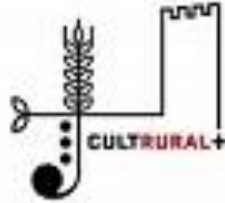




Co-funded by the  
Erasmus+ Programme  
of the European Union



**3<sup>rd</sup> International Conference of the CULTRURAL+ European Network for Rural  
and Cultural Resilience of Remote Areas**

**“Cultural valorization of rural economies: heritage, production, gastronomy,  
entrepreneurship”**

**Farkadona Town Hall, Thursday, June 24th 2021**

## BOOK OF ABSTRACTS

- **ADSUAR J. C.,<sup>1</sup> MANZANO-REDONDO F.,<sup>2</sup> MORENAS-MARTÍN, J.,<sup>3</sup> DÍAZ HERNÁNDEZ M.,<sup>4</sup> GALÁN ARROYO, M. DEL CARMEN,<sup>5</sup> ROJO-RAMOS, J.<sup>6</sup>**

1. University of Extremadura, [carmelo.adsuar@gmail.com](mailto:carmelo.adsuar@gmail.com)
- 2-6 University of Extremadura

### **“Nature tourism in Spain: gender implications and sustainability”**

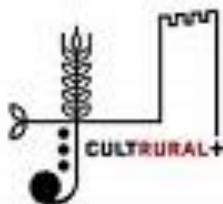
Nature tourism is increasing. It is important that tourism does not cause environmental damage, in this sense, it is necessary to look for ways to make this tourism sustainable. The aim of this study is to look at the sociodemographic characteristics of nature tourists in Spain. After analyzing more than 3000 nature tourists, it can be affirmed that there are more women than men doing this type of tourism, women who do nature tourism are younger, are in a couple, and do not have children. In general, men who do this type of tourism have a lower academic level and less income than women. Eighty-five percent of the tourists used private transportation, the second most used was the airplane (8%). These two types of transportation have a negative influence on the environment, the first step to improve the situation is to describe it as is done in this communication. It concludes by indicating that the data provided may contribute to sustainable solutions accommodating the needs of tourists according to their gender.

- **CURVEUR, L.,<sup>1</sup> COTE, S.,<sup>2</sup> RIEUTORT, L.<sup>3</sup>**

1. Université Clermont Auvergne, AgroParisTech (Edtudiante Master)
2. Mon territoire numérique, [sebastien.cote@mtnum.com](mailto:sebastien.cote@mtnum.com)
3. IADT, [laurent.rieutort@iadt.fr](mailto:laurent.rieutort@iadt.fr)

### **“Enhancing cultural heritage through digital technology: a lever for the development of fragile rural areas? Feedback from France”**

This paper, which is based on the HERITECH project (<https://heritech-forum.com>), deals with the digitisation of the heritage of rural areas. How to protect and rehabilitate them thanks to digital technology? How can we also create new experiences for visitors and tourists? How can we use digital technology to bring the wealth of built, intangible, natural and industrial heritage of all territories to the attention of French and international tourists? And finally, how can we unite the elected representatives



of the heritage, tourism and digital sectors, their associations, the State services and the academic sphere around the creators of activities in this field? In order to answer this question, we have carried out numerous semi-directive interviews with the leaders of digital heritage development projects and we propose to draw up a typology of these actions in fragile rural areas (1/ bringing to life what no longer exists; 2/ increasing the experience at the place of visit; 3/ proposing a "pre-visit"; 4/ digital technology as a heritage mediation tool; 5/ collecting, safeguarding and sharing heritage data) in order to then identify the strengths, weaknesses and opportunities for development.

- **DE LA MONTAÑA ROJO, EI., TENA FERNÁNDEZ, R., SOTO VÁZQUEZ, J., GÓMEZ-ULLATE, M.,**

### **“Literary Heritage and Literary Tourism as strategies for sustainable rural development”**

This work aims to analyze and transfer models and strategies of good practices of tourism promotion and cultural heritage valorization based on literary elements. In this sense a review on scientific literature and infography reveals cases as literary routes, literary landscapes, literary museums, “maisons d’écrivains”, literary cities and villages and networks of literary cities in the UNESCO Creative Cities framework. The research reflects on how these models and strategies can also be implemented and enhanced in rural areas to increase tourism impact and sustainable development. Furthermore, we also analyze cases of best sellers impacting other cultural routes, as the St. James Ways or cases as “literary graphities” as innovative and creative practices. The research focuses on the case study of the region of Extremadura, and explores how literary heritage has been managed to become a tourism resource, so far. A very special village, in the province of Valladolid, will also be analyzed as a good practice case and model.

