to daily needs, health, social interaction...
- Economic challenges:
  - Shops have closed, sometimes 10-15 km to find a shop
  - Ambulant shops only in summer time or once/week

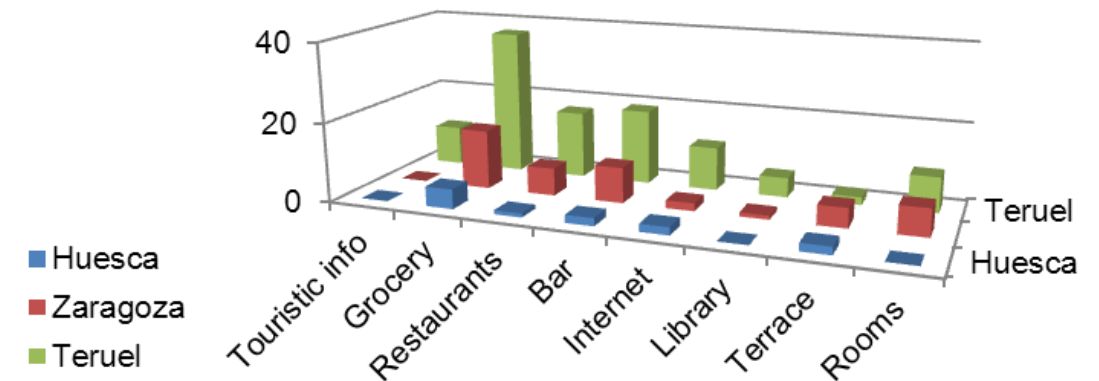




# HOW DID IT START?



- Three women, one village, one innovative idea:
  - Blancas, 2001: Esther, Aurora y Encarna went to the Chamber of Commerce of Teruel with the idea to re-open the grocery store of their village, with 'a bit of everything'
  - 2002: scheme created in Teruel
  - 2006 Zaragoza
  - 2011 Huesca
- 2022: 118 rural multiservices in Aragon
  - Teruel: 90
  - Huesca: 7
  - Zaragoza: 21





# MULTISERVICIO RURAL: WHAT IS IT?

- A municipal building, transformed into ...
  - ... a social + market place with a grocery store, bar, restaurant, rural Internet, library, touristic information and in some cases accommodation
- Main objectives:
  - Provide services to a depopulated area
  - Attract new inhabitants, including youth and tourists

Opening hours:

- Normal in summer
- Reduced in winter (2-4h)



# SUPPORT PROCESS

Selection of beneficiaries: municipalities with less than 300 inhabitants + no private shop or bar left

Initiative of a municipality offering a building and seeking financial support

Viability study by the Chamber of Commerce

Investment for building renewal and adaptation  
(Province + Region funding)

Public procurement for selection of a service manager

# FUNDING AND ORGANISATION

Management: Chambers of commerce

Funding: shared between Provincial and Regional governments: 175,000 € total in 2019.

Until 2011 the main granted part was from Regional government

No EU funds because we are not FEDER territory

Investment costs:

Range from: 30k€ to 250k€ depending on No. of services (from simple shop around to a hostel, restaurant, bar, grocery...)

Functioning costs: the manager pays a rent and receives no operating grant: it has to be economically self – sustained!



# DIGITALIZATION OF THE MULTISERVICE

- Creation of a web section for placing orders
- MSR Map App Development
- Implementation of a loyalty system
- Advertising in digital media
- Promotional videos of the Commercial Network



# NEW STYLE FOR THE MUTISERVICE IT-SELF

## 2.-Transformation of the sale's point

- Painting of corporate color centers of Multiservices (76 MSR)
- Commercial equipment:
  - exhibitors (76 MSR)
  - packaging machines (30 MSR)
  - POS (Payment with credit card) for managing sales and payments. (30 MSR)
  - smart lockers (30 MSR)
  - Computer equipment (30 MSR)
- Sanitary equipment: Defibrillators (2 MSR)

# CIRCULAR ECONOMY

## 3.- Sustainability and circular economy.

- Supply of reusable ecological bags (76 MSR)
- Supply of compostable bags (76 MSR)
- LED lighting to improve energy efficiency (30 MSR)

## 4.- Supply chain and traceability (All).

- Incorporation of a web section as a communication channel with local suppliers.





## 5.- Awareness and Training (All)

- Workshops on social media for rural businesses (2 sessions)
- Workshops on Google MY Business (2 sessions)
- Workshops on WhatsApp Business (2 sessions)
- Workshops on product photography (2 sessions)
- Workshops on MSR web management and revitalization (2 sessions)
- Workshops on digital tools for commerce. (2 sessions)

## 6.- Others (Wifi networks and posters)

- Installation of wifi points (30 MSR)
- Corporate posters MSR commercial network (76 MSR)



# NEXT GENERATION FUNDS

The province asked for a grant from Resilient and Transformation funds (Next Generation) to the Ministry of Industry.

**The province** will pay 173.394,23 (30%) and the Ministry 404.586,53 (70%), the **Chamber of Commerce** will be the responsible of implementing the actions, around **76 town halls** are beneficiaries and their MSR will be improve, of course the self-employ running the multiservice will be involve in the action also as training are part of the project.

**Total budget is 691.262,77€**, the time frame is from April 2022 to 31st December 2022.





# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Torunn H. Kornstad

*Senior advisor, Innlandet county council*

## Innovangsjon

**- How to make a small community more  
attractive**



Email: [torunn.h.kornstad@innlandetfylke.no](mailto:torunn.h.kornstad@innlandetfylke.no)





# ABOUT VANG

- A municipality in Innlandet county, in the middle of southern Norway
- 1587 inhabitants (01.01.2022)
- 1505 km<sup>2</sup>
- Characteristics:
  - Mountains. 88 % of the area over 900 MASL
  - The festival «Vinjerock» in the middle of the mountains
  - An important road between east and west for hundreds of years







Det er så viktig  
at noen sier!





- A bottom-up initiative made of young people living in and connected to Vang
- The festival «Vinjerock» (est. 2006) was a starting point, it made them think:
  - « **Why not make something that will stimulate growth and development in Vang every day, not only 3 days a year? »**
- «**Innovangsjon**» is made of «innovasjon» (=innovation) and Vang
- Starting with innovation days, ending up with two people working full time using the possibilities and meeting the challenges in the vast municipality
- Organized as a cooperative, mainly owned by the local bank and the festival
- Financed from, but independent of, the municipality
- Main challenges in Vang: Young people moving away, short of jobs (or competent people to fill the jobs), short of housing, perhaps a little fear of changes in the culture

# THE VISION FOR THE WORK, AND THE PERSONS DAILY RESPONSIBLE FOR IT



## VANG BYGGJER VANG



The main goal:

**To increase the population!**

How to do it:

- Jobs
- Housing
- Meeting places
- Communication





# MEETING PLACES





# «FREDAGSKOS» (FRIDAY PARTY!)

## BUSINESS BREAKFASTS AND PUB EVENINGS



- Meeting points for new and «established» residents
- Welcoming the new residents of Vang
- Having a good spare time!
- Building of local engagement
- A place to find someone with common interests and to build new relations



For people running their own businesses there are special events, like breakfasts or pub evenings where you are social, you build network and get some learning from presentations.



# MORE MEETING PLACES...



... you find on the website:

[framsida](#) / [aktuelt](#) / [det skjer](#)

## Kva skjer i Vang

Tidspunkt oktober 2022

Kategori Alle

Arrangør Alle

### torsdag 27. oktober 2022

10:00	<b>Torpe aktivitet</b> Torpe grendehus	▼
11:00	<b>Babysang i Drengestøga</b> Drengestøga	▼
17:00	<b>Handballtrening</b> Vangshallen	▼
19:30	<b>Vangskoret</b> Åsvang / Auditoriet VBU	▼
19:30	<b>Trim i basseng og terapibasseng</b> Vang svømmehall	▼

### onsdag 26. oktober 2022

10:00	<b>Spinning med Kine - onsdager</b> Ryfoss treningssenter	▼
17:00	<b>Bmx trening</b> Makkenparken og VBU	▼
18:00	<b>Klatring</b> Vangshallen	▼
19:00	<b>Dametrim</b> Vangshallen	▼
19:30	<b>Løpeintervaller</b> Åsvang	▼

AND YOU CAN CHOOSE TO BE A  
VOLUNTEER, LIKE MOST OF THE  
INHABITANTS







The housing market in Vang was characterized by a lack of housing all in all, but especially

- A lack of small, attractive units
- Problems to get flats for the young ones who buy their own house for the first time, and the same for the older generation
- Only one housing estate where you could build new houses
- Many empty farm houses





- Starting with regulatory planning
- New, small and attractive units as a starting point
- A project called «Huga på gard» (I want a farm!) where they asked everybody with empty farm houses whether they wanted to sell them or rent them to someone.
  - An understrategy to this became to make it possible to keep the mountain lodge even though you sell your farm
- Allowance to build new houses both in the centre and other places in the municipality (as an example: In Hensåsen, an especially sunny place)
- More activity in the municipality centre (like in the cities, but of course smaller)
- The municipality became a more active part in the development





- In the period 2015-18, 8 houses with 16 small units for the young and the older people were built
- A new, private field for building 10 houses was established in 2017
- There are 3 other initiatives with up to 10 housing units, both near the centre and more spread around in Vang
- The municipality has also made a new field with 21 plots for houses, from 2021
- Of about 80 empty farm houses, 35 of them has come for sale, and 20 for rent 2018-21
- A new regulatory plan for development of the municipality centre 2022-
- An incentive program from 2022

# THE OVERALL RESULTS AFTER 10 YEARS OF INNOVANGSJON



- The population is stabilised
- A younger population
- The level of education is higher
- Higher turnover for the businesses
- Many new houses (and cabins) are and will be built
- High visibility of the community



THANK YOU!





# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Barbara Harterink

*Project leader, Vestland County Council*

**Youth Entrepreneurial Spirit  
specialists**





# Trolltunga («troll tongue») in Hardanger Vestland, Norway



# CHALLENGE



**How to maintain (skilled) jobs all year round in the mountains?**

**Invest in Youth Entrepreneurial Spirit!**



Co-funded by the  
Erasmus+ Programme  
of the European Union





# YESPECIALISTS PROJECT IN SHORT

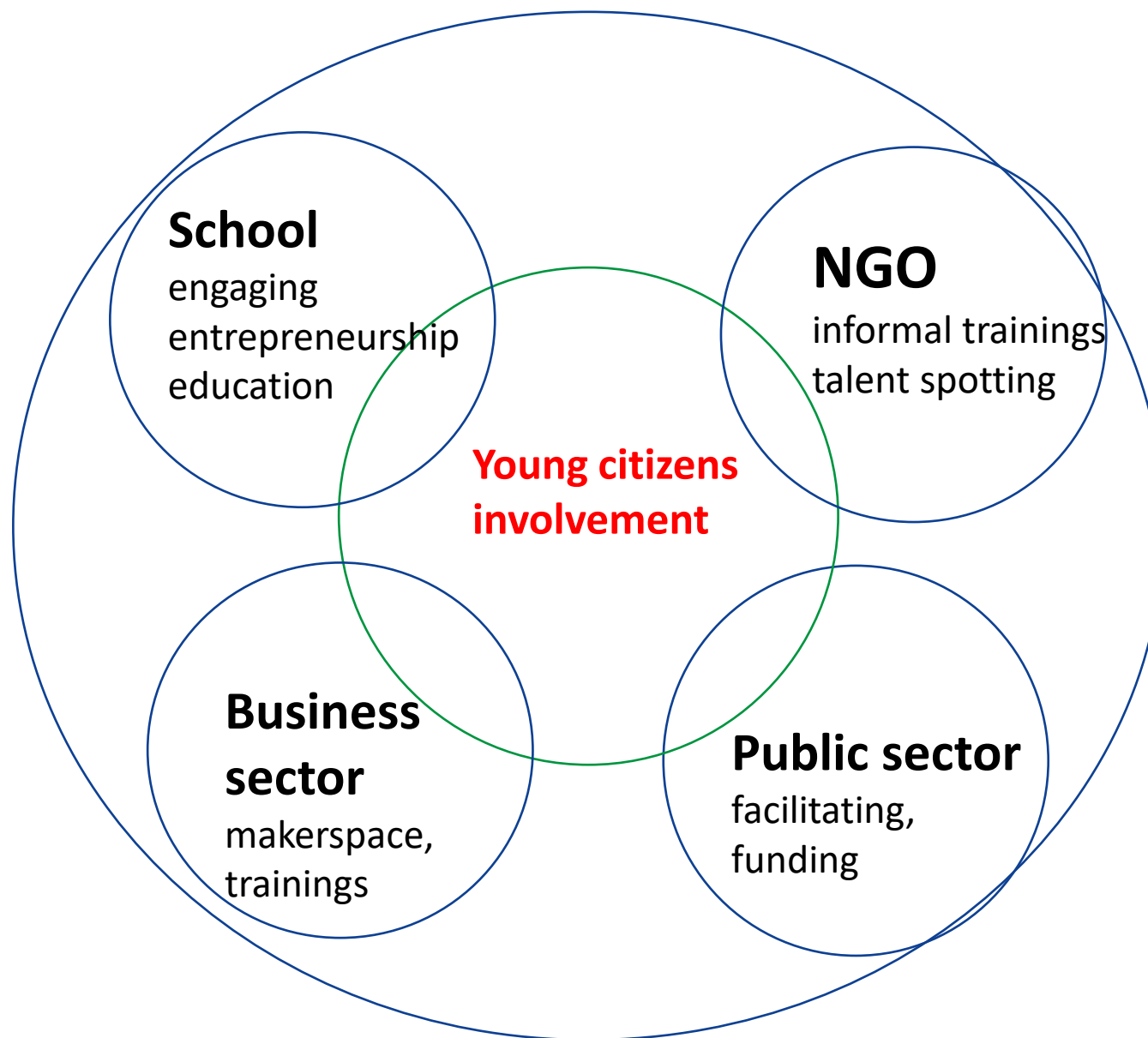


## Invest in Youth Entrepreneurial Spirit!

Strengthening the entrepreneurial mindset of young people,  
so they can start-up businesses and take initiatives in mountain areas

by:

- more and better **entrepreneurial education and trainings**
- creating a **local ecosystem of good helpers: «YES specialists»**





# LISTEN TO OUR YOUNG CITIZENS!



**Young citizens tell us that they would like:**

- the local politicians/leaders to tell more positive stories about living in rural area
- that you show them the opportunities and support them in their initiatives
- informal meeting places for young people
- better public transport and affordable housing in the mountains
- more youth involvement, like in community planning



# GOOD PRACTICES



- Assets Based Community Development (ABCD)
- Linking young people to planners
- Entrepreneurship week + TikTok
- Fab Lab
- LAN party
- Entrepreneurship education and training
- Gul Stue & sustainability





# KEY MESSAGES



- listen to your young citizens (as they are the future population in the mountains)
- let them explore the world! (and then returning to their families in the mountains with new ideas)
- many young people love mountains and it is part of their identity. This is your competitive advantage! So focus on the lifestyle when you want to attract skilled workers and young entrepreneurs.
- good local networks (ecosystems) is of high importance for sustainable mountains
- young people are experts and see potential in the future development of sustainable mountain tourism and local food production. Let them help your smb's with new ideas!
- Rural areas: go green (renewable energy) and make rentals more affordable for young entrepreneurs

**Make more out of the resources (people/natural advantages) that are already there in the mountains!!**



# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Javier Ruiz

*Employment and Entrepreneurship Officer*

**DEMANDA COWORKING RURAL:  
the biggest Coworking Space in the world.**



SIERRA DE LA  
**DEMANDA**  
el coworking más grande del mundo

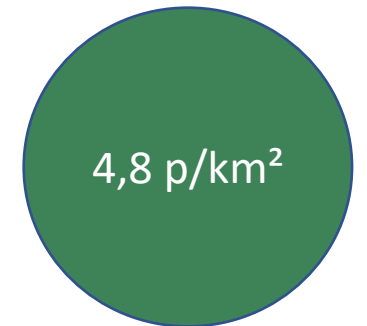
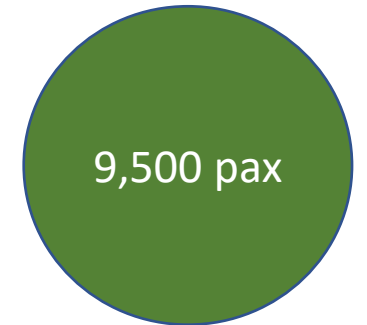
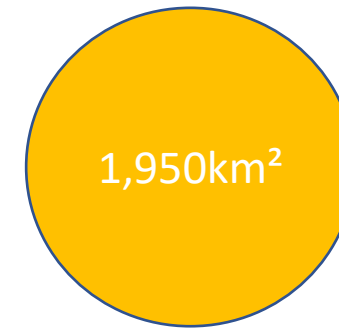
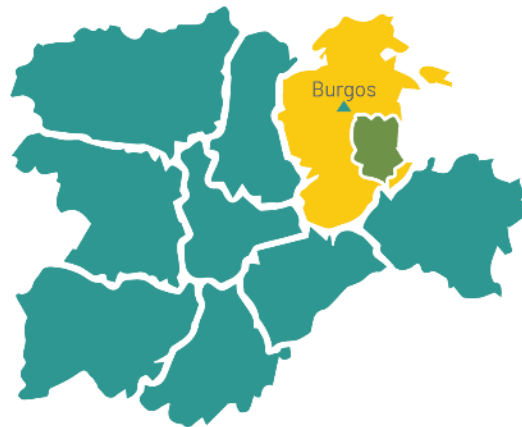
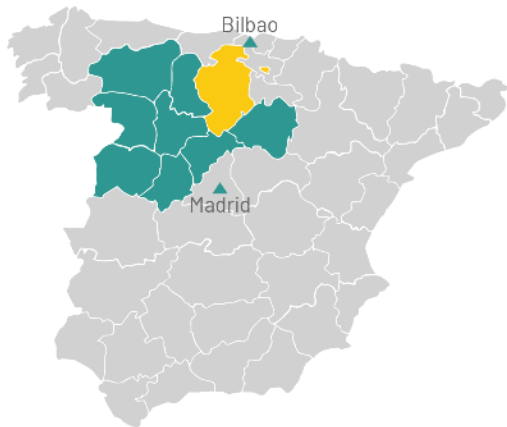
Email: [empleo@sierradelademanda.com](mailto:empleo@sierradelademanda.com)



## WHO?

Local Action Group AGALSA Sierra de la Demanda

## WHERE?



## WHY?

To reverse depopulating areas:

1. Maintaining economic activity and employment.
2. Stop exodus.
3. Provide tech facilities.
4. #cosmoruralitas





# WORKING AS A TEAM



SIERRA DE LA  
DEMANDA

HOW? Together.



