

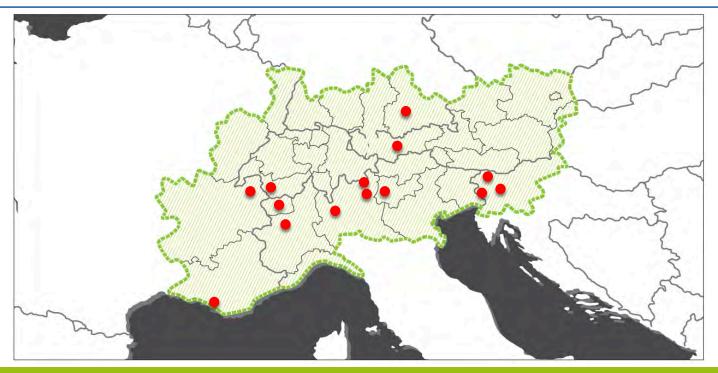








14 Partner40 Observer





Focus on Alpine Food Heritage





Focus on Alpine Food Heritage

Food heritage is a **strong identity source** for alpine populations.

It goes **beyond products** to include **productive landscapes** and **traditional knowledge** on **production techniques**, **consumption customs** and **rituals**, and the **transmission of ancient wisdom**.

AlpFoodway is creating sustainable development models for peripheral mountain areas based on the preservation/valorization of alpine cultural food heritage and on the adoption of innovative marketing and governance tools.

It will also highlight the emerging of a transnational alpine identity based on the common cultural values expressed in food heritage.



Main Objectives

Development of a common understanding of Alpine food heritage and its potential for sustainable development

Creation of a coordination platform to generate strategic instruments, e.g. Vision Paper, Value Charter

guidelines to develop participated safeguard processes

studies to promote alpine food value chains

online inventory for Alpine Food ICH





Main Objectives

Development of innovative approaches for the transfer of knowledge linked to traditional skills

Creation and experimentation in pilot areas of innovative educational tools for selected traditional skills referred to food value chains and their commercial exploitation, training units for stakeholders and heritage professionals.





Main Objectives

Experimentation of participative tools in order to increase awareness of a common Alpine identity

Involvement of stakeholders and heritage communities with the goal to share information, ensure participation and inclusive decision-making, and develop an AS cultural exchange platform.

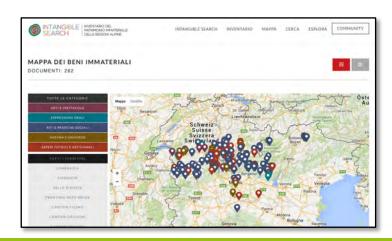




Outputs

- Inventory of traditional Alpine Food ICH containing hundreds of multimedia records
- Guidelines for Community rights and ICH intellectual properties
- Guidance papers to successfully commercialize Alpine Food Heritage
- Guidance for the development of successful integrated food value chains, based on ICH valorization
- courses and educational units
- Multilevel alpine community network, with the function of a cultural exchange platform supported by storytelling events with high communication impact
- Vision Paper&Value Charta on Alpine Food ICH representing strategic policy documents summarizing how Alpine Food ICH is a lever for sustainable development in peripheral alpine areas

www.IntangibleSearch.eu





The project has been selected by the European Commission as highlight for the European Year of Cultural Heritage and thus has been awarded the EYCH label.



Mid-Term Conference in Innsbruck 4.10.2018 part of the Official Program of Tyrolian Presidency of EUSALP





AlpFoodway as UNESCO Intangible World Heritage?



















United Nations Educational, Scientific and Cultural Organization



Intangibile Cultural Heritage



Follow us!







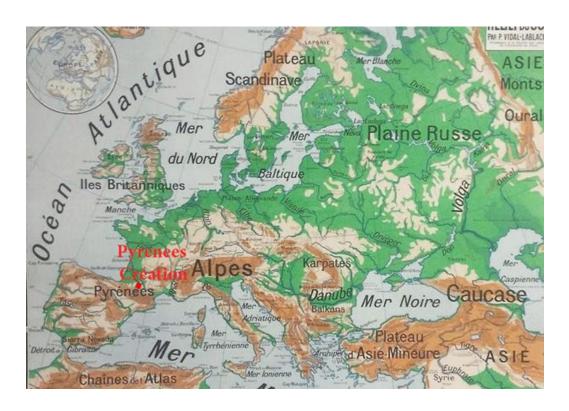


La laine des Pyrénées : Authenticité, Qualité et Innovation





- Petite entreprise artisanale du Sud Ouest de la France
- Activité autour des savoir-faire de la laine depuis 5 ans



Anne : Designer textile et porteuse du projet. Nadine : Chargée de contacts institutionnels et passionnée de laine.





« La laine un lien entre l'homme et la nature »



Un territoire avec une image positive, respectueux de la nature et des hommes qui y travaillent.





Un réseau d'artisans et d'entreprises textiles sur le territoire

Dans la continuité de la tradition textile pyrénéenne





Dans la dynamique d'Atelier Laines d'Europe au salon de la montagne à Tarbes juillet 2017



Pyrénées Création, coordinateur de l'évènement

Dans le contexte de la MONDIALISATION

- La production mondiale de laine représente moins de 2% des fibres textiles utilisées.
- Actuellement 90% de la laine collectée en France est exportée en suint vers l'Inde et la Chine pour y être lavée et transformée.





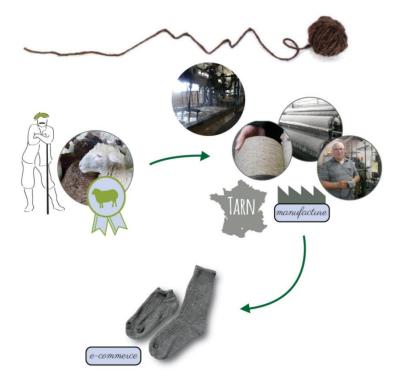
Industrie mondiale de la laine dans les pays du Sud :

 Une production très organisée, très normée avec les laines très fines et demandées sur le marché.

CHAINE DE VALEUR de Pyrénées Création

100% fabriqué en France

dans une filière régionale **Atout** = garantie d'une traçabilité

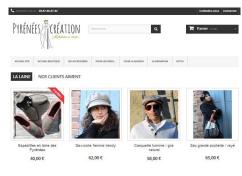


Faiblesse: Des entreprises sous traitantes en

survie

Vente directe
Sur site internet et
marchés d'art

Atout = des prix raisonnables pour le consommateur





Faiblesse: rentabilité à trouver

Plan d'action pour développer le projet



Rechercher et développer de nouveaux produits.

Mieux vendre les produits :

Commercialisation web:

- Amélioration du site internet pour mieux présenter la fabrication, l'authenticité, le terroir.
- Booster la communication numérique, réseaux sociaux.

<u>Emplacement commerciaux</u>: exposer les produits dans des boutiques d'artisans régionaux et des salons d'Artisanat.

Développer les animations:

Etendre les propositions d'animations – proposer des <u>animations gratuites</u> ou à bas tarifs sur le territoire pour divers publics.



Besoin de financements

Soutien pour des projets de R&D

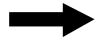
Promotion des produits par les territoires.

- Sur le web par la promotion des produits en laine locale sur les site touristiques.
- Subventionner des stands sur des salons d'artisans ou boutiques artisanales dédiés aux produits locaux en laine.
- Pour Pyrénées Création, besoin de développement du site web par un professionnel compétent (charge trop importante pour l'entreprise actuellement).

Subventionner les animations pour obtenir la gratuité.



ici laine des Pyrénées et autres objets rares!



2015 / 2018 : Un bilan positif

• Productions **innovantes** avec de la laine 100% locale.

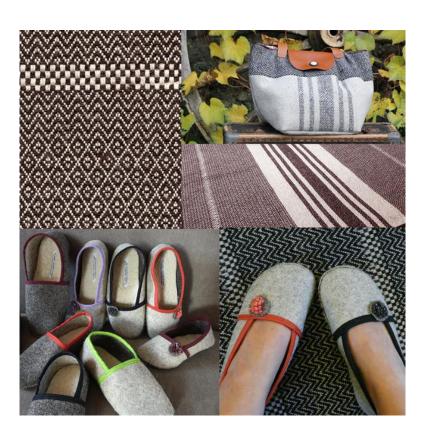


 Image positive de la laine auprès du public – informations sur la laine et animations pédagogiques en place.



Création tableau collectif - stage adultes



Animations avec les lycées

Lycée agricole : projet de valorisation de la laine du troupeau.

Découpe des chaussons Confection Au Lycée Agricole de Saint Gaudens (31)

Lycée des Métiers d'art : découverte d'un art textile original, le feutre de laine.



Animations enfants

Animations centres de loisirs : stage de découverte du pastoralisme

Animations petite enfance : découverte sensorielle pour les 2/3 ans





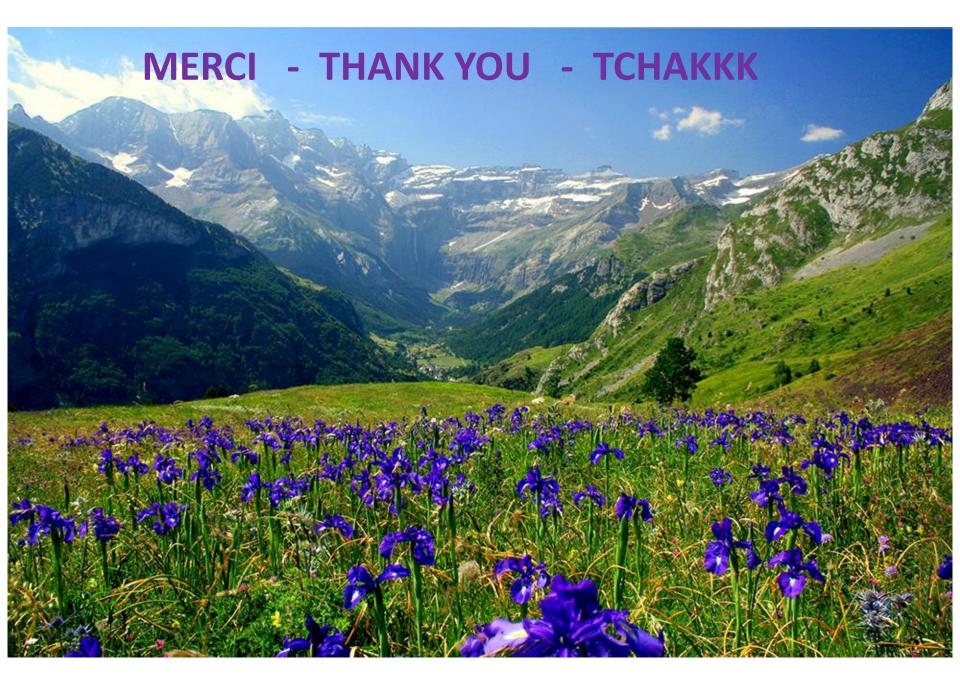
Des projets européens

Les journées transfrontalières pour la laine des Pyrénées organisées en 2011, ont réuni les acteurs de la filière coté français et espagnols.



Les tapis en laine brigasque : une initiative portée par un groupe d'éleveurs des Alpes – un partenariat France / Italie.