- **GÓMEZ-ULLATE, M.,<sup>1</sup> BARRIOS MANZANO, P.<sup>2</sup>**

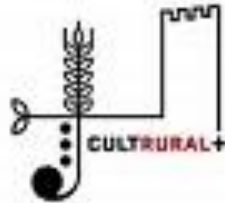
1. University of Extremadura, [mgu@unex.es](mailto:mgu@unex.es)
2. University of Extremadura, [pbarrios@unex.es](mailto:pbarrios@unex.es)

### **“Cultrural+, Integrural and Learning Villages. 3 Erasmus+ projects for Rural Development through Culture and Cultural Heritage”**

This work advances results from three Erasmus+ projects that have taken us to dive into the territory in search of cultural heritage elements to enhance tourism attraction, social cohesion and quality of life in less favoured areas. The case study focuses on the landmark of Tamuja and Mountains of Montanchez, a territory with three different marked areas and 22 villages with different populations and demographic



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



dynamism. The research is based on research visits, discussion groups and in-depth interviews to relevant stakeholders, that we have called mediators and entrepreneurs: local development agents, local action group researchers and chroniclers, city government's majors and counselors, tourism technicians. Desk analysis of the territory is also fundamental to know better the potential of cultural and heritage elements to enhance rural development, social cohesion and tourism attraction.

- **GONÇALVES, G.V.,<sup>1</sup> PEREIRA, D.,<sup>2</sup>**

1. CIDEHUS Universidade de Évora, Associação de História e Arqueologia de Sabrosa, gerardo@uevora.pt
2. Associação de História e Arqueologia de Sabrosa, dinapereira85@gmail.com

**“Cultural Communication, Touças Medieval Graveyard Project and a Summer Solstice: the dissipation of an abyss between science and the community”**

The difficulty in communicating is more and more accentuated depending on the place or level where we want to act. Communicating science is a task that is well explored and well explored by several communicators globally, however, communicating science of proximity, communicating science through cultural heritage is, in Portugal, a herculean task. The archaeological project of the Medieval Necropolis of Touças was and continues to be a sham for the entire research team that has participated, with commitment, since its beginning. This is a multi-year archeology project that seeks, in essence, to get to know a fascinating archaeological site better, located in the municipality of Sabrosa, very close to Aldeia da Garganta, between Serra do Meio and Serra de Nossa Senhora da Azinheira, in Alto Douro Wine Region. The recent discoveries made at the site give even more interesting data to the contexts that were already known. The idea of having, on the site, a small atelier of medieval rock sarcophagi, evidence of an old medieval chapel, structures even older, linked, possibly to ancestral cultural and symbolic processes, is developed. In the work carried out in 2020, it was possible to identify and confirm other even more symbolic realities: the relationship of some archaeological elements on the site to astronomical events such as the summer solstice, which occurred every year between the 20th or 21st of June. The first experience in correlating the archaeological site and its dissemination and enhancement through a “media” event took place in 2020, in the month of June, when, as a result of measurements on the organizational aspects of some archaeological elements on the site (orthostats), we tested the relationship of these measurements to a very significant astronomical event in human history: the summer solstice, the start of the longest day of the year and the passing of the season, in short, a biological and spiritual renewal. As we illustrated at the beginning, communicating and valuing science, in this case, the archaeological and cultural heritage, is not an easy task for several reasons. Among the most relevant reasons, the lack of funding, the formal lack of interest in issues related to the way science is transmitted, the lack of public and political sensitivity to certain fields of knowledge, the difficulty of



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



the so-called “doers” stand out. of science ”in interacting with potential stakeholders, the lack of training and knowledge to produce interesting speeches, tell stories and use digital humanity as a way to promote science and heritage, didactically. Among the objectives of the Touças Medieval Graveyard Project, it is worth highlighting, above all, the implementation of several activities and actions that promote the pedagogical knowledge of the site, the application of digital humanities in the dissemination and valorization of the site, the implementation of archaeological work fields, ateliers and more general activities, which interconnect the mysticism and symbolism of the site to the different communities.