[www.demandacoworkingrural.org](http://www.demandacoworkingrural.org)

# ACTIVITIES



SIERRA DE LA  
DEMANDA

WHEN?

From May 21

WHAT?

Training

Meetings

Conferences

Afterwork





# HAVE A LOOK!

- <https://youtu.be/nBLyIiFBqqA>





# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Idoia ARAUZO

*Coordinatrice de l'Unité de Développement et Dynamisation  
de la Communauté de Travail des Pyrénées, CTP*

## La CTP se lance à l'hydrogène

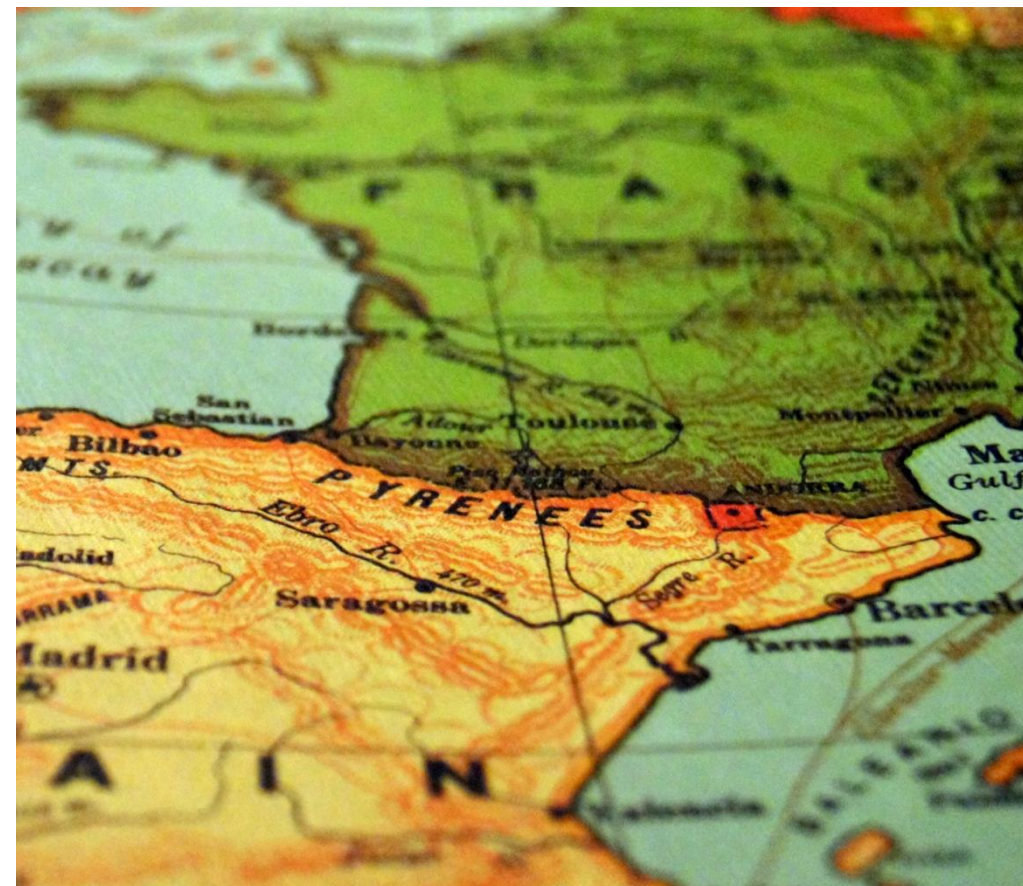


Communauté de Travail des Pyrénées  
Comunidad de Trabajo de los Pirineos  
Comunautat de Treball dels Pirineus  
Comunitat de Treball dels Pirineus  
Pirinioetako Lan Elkarte

Email: [i.arauzo@ctp.org](mailto:i.arauzo@ctp.org)

# LA MOBILITÉ INTELLIGENTE AU CENTRE DES STRATÉGIES DE DÉVELOPPEMENT AUX PYRÉNÉES

- **7** territoires + > 600 km de frontière
- Autorité de gestion d'**INTERREG POCTEFA 21-27**
  - **30%** du budget dédiée à l'action climatique
- **Stratégie Pyrénéenne 2018-2024**
  - 1 axe CC + 1 axe mobilité et connectivité
- EpiCC, la Stratégie Pyrénéenne sur le changement climatique
- Pyrénées transfrontalières **15million hab.**







- **H2 en mobilité** : FCEV transports en commun, camions et ligne ferroviaires non électrifiés.
- Une **stratégie de l'hydrogène pour une Europe climatiquement neutre**
- **La Stratégie européenne pour une mobilité durable et intelligente**



COMMISSION  
EUROPÉENNE

# LES INFRASTRUCTURES AUTOUR DE L'HYDROGÈNE POUR LE TRANSPORT, UN PROJET INTERREG POCTEFA 14-20

- **Project POCTEFA H2PyiR:** réseau de stations de service d'hydrogène



- 2 stations d'approvisionnement en hydrogène situées en Espagne (Huesca) et en France (Pamiers).
- 2 véhicules électriques à pile à hydrogène
- 10 bicyclettes électriques à pile à hydrogène à des fins de démonstration.

# L'HYDROGÈNE ET LES TRANSPORT EN COMMUN

- Les 8 bus à hydrogène de Pau circulent sur une ligne de 6 km entre l'hôpital et la gare.
- **Lauréat 2018 du trophée de la transition énergétique dans la catégorie "Transport durable"**
- **L'autonomie des Fébus** est de 240 km, soit une performance équivalente à celles d'un tramway pour un investissement trois à quatre fois moins élevé.





- Ligne de train Canfranc entre France et Espagne

## INFRAESTRUCTURAS

### *Sánchez promete avances en el tren de Aragón con Francia*

El presidente del Gobierno destacó la posibilidad de realizar progresos en esta conexión mediante convoyes alimentados con hidrógeno verde

- Projet de train Alstom Près de Tarbes basé sur l'H2

Hautes-Pyrénées : le train Alstom à hydrogène retenu au niveau européen



# LE GROUPE DE TRAVAIL TRANSPYRÉNÉEN SUR L'HYDROGÈNE PILOTÉ PAR LA CTP



- **Groupe de travail transpyrénéen sur l'hydrogène piloté par la CTP :**
  - Carte pyrénéenne de capacités
  - Projets de coopération
  - Accord transpyrénéen de coopération
- **Un forte élan lors de la Présidence basque de la CTP 2022-2023**







- La **mobilité intelligente et propre** est au cœur de la politique de développement des **Pyrénées**.
- **L'application du H2** dans la mobilité est plus recommandée pour les **transports lourds** (camions et transports publics) et sur les lignes ferroviaires non électrifiées.
- Le développement de l'économie verte de l'hydrogène peut être une **opportunité pour développer l'innovation et le tissu industriel dans les zones montagneuses**.



# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Mihaela Lite

*Senior Advisor, Maramures County Council*

## Overcoming Barriers to Transcarpathian mobility



Maramureș  
County Council

Email: [mihaela.lite@maramures.ro](mailto:mihaela.lite@maramures.ro)

# KEY FACTS OF THE INITIATIVE



Maramures  
County Council

Overcoming  
Barriers

- **Overcoming barriers:** improving the mobility of residents of the border region of Transcarpatia (Ukraine), Maramures (Romania) and Szabolcs-Szatmar-Bereg (Hungary) is a project financed by HUSKROUA ENI CBC Programme 2014-2020.
- Place of the initiative: Carpathian Mountains
- Countries: Romania, Hungary and Ukraine
- Coordinator of the initiative: Vynohradiv City Council from Transcarpatia region – Ukraine, and the partner from Romania is Maramures County Council.
- Project duration: 37 months, since September 2019, including 6 months suspension
- Total value of the project: 1,480,350 euro, of which 350,880 euro for Maramures



# CHALLENGES OF THE INITIATIVES

- The project's **goal** is the improvement of the border accessibility by developing sustainable and climate-proof transportation systems in project partner regions: Transcarpatia (UA), Szabolcs-Szatmár-Bereg (HU) and Maramures (RO).
- The main **challenge** encountered in the Carpathian area covered by this project is a poor connectivity of environmental friendly transport infrastructure.
- An unexpected challenge of the project was the burst of the armed conflict in Ukraine that led to the suspension of the project for six months.



# PROJECT ACTIVITIES

The challenges will be overcome by improving the transport infrastructure on the border area through:

- reconstruction of bicycle paths, modernization of public transport stops at the international border in Vynohradiv city (UA),
- modernization of border stops in Barabás village (HU)
- modernization of public transport network in Maramures county (RO).



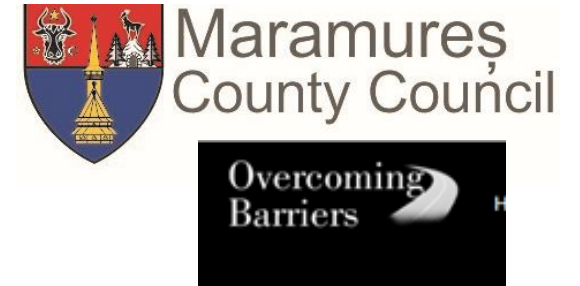


# PROJECT ACTIVITIES IN MARAMURES

- 10 public transport lines upgraded by 50 buses equipped with GPS systems.
- The upgraded buses are monitored for safety features regarding the driver, its technical components and functionality, in and outdoor air quality, humidity monitoring sensor, alcohol test sensor and Safe Drive module.
- 4 model bus stations set up with energy independent GIS positioning panels, that will test and highlight the latest technologies available for fleet monitoring and passengers informing.
- 1 dedicated software for ticketing and transport monitoring, and a mobile app for real-time tracking, offering the citizens an extended accessibility.



# PROJECT ACTIVITIES IN MARAMURES

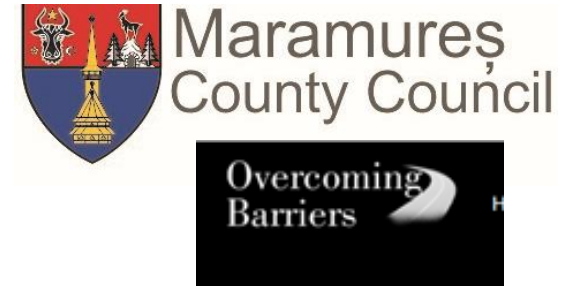


- The software for ticketing and transport monitoring is **accessible** for an unlimited number of users and has a simple graphic interface, easy to learn and use. Also the software has a clear navigation mechanism that contains instructions in Romanian.
- The software is **efficient**, and produce financial savings by optimizing work and increasing employee labour productivity by eliminating redundant data operations and a better organization of user's activity.
- The software is **innovative** and **secure** by protecting the confidentiality of user-supplied and stored data.
- The app will be available in App Store and Google Play.





# IMPACT OF THE INITIATIVE



- The project will have wide cross-border impact at the level of partnership of Ukraine, Romania, Hungary because it will positively influence the improvement of access to the border regions.
- An improved access to the borders, will significantly reduce transportation time and increase daily mobility of people and goods.
- The project will have a long-term impact on the local communities, visitors and tourists that will use the improved transport infrastructure.
- The effect of the project on environmental sustainability is a positive one by developing environment friendly transport (cycling in Ukraine, innovative public transport in Maramures)





# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

**Klavdija Gornik**

*Project Manager,  
Regional Development Agency for Podravje - Maribor*

## **COOPERATION PARTNERSHIP FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM IN THE POHORJE MOUNTAIN**

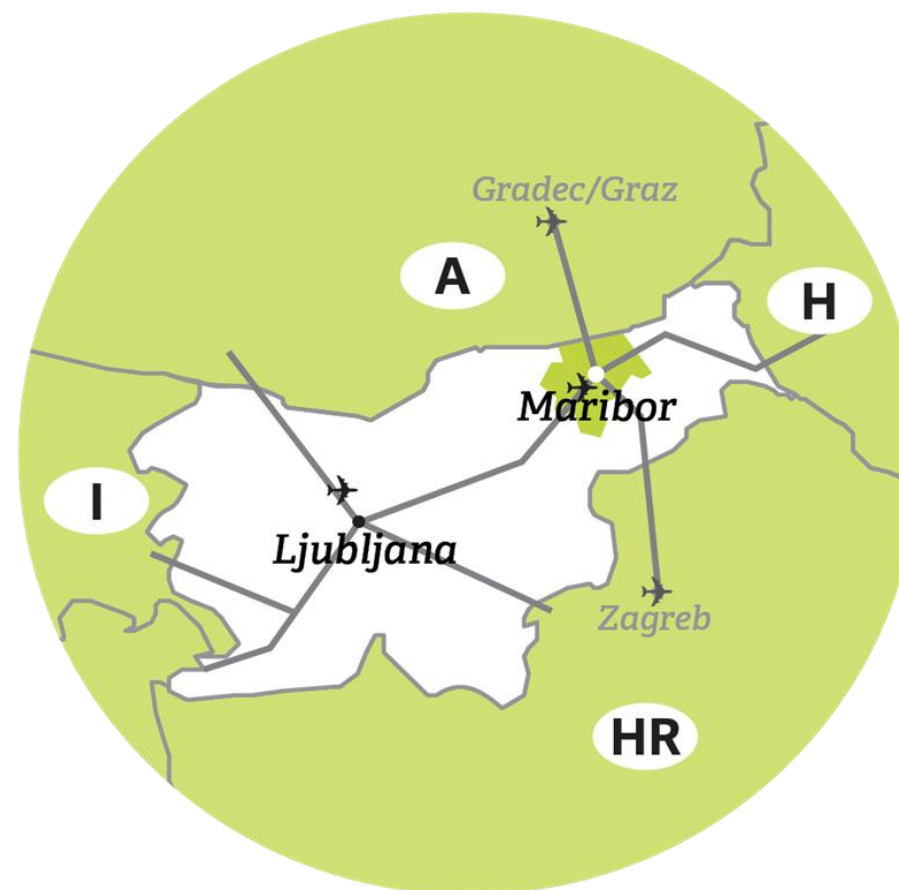


Email: [klavdija.gornik@rra-podravje.si](mailto:klavdija.gornik@rra-podravje.si)

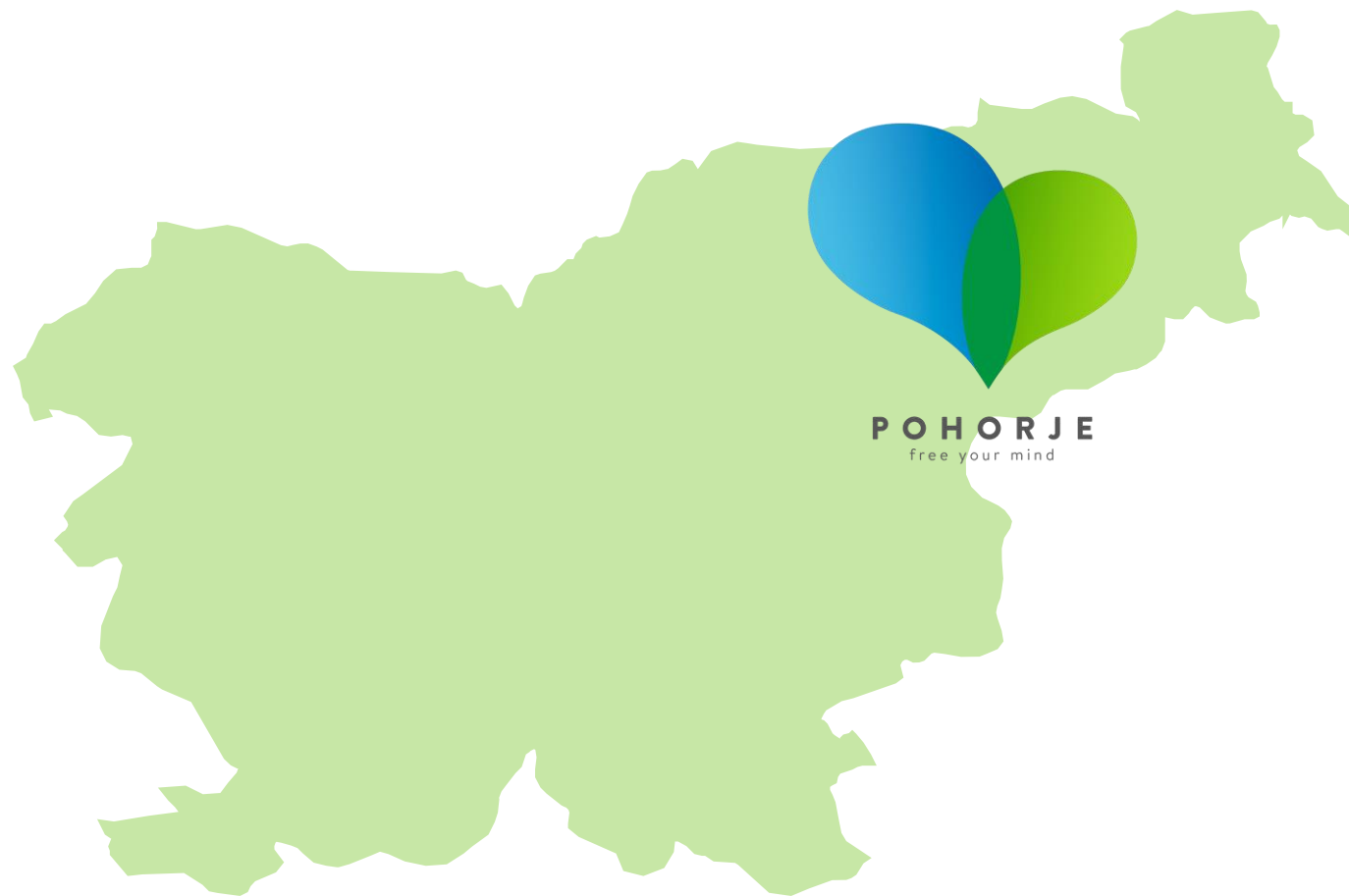
# Slovenia, Podravje region and Maribor



CONVENIENT  
LOCATION AT THE  
CROSSROADS OF  
THE MAIN  
EUROPEAN ROUTES







**POHORJE**  
free your mind



# Mountain regions in Slovenia



- **72 %** of mountain area in Slovenia
- **33,4 %** of Alpine mountains
- **40%** of the population