11 ème Assises européennes de la montagne – Vatra Dornei - Roumanie – sept 2018





Sharing cultural heritage to revalorise depopulated Bulgarian villages



Why Baba Residence?

Depopulated rural and mountainous villages in Bulgaria



 Continuous depopulation of the Bulgarian rural areas and migration to the large cities (Huge regional development disproportion)

About 400/500 villages have less than 10 residents

O 150 have no permanent residents!

 The depopulated villages can be seen as a "dormant asset" that might and should be awoken







- ✓ How to revive their local economies?
- ✓ How to find solutions for the existing social challenges?
- ✓ How to preserve and nourish the uniqueness of Bulgarian villages?



Baba Residence

Baba = Grand Mother

A win-win situation



- The vibrant elderly are able and eager to bring forward the traditions and cultural and social practices that are about to become extinct;
- Young urban people are open to learning from them and ready to share knowledge and to contribute to reinstating the elderly living in villages as an active part of the society;
- Many young Bulgarians wish to spend more time in the rural areas.





How does it work?





- The selected participants undergo a training with Ideas Factory Bulgaria in Sofia
- Participants spend 4 to 6 weeks in a remote and sparsely populated village





- The participants develop an innovative idea for a product, service or event that will attract stronger interest in the village
- They share the daily-life of elderly and learn about local crafts and cultural heritage





Since 2015:

Every year participants go to a different region (mainly in mountainous villages)

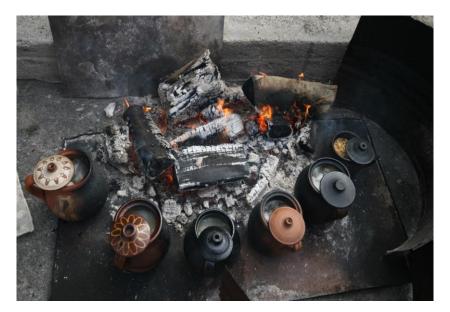
In September 2018:

Currently taking place in 2 villages in the region of Karlovo (Balkan Mountains)









"We were interested by the locals and they were interested by us. There was a lot to learn for each other." Martin, participant of Baba Residence









Original business ideas that bring sustainable economic impulse into the villages







 Baba residents have the opportunity to develop their social entrepreneurial skills and to take their ideas closer to realisation.







- Professional studio recording of a CD with folklore songs from Dryanovo village in the Rhodope mountains that are about to become extinct;
- a social enterprise to export products woven by the grannies of the villages;
- many cleaned and newly marked mountain eco-trails;

 a big archive with photos, personal and folklore audio and video stories;

And so much more...



Residence

One of the most important intangible results of Baba Residence is the new quality of human interaction – solidarity between generations, between urban and rural communities.





Thank You!



http://ideasfactorybg.org

http://ideasfactorybg.org/baba-residence

YOUrALPS

Educating youth for the Alps:

(re) connecting youth and mountain heritage for an inspiring future in the Alps

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

Vatra Dornei, 25. – 27. Sept. 2018

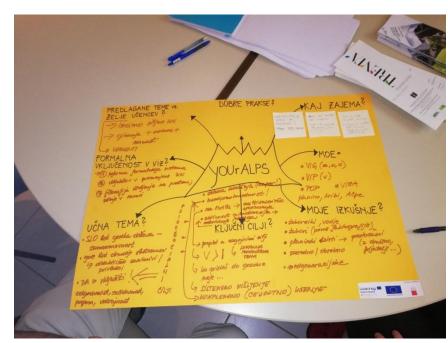
BACKGROUND

Mountain ecological systems are highly important for the soundness of the global ecological system;



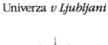
- Young (and not only young) generations are losing contact with nature including mountains;
 - Increasing disconnection between youth and mountain environment
 - Lack of alpine natural and cultural heritage
 - Eventual loss of alpine identity
- Gap between formal and non-formal education
- Inter-and intra-generational justice
 - Burden of the post-modern development
 - Taking action for a sustainable future

















Education for sustainable development (ESD) and **environmental education** (EE) form the basis for Mountain-oriented education (MoE). MoE emphasizes the interrelations between mountain regions and society.

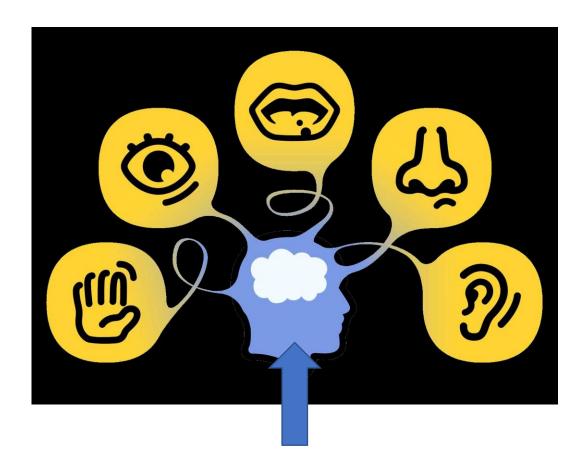


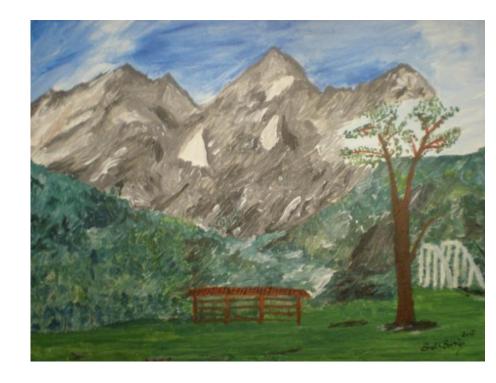




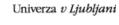
Baselines for implementing MOE













Kinesthetic information

ACTIVATION OF SENSES









Experiences and knowledge of others



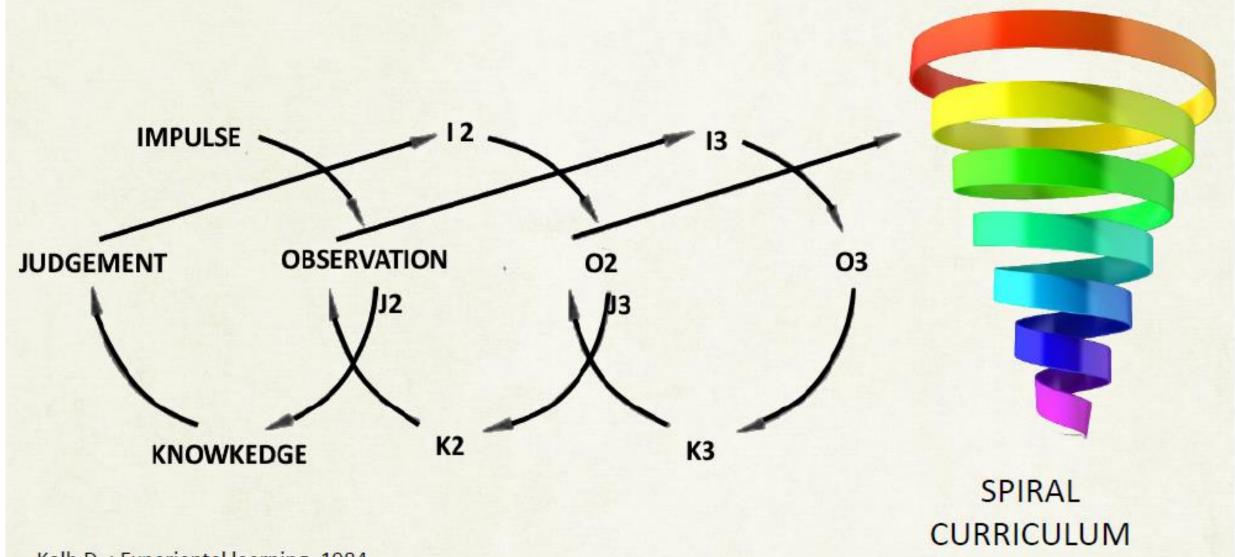
Cultural environment



How we understand the world - mountains (values, meanings, concepts)



Dewey's model of reflective thought and action



Kolb D.: Experiental learning, 1984

Environment appraisal: 6 - dimesional framework (Gifford, 2014):

Description: What is there?

Meaning: What does it mean to me?

Emotions: How does a place make me feel?

Risk: Is it safe?

Aesthetic: Do I find it beautiful?

Evaluations and preference: How do I like it?







Spatial experience is important
Has to be positive;
Has to be deeper and deeper:
It ends behind the rainbow;









Mountains must be presented to the way youth understands;



FOMO - effect (fear of missing out);



Experience of older generations are welcome, but MOE is a two direction process, with education about moutains, all participants must improve their knowledge, attitude and intergeneration understanding.





Target groups



- Youth:6 to 19;
- Formal and non-formal educators: institutions with and without education mandate;
- Policy makers: all elected representatives





Main project outputs



1

OUTAIPS
International network of
countain-oriented education in the Alp-

International network and webplatform

2

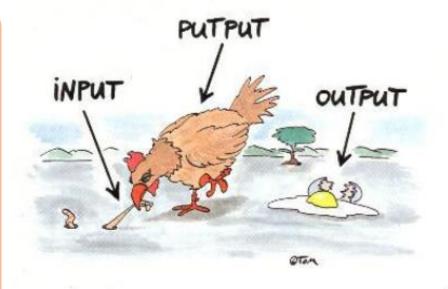


Comparative report on innovative practices and MOE strategies

3



•Alpine School model





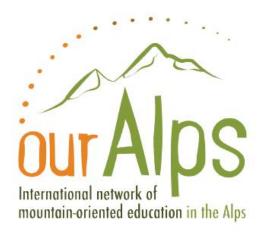
Univerza v Ljubljani

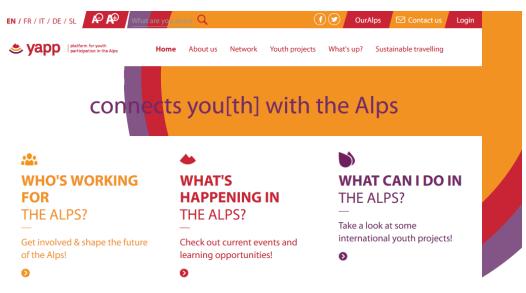


International network



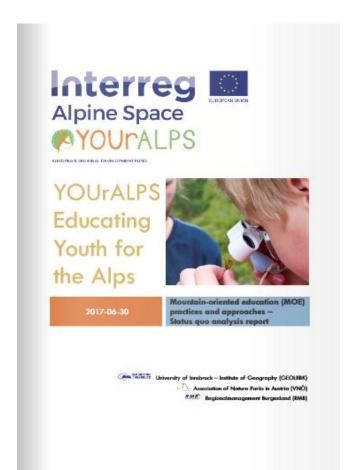
https://www.ouralps.org/en





Comparative report on MOE





YOUrALPS Educating Youth for the Alps

MOUNTAIN-ORIENTED EDUCATION (MOE) PRACTICES APPROACHES - STATUS QUO ANALYSIS REPORT

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Univerza v Ljubljani



Alpine School model

Alpine Space

YOUTALPS

EUROPEAN BECIONAL DEVELOPMENT FUND

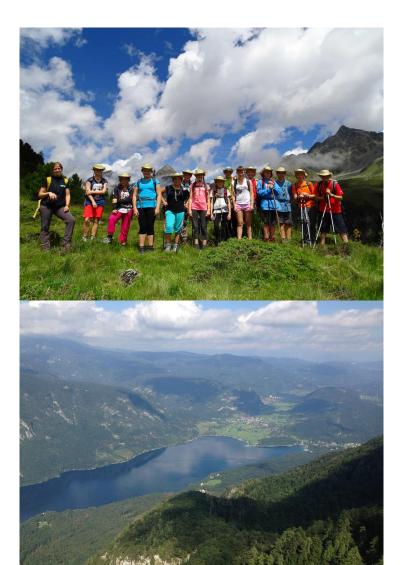
- 14 pilot sites;
- At least 6 certified Alpine schools;
- Handbook and toolkit;

https://www.youtube.com/channel/UCwin4XimDN1enA1XBDk

https://www.youtube.com/watch?v=2hln8Nf2F9Y&t=126s







The project in numbers

47

37

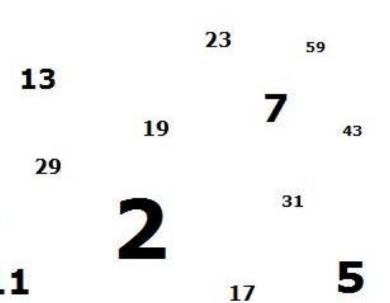
53





- 5 countries
- 25 observers
- 3 years duration
- 1.901.017,40 € budget

41







Thank you for your attention!