- **GONÇALVES, G.V.,<sup>1</sup> PEREIRA, D.<sup>2</sup>**

1. CIDEHUS Universidade de Évora, gerardo@uevora.pt
2. Associação de História e Arqueologia de Sabrosa, dinapereira85@gmail.com

### **“Anphoras of Gallaécia: experimental archeology of the flavors and aromas of ancient roman spiced wine”**

The project promoted and carried out by EROS Environment Research on Science Consulting, generically designated as Anphoras of Gallaécia: roman spice wine was an initiative that arose, essentially, through the will of the EROS team of archaeologists to implement a new aspect in the fields of experimental archeology, in this case, linked to the gastronomic and wine heritage.

It is an initiative that sought, through the collection of information on recipes from the classical period, mainly by Marcus Gávius Apícus, to recreate a wine product, made from traditional Mediterranean products. The project that culminated with a prototype and, consequently, with the production of a limited number of copies (about 250), used the referred classic texts and implemented a study on the relationship between the weights and measures of classical antiquity and its approximate relationship with medieval and modern measures, until reaching its experimental equivalence with contemporary measures.

The products used, in general, come from the Douro region, in Trás-os-Montes, and some products from the Mediterranean. In this way, a product was created with Douro, Peninsular and Mediterranean influences and, allied to this, a product with a very close connection with the ancient peninsular and Mediterranean history.

Wine, in classical times, both in ancient Greece and in Rome, was a very desirable product and which also went through several phases in its so-called evolution. Generally, in classical times, wine was, in general, drunk with water. Only in the upper classes was another type of production practiced. With the writings of merchants and “gastronomes” like Marcus Gavius Apícus, wine and other culinary products have undergone a certain change in terms of condiments, methods of preparation and even products.



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



The Anphoras da Gallaécia project is an initiative that seeks, in essence, to promote interest in history, heritage, gastronomy and wine, applying a pedagogical guise and based on experimental scientific processes. Essentially, it is an aromatic product, with an intense flavor, with a somewhat complex and time-consuming preparation method.

- **GUZMAN GALLEGO, F.**  
[aedl2@mancomunidadesierrademontanchez.es](mailto:aedl2@mancomunidadesierrademontanchez.es)

### **“Employment and Entrepreneurship as a measure against depopulation in the rural world”**

What happens to small local entrepreneurs who do not know how to face a new challenge? That is why the figure of the Employment and Local Development Agent (AEDL) exists in the towns of Extremadura. The functions that we carry out at the local level are various; However, to continue talking about how we develop our work, we will have to give some real examples so that you can know first-hand why this figure of AEDL is essential in the territory of any local administration in the rural world. The AEDLs are located in the Town Halls, Associations of Municipalities and other local entities. We have direct contact with the users of the Town Halls and everyone knows us, for example, Torreorgaz. Torreorgaz is a Municipality of 1700 inhabitants, therefore people know that you are in the City Council to advise and help them when looking for employment, training or when starting their own business. How do we advise businesses to take advantage of their resources and also obtain benefits? From small agents to small entrepreneurs, we will see how this type of help works.

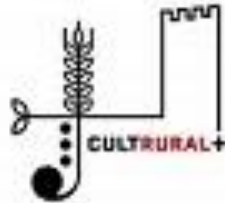
- **JOUKES, V.,<sup>1</sup> PIRRA, A.,<sup>2</sup>**
  1. University of Trás-os-Montes and Alto Douro, [veronika@utad.pt](mailto:veronika@utad.pt)
  2. University of Trás-os-Montes and Alto Douro, [apirra@utad.pt](mailto:apirra@utad.pt)

### **“Portuguese Rural ‘Cultural’ Micro-Entrepreneurs and their Relation with Resilience, Innovation, and Sustainability”**

As a result of the positive experience of last year, in the spring semester of 2021 another group of first year Economics students interviewed local entrepreneurs in the context of the CULTRURAL+ project. They were only allowed to interview micro-entrepreneurs (from companies, from non-governmental organizations, from non-profit associations) active in rural areas who have something to do with (preserving/transforming) culture. They were incentivised, in particular, to select ‘general managers’ that might function as examples of good practices – that is, persons who might inspire their peers. This year,



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



apart from the collection of sociodemographic data and a description of the professional activity, the main themes under consideration were: resilience, innovation, and sustainability. At the end of each set of themed questions there was a question about whether the entrepreneur had done better or worse in this area due to COVID. Our communication is based on the outcomes of the in-depth structured online interviews, each one of around an hour. Through the interviews could be detected that, generally speaking, each entrepreneur is concerned with these topics and has a number of experiences he/she is willing to share. In most cases COVID even provoked new approaches and led to positive changes.