# Regional Development Agency for Podravje - Maribor

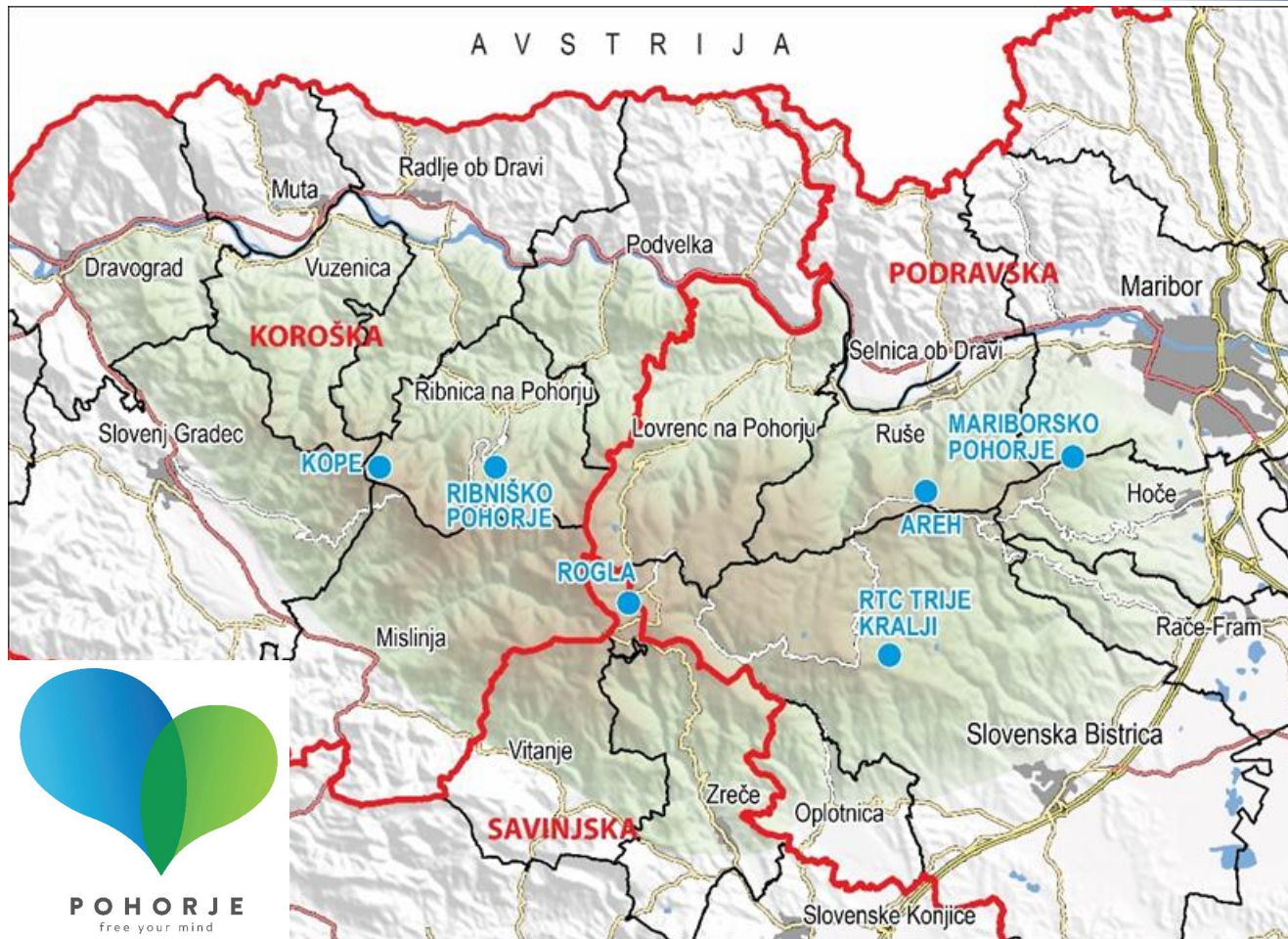
1st Slovenian RDA (1993 → )



Important link for the development of 41 municipalities in the region Podravje.

Best service to the municipalities in the field of regional development, project support, implementation of European funds, integration, attracting investors, tourism development, smart specialization and support for the entrepreneurial environment.

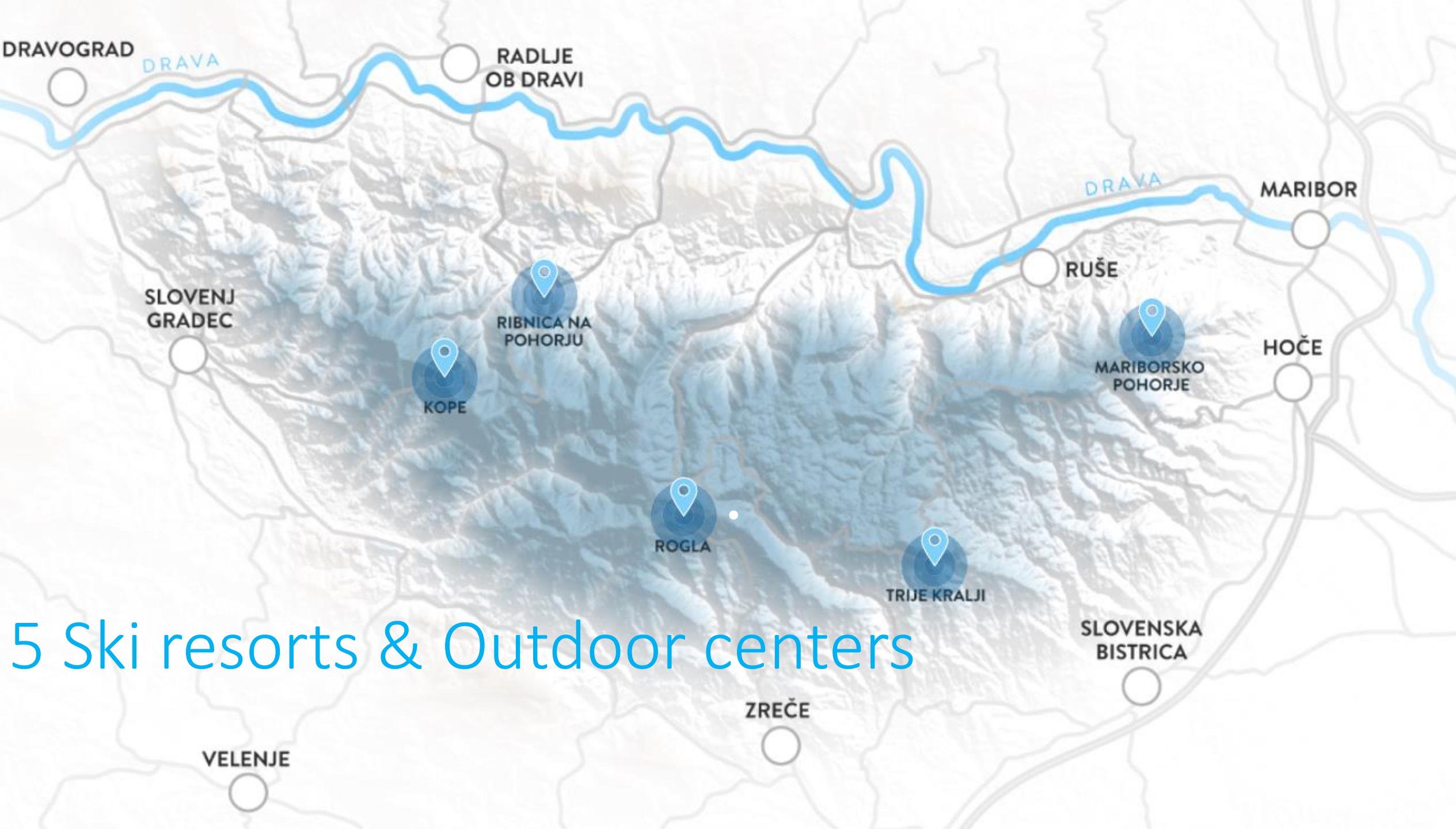
# Partnership for Pohorje (2019 → )



- 19 municipalities in 3 different NUTS 3 regions (Podravje, Savinjska and Koroška)
- 7 providers of tourism products/services
- 3 regional development agencies
- 3 tourist organisations

- Align partnership's aims, efforts and projects to create **green destination** with Europe-wide brand name recognition.
- Strive to preserve **natural and cultural resources** and to encourage **harmonious economic and tourist development** with emphasis on sustainable use of **natural wealth**.





5 Ski resorts & Outdoor centers

## STRATEGY OF POHORJE MOUNTAIN DEVELOPMENT

### CORE PROJECTS

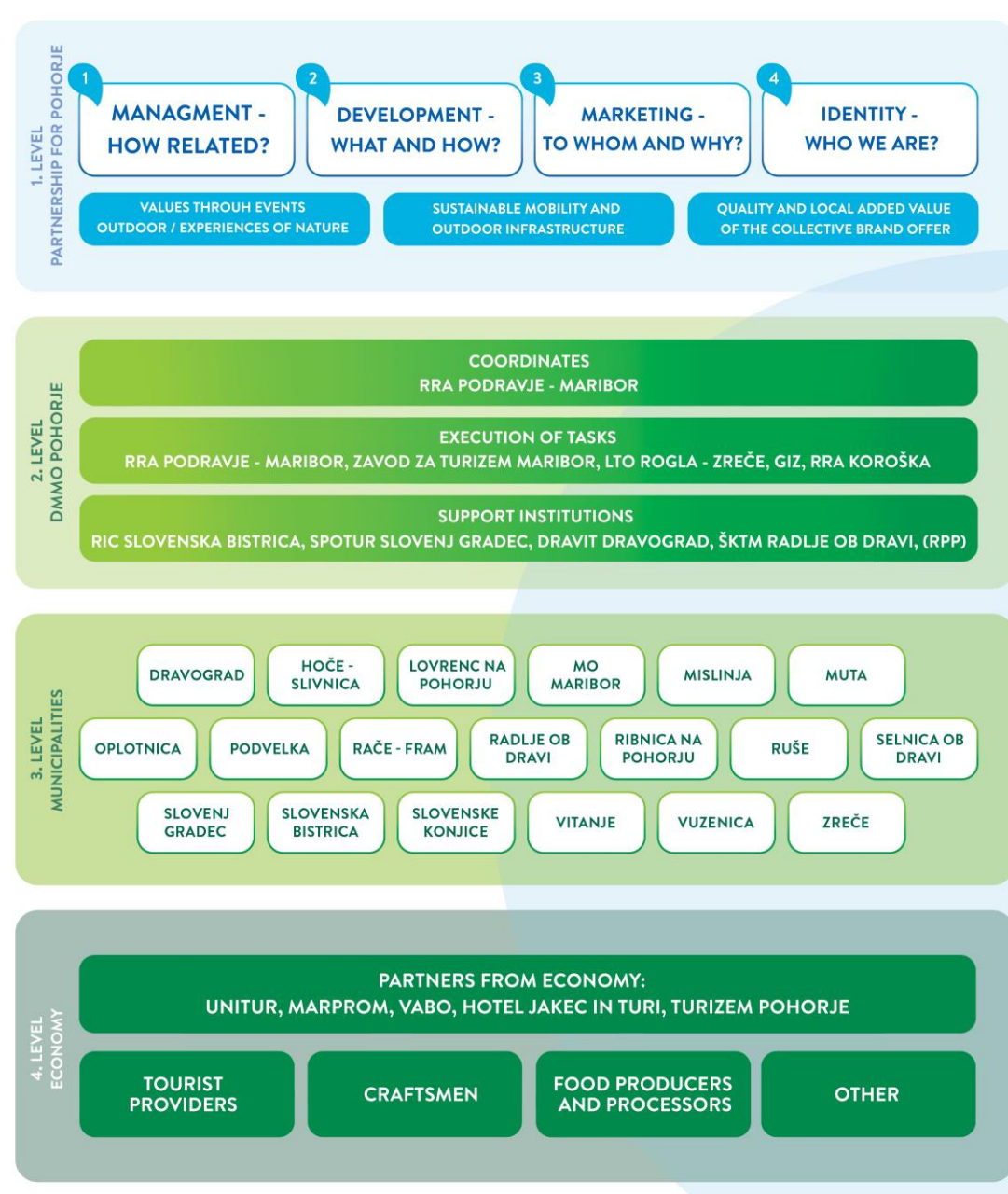
1. ESTABLISHMENT OF THE  
DESTINATION OF POHORJE
2. ESTABLISHMENT OF THE  
POHORJE REGIONAL PARK
3. THE WOOD VALUE CHAIN