Easy questions:

Matej Ogrin (University of Ljubljana), matej.ogrin@ff.uni-lj.si
Difficult questions:

Veronika Widmann (ALPARC, project manager of lead partner)

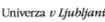
veronika.widmann@alparc.org

For further information:

http://www.alpine-space.eu/projects/youralps/en/home

Sources: Working materials of YOUrALPS project























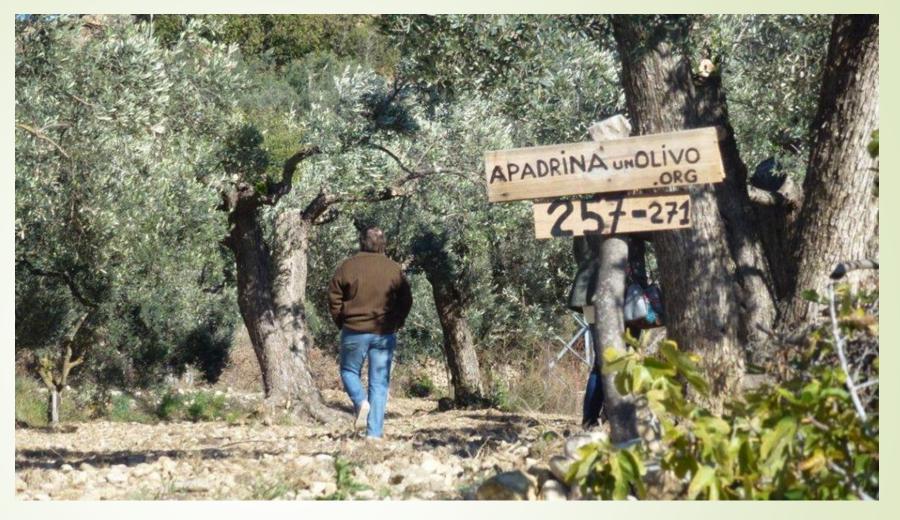












Adoptanolivetree.org

An Environmental, Social and Rural development initiative

Oliete, Teruel, Spain

XI European Mountain Convention. Vatra Dornei. Romani

Where are we located?





Oliete, a town with more than 2.000 years of history, in Teruel, Aragón, Spain



Oliete 2.000 years ago



The iberians in our territory





A huge cultural and natural heritage

Ready to explore and exploit







San Pedro chasm, in Oliete, Teruel

A spectacle of nature, unique in the world





Our natural heritage, more tan 100.000 ancient olive trees



The olive trees, our natural resources

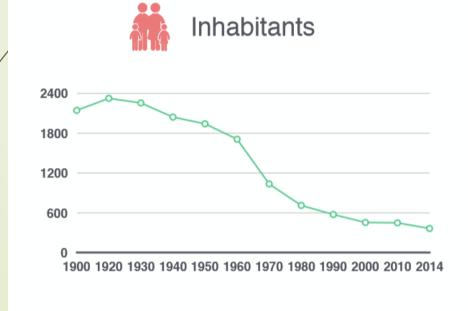




What happens in the rural and mountainous areas of Spain?

61% of villages of Spain have less than 1.000 inhabitants. "South Laponia"

Oliete, example of depopulation



363 inhabitants



100.000 neglected olive trees

How did the idea arise?

A mix of...

IDEAS INTERNET NATURAL RESOURCES INNOVATION CREATIVITY PEOPLE METODOLOGY FARMERS GOODFATHERS SPONSORS CULTURAL HERITAGE

NATURAL HERITAGE MILLENNIAL HISTORY OPPORTUNITIES





Adopt an olive tree The project

- Enhancement of endogenous natural resources in a sustainable way
- Natural and Cultural Heritage as an Engine for Creativity, Innovation and Socioeconomic Development for the Future of Mountain areas





Conecting people

- Through the project we make an experience to the godparents
- we get emotionally connect to the protectors with their sponsored olive trees.
- Value added to the whole region.

ICT URBAN AND RURAL CONNECTION LAND STEWARDSHIP GUARDIANS OF THE

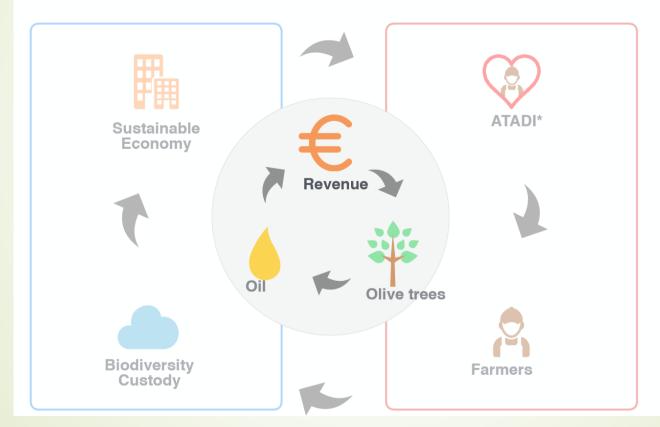
TERRITORY WORKERS WITH DISABILITIES OR IN SOCIAL EXCLUSION ECONOMIC ACTIVITY





Adoptanolivetree.org model

A sustainable rural development model with social inclusion.





The global benefit

- 7.200 olive trees in recuperation process and preservation of biodiversity.
- 8 full-time workers
- 7 part-time workers
- 3.500h Social Work with ATADI Asociación Turolense de Ayuda a la Discapacidad Intelectual
- 21 volunteers



Our liquid gold. Extra virgin olive oil. 3S

This olive oil collects all the values of the project

#Sustainable
#Social
#Solidary
#Healthy



What are we obtaining with this project?

- Oliete, it is known as the village of the ancient olive trees in Spain.
- We create a sustainable rural development model
- A Triple Bottom Line. (Environment, Social and Economic initiative)
- We put in value our natural and cultural heritage
- We have created a model to export to other rural áreas
- We avoid the death of our villages with a initiative engine of economic development

Definitely, we are creators of OPPORTUNITIES





Do you want to be one of the new heroes of change?
See you soon in Teruel



Thank you very much for your attention

Alberto Alfonso Pordomingo +34669848923

<u>alberto@apadrinaunolivo.org</u> <u>www.adoptanolivetree.org</u>





Salt Valley of Añana

A best practice of land management and cultural landscapes

XI European Mountain Convention

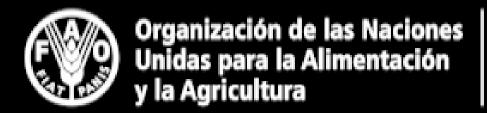
26 september 2018, Vatra Dornei, Romania

