**FARKADONA INTERNATIONAL CONFERENCE 2021**

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

***Host: Municipality of Farkadona, Thessaly, Greece***

Thursday, June 24th, 2021, 09.30-19.00 EET

Venue: Farkadona Town Hall and virtual: [**https://dimosfarkadonas.my.webex.com/meet/dimosfarkadonas**](https://dimosfarkadonas.my.webex.com/meet/dimosfarkadonas)

**Preliminary Programme**

**9.00-9.30:** Registration

**9.30-9.35:** Welcome by the Mayor of Farkadona

**9.35-9.50:** Keynote speech 1: **M. Gomez Ullate, P. Barrios Manzano**, *Cultrural+, Integrural and Learning Villages. 3 Erasmus+ projects for Rural Development through Culture and Cultural Heritage*

**9.50-10.00:** Keynote speech 2: **K. Asikis,** *Leveraging actions focused on local assets, on purpose of achieving well-being: Farkadona, a win-win plan.*

**Session 1: Territorial development and branding: a stake to win**

**Chairpersons: M. Gomez Ullate, S. Kyvelou**

**10.00-10.15: R. Pacheco Rubio, R. M. Holgado Alvarado,** *Casar de Cáceres. Agro-livestock farming traditions as the basis of innovation and driving force of the economy of the villages*

**10.15-10.30: H. Martinez Vega,** *Introduction of Spanish National Rural Network and Regional Antennas Programme. Criteria for Good Practices Collection*

**10.30-10.45: E. De la Montaña Rojo, R. Tena Fernandez, J. Soto Vasquez,** *Literary Heritage and Literary Tourism as strategies for sustainable rural development*

**10.45-11.00: J.C. Adsuar, F. Manzano-Redondo, J. Morenas-Martín, M. Díaz Hernández, M. del Carmen Galán Arroyo, J. Rojo-Ramos,** *Nature tourism in Spain: gender implications and sustainability*

**11.00-11.15: A. Prado-Solano, J. C. Dias Casero,** *How to design a social entrepreneurship program in a rural area: the case of Extremadura.*

**11.15-11.25: Best practice 1: P. Pantzou,** *“The Parrhasian Heritage Park in the Peloponnese”*

**11.25-11.35: Best practice 2: L. Valsecchi, S. Jaffrey-Roberts, S. Hahnhoff,** *NAMeda Project: Nature, Art and Movement for Personal Development and Social Entrepreneurship for Youth*

**11.35-11.45: Break**

**Session 2: Cultural heritage and sustainable tourism: valorization, interpretation, communication**

**Chairpersons: V. Joukes, A. Pirra**

**11.45-12.00: G. Kolombotsios, Dr. C. Koutsadelis,** *The wider area of Farkadon from the Prehistory to the Roman times: an overview*

**12.00-12.15: K. Mantzana, E. Dafi, I. Palla,** *Ιστορική και Μνημειακή αναδρομή στα βυζαντινά και μεταβυζαντινά μνημεία*

**12.15-12.25: A. Kamara,** *Pathways to the Past Can Lead To the Future*

**12.25-12.40: G.V. Goncalves, D.B. Pereira,** *Touças Medieval Graveyard Project and a Summer Solstice: the dissipation of an abyss between science and the community*

**12.40-12.55: L. Curveur, L. Rieutort,** *Enhancing cultural heritage through digital technology: a lever for the development of fragile rural areas? Feedback from France*

**12.55-13.10: M. Vrasida,** *From tangible cultural monuments to intangible gastronomic culture, the challenge of virtuality*

**13.10-13.20: Best Practice 1: K. Moraros,** *The Olive Museum of Pelion*

**13.20-13.35: Best Practice 2: H. Kalliaras,** *Turning the city of Trikala into a major cultural attraction (past and future projects of cultural valorisation)*

**13.35-13.45: Best Practice 3: Somewhere we Know:** *Cultural Tourism and micro-entrepreneurship*

***13.45-14.00: Gemination of Casar de Cáceres and Municipality of Farkadona***

**14.00-15.00: Lunch Break**

**Session 3: Rural produce and micro-entrepreneurship: creating added value**

**Chairpersons: A. Kamara, K. Asikis**

**15.00-15.15: V. Joukes, A. Pirra,** *Portuguese Rural ‘Cultural’ Micro-Entrepreneurs and their Relation with Resilience, Innovation and Sustainability*

**15.15-15.25: F. Guzman Gallego,** *Employment and Entrepreneurship as a measure against depopulation in the rural world*

**15.25-15.40: D. Ricard, L. Rieutort,** *Standing out in a commoditised market. The example of mountain milk in France*

**15.40-15.55: A.S. Santos, L.F. Lopez,** *Animal production in mountain areas and green assets: will the new C.A.P. promote sustainability?*

**15.55-16.10: C. Rodriguez Rosa,** *Traditional Ranching in Extremadura: What’s it evolving to?*

**16.10-16.25: V. Koutis, S. Tsiakas,** *Transhumant animal husbandry and its role for local development in Thessaly*

**16.25-16.35: Best Practice I: Cooprado Foundation,** *Shepherding School Tajo Salor Almonte*

**16.35-16.45: Best Practice 2: Terra Maronesa: S. Ribeiro, D. Marques and R. Dantas:** *Shepherd’s school and Training in Portugal, Sustainable Grazing and landscape management course*

**16.45-16.55: Best Practice 3: V. Giona,** *The Iria Project*

**16.55-17.00: Break**

**Session 4: Nutrition and Gastronomy as intangible cultural heritage: continuity, assimilation, innovation**

**Chairpersons: V. Koutis, S. Tsiakas**

**17.00-17.15: F. Zaralli, M. De Cave,** *Wine tourism in Italy – Internet & marketing strategies. The case of Latina Wine Route*

**17.15-17.30: Goncalves, G.V., Pereira, D.B.,** *Anphoras of Gallaécia: experimental archeology of the flavors and aromas of ancient roman spiced wine*

**17.30-17.45: S. Kyvelou,** *Multi-use in the marine space and island territories, for the local development and the local entrepreneurship*

**17.45-18.00:** **Ch. Kleisiari, L.- S. Kyrgiakos, S. Niavis, G. Kleftodimos, E. Tigka, Ch. Moulogianni, M.-N. Duquenne, G. Vlontzos**, *CROPFEED Project: Establishment of production protocols as an implementation of circular economy concept*

**18.00-18.10: Best Practice I: Blending cultural heritage and gastronomy: Museum of Natural History of Meteora and Mushroom Museum**

**18.10-18.20: Best Practice II: Blending taste and cultural heritage: Marmeliza preserves and creative design**

**18.20-18.30: Best Practice III: Blending farming and literary activities: Arotria estate**

**18.30-18.40: Best Practice IV: Women’s associations in Farkadona:** *Preserving the memory through taste and research*

**18.40-18.50: Best Practice IV: The Association “Theristades”:** *towards a revival of the Karagounides’ lifestyle in Thessaly*

**18.50-19.00: Discussion-conclusions**