## STRATEGY OF THE DEVELOPMENT AND MARKETING OF DESTINATION POHORJE MOUNTAIN 2021–2027

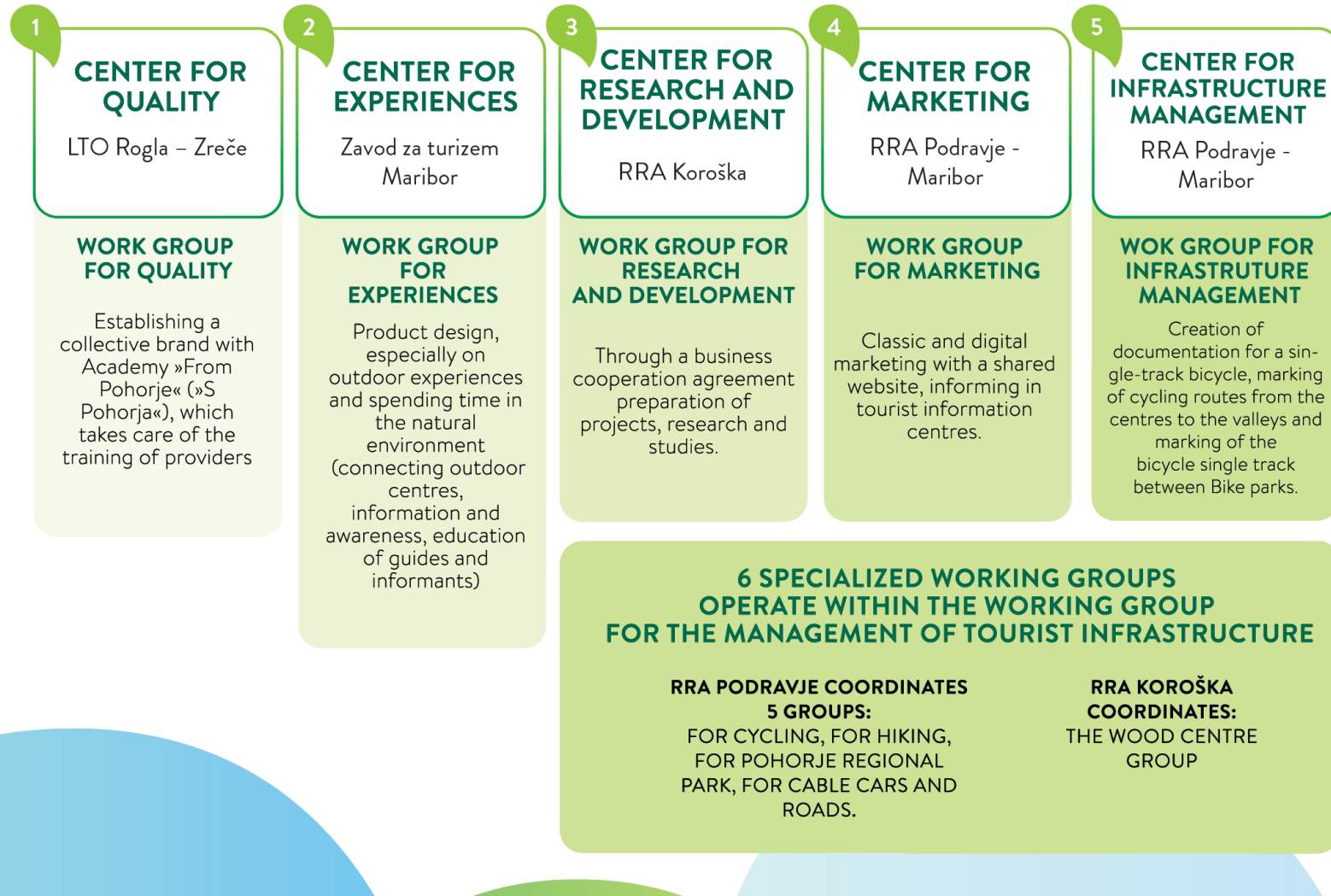
### DESTINATION MANAGEMENT AND MARKETING ORGANISATION



# Destination management and marketing organisation



# Management through 5 centres

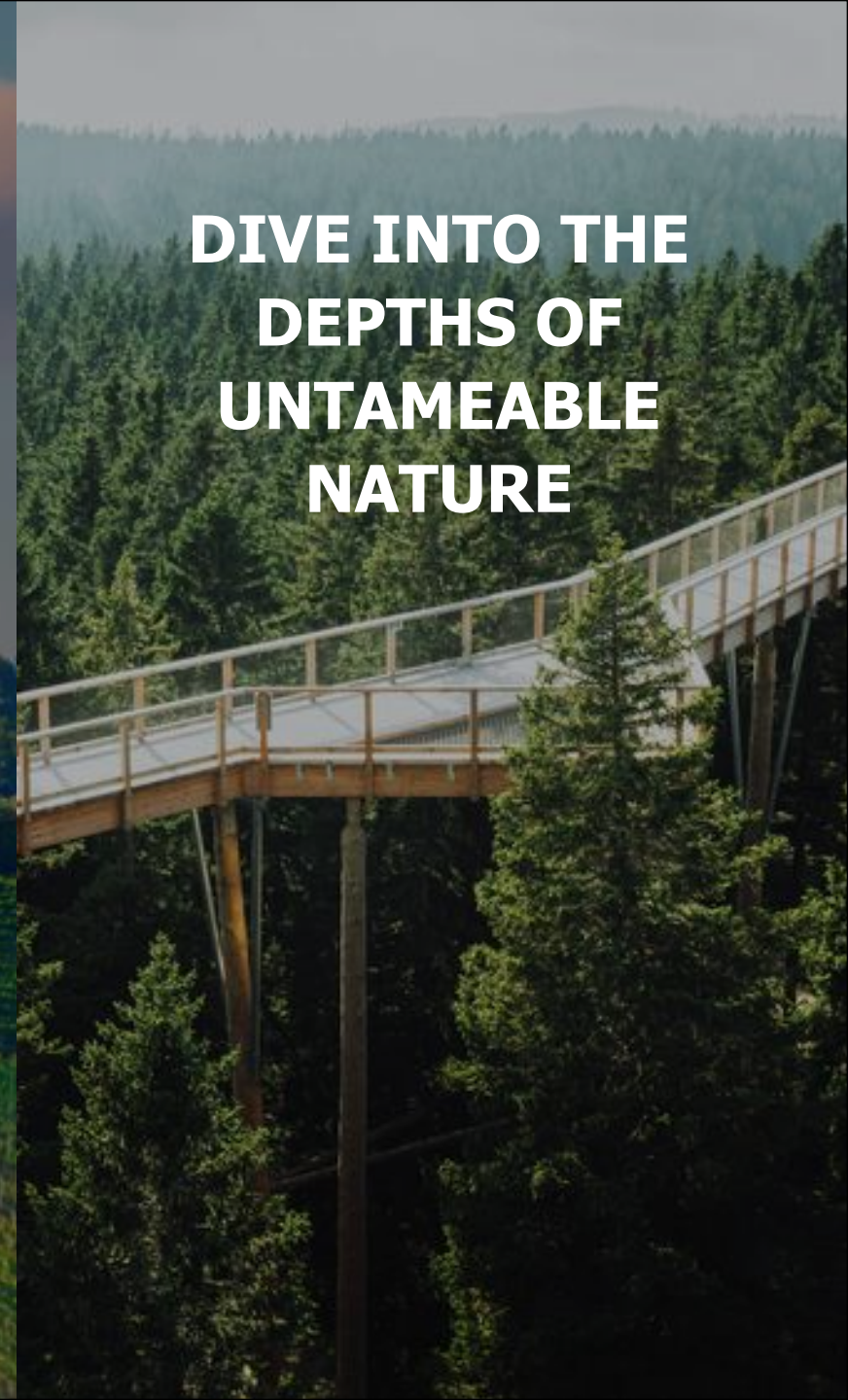




**OVER 800 KM<sup>2</sup> OF  
TRANQUILLITY  
AND GENUINE  
PEOPLE**

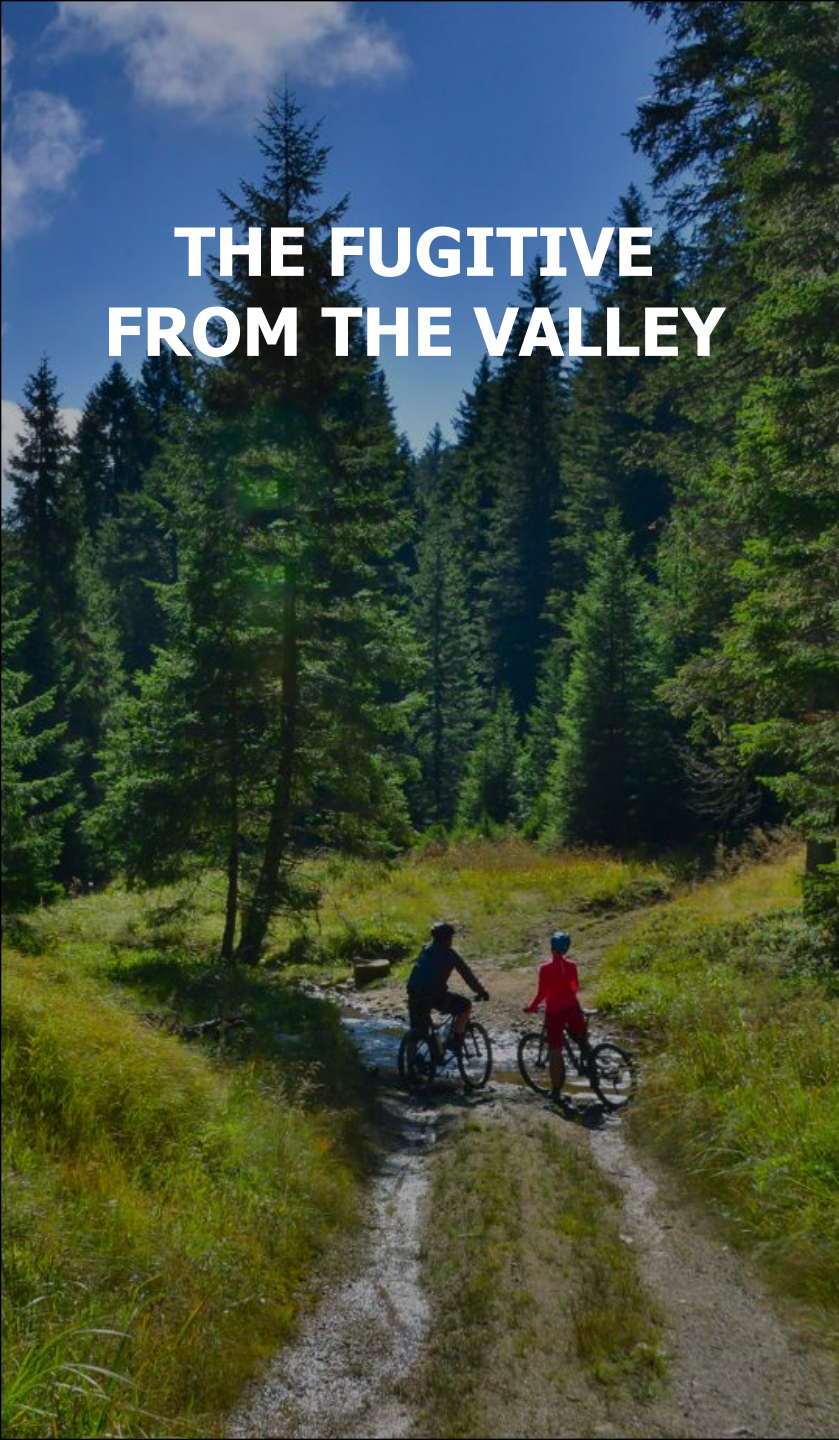
**A MODEL FOR THE  
HARMONY OF  
PEOPLE WITH  
NATURE**

**DIVE INTO THE  
DEPTHS OF  
UNTAMEABLE  
NATURE**





**THE FUGITIVE  
FROM THE VALLEY**



**POHORJE HAS A  
BIG HEART**



**WE REVIVE THE  
VALUES THAT THE  
MODERN WORLD  
IS LOSING IN ITS  
SUPERFICIALITY**





A man in a red and white plaid shirt is smiling and leaning over a young child who is wearing a similar plaid shirt and dark pants. The child is standing on a grassy field with some fallen leaves. In the foreground, the arm and hand of another person are visible, reaching out towards the child. The background shows trees and a bright, sunny sky.

**JOY OF LIFE**

A wide-angle shot of a mountain landscape at sunset. The foreground is filled with a dense forest of evergreen trees covered in a light layer of snow. In the background, rolling mountain ranges are visible under a sky with soft, orange and blue hues. A bright sun is setting on the right side, creating a lens flare effect.

**POHORJE IS AN ISLAND THAT  
GIVES SHELTER TO AUTHENTIC  
HUMAN VALUES**



# Branding with brand foundations and manual of the corporate identity





# Challenges in our specific mountain area



**2. Sustainable mobility**

**3. The (un)attractiveness of the environment for young families**

**4. Nature protection**



**5. Climate change**

**6. Fragmented ownership structure**

**7. Management and control**

## MEMBERS OF THE PARTNERSHIP COMMITTED THAT:

*»Joined in the Partnership for Pohorje, we will begin to coordinate goals and projects and create a green destination with an established European brand. We will try to preserve the natural and cultural features and encourage coherent economic and touristic development with an emphasis on the sustainable use of natural resources.«*



## SETTING COMMON DEVELOPMENT AND PROMOTION GOALS

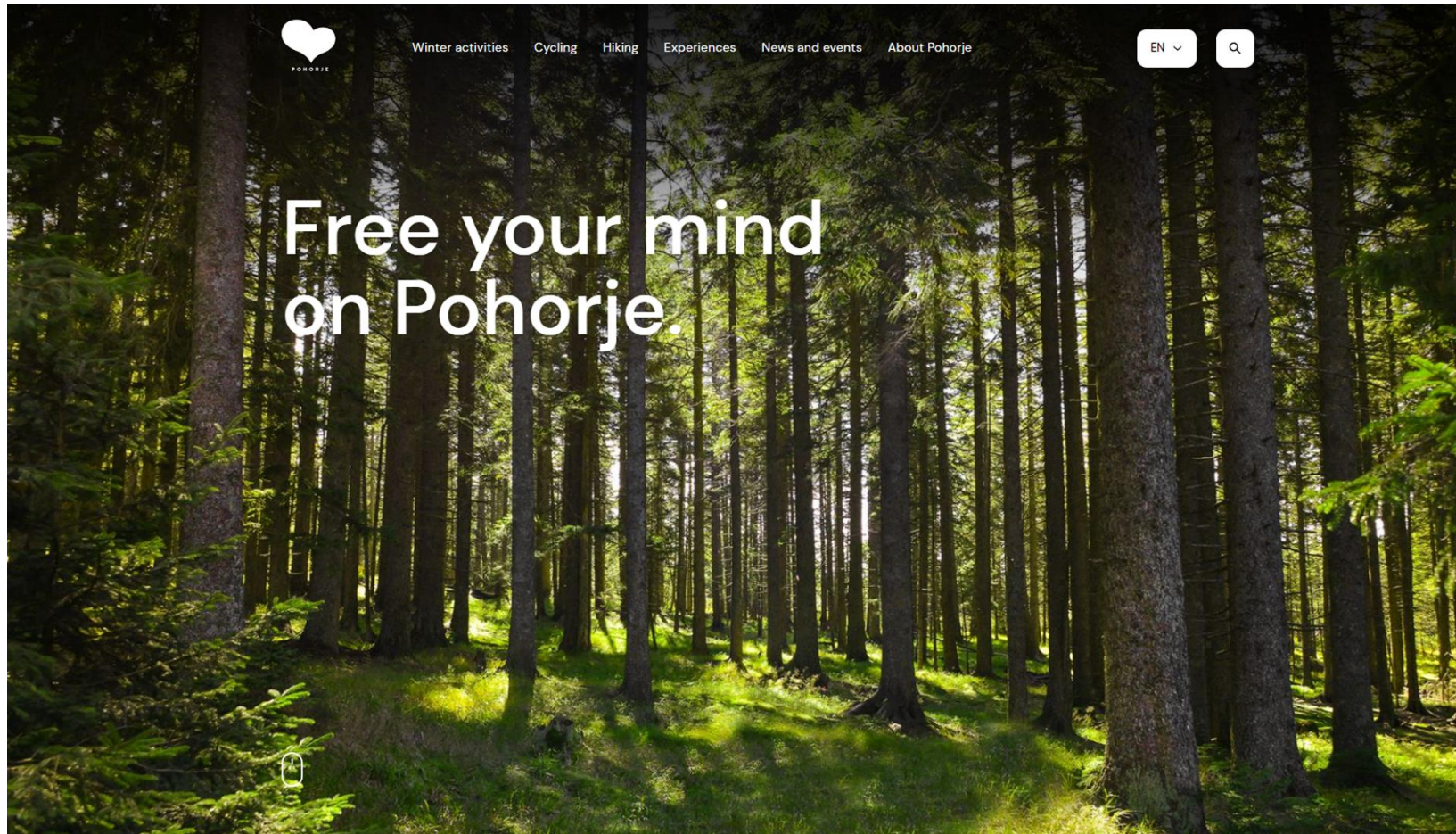
- to bring Pohorje as a green destination closer to other similar destinations in developed Europe;
- prepare a common vision and development strategy and estimate the value of the necessary investments for the entire area;
- design smaller projects for the promotion of the entire area; development of communal, road and tourist (cycling, hiking and other trails, cable cars, etc.) infrastructure and
- system management of the entire Pohorje area as a tourist-nature park.

## WE HAVE CONTRIBUTED TO:

- *greater recognition of the Pohorje Destination and*
- *the development of the cycling infrastructure.*



# New website: [www.pohorje-slovenija.si](http://www.pohorje-slovenija.si)





# Social media – Facebook and Instagram



**Pohorje Slovenija**

@PohorjeSlovenija · Naravni rezervat

[Več informacij](#)

[pohorje-slovenija.si](http://pohorje-slovenija.si)

Dive into the  
depths of nature.

#FREEYOURMIND



Exploring nature,  
having fun in the  
adventure park,  
snow games and other  
activities for all seasons.

#POHORJEOUTDOOR



800 KM2 of  
tranquillity and  
genuine people.

#FREEYOURMIND

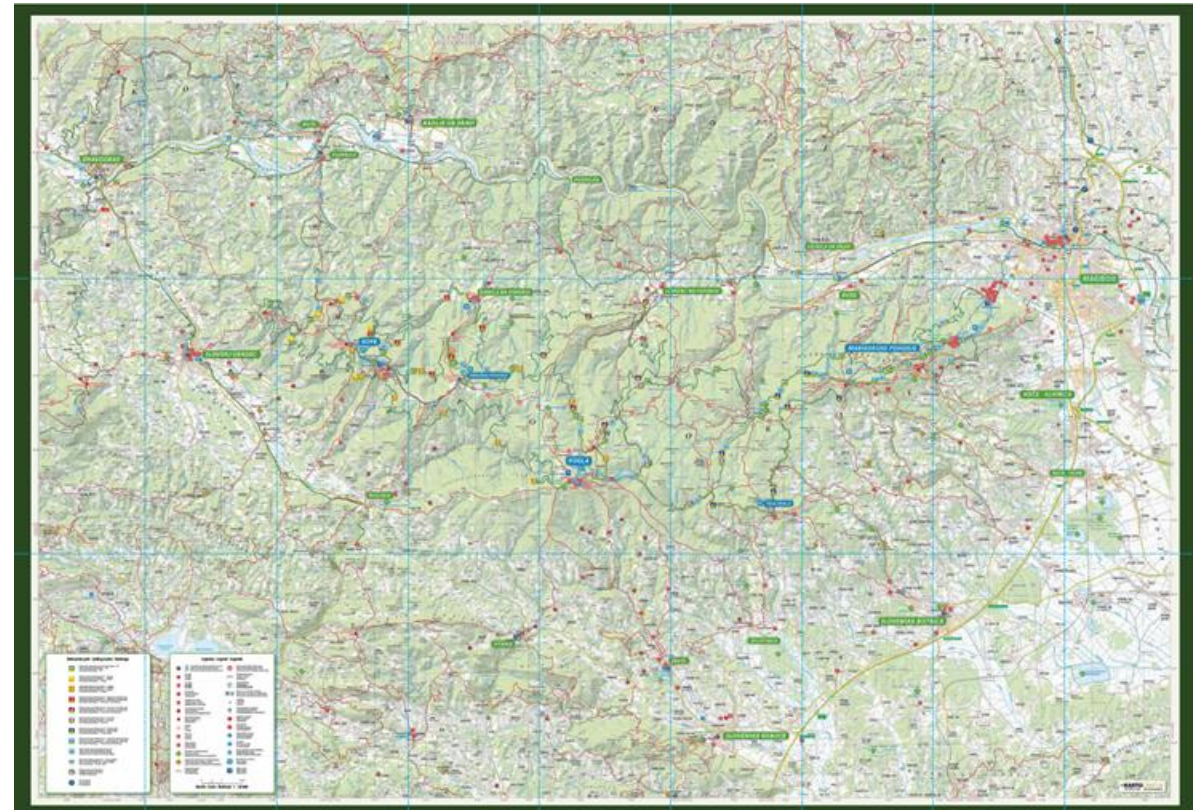




# Tourist map



**POHORJE**  
free your mind







**POHORJE**  
free your mind

## FOR ACTIVE SOULS

### 5 SKI RESORTS - 66 KM OF PURE JOY

Mariborsko Pohorje - the largest ski resort in Slovenia  
Rogla - the most visited Slovenian ski resort  
Kope - ski resort for all tastes  
Trije kralji - smaller, but pleasant family ski resort  
Ribnica na Pohorju - family friendly ski resort  
Winter activities on Pohorje - skiing - ski touring - snowboarding - sledding  
- cross-country skiing - skating



### 3 BIKE PARKS

Bike Park Pohorje - Maribor, Bike Park Rogla, Bike Park Kope  
Treat yourself with an adrenaline experience.