Salt Valley of Añana



2015 Grand Prix winner of the EU Prize for Cultural Heritage / Europa Nostra Award

Salt Valley of Añana





2017 1th European Global Important Agriculture Heritage System - GIAHS of FAO



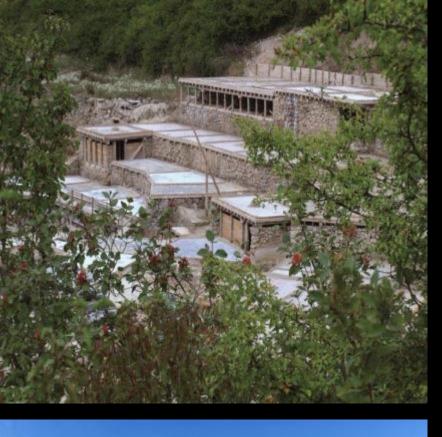








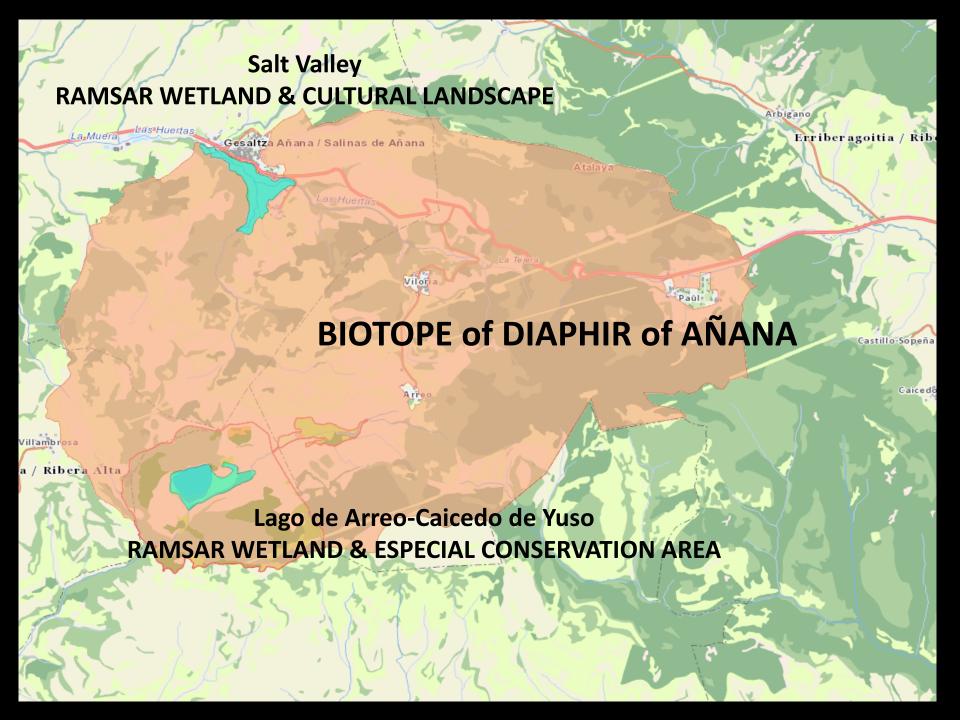








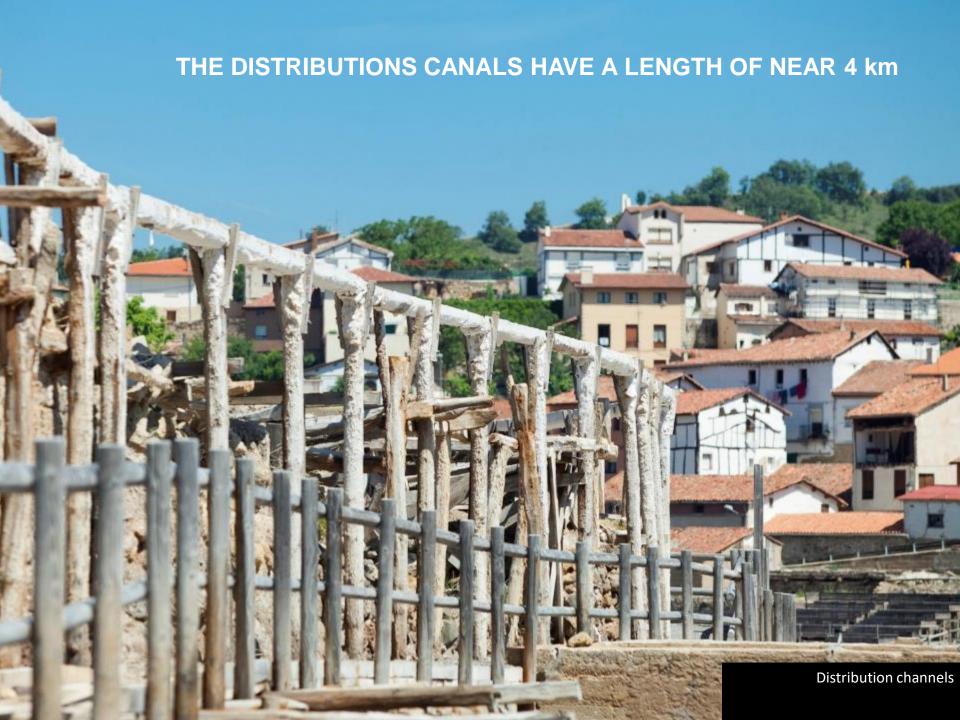




How it works one of the oldest saltwork in the world?





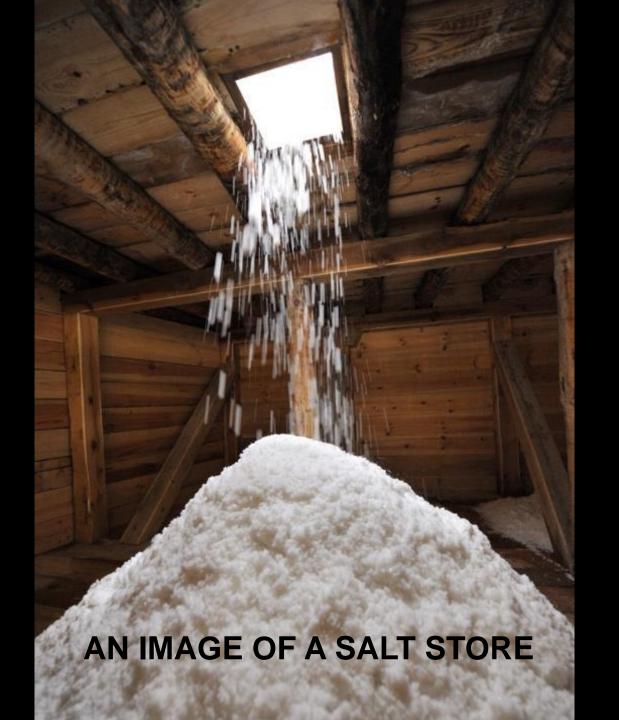








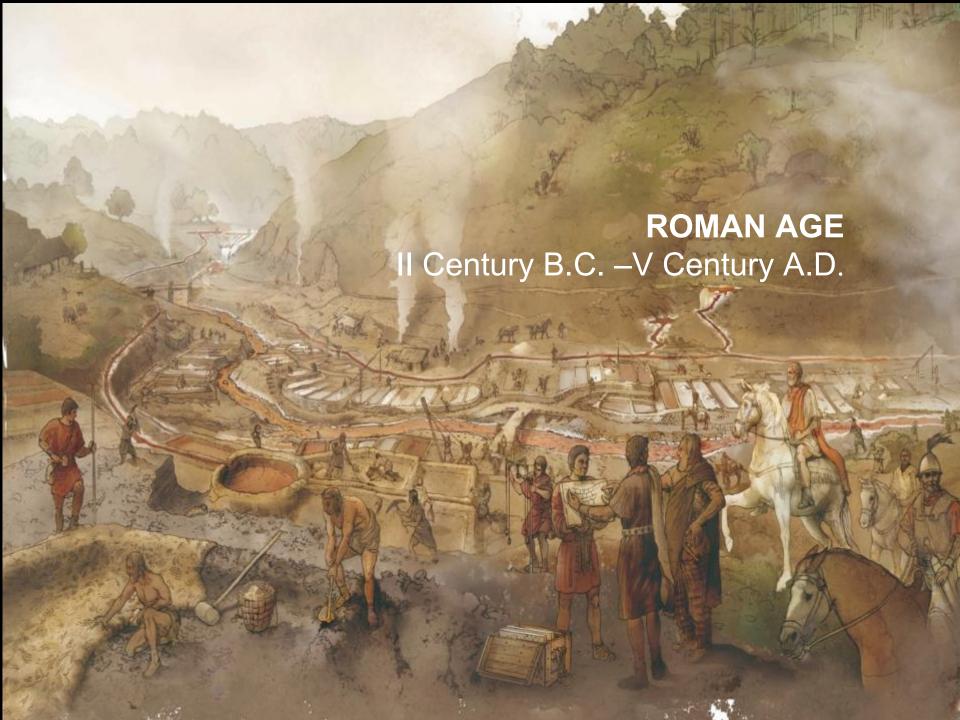




The 7.000 year history of the Salt Valley of Añana

... the history of the oldest factory in the basque country





Twentieth century. Loss of sustainability of the valley



RESILENCE...

From an ancient factory of salt endangered

to a sustainable, knowledge, tourist and gastronomical first order space



Background of the Project Valle Salado

- **1999 Creation of Gatzagak:** Society encompassing all salt-pans owners
- 2000 Emergency action
 - Conditioning paths
 - Brine recovery channels
- 2004 Master Plan for The Salt Valley
- 2009 Creation of Salt Valley Foundation
- **2010** Agreement between Gatzagak and Salt Valley Foundation:
 - Gatzagak donated the Salt-pans to the Foundation
 - Gatzagak ceded the Springs to the Foundation in Exchange for a Canon

Objectives of the Project:

Build a future for the Salt Valley and its surroundings

- 1 Recovering the sustainability of The Salt Valley
- 2 Generating new activities that give life to the Salt Valley
- 3 Producing one of the best salts of the world

1 Recovery of sustainability.



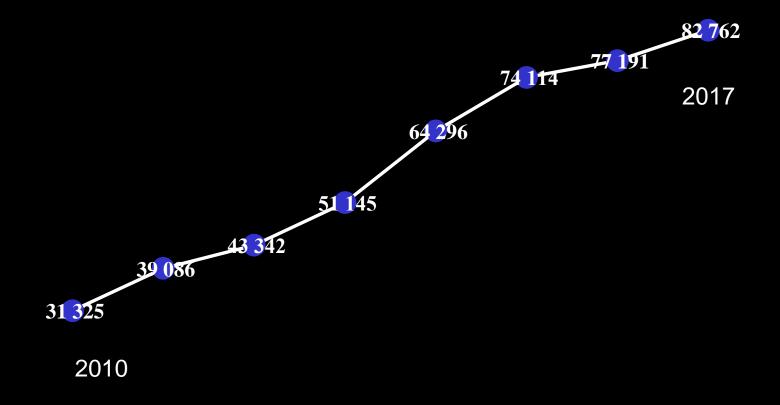




2 Generation of new activities that give life to the Salt Valley

Tourist activities

Visitors/Year





Program of cultural activities



Progam of cultural activities Guided visits















AÑANAKO GATZ HARANA

BIDAI BAT ZURE BEGIEN BIDEZ

VALLE SALADO DE AÑANA

UN VIAJE A TRAVÉS DE TU MIRADA

www.vallesalado.eus











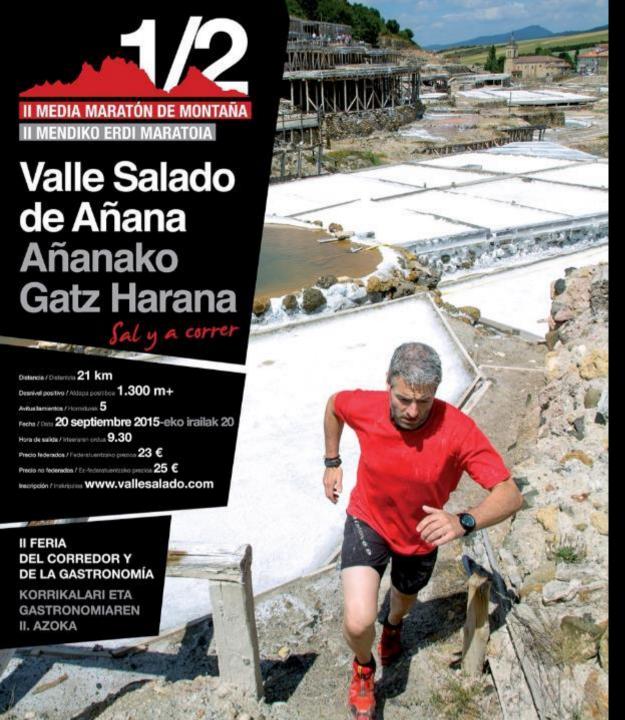
Program of cultural activities Virtual Reality Visit

Cultural activities









Program of cultural activities

Sport activities



3 Salt production

Producing one of the best salt of the world: Quality versus quantity

Salt production, a differential value...

SALE of SALT and VISITS ...supose 45% INCOMES





Embajadores

La colaboración desinteresada de grandes cocineros internacionales no sólo contribuye a promocionar la calidad y el consumo de Sal de Añana, sino que además proyectan en el mundo la excepcionalidad del Valle Salado.



