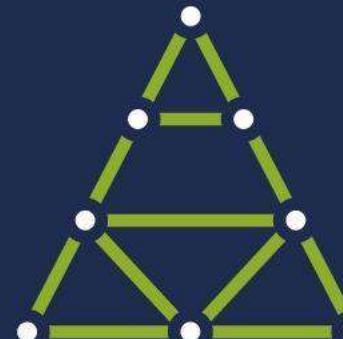
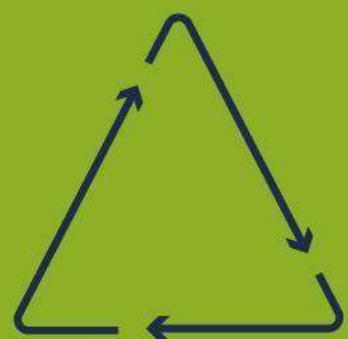


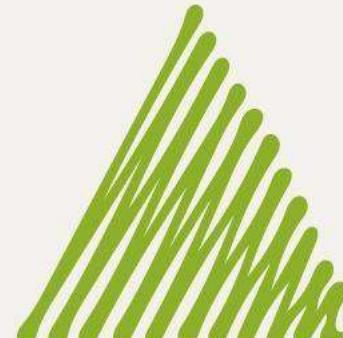
# XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



0  
1 1  
0 0 1  
0 1 1 0  
1 1 0 1 0  
1 0 0 1 1 0  
1 0 1 1 0 0 1



**ROCROI**  
www.rocroi.com

**Lluis Rabaneda**

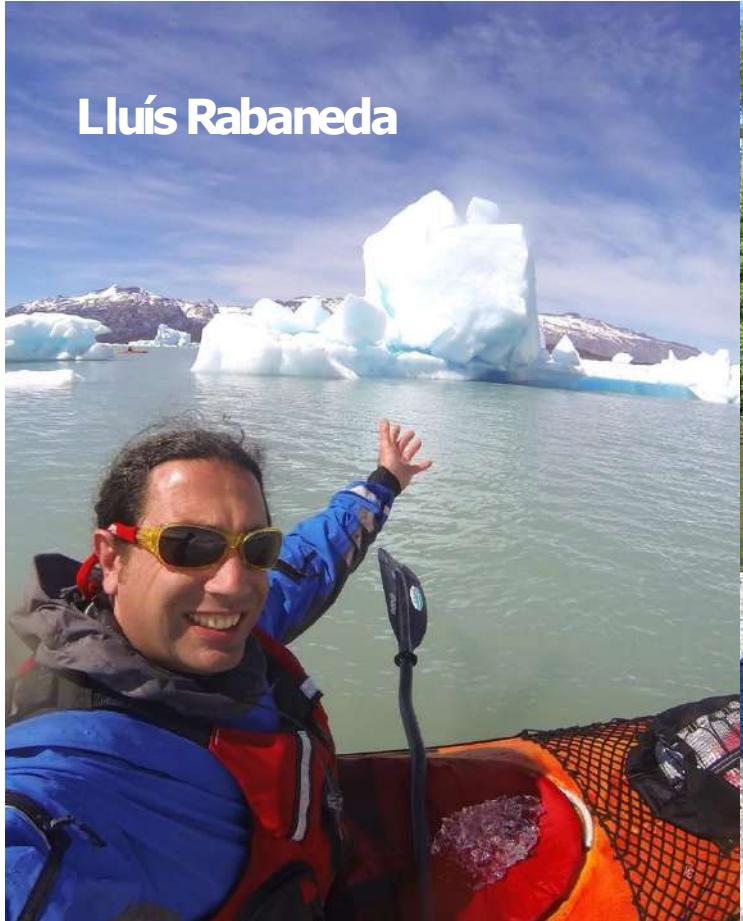
Founder, RocRoi

**From the Pyrenees to  
the World.  
Outdoor 360°**

[rocroi@rocroi.com](mailto:rocroi@rocroi.com)