- **KAMARA, A.**

Time Heritage, [info@timeheritage.gr](mailto:info@timeheritage.gr)

**“Pathways to the past can lead to the future: Knowledge, enhancement and valorization of cultural heritage as a resilience factor”**

In rural areas, cultural heritage can be a hazy, vague thing. People experience it, but sometimes they don't know why and how to protect it and show it to others. They cannot valorize it unless someone else, from beyond their community, comes and tells them that “it is important”. Rediscovering their past can be for local communities a revealing experience, strengthening self-esteem and triggering a new, stronger sense of identity. In countries with a rich archaeological background, cultural heritage is often seen as a blessing as well as a curse. For example, it can be a tourism-inducing factor as well as a factor regulating in strict terms the use of land. This sometimes resonates in heightening tension between those who protect it and those who feel threatened by it. The development of the disciplines of cultural heritage management and heritage interpretation can contribute greatly to the change in local communities' viewpoint regarding their heritage, helping a new, more conscious, relation emerge, which can be of bilateral benefit. In the presentation some best cases will be presented as well as some suggestions, which may open up new potential for the local communities of the municipality of Farkadona.

- **KOLOBOTSIOS, G.,<sup>1</sup> Dr.KOUTSADELIS, C.<sup>2</sup>**

1. Ephorate of Antiquities of Trikala, [efatri@culture.gr](mailto:efatri@culture.gr)

2. Ephorate of Antiquities of Trikala, [efatri@culture.gr](mailto:efatri@culture.gr)

**“The wider area of Farkadon from Prehistory to the Roman times: an overview”**

The wider area of Farkadon preserves vestiges of constant human occupation since the 6th millennium BC. The Neolithic site of "Plateia Magoula" at Zarko is one of the most important early agricultural



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



settlements of Greece, which has delivered some of the earlier evidence of cremation in Europe. The site of "Asvestaria", near Petroto, attests to the continuity of occupation throughout the Bronze Age and the presence of the Mycenaean culture in western Thessaly, while the nearby town of Oechalia is mentioned by Homer in the Catalogue of the Ships of the Iliad. The area flourished during the Classical and Hellenistic period, during which it was part of Hestiaiotis, one of the four administrative divisions of the Thessalian tetrarchy, but declined in the Roman period. Following the flow of the Pineios river, there are still visible the remains of the ancient cities of Pelinna (near Petroporos), Farkadon (near Klokkotos), Fayttos (near Zarko) and Atrax (near Pineias), of which those of Pelinna are the most impressive. The archaeological site of Pelinna will become better accessible and more intelligible to the wider public through a major project that is currently implemented by the Ephorate of Antiquities of Trikala and funded by the National Strategic Reference Framework 2014-2020.

- **KYVELOU, S.**

Professor, Dpt of Economic and Regional development, Panteion University of Social and Political Sciences, [kyvelou@panteion.gr](mailto:kyvelou@panteion.gr)

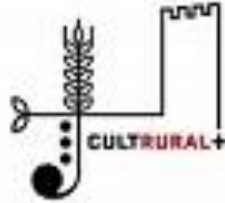
### **Multi-use in the marine space and island territories, for the local development and the local entrepreneurship**

In a context of growing claim for marine space and in the pursuit of maritime “spatial efficiency”, Multi-use (MU) becomes necessary to assemble more or less compatible sea uses. In this paper, the potential of the soft MU involving small-scale fisheries (SSF), tourism and nature conservation (related to MPAs), widely encountered in the Mediterranean sea-basin, is being assessed in Greece. Despite the fact that the MU concept is not yet included neither in MSP laws nor in strategic policy documents due mainly to the dominance of terrestrial spatial plans that favour exclusive rights of highly competitive and expansive maritime activities (e.g aquaculture), the above MU is increasingly being practiced by local communities as a socioeconomic and entrepreneurial instrument (fishing tourism), able to be also occasionally oriented to nature conservation. Following the DABI analysis, a spectrum of challenges/constraints and opportunities for the application of the MU under study were revealed, grouped in socio-economic, environmental, political-regulatory and technological factors that can enable or undermine this MU in the Greek seas. The presentation concludes that there is a huge potential for the said MU development in areas dependent on fisheries, consistently to the longstanding SSF tradition that despite its decline, continues to be one of the most important among those practiced in the coastal zone and in remote and insular communities, essentially defining their