Martin Berasategui



***** Eneko Atxa



*** Francis Paniego



*** Joan Roca



Pedro Subijana



Andoni L. Aduriz



** Dani García



** Maria Marte



Patxi Eceiza



* Diego Guerrero



* Basque Culinary Center











Sal de Añana

Sal de Añana Añanako Gatza

Sal líquida mineral













The Salt Valley Project

MODEL = RMW + TCA+SP

Recuperation and Maintenance Works

H

Tourism - Cultural Activities

+

Salt Production







The Salt Valley Project RESULT

Own annual expense 1,4 M €

Impact on production 6,7 M €

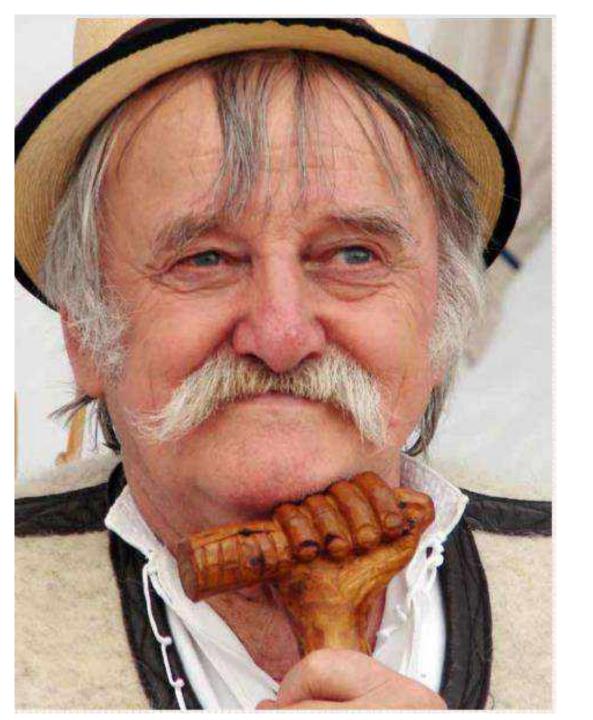
Impacts on home incomes 0,9 M €

Impact on employment: more than 50 Jobs created

Engine of social development and employment in a practice of land management In the cultural landscape of

THE SALT VALLEY of AÑANA





The Moș Pupăză Summer School

Presented by

Marie and Petrica Codrea,

Moș Pupăză's daughter and

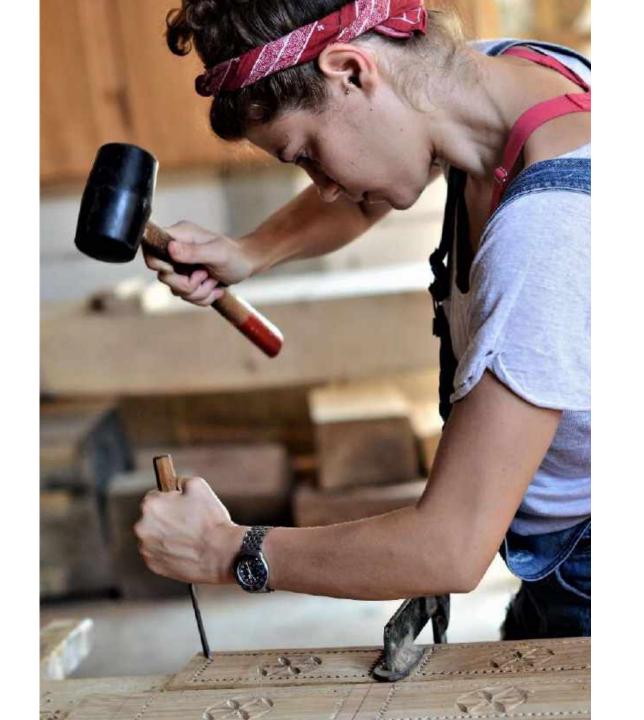
son-in-law



















































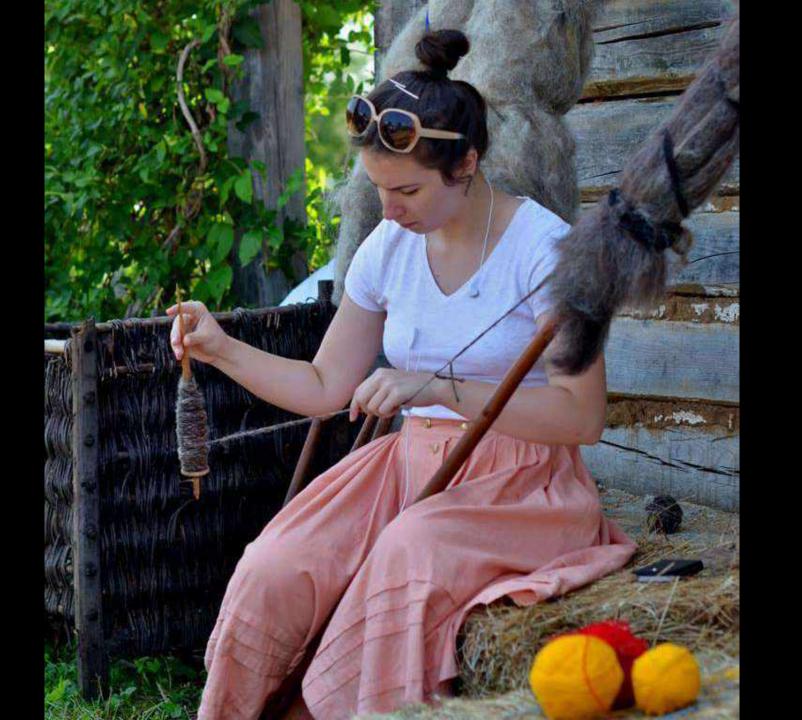








































































































NIREA Programme:

strengthening the links between rural and urban areas







XI European Mountain Convention, Vatra Dornei

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



25-27 September 2018, Vatra Dornei, Romania





"IF YOU MAKE IT YOURS, YOU MAKE IT MORE OURS"

- NIREA Programme: what is it?
- Goals
- Partners of the network
- Commitments
- Projects

NIREA programme: what is it?

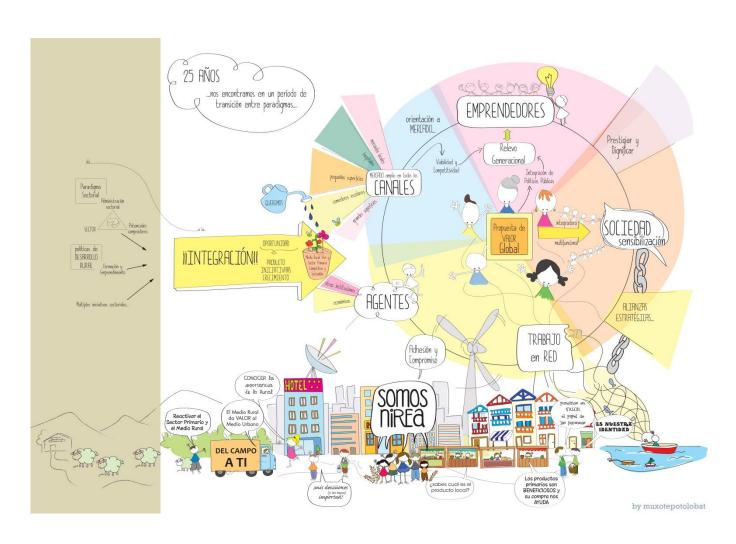


- A public-private partnership.
- Aim: contribute to stimulate the primary sector and revitalise rural and coastal areas of the Basque Country.
- How?
 - Promoting sustainable development in rural and coastal areas
 - raising awareness of people living in urban areas
 - reconnecting rural and urban areas
 - through shared responsibility and cooperation
- Background. When?



NIREA programme: what is it?









Through **networking**, to promote **SHARED RESPONSIBILITY** for our rural and coastal areas in order to:

- Improve the sustainability of businesses
- Increase value for producers
- Generate new business opportunities
- Ensure that the Basque society recognises the role of rural and coastal areas in maintaining and developing the Basque Country (building bridges between rural and urban areas)
- Increase the consumption of local products

Social and economic objectives

How can I help Nirea to achieve its goals?



- Being one of the Nirea Programme's Promoters: a spokesperson.
- Being committed to social and economic development by implementing Nirea's Commitments.





NIREA promoters



- Sectoral, regional and social actors.
- They encourage the Basque Country's social and economic stakeholders to undertake commitments and they work to raise awareness in society.

Activities:

- They launch awareness-raising initiatives
- They network: they take part in conferences, incorporating cooperative values...
- They ensure that other actors share Nirea's responsibility to achieve its goals
- They are spokespeople for the programme and its values







- Specific commitments made by a social/economic stakeholders to revitalise the primary sector and rural and coastal areas:
 - Social and economic impact
 - Aware-raising activities
 - Communication and dissemination activities
- **Signature** of Nirea commitments by the actors involved, with the relevant promoter acting as a witness.
- Implemented by Nirea projects.
- The "Nirea Proiect" stamp/label".



Nirea projects



- They are action-oriented projects or initiatives:
 - Transmit values
 - Revitalisation
 - Knowledge & recognition
 - Shared responsibility
- Initiatives that are aligned with the objectives and philosophy of NIREA.
- Promotion of rural local products in order to increase their consumption.

Final aim: improve the sustainability of farms, increase the value for

producers and create new businesses.





My company shares these values and I would like to implement Nirea projects and participate in the Network, what can I do?



- We want to meet you!
- Contact us!
- A promoter will arrange an exploratory meeting.
- If you are not sure what commitments you can make or how to do it...
- If your project is aligned with the Programme's objectives, it will be endorsed by the promoter and you will receive the Nirea seal and a user manual for it.
- You will become part of Nirea network.
- Your project will become part of the set of Nirea projects.

Nirea Network



- Nirea Sarea is a network composed of the stakeholders who drive, implement or participate in the Nirea programme.
- Why do we network? The value of cooperation:
 - Forums to share knowledge and skills, experiences of collaboration and innovation and to find solutions to common or shared problems.
 - It broadens local perspectives.

It fosters the knowledge and recognition of Basque society by operating under

an umbrella organisation.

It has a multiplier effect.



Can I personally join in?



• Of course!



Importance of small decisions and actions.

 If you share our goals and want to take on the challenge and commitment, sign the agreement and join NIREA!

Examples of projects



"Welcome to the farm"

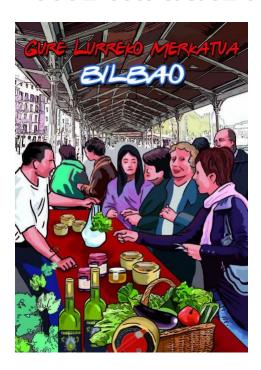
Building bridges between the farms & the cities



Examples of projects



"THE MARKET OF PRODUCTS FROM OUR LAND"





Examples of projects



"A TOAST FOR THE DAIRY SECTOR"



Our meeting place







- It describes and raises awareness about the Nirea Programme:
 - Commitments
 - Initiatives underway
 - How can I join?
- It puts rural areas in the public eye, highlighting the multifunctional value of agriculture
- It generates discourse, aimed at promoting shared responsibility in Basque society
- It creates forums for debate and opinion





https://www.facebook.com/nirea.akordioa/



Jone Fernández HAZI Foundation





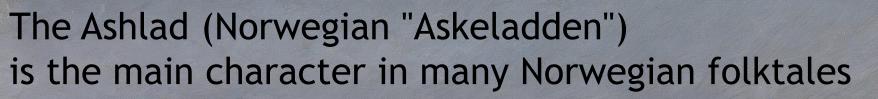








Dag Inge Bakke, Natur-interpreter







A 3400-year-old hide shoe from an ice patch in 2006 was the starting gun for the work on the ice finds from Oppland