### 1000 KM AND MORE OF HIKING TRAILS

Explore a dense network of hiking trails that lead between forests, lakes and waterfalls and offer beautiful views.



### 240 KM OF CYCLING TRAILS

Explore Pohorje by bike and discover the wonders of untameable nature and Pohorje sights.



## NATURAL ATTRACTIONS

Pohorje is a 1543 meters high natural oasis. It impresses with coniferous forests, the Primeval Forest Šumik, waterfalls and moors with lakes such as Crno Jezero, Lovrenška jezera and Ribniško Jezero. It is home to numerous animal species, red deer, chamois and other mountain animals and 90 species of birds and more than 700 species of butterflies.



## CULTURAL ATTRACTIONS

Diverse history, well-preserved traditional cultural landscape, rich cultural heritage, and cultural tradition is related to the revival of diverse heritage arising from the traditional economic activities of Pohorje.

The rich immovable cultural heritage is mainly represented by architectural heritage (castles and their ruins, mansions, villas, homesteads, blacksmiths, sawmills, mills, memorials, etc.) and sacral heritage (many churches, chapels, landmarks).



## POHORJE CUISINE

The cuisine from Pohorje is based on ancient grandmothers' recipes and is complemented by flavours of quality meat and vegetables, forest delicacies and meadow herbs. Pohorje cuisine is strong and originates from aromatic flavours. The typical dishes include *peharski pištek*, the aromatic *peharska bunka* with local cheese, the simple *peharska omleta* and *peharski iganci* with local milk or coffee with milk.

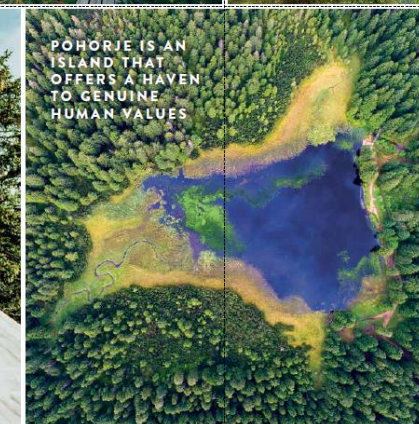
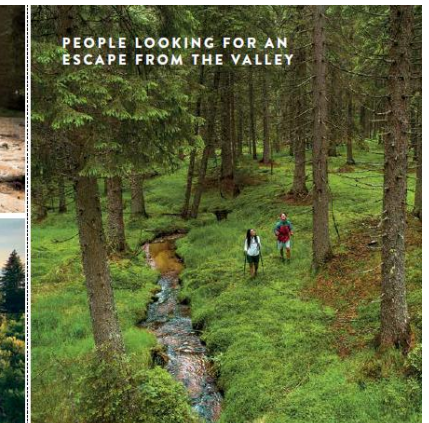
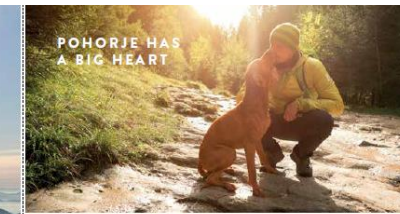
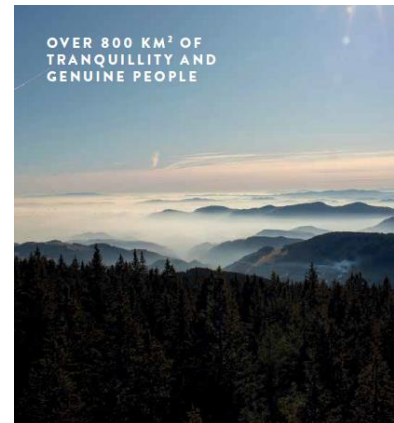


## OUR LOCATION

Pohorje is one of the best-preserved natural regions in Slovenia. It is a pre-Alpine Mountain, located in north-eastern Slovenia, and is mostly overgrown with coniferous forests. It stretches between the river Drava in the north and the Drava plain in the south, in the west it reaches Dravograd and Slovenski Gradec, in the east Maribor, the second largest city in Slovenia.

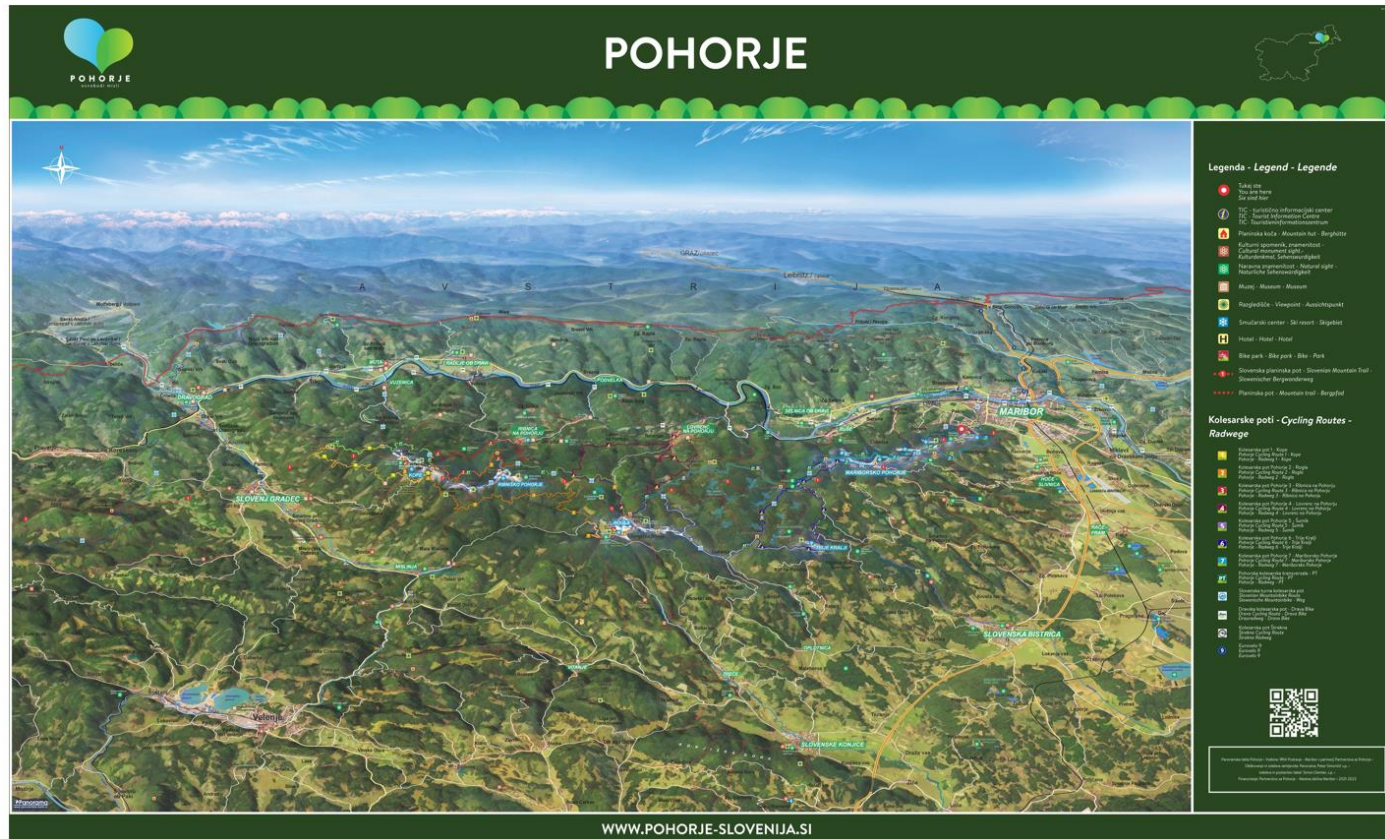
Soon more on: [www.pohorje.si](http://www.pohorje.si)

Name: POHORJE - free your mind - Publisher: © 2024 Pohorje - Maribor, Ribnica, Kranjska Gora, 20, 2020 Maribor - Design: Miroslav Petrovič and Silvana Klemenčič - Project manager: Silvana Klemenčič - Content: BBA Pohorje - Author with photos: BBA Pohorje - Photography: Jure Bala, Jan Čadež - www.bba.pohorje.si, Maribor, Kranjska Gora, Ribnica, Slovenia - Design and layout: Tanya 2024 d.o.o. - Printing: BBA Pohorje d.o.o. - Number of copies: 1000 - Maribor, October 2024





# Tourist information board





# 7 new circular cycling connections, mostly on forest roads





# The concept of signposting of cycling connections



# Urban equipment on Pohorje





# Welcome on Pohorje to FREE YOUR MIND!





# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

**Veronica Blumenthal, PhD**

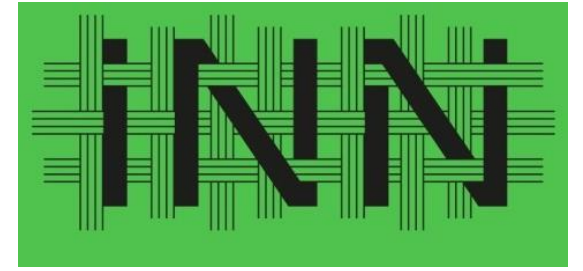
*Senior resresearcher, Inland Norway University of Applied  
Sciences*

***CREATUR: The sharing economy and its potential for the  
tourism industry in rural mountainous areas***



**Inland Norway  
University of  
Applied Sciences**

Email: [veronica.blumenthal@inn.no](mailto:veronica.blumenthal@inn.no)



- Introducing the project: CREATUR
- What is sharing economy?
- Is it good or bad?
- Drivers of the sharing economy
- How do we get there?





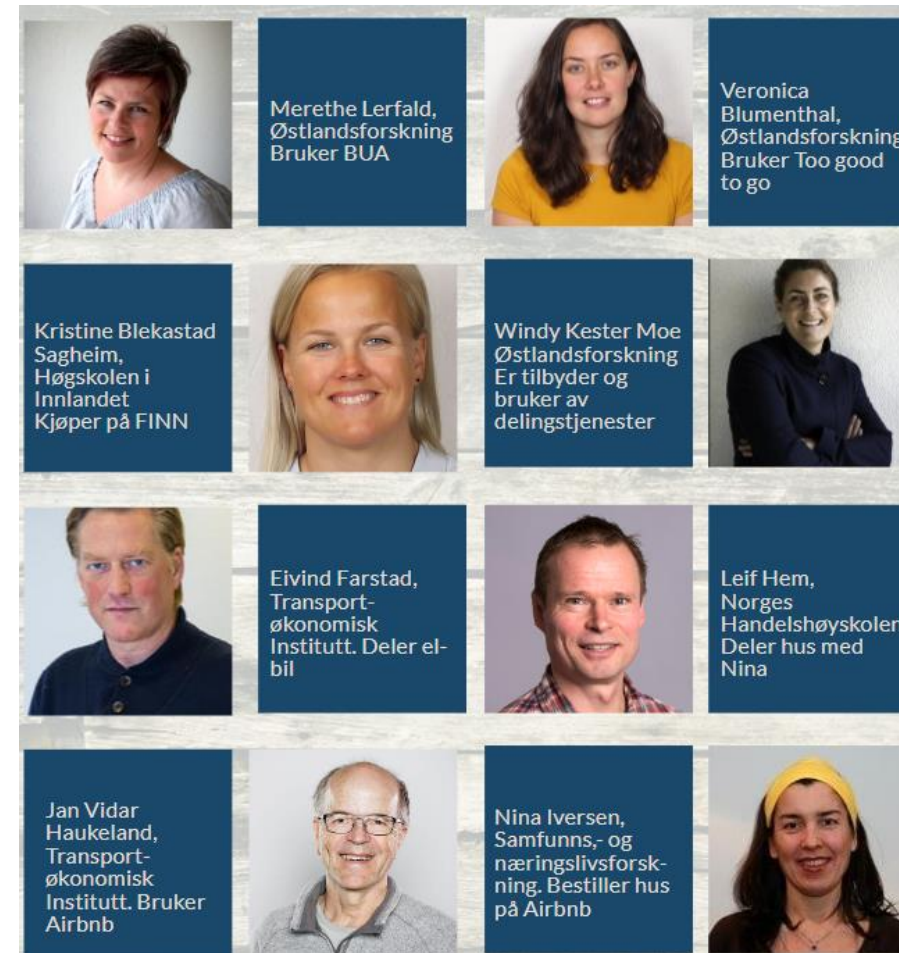
## Collaboration between:

- Inland Norway University of Applied Sciences
- The (Norwegian) Institute of Transport Research
- Norwegian School of Economics
- Centre for Applied Research at NHH

## Purpose:

- Explore the sharing economy's potential in relation to tourism in rural, mountainous areas.

Project period: 2019-2022



# WHAT IS SHARING ECONOMY?



Economic  
transaction



Digital  
platform



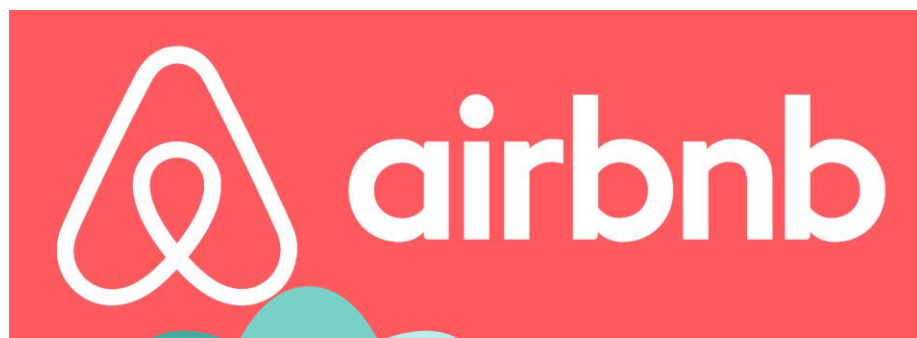
No transfer  
of ownership



Better utilization  
of existing  
resources



# WHAT IS SHARING ECONOMY?



Too Good To Go

TaskRabbit



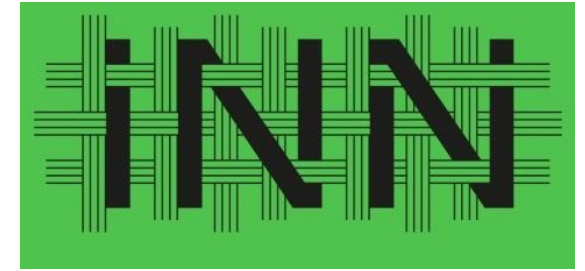
Getaround



JustPark

# IS IT GOOD OR BAD?

## PERSPECTIVES FROM THE TOURISM SECTOR IN INNLANDET, NORWAY



### Sharing economy can undermine existing tourism suppliers

- International companies like Airbnb can put small actors out of business.
- Sharing economy is a city phenomenon not suitable for rural areas
- More regulation is needed

### Sharing economy can contribute to economic growth and renewal in rural areas

- Platforms such as Airbnb can facilitate visitation to areas lacking tourism infrastructure
- Small actors gain access to platforms that reach a wider audience
- Airbnb potential motivates preservation and renovation of old farmhouses and barns
- Better utilization of resources



# SHARING ECONOMY – OPPORTUNITIES FOR INNLANDET



## Trend



An increasing number of second homes



Increased focus on local Northern-European markets



Norwegians continue to travel in Norway



Generational change = more technologically competent travelers. The new generation is less concerned about owning



The division between work and leisure is becoming blurred



## Opportunity

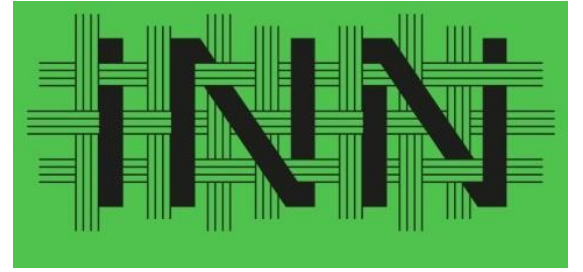
Increased demand.  
The increased cost of owning can motivate sharing

Increased interest in activity-based & nature-based tourism can lead to increased demand for knowledge and equipment sharing

Increased demand for user-friendly solutions that makes it easier to plan and organize individual travel

More flexible workdays, home office, and “cabin office” create opportunities/demand for mid-week and off-season rental

# BONUS: INSIGHTS FROM THE YOUTH – WHAT DO THEY EXPECT?



- Easy «one stop shopping»
- Flexible experiences they can tailor to their own needs
- Highly facilitated experiences
- Offline access opportunities
- Facilitation of sustainable choices
- To share their experiences through social media

They enjoy:

- Gamification

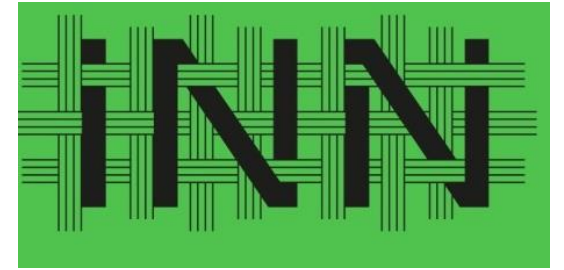


# DRIVERS OF THE SHARING ECONOMY – WHY DO PEOPLE WANT TO SHARE?



# HOW DO WE GET THERE?

## THE AUTHORITIES

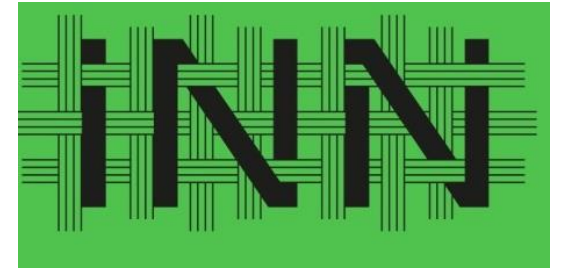


- Improve broadband access in rural areas
- Stimulate cross sectorial cooperation and network development between tourism providers and technology firms
- Promote competence development and transferal
- Implement «sharing friendly» regulations in the establishment phase