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



particular social and cultural identity. Besides, SSF have low environmental impact and also tourists and the local communities are gradually becoming more conservation-oriented. Hence, the MU is highlighted as a tool for sustainable use of marine space supporting the Blue Growth Agenda and reconnecting natural and cultural capital at sea, thus redefining also the role of fishers that under equitable conditions may become defenders of marine biodiversity and key actors for the sustainable management of fish stocks and ecosystems in the protected areas.

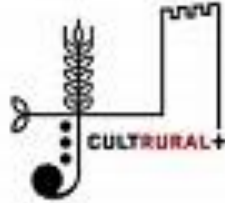
- **MANTZANA, K.,<sup>1</sup> NTAFI, E.,<sup>2</sup> PALLA, I.<sup>3</sup>**
  1. Director, Ephorate of Antiquities of Trikala, [efatri@culture.gr](mailto:efatri@culture.gr)
  2. Ephorate of Antiquities of Trikala, [efatri@culture.gr](mailto:efatri@culture.gr)
  3. Ephorate of Antiquities of Trikala, [efatri@culture.gr](mailto:efatri@culture.gr)

### **“Ιστορική και μνημειακή επισκόπηση των βυζαντινών και μεταβυζαντινών μνημείων / Historical and Heritage Review of the Byzantine and Post-Byzantine Monuments of Farkadona”**

The presentation focuses on a historical and heritage inventoring of the Byzantine and Post-Byzantine monuments of the Municipality of Farkadona, through the sources and the multi-faceted work of the Ephorate of Antiquities of Trikala. There will be highlighted the collaboration between the Municipality and the Ephorate (in the framework of the Third NRF) for the enhancement and conservation of the Holy Church of the Dormition of Mary of Achladochori, a 13<sup>th</sup>-century monument in a rare architectural site, one of the few preserved monuments in Western Thessaly. Furthermore, one of the most important excavations in the area has revealed the palaeochristian basilica at the location “St. Nicholas Phonias” at Zarko, which, in combination to the restoration work performed at the Holy Monastery of St. John the Theologian at Zarko, have created a monumental point of reference in Thessaly. A second point of reference has become, recently, the Holy Monastery of Zoodochos Pigi at Panagitsa, with an Athos-type *katholikon*, its interior all covered with wall-paintings, dated to 1834, whereas currently conservation work is taking place at St. Nicholas at Krini (13<sup>th</sup> c.) and at Taxiarches (1625). The Castle of Grizano, one of the most imposing Byzantine fortifications of Thessaly, constitutes a research case for both Historians and Archaeologists, whereas in ancient Pelinna there is noted historic continuity with the church of St. Paraskevi and the geological phenomenon at the location “Zour-Papa”. Finally, due to the recent series of earthquakes, many problems have been attested to ecclesiastic monuments of the area and, after the recording and documentation carried out by the Ephorate of Antiquities of Trikala, there have been programmed the necessary processes for the funding of a restoration programme of the Holy Monastery of the Dormition of Mary, otherwise known as Orfanou Monastery (18<sup>th</sup> c.), in Oechalia as well as the



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



parish churches at Nomi and Phaneromeni, in order for these monuments to recover their glamorous and monumental character.