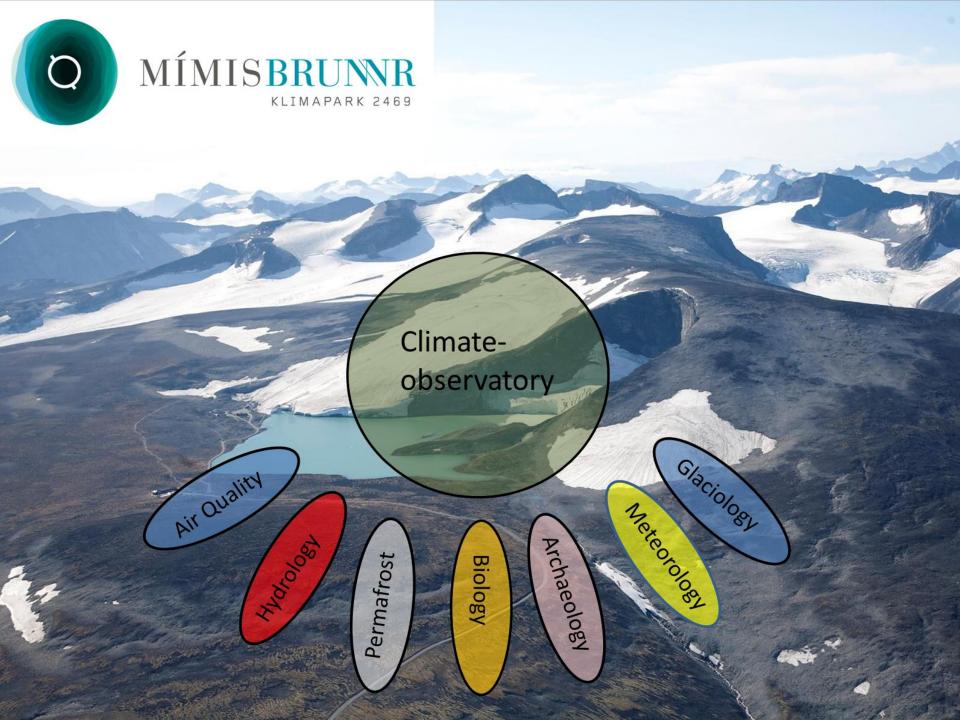












































AIM



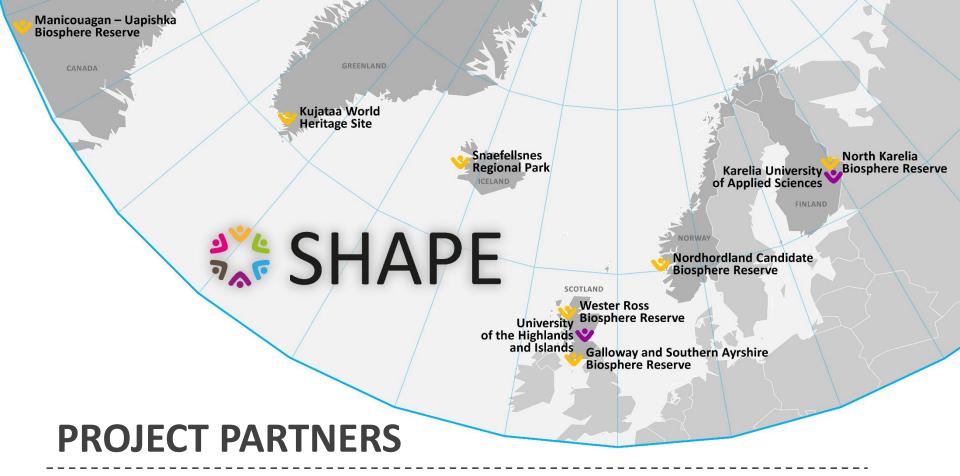
To enable authorities, businesses and communities to develop innovative approaches for ecotourism initiatives in sustainable heritage areas which preserve, manage and create economic value from local assets in the Arctic region in an era of rapid change

- develop practical solutions
- gather these experiences
- make them available to others









8 PARTNERS:

- 6 Sustainable Heritage Areas
- 2 Universities

33 ASSOCIATED PARTNERS:

Canada, Faroes, Finland, Greenland, Iceland, Ireland, Northern Ireland, Norway, Sweden







Addressing common challenges

- Limited employment opportunities
- Low pay
- Lack of Infrastructure
- Outward migration of young people
- Sparse population
- Climate change

- Low visibility/lack of visitors
- Too many visitors
- Lack of knowledge
- Poor connectivity

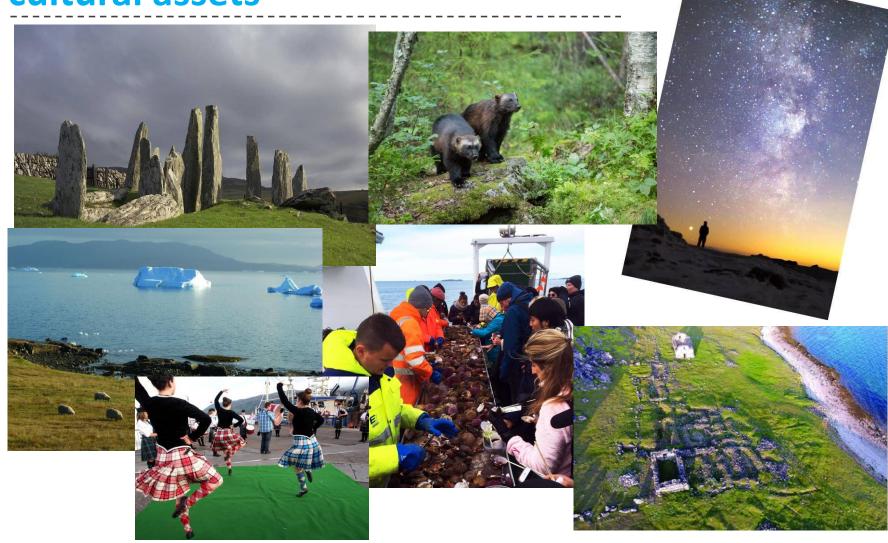






Identifying opportunities based on natural and











Learning from transnational experience



Igaliku, Kujataa, Greenland

Remote, sparsely populated, niche tourist market



Huge surge in tourist numbers over recent years, damage to assets, insufficient infrastructure

The Scottish context

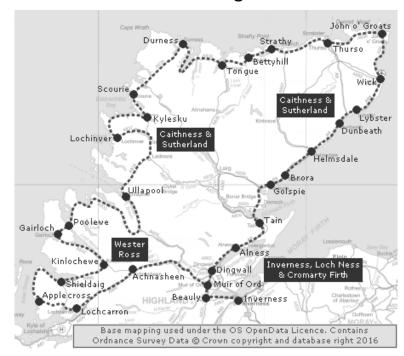


Galloway and Southern Ayrshire biosphere

Often bypassed by tourists heading for more well-known destinations



Wester Ross biosphere Great increase in tourism due to marketing of 'North Coast 500' touring route



EXPECTED OUTCOMES



- Provide and test sustainable local development initiatives in the Northern Periphery and Arctic
- Stakeholder engagement in Sustainable Heritage Areas
- Fostering ecotourism
- Enhance transnational knowledge exchange and collaboration











- Build partnerships and identify common priorities
- 2) Develop and test new approaches
- Identify best practice and feed this back to communities and endusers











1) BUILD PARTNERSHIPS AND IDENTIFY COMMON PRIORITIES

- Stakeholder engagement
- Participatory approaches
- Mapping of assets
- Identifying innovative initiatives









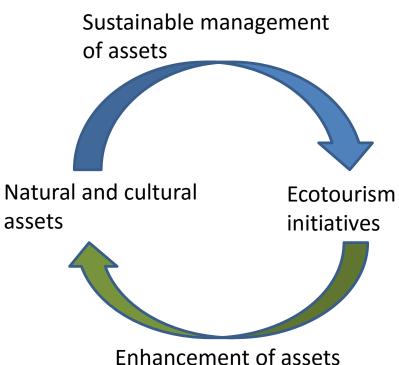






2) DEVELOP AND TEST ECOTOURISM INITIATIVES

- Address local challenges
- Create virtuous circles from tourism to maintenance of natural & cultural heritage and community identity
- Build on existing activities
- Strengthen stakeholder partnerships









ECOTOURISM INITIATIVES IN DEVELOPMENT

- Great North Circuit
- Innu Culture
- The Camino of South Greenland (trails and local products)
- Visitor Harbour to promote responsible tourism
- Coastal trails
- Heritage trails stories connected to the land
- Guide training programme (focussed on young people)

- Manicouagan Uapishka
 Biosphere Reserve

 Kujataa World
 Heritage Site

 Snaefellsnes
 Regional Park

 North Karelia University
 of Applied Sciences

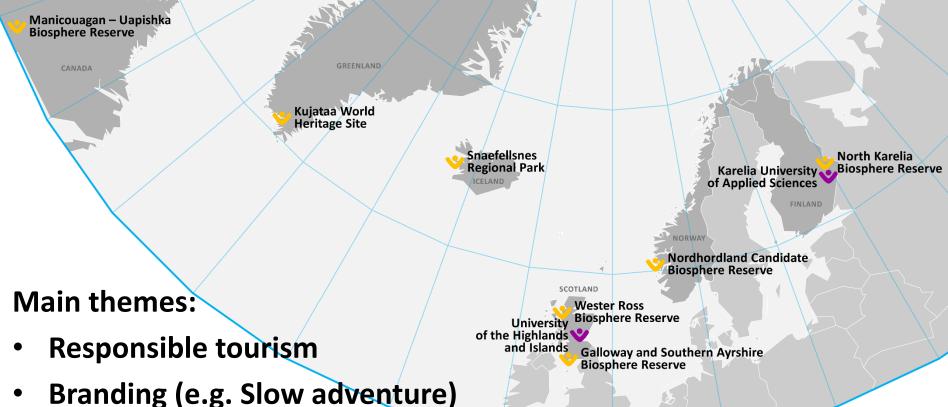
 Nordhordland Candidate
 Biosphere Reserve

 Of the Highlands
 and Islands
 Galloway and Southern Ayrshire
 Biosphere Reserve
 - Wool and local food route
 - Digital mapping
 - Destination management planning
 - Ambassador scheme
 - Koitajoki area river route
 - Agreement of partnership for sustainability









- Training (focus on young people)
- Local products (wool)
- Creating trails that link cultural and natural assets
- **Destination management planning**



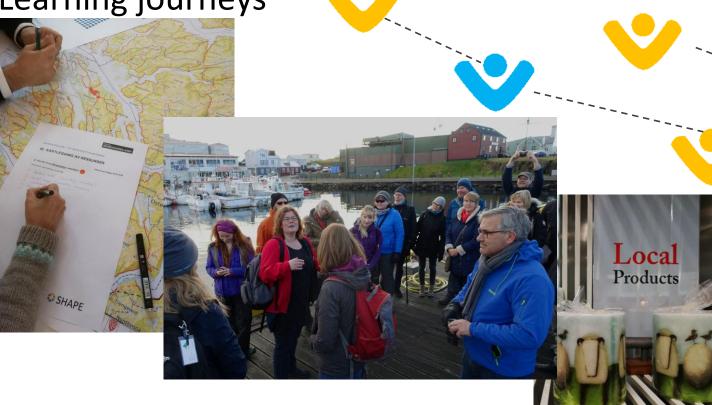






3) IDENTIFY AND SHARE BEST PRACTICE











Transnational e-service



- Open-access platform for stakeholders to
 - transfer knowledge
 - share good practices and product/service development tools,
 - implement joint development projects
- Jointly developed (partners, stakeholders / end-users)