# HOW DO WE GET THERE?

## THE TOURISM INDUSTRY



- Improve/recruit technological competency
- Sharing economy = part of the social and environmental responsibility future customers expect from you
- Local, cross sectoral cooperation to the benefit of both locals and visitors
- Focus on flexibility and reliability
- Be realistic – think long term sustainability
- Share stories



# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

Gianluca Lentini

*Researcher, Poliedra-Politecnico di Milano*

## **SMART VILLAGES IN MOUNTAIN AREAS**

### **Experiences from the Interreg Alpine Space project «Smart Villages» (2018- 2021)**

**Interreg**  
Alpine Space



**SMART**Villages 

Email: [gianluca.lentini@polimi.it](mailto:gianluca.lentini@polimi.it)



● Poliedra

# SMART VILLAGES IS A SMART CONCEPT!



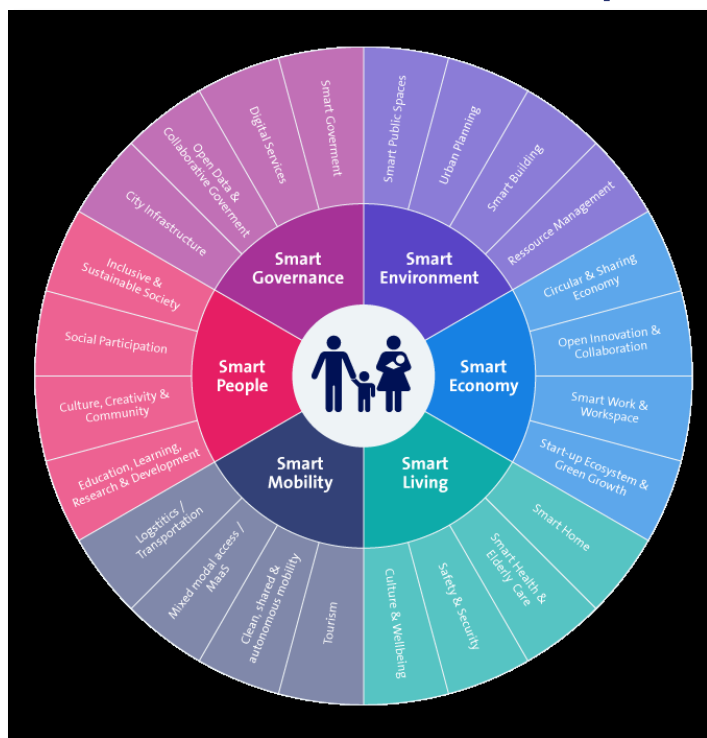
- **13** partners from **6** Alpine countries
- **11+** Test Areas
- A **common methodological framework** for the involvement of stakeholders and the assessment of smartness
- **Recommendations** for policy makers





# WHAT DO WE MEAN WITH «SMARTNESS»? CAN WE AGREE ON A WAY TO QUANTIFY IT?

The literature defines **indicators** and **methodologies** for Smart Cities. Can we work with the same framework for sparsely populated areas too? Well, **yes and no**.



Brought to you by

Interreg Alpine Space

EUROPEAN UNION

SMARTVillages

s c c h  
software competence center  
hagenberg

### Assess the smartness degree of your village

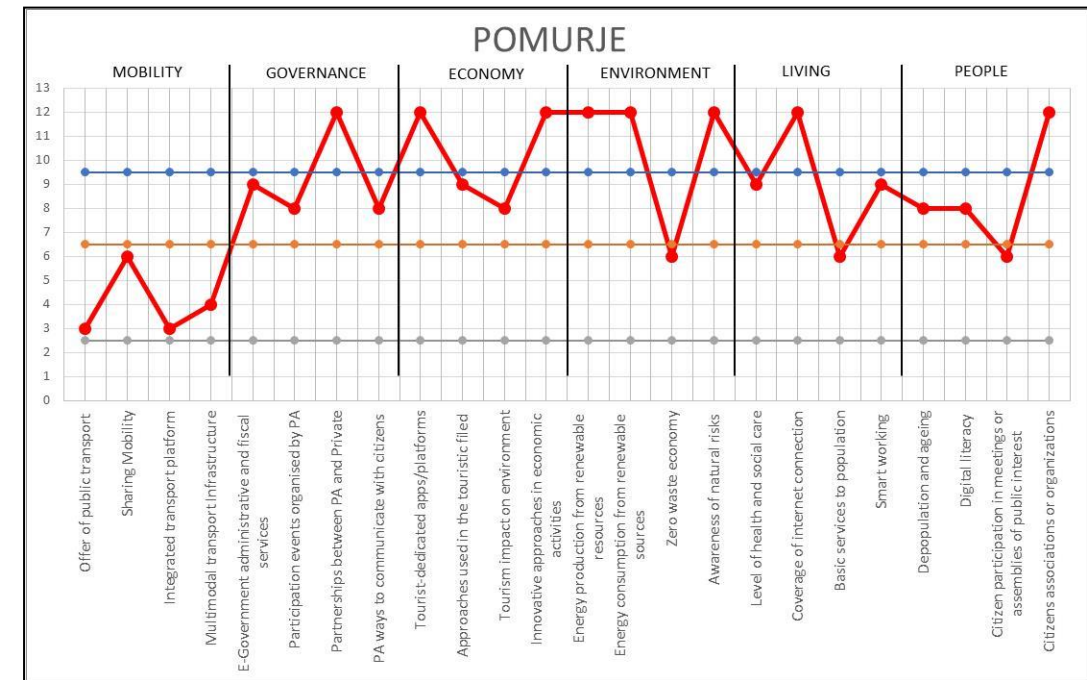
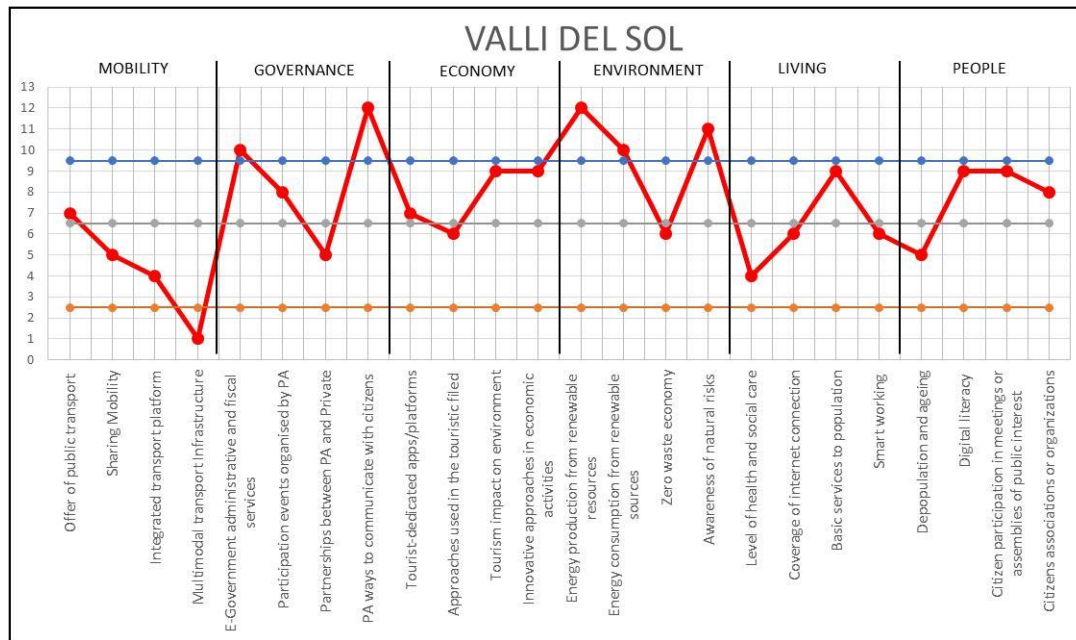
You can fulfill the test to know the degree of smartness of your village:

<p><b>1. Would you say that your TA is subject to depopulation and ageing?</b></p> <p><input type="radio"/> Yes, the TA is only inhabited and 'lived' by elderly people</p> <p><input type="radio"/> Yes, young people (under 30) come back occasionally (for holidays and occasional work)</p> <p><input type="radio"/> Yes, young people (under 30) study and work away but still live here (e.g., daily commuters)</p> <p><input type="radio"/> No, young people (under 30) are staying in the area</p> <p>Comment: <input type="text"/></p>	<p><b>2. What is the level of digital literacy of the people living in your Test Area?</b></p> <p><input type="radio"/> Low, and educational activities to foster digital literacy are not planned</p> <p><input type="radio"/> Low, but educational activities to foster digital literacy are in place or planned</p> <p><input type="radio"/> Medium-to-high, but not for all the age groups</p> <p><input type="radio"/> High, all people can be defined as digital literates</p> <p>Comment: <input type="text"/></p>	<p><b>3. Do citizens in your TA participate in meetings or assemblies of public interest?</b></p> <p><input type="radio"/> No, there is not much interest in participating in decision making</p> <p><input type="radio"/> Yes, there are some opportunities but only a low percentage of people participate. Indicate an approximate percentage <input type="text"/></p> <p><input type="radio"/> Yes, there are some opportunities and a medium-to-high percentage of people participate. Indicate an approximate percentage <input type="text"/></p> <p><input type="radio"/> Yes, there are some opportunities and a very high percentage of people participate. Indicate an approximate percentage <input type="text"/></p>	<p><b>4. Are there active citizens associations and organisations in your TA?</b></p> <p><input type="radio"/> No, or there were but they are not active any more</p> <p><input type="radio"/> No, but there are plans for some new associations/organisations to form</p> <p><input type="radio"/> Yes, but they are not focused on innovation. Indicate an approximate number <input type="text"/></p> <p><input type="radio"/> Yes, and they are focused on innovation. Indicate an approximate number <input type="text"/></p> <p>Comment: <input type="text"/></p>
<p><b>1. Are there e-government administrative and fiscal services, organised and managed by Public Authorities?</b></p>	<p><b>2. Do Public Authorities involve citizens in decision making? (top-down approach to participation)</b></p>	<p><b>3. Do Public Authorities facilitate partnerships with private enterprises?</b></p> <p><input type="radio"/> No</p>	<p><b>4. Do Public Authorities communicate (news, decisions, information) in smart ways to the citizens or visitors?</b></p>

10:23 08/03/2019

# ASSESSING SMARTNESS, SETTING PRIORITIES, KICKSTARTING ACTIONS

An **ad-hoc methodology** was **co-designed with all partners** and applied to **all Test Areas** with local stakeholders: this is key for an effective work, and for ushering a transformation that is effectively **owned by local people**.





# SOME SMART VILLAGES ACTIONS KICKSTARTED BY THE PROJECT. GO SMALL, CONCRETE AND FEASIBLE

- **Electric ‘valley’ car-sharing**, matching the demand for transport of an Alpine valley with the need to commute, reduce congestion and reduce environmental impact (Austria)
- **Public transport on demand**, matching the need to counter the lack of transport services with the opportunities that IT and smartphones allow (Italy)
- **Creation of digital labs and hubs**, areas of innovation and services to the population, from the most basic services (transport) to the most innovative ones (3D printers, robotics) (France)
- **Smart and sustainable agriculture**, strengthening networks between producers and customers, creating digital shops, innovating towards blockchain (Slovenia)

**SUCH ACTIONS INCREASED THE RESILIENCE OF THE AREAS DURING  
THE PANDEMIC AND THE LOCKDOWNS**

# HOW CAN WE DESCRIBE SMART VILLAGES IN A FEW WORDS?

## SMART VILLAGES CAN BE:

- **'Equalisers'**, or areas aiming to offer opportunities akin to those offered by urban areas
- **'Linkers'**, or hubs for the aggregation of services to the population.
- **'Partners'**, or areas supporting urban areas in the provision of services and/or economic opportunities.

In any case, the smart villages are **'Players'**, active in all respects in shaping their future, to keep rural and mountain areas attractive, liveable and lived in



- **R1:** Consider the smart transformation of mountain, rural and peripheral villages as a strategic priority
- **R2:** Embed Smart villages in existing and future strategies and policies
- **R3:** Allocate funds to integrative approaches such as the Smart villages
- **R4:** Allow room for innovation and experimentation
- **R5:** Encourage networking and the exchange of experiences around the Smart village approach within rural and mountain areas and with urban areas
- **R6:** Use the potential of the Smart villages approach to communicate the innovation potential and attractiveness of mountain and rural areas and to link urban and rural areas
- **R7:** Develop digital infrastructures and skills according to the needs and to the technological possibilities

# WHAT THE PRESENT AND THE FUTURE HOLD

- Smart Villages policies HAVE entered the new CAP, Pillar II
- Smart Villages are one of the cross-sectorial strategies in EUSALP AG5
- Smart Villages can be expanded to the concept of **Green Communities**
- Smart Villages are entering, more and more, in the **regional programming logic**, namely **ERDF**, **EAFRD**, other **Local Development Strategies**
- The **pandemic** has made it clear that livable, attractive mountain (and rural) areas are not only an opportunity, but a **necessity** for all countries.



# USEFUL WEBSITES:

- Website: <https://www.alpine-space.eu/projects/smartvillages/en/home>
- Smart Villages Platform – smartness assessment: <https://smart-villages.eu/language/en/smartness/>
- Smart Villages Platform – good practices: <https://smart-villages.eu/language/en/good-practices-submission/>
- Smart Villages’ Poliedra pages:
  - [https://www.youtube.com/watch?v=Zj3yxuOhOb8&ab\\_channel=ConsorzioPoliedra](https://www.youtube.com/watch?v=Zj3yxuOhOb8&ab_channel=ConsorzioPoliedra)
  - <https://www.poliedra.polimi.it/en/project-category/smart-cities-and-communities-en/>
- European Commission: [https://ec.europa.eu/regional\\_policy/en/newsroom/news/2021/03/29-03-2021-eusalp-policy-recommendations-from-the-%C2%AB-smart-villages-%C2%BB-project](https://ec.europa.eu/regional_policy/en/newsroom/news/2021/03/29-03-2021-eusalp-policy-recommendations-from-the-%C2%AB-smart-villages-%C2%BB-project)



# THANK YOU / MERCI / GRAZIE!





# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

GEORGIA DIMOPOULOU

*VOLUNTEER, MENALON SOCIAL ENTERPRISE*

## Technology and environmental monitoring of the Arcadian mountains



Email: [georgiad3@gmail.com](mailto:georgiad3@gmail.com)

# LET'S START !



- Place of the initiative: MENALON MOUNTAIN AREA/ ARCADIA/GREECE
- Coordinator / leader of the initiative: MENALON SOCIAL ENTERPRISE
- Linked third parties
  - *ELKETHE - Hellenic Center for Marine Research*
  - *PELOPAS - Secondary Union of Social Enterprises of Peloponnese*
- Key facts or figures: Gradual increase of visitors /actions to be taken in order to save the sensitive ecosystem



# INTRODUCTION



The “Menalon Social Enterprise” is a social enterprise which had the idea of the creation of the Menalon Trail, the first certified trail by ERA (European Ramblers Association) in Greece, on May 2015.

It is a 75 km long mountain trail in Arcadia, in the center of Peloponnese (Greece) which is divided into 8 sections of pure nature and culture around 9 villages of Arcadia: Stemnitsa, Dimitsana, Zygovisti, Elati, Vytina, Nymfasia, Magoulia, Valtessiniko, Lagadia



# SOME MORE INFORMATION...



Menalon Trail was awarded many times at Greek Tourism Awards in a really high standards competition.

Its unique geography, flora & fauna and the thesaurus of its gastronomy are always an extra reason for guests to visit the region of Arcadia and Peloponnese and hike around the well signed sections of the trail, either they are individuals or huge groups of friends.





# THE PROJECT...



Since 2015 when Menalon trail has started, we identified that there was a lack of data regarding the number of visitors , the peak period of hiking, the peak hours during the day. National or local authorities couldn't feed us with data and this caused serious problems regarding the planning of our activities , the status of the trail, the impact of human activities along the trail etc. Therefore, we decided to establish a method of monitoring that will respond to our needs.



# THE IDEA ...



*To deal with the problems, we decided to install automatic sensors to record the traffic on the Menalon trail.*





- We collaborated with the Hellenic Center for Marine Research that installed water monitoring stations in the rivers of the area and jointly submitted a proposal to the Green Fund under the title “**Environmental monitoring actions in water bodies and hiking trails of mountainous Arcadia using innovative technologies**”
- The total budget was €50,000 and included also actions involving public events, display signs and posters mentioning the action that were implemented by PELOPAS (Secondary Union of Social Enterprises of Peloponnese), the third part of the initiative
- The duration of the program was 18 months and was completed last June.