- **MURIEL GONZÁLEZ, A., PACHECO CONEJERO, A. J., LOPEZ MUÑOZ, J. M.**

### **“Cultural valorization of rural economies: heritage, production, gastronomy, entrepreneurship”**

The Tajo-Salor-Almonte area is a Spanish territory located on the Centre-West of the Iberian Peninsula. Lying on the border with Portugal, this is a somewhat geographically isolated region with relatively poor transport infrastructures, and the operational area of the Local Action Group TAGUS (Asociación para el Desarrollo de Tajo-Salor-Almonte). Tajo-Salor-Almonte encompasses 2,345 square kilometres, 5.23% of the total area of the Extremadura region in which it belongs. Population is 28,258 with a downward trend, and the rurality index is 24.25%, well above the regional average. From a socio-economic perspective, we can distinguish between small villages, with very aged population (aging index for the area is 203.84%), and some larger towns located alongside the peri-urban ring of Cáceres (capital of the province, itself outside our operational area). The latter enjoy higher economic activity and a more sustainable age pyramid. Most councils' economy largely depends on the primary sector, mainly agriculture and livestock farming, organized around small local productive units with low value-added. Livestock population has grown 7.11% from 2009. The remaining economic activity spreads over a highly fragmented productive fabric of very small businesses in the service sector. The cultural and natural patrimony of the area is rich. The old tradition of transhumance (seasonal moving of livestock across the country) has imprinted the land with an intricate network of drove roads and its memory is deeply embedded in the customs and cultural heritage of the people. The one world-renown produce from the area is La Torta del Casar de Cáceres, a white-paste cheese made from sheep's milk coagulated with vegetable rennet from local thistle plants. As it happens, La Torta's unique soft texture came by accidentally, as farmers realized that some of the hard cheese pieces that were seemingly ruined into creamy blobs during ripening actually tasted much better. Today, La Torta is a sought-after delicatessen among cheese connoisseurs around the globe. Shepherding School Tajo Salor Almonte One recurring theme arose about the shortage of sheep's milk supply for production of La Torta during peak demand seasons, which effectively limits the ambition of expansion strategies. Briefly put, we need more sheep shepherds to increase La Torta production levels, and new shepherds need to be better trained and follow more effective practices than in the past, for which a state-of-the-art shepherding school is required. Of critical importance in the quest for excellence in this exciting project is the active



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



participation of knowledge and innovation institutions that can make the School a truly top-notch resource for the training of 21st century, highly professional shepherds embracing ICT and the latest technological advances in the field. The innovation aspect to the project is a clear result of the way Smart LEADER operates to create value beyond traditional development funding. We expect that the Shepherding School will support generational renewal in the profession and counteract depopulation trends by offering the youth employment opportunities in a competitive trade. The knowledge institutions participating in the Shepherding School project are: The Faculty of Veterinary Medicine at the University of Extremadura (Cáceres). Cooprado, a co-operative based in Casar de Cáceres. Co-operative members have committed to serving as tutors for the School students. Other regional institutions contributing scientific and technological advances. Rational Holistic Shepherding. A Project for the shepherds based on social innovation and sustainable practices. Natural livestock feeding is becoming increasingly popular in a market that demands traditional, safe and healthy food products, which can add to the competitiveness of extensive farming. Rational Holistic Shepherding is concerned with the increase of livestock farming efficiency while ensuring the ecological sustainability of pasture lands through the use of proven scientific and technological practices aimed at reducing external inputs and generally manage the exploitation more rationally. We are currently on the first stages of deployment of Rational Holistic Shepherding techniques on a number of pilot farms as part of the AGFORWARD European Research Project, led by the University of Extremadura for the South-West of the Iberian Peninsula. As with the former example, this project has been promoted bottom-up in Tajo-Salor-Almonte area, and specially in the Shepherding School. The fact that the activity is guided by the Governance+ agents ensures a high level of involvement at the local level. Some of the participants are: Cooprado and ACTYVA co-operatives, acting as co-leaders of the project with TAGUS (Local Action Group). The R&D department of CYCITEX, the Centre for Scientific and Technological Research of Extremadura which will contribute advances on pasture nutritional analysis through satellite monitoring. The town councils of Tajo-Salor-Almonte, involved in the public-private management of public pasture lands. This project is being designed with the participation of researchers, farmers, public authorities and other economic agents of the territory, including the LAG itself, in a configuration similar to the Operative Groups promoted by EIP Agri, and is awaiting funding by the regional channels within this initiative.

- **PACHECO RUBIO, R.,<sup>1</sup> HOLGADO ALVARADO, R. M.<sup>2</sup>**

1. Municipality of Casar de Cáceres, International Network, Cultural Heritage and Tourism
2. Municipality of Casar de Cáceres, International Network, Cultural Heritage and Tourism

**“Casar de Cáceres. Agro-livestock farming traditions as the basis of innovation and driving force of the economy of the villages.”**



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



Casar de Cáceres bases its tourist development on a millenary product, the 'Torta del Casar', a unique cheese whose production is a legacy of the pastoral culture that marked the village over the centuries. Around the Torta del Casar cheese, an entire agricultural and livestock infrastructure is forged: merino sheep farms and cheese dairies, mainly and directly. But indirectly, and thanks to this attraction, a network of establishments such as lodgements and restaurants that attract restaurants that make it easier to attract visitors. Also the commercial establishments sell the product directly from the cheese dairies.