Resource bank







INTERNATIONAL DIMENSION



Sharing knowledge and experiences to address common challenges in peripheral areas
International partnership
Knowledge exchange
Collaborate
Inspire









http://shape.interreg-npa.eu/





y @SHAPE_Project [∰@SHAPE.Project





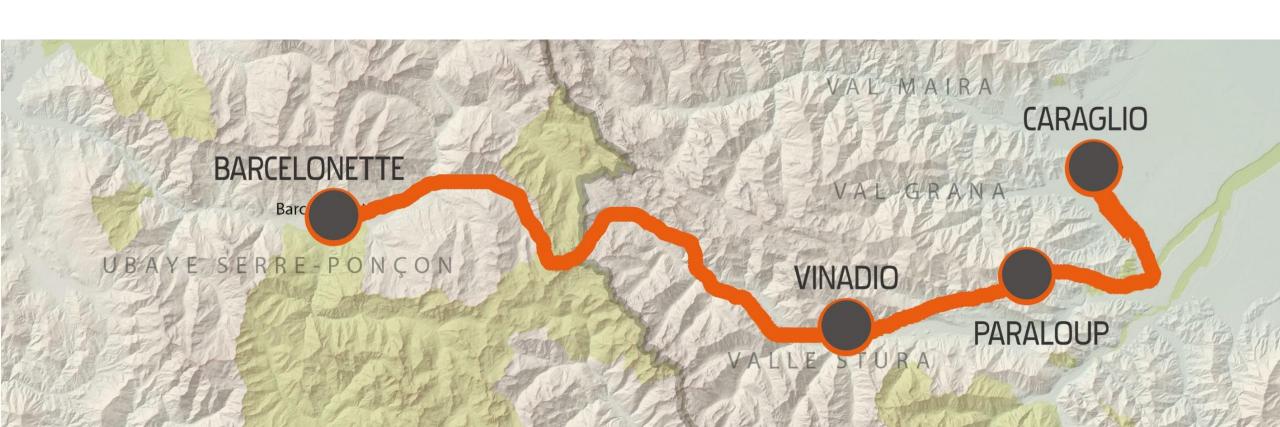


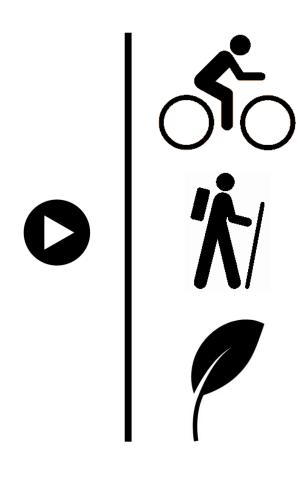






Un parcour physique et intellectuel dédié à l'itinérance à pied et en VTT, qui relie Caraglio (IT) à Barcelonette (FR).



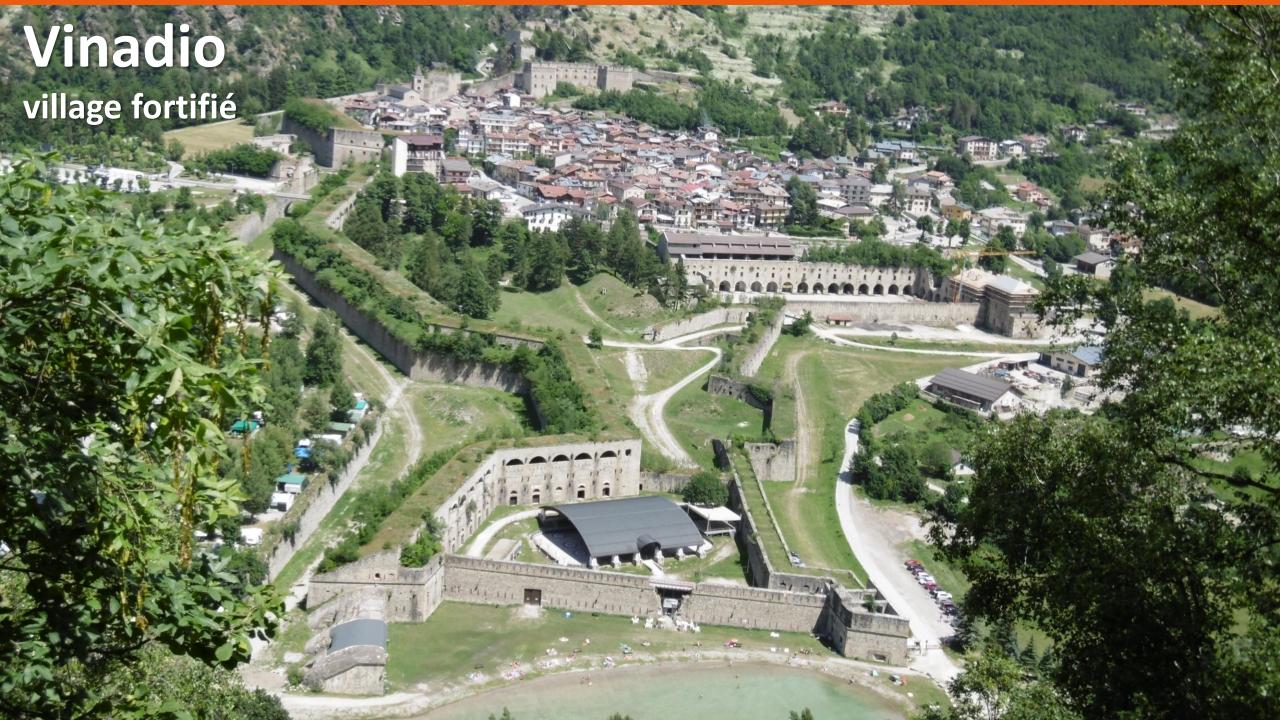


Cette route conjugue des itinéraires «outdoor» et des visites de lieux culturels et environnementaux emblématiques du territoire











Grâce à des interventions matérielles de restauration et de remise en fonction, les point cardinaux du parcours deviennent des lieux d'accueil touristique et de récits sur la migration.









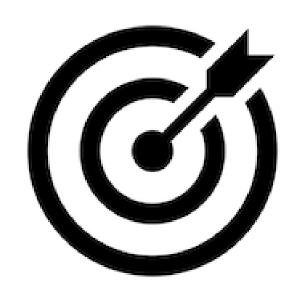




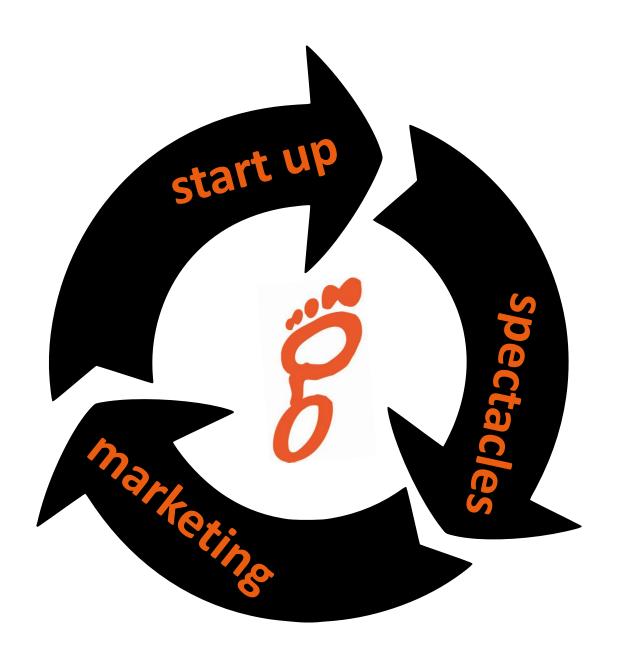




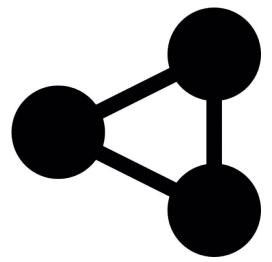
Mais aussi le lieux de retour au sources pour les jeunes qui veulent relever ce défi et entreprendre autrement.



augmenter l'attractivité du territoire transfrontalier







mettre en réseaux nos ressources



un projet de coopération transfrontalière entre



Interreg ALCOTRA



Fonds européen de développement régional Fondo europeo di sviluppo regionale













arch. Anna Bertola

coordinatrice du projet migrACTION Commune de Vinadio

eurac research

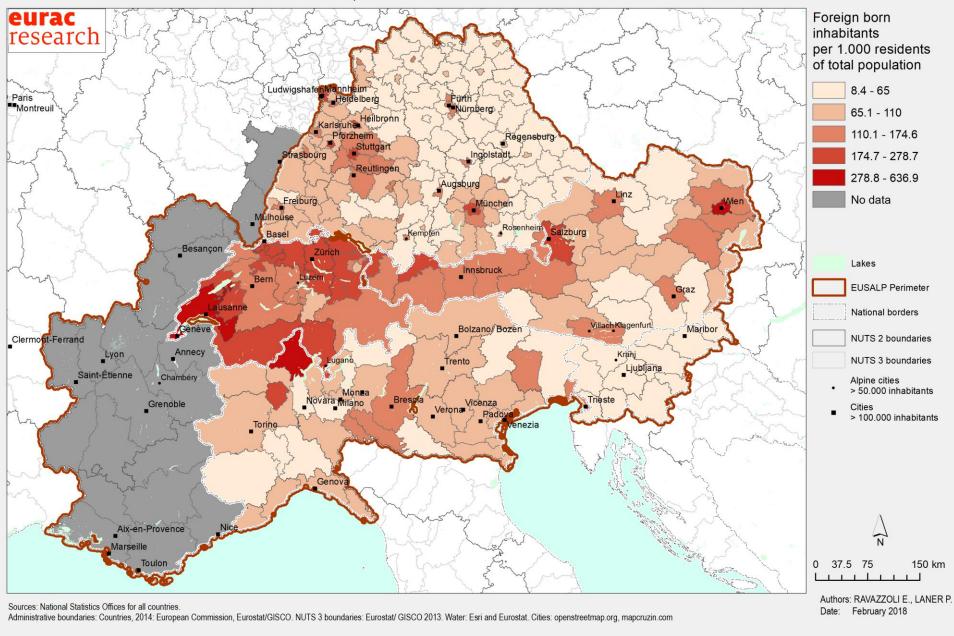
Sharing good practices:
Insights into PlurAlps – a project on integration in a pluralist society