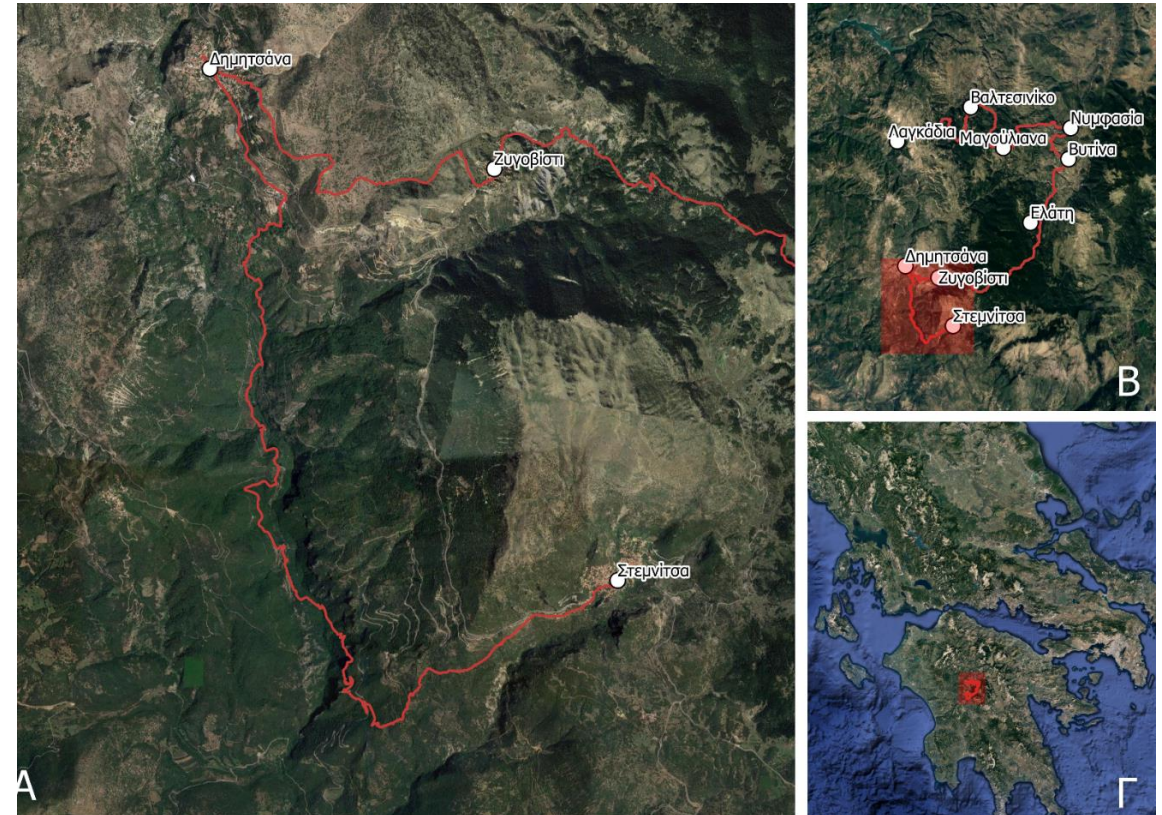


# AREA OF IMPLEMENTATION



*The project implementation area was the Western Menalon area in the central Peloponnese, which is crossed by the Menalon Trail hiking network.*

*Main economic activities are agriculture, livestock farming and tourism thanks to the special natural and cultural environment, the rivers and the traditional settlements (Stemnitsa, Dimitsana, Lagkadia).*



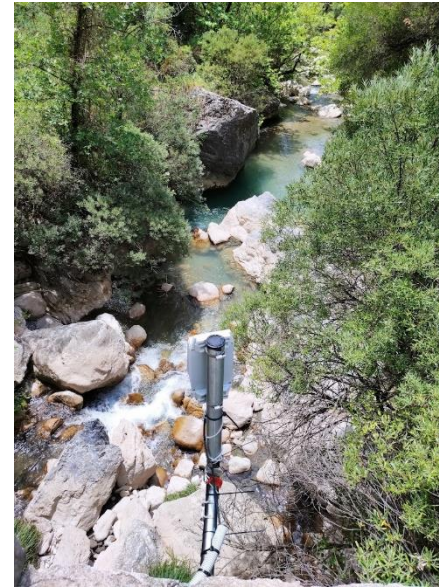


*After the approval of our proposal by the Green Fund we started the implementation of the project. Initially, market research was carried out in order to fix the optimal specifications of automatic sensors, using IoT (Internet of Things) technologies. Subsequently, we carried out the installation of three automatic sensors. There have been no construction interventions or technical projects in order to avoid any damage to the landscape.*



*Meanwhile, Hellenic Center for Marine Research (ELKETHE) proceeded to the installation of 4 water monitoring stations in the river Lousios.*

*The parameters of dissolved oxygen (mg/L), conductivity ( $\mu\text{S}/\text{cm}$ ), temperature ( $^{\circ}\text{C}$ ) and pH are recorded for water quality monitoring. The level (m) of the rivers is recorded for the quantitative monitoring of the waters.*

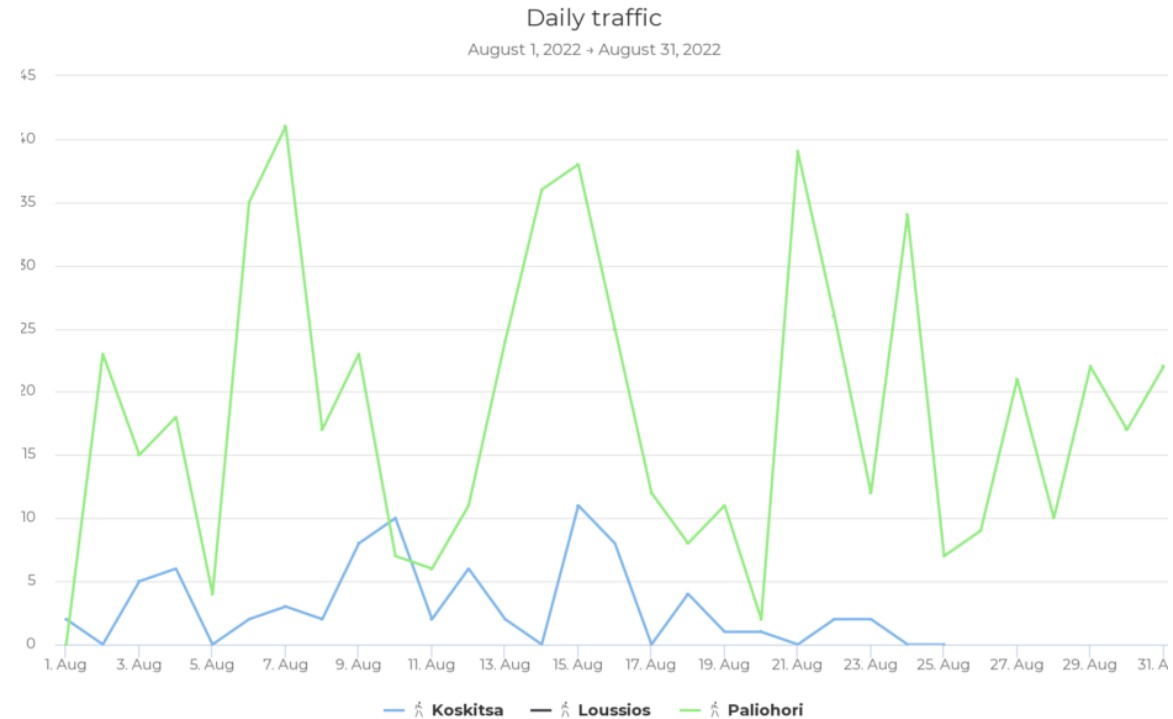






*An online platform with an integrated database has been developed for the storage, processing and visualization of the data of the automatic stations and traffic recording sensors in order to make the above recordings public.*

<https://menalon.hcmr.gr/>



- 1) Conferences in order to involve other stakeholders and local communities actors
- 2) Leaflets
- 3) Website <https://menalon.hcmr.gr>

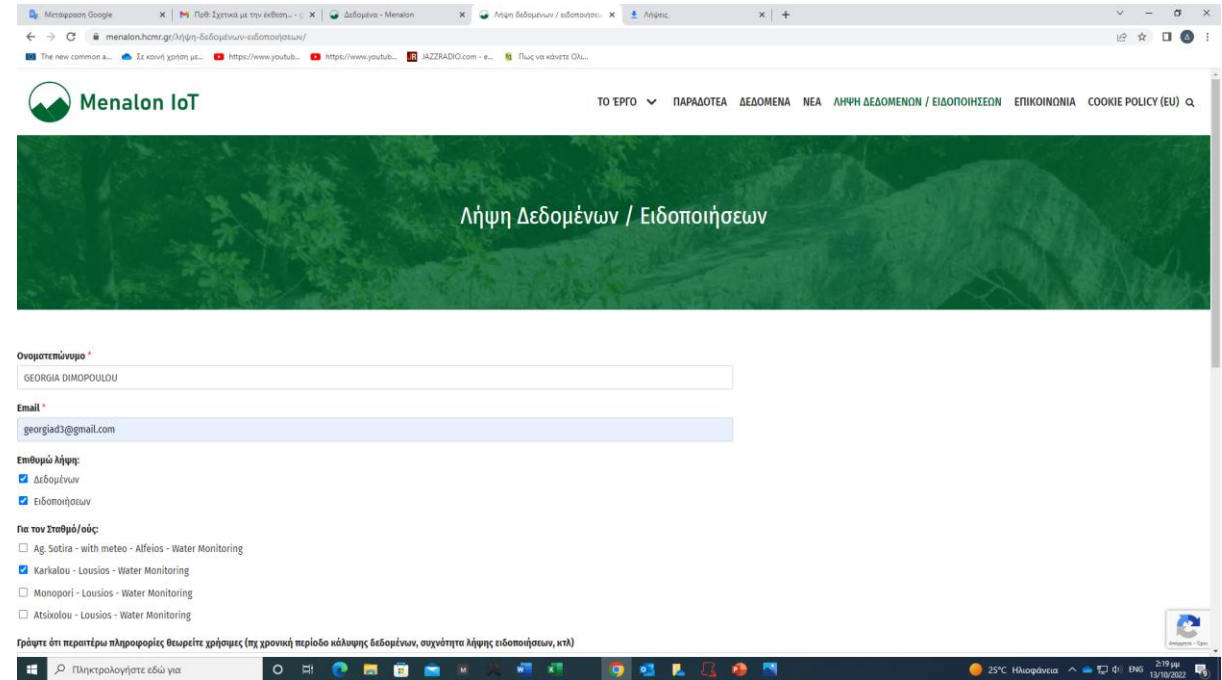




# EXPECTED IMPACTS



The system can automatically send informative messages when critical limits are exceeded in the parameters recorded, contributing to the safety of visitors active in hiking, river trekking, rafting in order to avoid accidents due to natural disasters (eg floods). Also, obtaining data on the traffic of hiking routes will help to highlight the contribution of Menalon trail to the sustainable development of the area, the increase of local income and the improvement of services.



# MAKING MOUNTAIN AREA OF MENALON TRAIL MORE RESILIENT AND FUTURE ORIENTED



*The measurement of the visitors of the hiking routes with innovative, cheap and reliable method is expected to be a useful tool for the management of the visitors of the Menalon trail e.g improvement of public and private infrastructure, impact of activities to the fragile ecosystem of the area, development of emergency response infrastructure.*

*Meanwhile we expect that it will be a useful toolkit for destination management organizations, academic and research institutions.*





# THANK YOU / MERCI / GRAZIE!







# SMART MOUNTAINS

**XII** European  
Mountain  
Convention

25 – 26 – 27  
October 2022

How to make our territories attractive and  
future- oriented?

F. Javier Pérez Pérez

*Hazi Foundation*

**“Sustainable management of mountain  
grasslands: LIFE OREKA MENDIAN”**



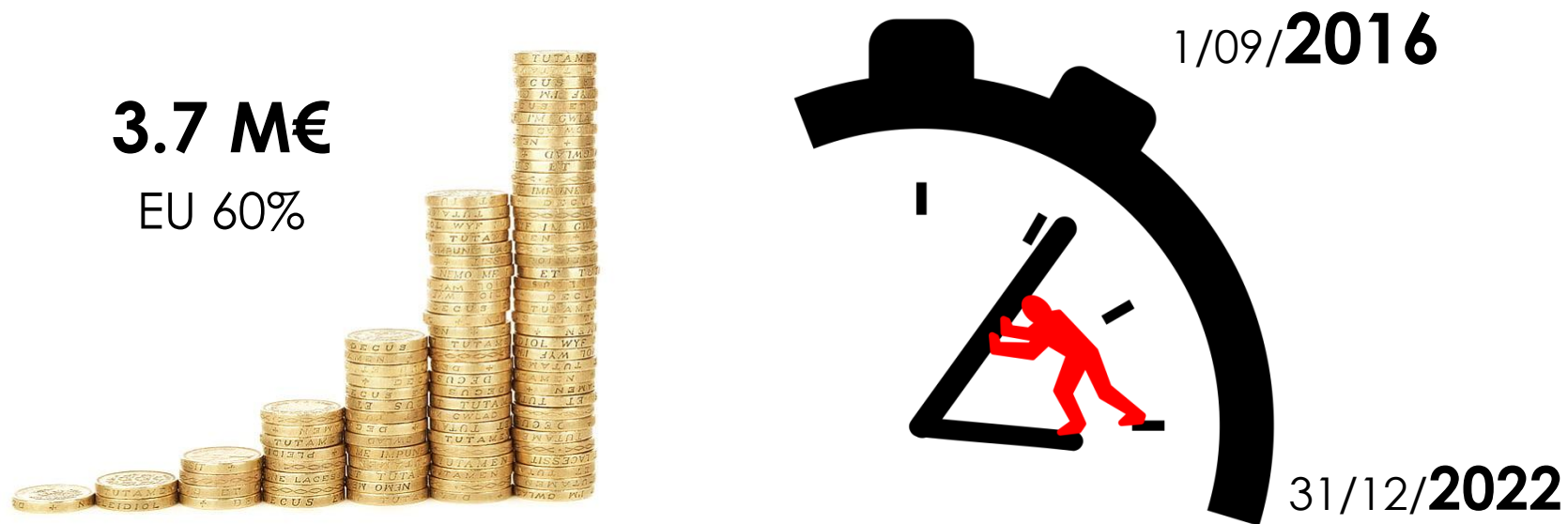
Email: [fjperez@hazi.eus](mailto:fjperez@hazi.eus)



# LIFE15 OREKA MENDIAN

## NAT/ES/805

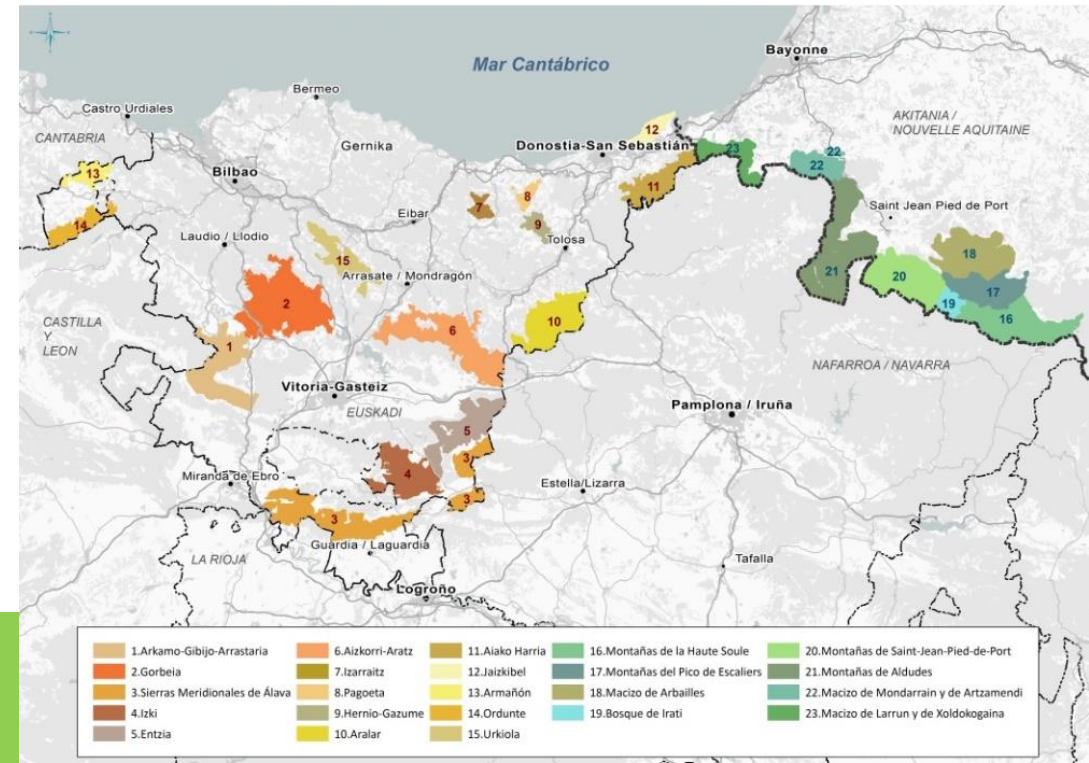
### Conservation and Management of Mountain Pasture Habitats in the Basque Country



The OBJECTIVE is to achieve the

# SUSTAINABLE BALANCE

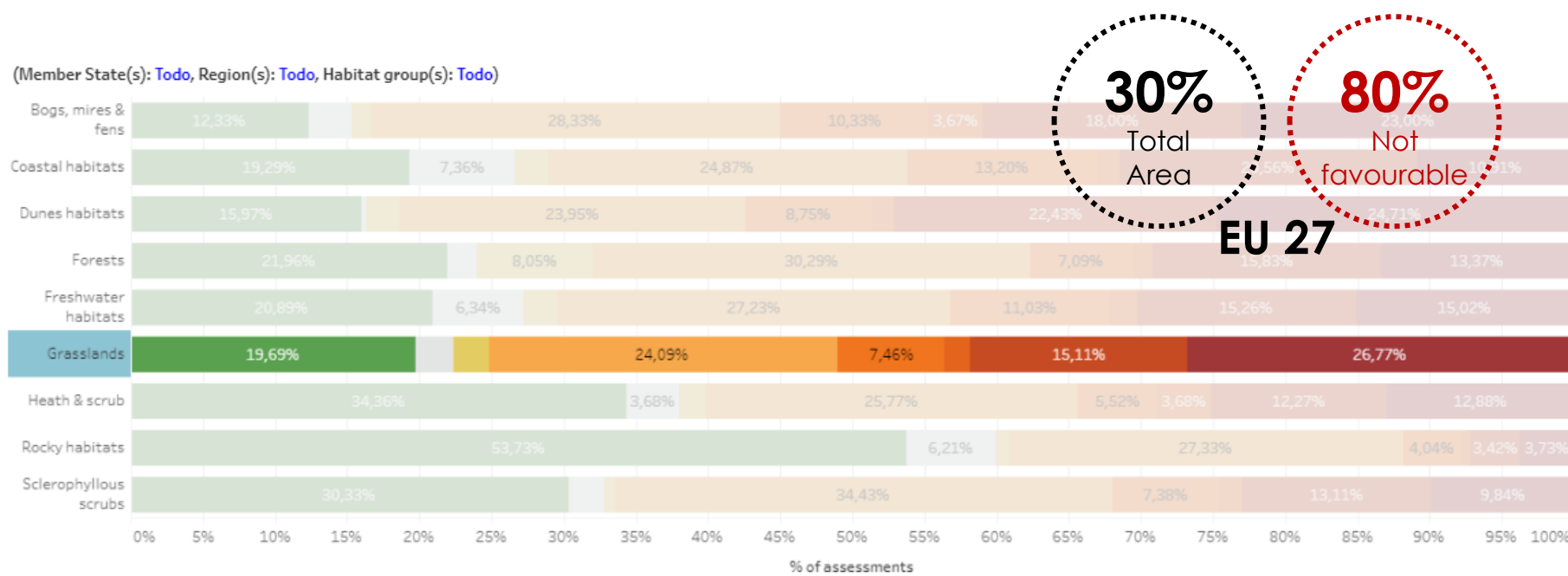
in the environment of mountain pastures to combine  
**CONSERVATION** and **SOCIOECONOMICS** with the  
participation of partners from both sides of the Pyrenees.