In another area, the Torta del Casar Cheese Museum and the Interpretation Centre of Pastoral Culture "Casa Pinotes", are an interesting cultural resource for tourists and visitors. These centres complement their exhibition discourse with visits to the modern cheese factories that produce the traditional Torta del Casar with the necessary technological advances and innovation in these aspects.

It also offers agropastoral experiences along one of the most important trashumance livestock trails, the Western Cañada Real Soriana Occidental.

The town council also collaborates closely with local organisations such as the Cooprado Foundation in the formation of the School of Shepherds, the Regulatory Council of the Torta del Casar Denomination of Origin and other businesses. Once again, public and private initiatives go hand in hand.

- PRADO-SOLANO, A. DÍAZ CASERO, J. C.

### **“How to design a social entrepreneurship program in a rural area: the case of Extremadura”**

Social entrepreneurship has become particularly important in recent years, to the point that specific laws have appeared in different European countries. In Spain, in particular, there is a law on the social economy that includes some aspects of interest for social entrepreneurship, but there is still a legal gap in certain aspects. Extremadura is an eminently rural Spanish region with special characteristics such as the lowest level of Human Development of all regions and a population density of 26 inhabitants per square kilometer, well below the national average of 92 inhabitants per square kilometer. In this region, it is a challenge and an opportunity to establish programs and policies that favor social entrepreneurship. Specifically, the aim of this communication is to review different social entrepreneurship programs, as well as to make a concrete methodological proposal that includes all the lessons learned from the review.

- RICARD, D.,<sup>1</sup> RIEUTORT, L.<sup>2</sup>



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



1. Professeur de géographie à l'Université Clermont-Auvergne, AgroParisTech, INRAE, VetAgro Sup, Territoires [daniel.ricard@uca.fr](mailto:daniel.ricard@uca.fr)
2. Professeur de géographie à l'Université Clermont-Auvergne, AgroParisTech, INRAE, VetAgro Sup, Territoires; [laurent.rieutort@uca.fr](mailto:laurent.rieutort@uca.fr)

### **“Standing out in a commoditised market. The example of mountain milk in France”**

In developed countries, liquid milk is one of the basic foodstuffs and drives a large-scale industry (3.33 billion litres produced in France in 2017) which has undergone numerous structural changes since the 1950s. Ultra High Temperature (UHT) milk now accounts for the bulk of this production (3.088 billion litres in 2017) and over time has become the archetypal commoditised food product with low margins, especially as consumption is now in decline. How can you differentiate yourself in such a market, especially if you are a producer in a rural mountain area? Over the last twenty years or so, we have seen the emergence of new approaches to differentiation which, among other things, emphasise the criterion of origin, an identification with the place and a certain 'territorial branding'. It is therefore interesting to understand how the actors in this standardised dairy world act, at least in the mountain context, to promote such a product. What 'territorial markers' are mobilised? According to which arguments and by which actors (producers, processors, intermediaries, etc.)? What effects do they have on collective and territorial dynamics?

- **RODRÍGUEZ ROSA, C.**  
Torreorgaz Townhall, [celiarodrosa@gmail.com](mailto:celiarodrosa@gmail.com)

### **“Traditional ranching in Extremadura: what's it evolving to?”**

The podium in Extremadura is occupied by the service sector; however, what is the place of traditional livestock farming? Far from the truth, livestock farming is now surviving thanks to the injection of European subsidies, both at Community level with the LEADER and PRODER funds and at individual level with CAP subsidies. Generational changeover? An aspiration of the few and for the few. Profitability? For large ranchers and members of cooperatives. How can we get out of this situation, which is doom to extinction? From a transversal perspective, this exhibition will analyse the role of the different actors that interact in rural livestock: cooperatives, livestock farmers and collaborating companies as well as the Administration. All this is done in order to really see the advantages and disadvantages of this situation, together with possible future alternatives. How are we going to plan future livestock farming if we don't know what our conditions are at present?