Miriam L. Weiß Eurac Research



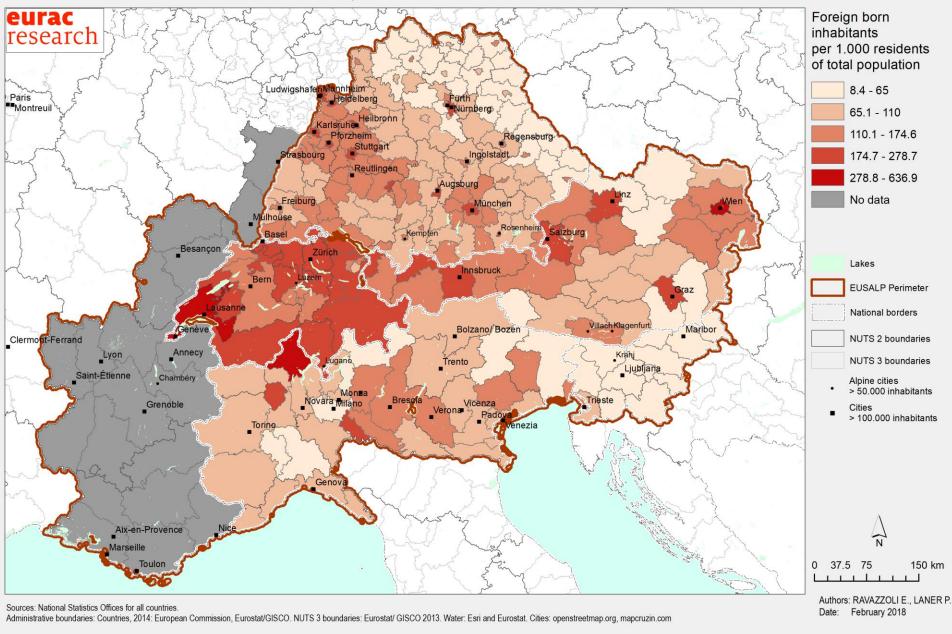


FOREIGN RESIDENT POPULATION, 2011





FOREIGN RESIDENT POPULATION, 2015





PlurAlps

In a nutshell

- PlurAlps Enhancing capacities for a pluralistic Alpine Space
- Budget: 2,7 Mio. EUR
- **Duration**: 11/2016 10/2019
- Lead: Regional Development Vorarlberg (AT)
- Target groups: local public authorities, regional public authorities, SME, business support organisations, interest groups including NGOs





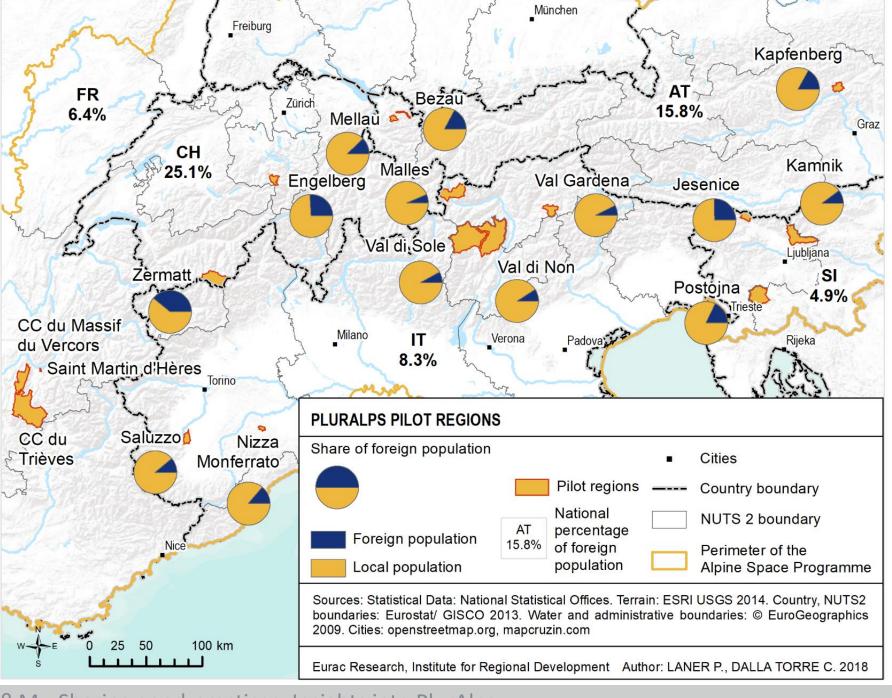




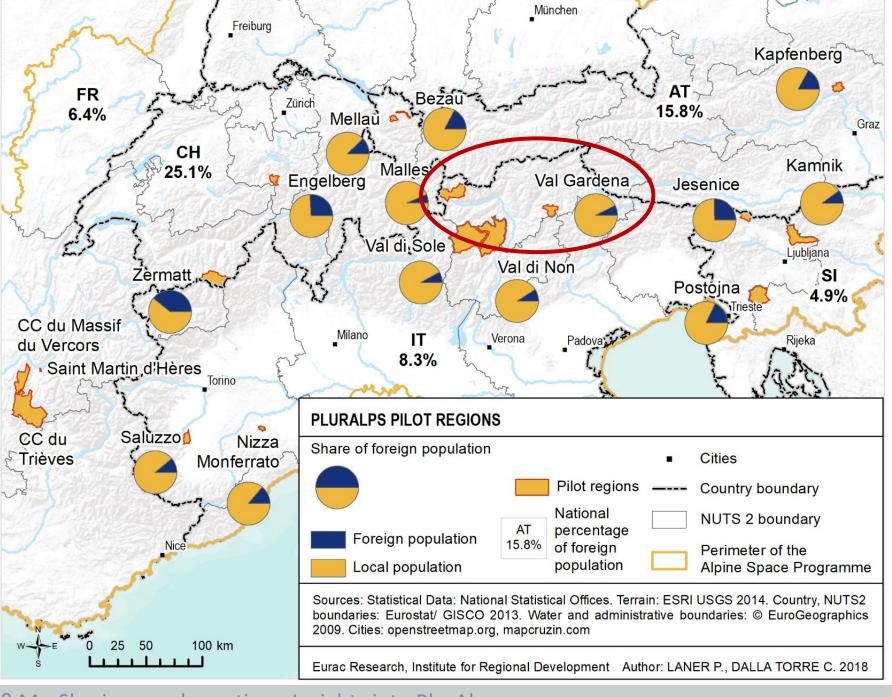
- ⇒ Idea of togetherness of cultures with binding agreement on basic values across all cultures focus on individual rights
- First, pluralism is not diversity alone, but the energetic engagement with diversity.
- Second, pluralism is not just tolerance, but the active seeking of understanding across lines of difference.
- Third, pluralism is not relativism, but the encounter of commitments.
- Fourth, pluralism is based on dialogue.

Source: Diana L. Eck (2006), The Pluralism Project, Harvard University

PlurAlpsPilot regions



PlurAlps Pilot regions





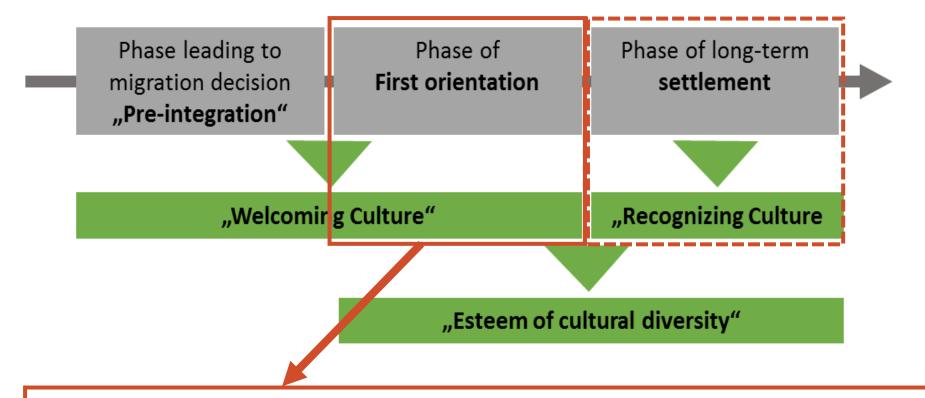
South Tyrol (IT)

Pilot activities in Mals/Malles and St. Ulrich/Ortisei

- "Jobcoach"
- "Housing coach"
- "Language café"
- Videomaking, documentary filming
- ...and more!



Welcoming Culture



"This is where the actual ,welcoming' takes place and where offers can/should ensure that immigrants are prepared in a target group-oriented manner for a life in Germany." (BAMF 2011)

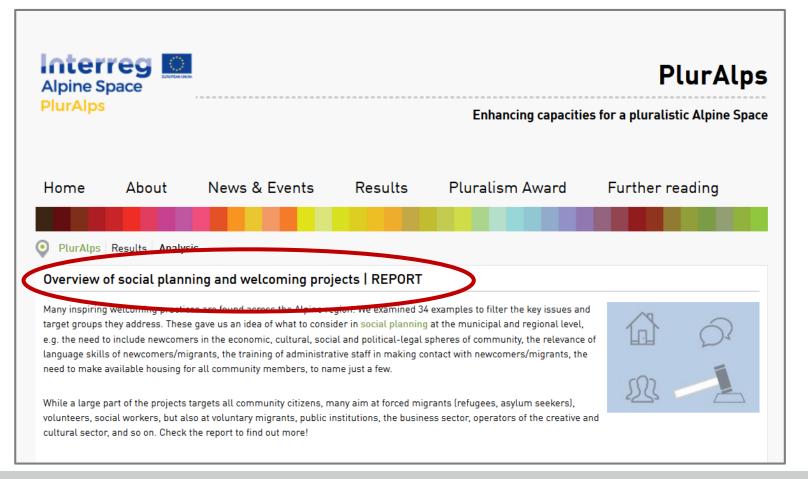


Alpine Pluralism Award – winner categories

- A. Manage social change brought by migration with benefits for migrants and local societies
- B. Labour market integration and entrepreneurship
- C. Build on migrants' skills to improve land use, nature protection and regional development
- **D.** School/work transition of migrants and promotion of dual educational path



Good-practice collection







Good-practice collection – success factors

Labour market integration

Language skills

Communication & positive framing

Common ground of trust

Balance between target groups



Good-practice collection – key thematic issues

Language, awareness raising (inequality/diversity issues), cultural events and performing arts a tools, focus on political-legal measures, focus on socialpolitical strategies, inclusion in society, integration in the field of culture and customs, community activation and participative methods, promoting personal and social competences, focus on labour market integration, training of employees dealing with newcomers/immigrants, integration into the school system, focus on amplifying housing capacity

Razkrite roke/Revealed Hands

Jesenice, Slovenia

Connecting women of diverse backgrounds, making them communicate and cooperate without speaking the same language, transferring knowledge, skills and attitude





Source: Humanitarian Charity Society Up Jesenice







Source: http://www.duo-kunsthandwerk.eu/news sl/detail/748

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razkrita roka





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eurac research

26/09/2018

INTER-KUL-TUR-ISTRA

Istria, Slovenia

Valorizing multiethnic cultural heritage through including national minorities and migrants in society, transferring knowledge and skills to strengthen their employability





Source: Humanitarian Charity Society Up Jesenice



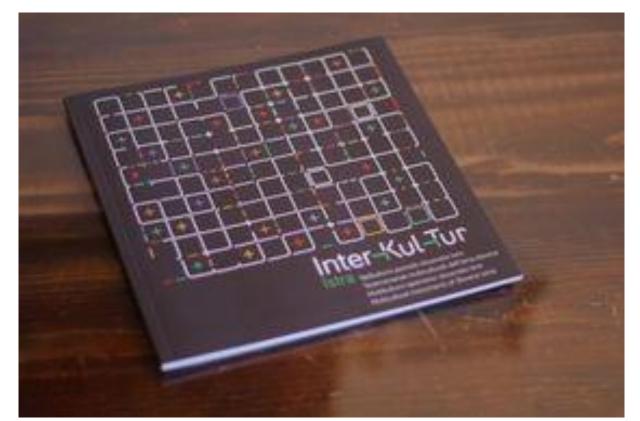
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Multilingual tourguide







Videomaking

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www.alpine-space.eu/projects/pluralps