# The Founders

Lluís Rabaneda



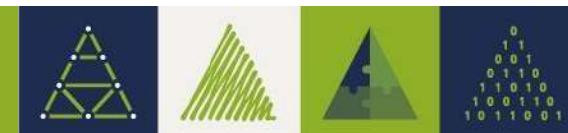
Carlos Rabaneda



# Our Mission



# Our Path



0  
1 1  
0 0 1  
0 1 1 0  
1 1 0 1 0  
1 0 0 1 1 0  
1 0 1 1 0 0 1

# Our Path



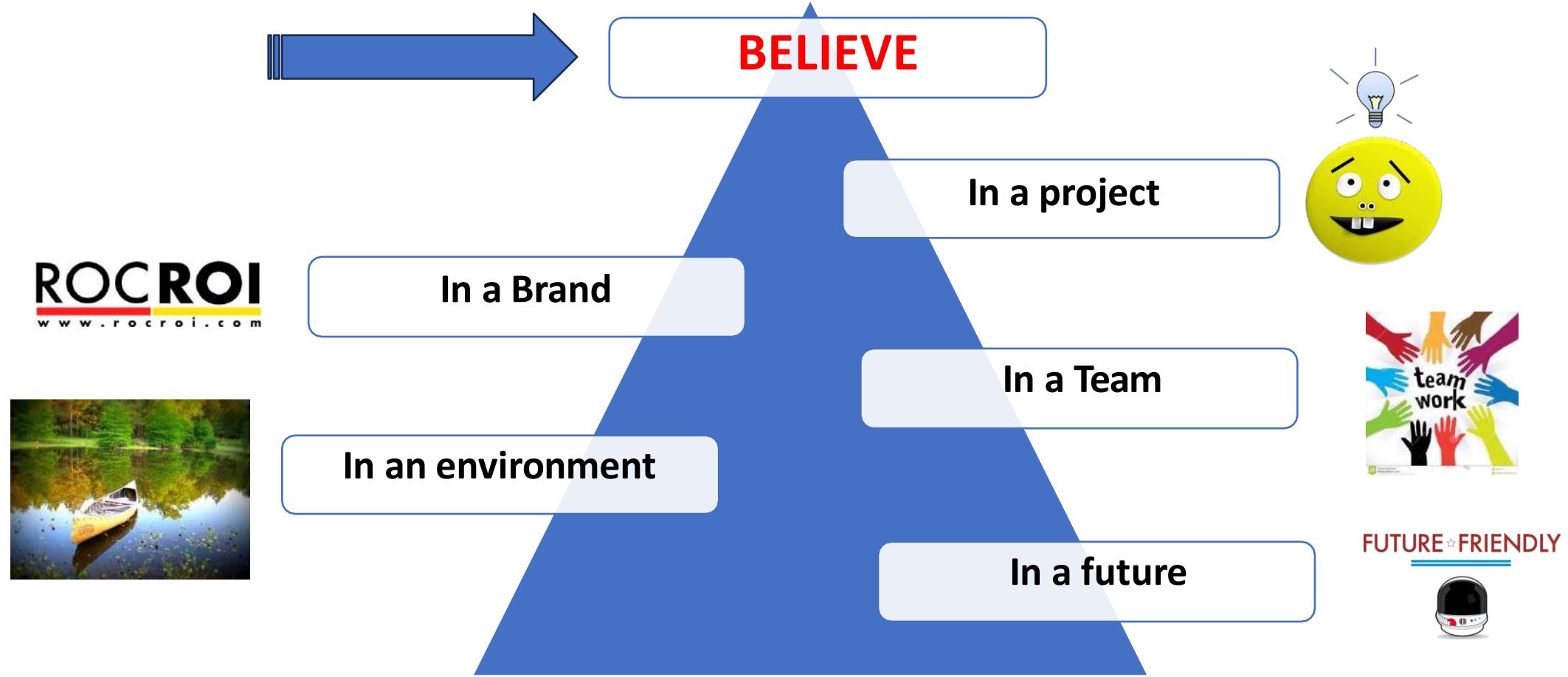
## RocRoi 2.0

DIGITAL ERA

The image shows a laptop and two smartphones displaying the RocRoi website and mobile application. The website on the laptop screen is for the Llavorsí-Pirineos center, featuring sections for activities, centers, groups, news, blog, and casales. It includes a video player, a photo gallery, and a WhatsApp icon. The mobile app on the phones shows various activity proposals like 'ROCKCLIMBING', 'KAYAKING', and 'RAFTING'. The overall theme is the transition from physical outdoor activities to a fully digital platform.



# **How to foster entrepreneurship? Lessons learned & recommendations**



Gràcies  
Gracias  
Thank you  
Merci