- **SANTOS, A.S., LOPES, L.F.**

Ruralidade Verde, Lda, Qta Engenheiros, Vila Marim; UTAD, Quinta de Prados, 5001-801 Vila Real , Portugal;  
[ruralidadeverde@gmail.com](mailto:ruralidadeverde@gmail.com)

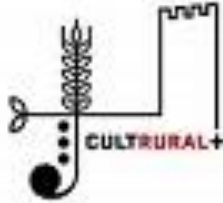
**“Animal production in mountain areas and green assets: will the new C.A.P. promote sustainability?”**

The agro-ecological oriented bioeconomy stands for sustainable farming, forestry and related activities ensuring the supply of public goods (water quality, landscape attractiveness, typical foods,...) and rural development. Closely associated with production systems based on a sustainable use of natural resources, animal production in mountain areas presents an important alternative for maintaining the rural landscape, the ecological biodiversity and the cultural heritage of specific agricultural practices in these systems. Controlled and directed grazing management in mountain areas with different animal species can efficiently constitute a biological tool for controlling shrub encroachment and the re-growth of invasive plants, enhancing ecosystem biodiversity and preventing rural fires. In several parts of the world where forest fires are a problem (Mediterranean, Australia, California), grazing animals have been shown to reduce the recurrence of wild fires that cause serious environmental problems and economical losses. Supporting livestock farming in marginal areas for the maintenance of living territories, must be ensured by means of compensation for the additional costs linked to location and natural handicaps. The rewards must leave the actors free to choose their productive strategy, including reducing herd size and stocking rate. Preserving biodiversity is a priority. Local breeds are biodiversity guardians, bred in local, usually family farms, and ensure biodiversity maintenance in rural areas (in particular mountain ecosystems), helping to fight desertification and ensuring economic output to local farmers. Maintaining or increasing the heterogeneity of vegetation is essential for biodiversity, ecosystem goods and services, and long-term sustainability of ecosystems and wildlife populations. Animal production with local breeds contribute to ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, combat desertification, restore degraded land and soil. In order to ensure the income of small-scale food producers, namely family farmers, having equal access to markets and opportunities that value local products and their specificities should be a priority. This will contribute to the valorisation of these products, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, while promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work.

- **VEGA, M. H.**



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



Spanish National Rural Network, [redrural@mapa.es](mailto:redrural@mapa.es)

## **“Introduction of Spanish National Rural Network and Regional Antennas Programme. Criteria for good practices collection”**

The Spanish National Rural Network (NRN) is a networking platform for rural stakeholders, including environmental and social NGOs, farmers and forestry associations, businesses, and Administration among others. It is focused on the communication, discussion, analysis and knowledge exchange about European rural development policies implementation and the transition to more innovative practices in the agricultural, food production, forestry sectors and rural areas. Given the wide territorial diversity of Spain, and the fact that Regional Governments are responsible for Rural Development policies, it was essential for the Spanish NRN to improve the regional rural networking structure. At the end of 2020, the NRN Regional Antennas Programme was implemented, and the first results have been already obtained: better communication with local stakeholders, identification of inspiring projects and good practices from every region and better 2-way communication between the Administration and the rural population. Finally, we go in-depth in the good practice concept definition, contributing on how to fix criteria for projects classification (e.g. quality of life, long-terms projects, transferability) , and reflecting on the importance for the capitalisation process.

- **ZARALLI, F.,<sup>1</sup> DE CAVE, M.<sup>2</sup>**
  1. One Director of Latina Route of Wine - [stradavinolatina@gmail.com](mailto:stradavinolatina@gmail.com)
  2. Project Manager, [m.decave@upwell.dev](mailto:m.decave@upwell.dev)

### **“Wine tourism in Italy – Internet & marketing strategies. The case of Latina Wine Route”**

On the major shifts in Italian rural economy has been toward the shape of a strong relation between wine production and territory branding. As 15% of visitors travel to Italy for wine purposes, the regional development tool called “Strade del Vino” (Wine Routes) has been at the core of the development of the experience-oriented tourism in Italy having as focus wine. In the wine game, excellence is one of the keys of the outcomes, but it is not enough. Information technology, management and accessibility are three elements in which Italian wineries have a fragmented approach, and 4% of the Wine Routes still do not own a website (Colombini, 2015; BIT Milan, 2017). We argue that marketing planning both online and offline is key to go beyond these barriers and that web accessibility, information simplicity and navigability can be vectors of development also for those hard-to-reach wineries and enhance at the best their reputation via a careful branding strategy. Latina Wine Route will be used as a case study.



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



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



DISCLAIMER: The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.