# A global problem

The management of mountain pastures is a **complex task**, since ecologically it is a **heterogeneous environment**, with a notable number of habitats and species of interest, interrelated temporally and spatially and, on the other hand, it depends on **extensive mountain stockbreeding** for its maintenance.







## A local problem

## Changes in vegetation

General increase in taller vegetation:  
**scrublands** and **forests**

**Forests**  
Increase of 559 ha

**Grasslands**  
Loss of 913 ha



19 % CIH 6230\* Species-rich *Nardus* grassland

**Scrublands**  
Increase of 140 ha  
Important increase in ferns and gorse

+ Increased risk of fire

+ Invasive species

Study of changes in vegetation 2005 – 2017 Scale 1:5,000



# Review of the Conservation Status of grazing habitats of Community interest / SAC

Grasslands

Heath & scrub

Mires

Favorable or Inadequate due to surface losses (fern)

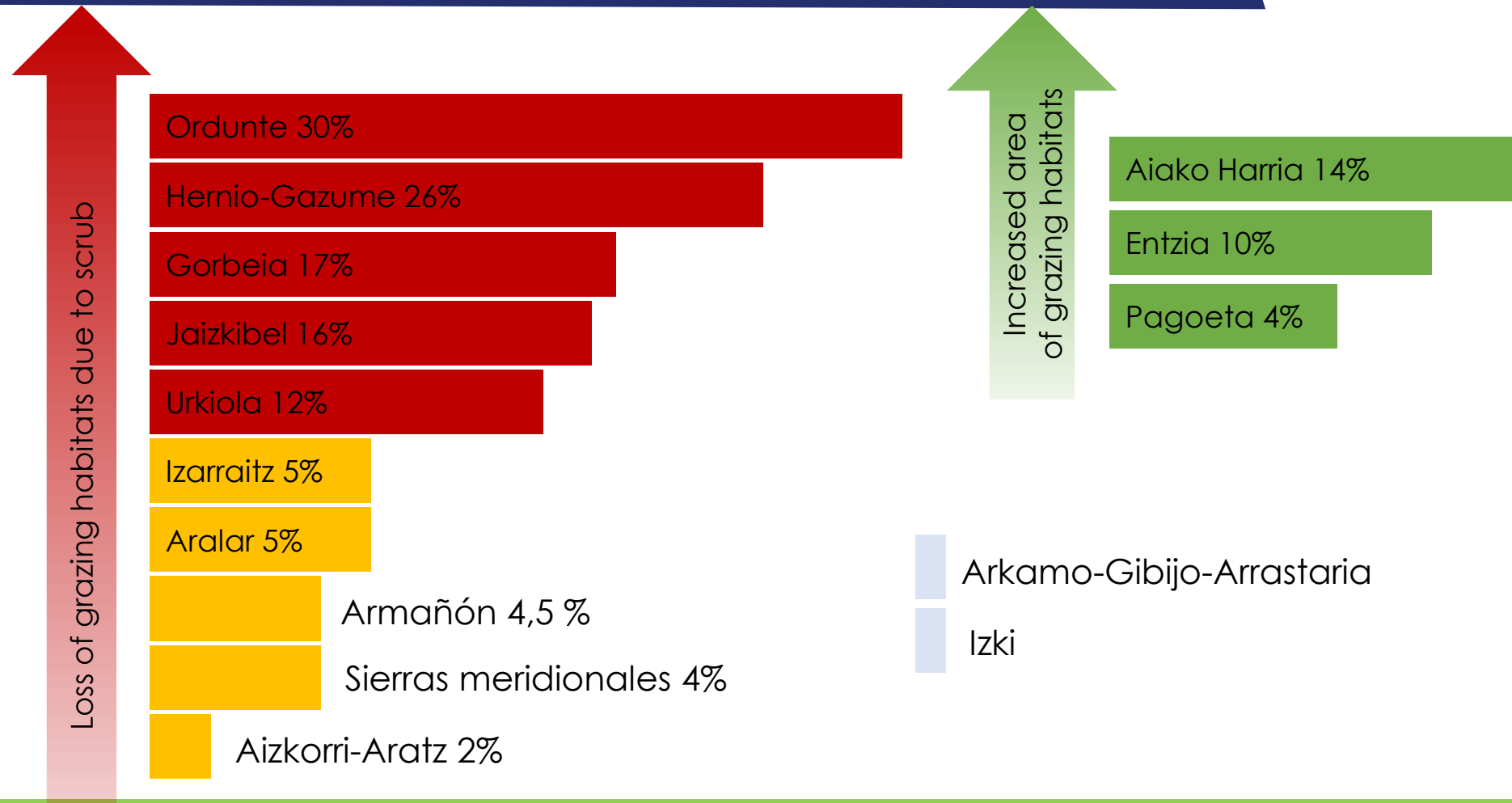
Inadequate, evolution to *Ulex* or thorn

Bad, excessive livestock trampling



# TRENDS IN VEGETATION / SAC

## Increase in scrub





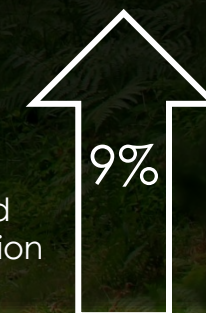
## A local problem

General trend of **abandonment**  
of extensive mountain farming

Management changes



data from  
authorizations



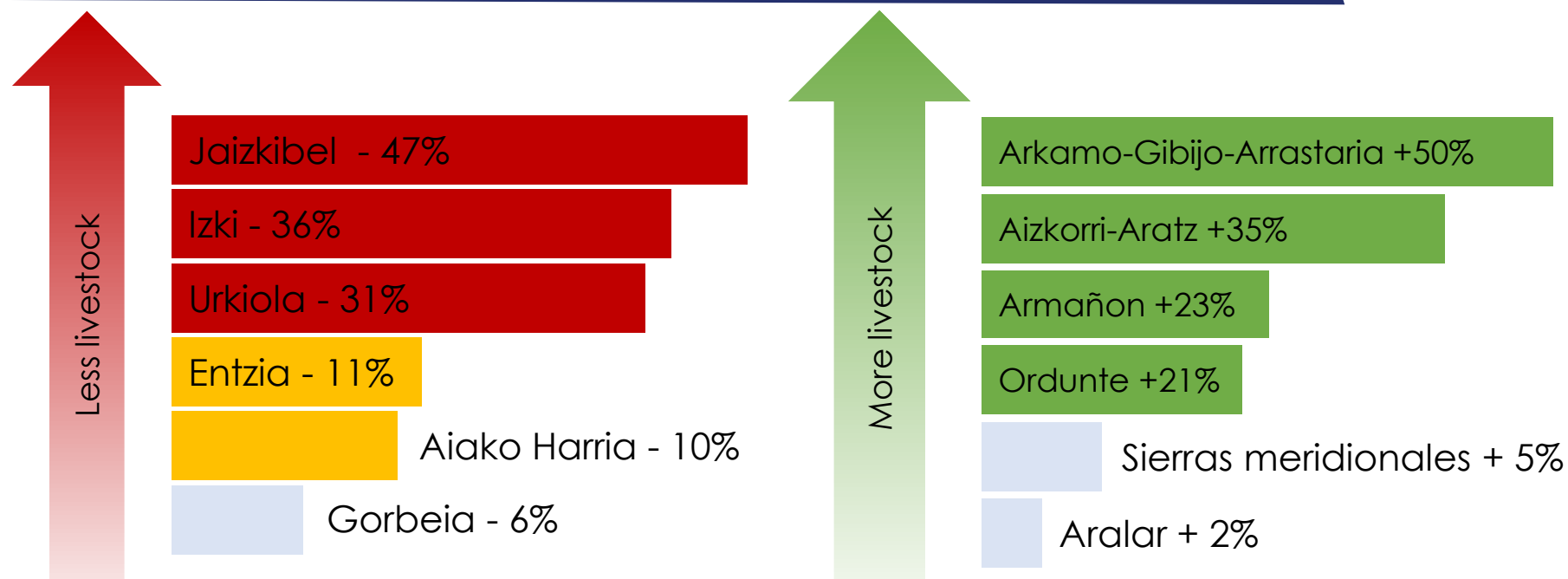
Higher total load  
Uneven distribution  
Species change

Study of changes in livestock loads in the last 10 years

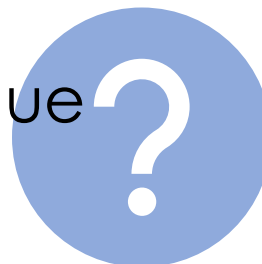


# Livestock authorized in the mountain pastures (Public property)

Trends in the last 10 years



data distortion due  
to CAP subsidies





Real

ain by livestock:

Surveys & forms:

- Animal quantity and species
- Use throughout the year
- Areas of use
- Traditional management
- Limitations/problems
- Needs
- Action proposals

FECHA Y LUGAR: 14/06/13 (Marpillana) S. CANTABRIA

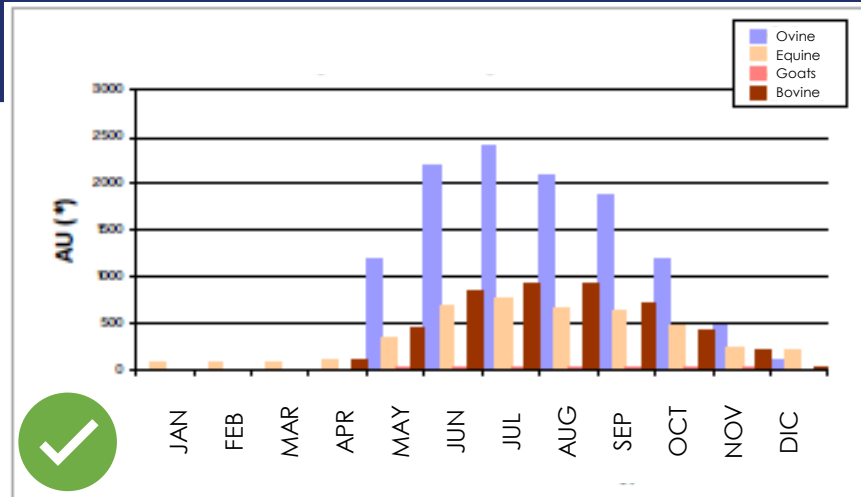
**TALLERES CON GANADEROS**

Características	Limitaciones	Necesidades
PROTECCIÓN DEL GANADERO 3 GANADEROS	GANADERO DEL MUNDO ENTRADA DEL MUNDO PUERTO DEL MUNDO	GANADERO = GANADERO
PROTECCIÓN DEL GANADERO MARE GANADERO MARE GANADERO	PROTECCIÓN DEL GANADERO MARE GANADERO	GANADERO = GANADERO
PROTECCIÓN DEL GANADERO Tienen TACOS (AQUÍ DE MARE GANADERO MARE GANADERO MARE GANADERO)	PROTECCIÓN DEL GANADERO MARE GANADERO MARE GANADERO	GANADERO = GANADERO

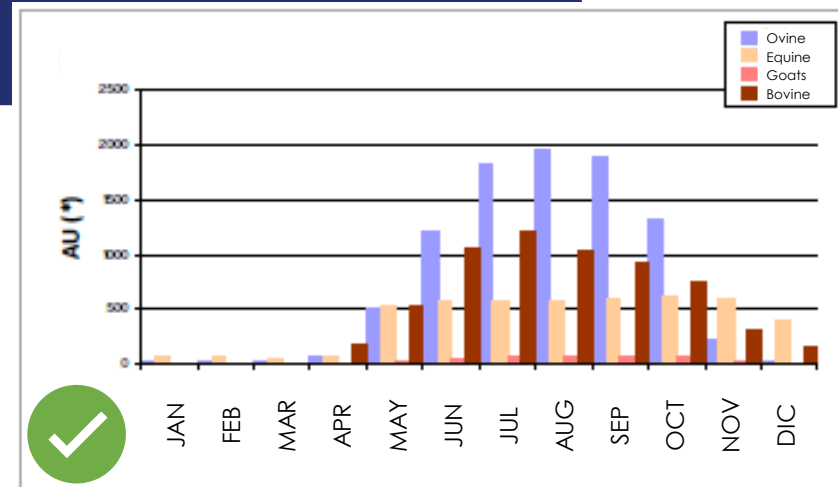


# Real use of public pastures - 2017

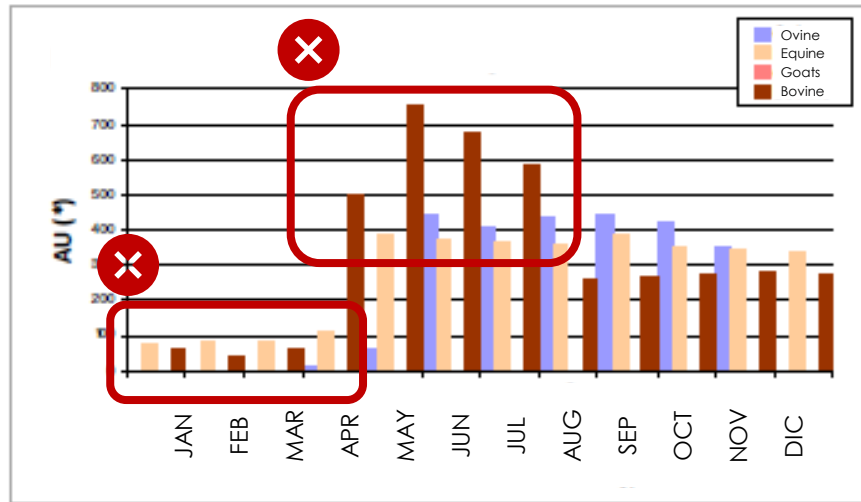
Aralar



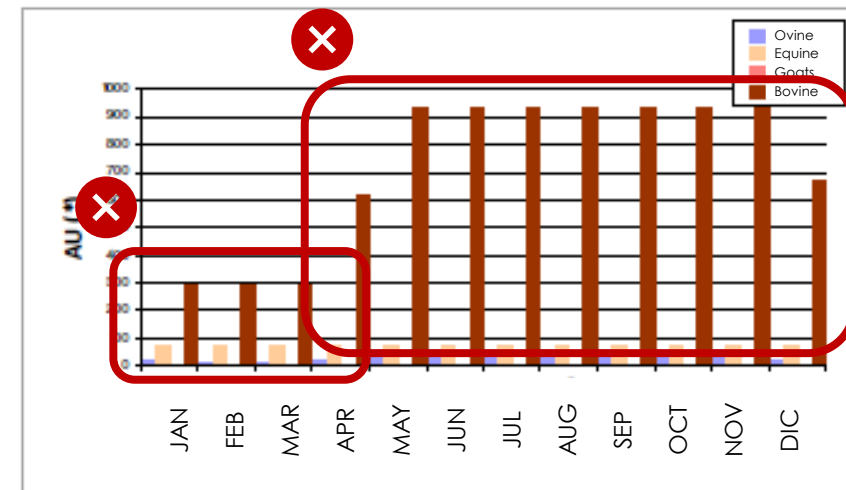
Aizkorri-Aratz



Entzia



Ordunte





# Relationship between habitat degradation and changes in livestock management



Difficult to generalize: more accurate down the scale

Basque Country - SAC - Grazing Unit

+ certainty



Overload can change the typical species (adapted to trampling, nitrophilous) or very specific impacts.

Farmers adapt the calendar to:

Availability of pasture

Good physical  
condition of the animals



Overgrazing limited to  
specific spots



Direct correlation in some SAC (Jaizkibel, Urkiola)

Clear insufficiency  
of livestock



Fast deterioration  
of grazing habitats

CONCLUSIONS

# Data distortion due to CAP subsidies



In some SACs the actual livestock in the high pastures  $\neq$  authorized



Authorization for more livestock than is actually taken to the mountains



Request to the public owner for more clearings than needed





# Ideal state

- Sufficient livestock density to control the scrub.
- High presence of sheep and, to a lesser extent, horses.
- Directed grazing.
- Good annual distribution of the livestock density.

**Great!**

**But it's not enough...**



Control of invasive  
species

Fencing to avoid impacts / facilitate  
livestock management

Attraction points to relocate  
the load

Water

Scratching  
points

Salt



# Scrub clearance in mosaic

Monitoring to assess its effects:

- Lepidoptera
- Vegetation



Much, much more  
information at

[www.lifeorekamendian.eu](http://www.lifeorekamendian.eu)

**Mila esker !  
Grazie!**



# THANK YOU / MERCI / GRAZIE!

