



RURITAGE  
Heritage for Rural Regeneration

09 - 10 June 2022

# SUSTAINABLE RURAL DEVELOPMENT IN THE EUROPEAN AGENDA

## RURAL REGENERATION WORKSHOP - PUBLIC SESSION



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465.





## ABOUT RURITAGE PROJECT <https://www.ruritage.eu/>

RURITAGE project created a new paradigm for the regeneration of the rural areas by using their unique Cultural and Natural Heritage (CNH) as a driver to boost sustainable development and increase competitiveness.

To achieve this, RURITAGE created a unique methodology that involves 13 Role Models and 6 Replicators which work on six Systemic Innovation Areas - Pilgrimage, Resilience, Sustainable Local Food Production, Integrated Landscape Management, Migration, and Art & Festivals. Within these, they work together building and sharing knowledge as way of boosting rural communities economic and social development.

### RURITAGE Partners and Additional Replicators

**Austria:** *Styrian Eisenwurzen UNESCO Global Geopark*

**Austria/Slovenia:** Karawanken-Karavanke UNESCO Global Geopark

**Colombia:** Colombian Federation of Municipalities

**Finland:** Savonia University of Applied Sciences; *University of Vaasa, Pargas*

**France:** UNESCO and ACIR Compostelle

**Germany:** ICLEI European Secretariat GMBH and Bergstrasse-Odenwald UNESCO Global Geopark

**Greece:** Natural History Museum of the Lesvos Petrified Forest and University of Crete; *Ecomuseum Zagori*

**Hungary:** Visegrád City Municipality

**Iceland:** Katla UNESCO Global Geopark

**Ireland:** WestBIC - Business and Innovation Centre

**Italy:** Alma Mater Studiorum – Università di Bologna, Turin Polytechnic University, Agency for the Promotion of European Research, Borghi Italia tour network, Project for the Integration and Welcoming of Immigrants, Regional agri-food district, Municipality of Appignano del Tronto; *Borgofuturo*

**Norway:** Norwegian University of Life Sciences, Magma UNESCO Global Geopark

**Netherlands:** ALMENDE

**Philippines:** *Wood Identification of Ifugao Traditional Houses*

**Poland:** Centre for Systems Solutions

**Romania:** Harghita County Council and Pro Educatione (association)

**Slovenia:** Zavod za kulturo, turizem in promocijo Gornja Radgona and Kulturno Izobrazevalno Drustvo

**Spain:** Consulta Europa, Tecnalia Foundation, Cartif Foundation, Santa Maria la Real Historical Heritage Foundation, Innovative Business Grouping for Efficient Construction, *Marinas Corunesas Biosphere Reserve*

**Turkey:** Izmir metropolitan municipality and Izmir Institute of Technology, Demir Enerji, *Nilüfer Municipality*

**United Kingdom:** University of Plymouth and TakeArt

**Ukraine:** *Polevaya Village*








## DAY 1 - GENERAL ASSEMBLY



### Details

 Thursday 09 June 2022

 09:15 - 17:00

 UNESCO, Room IV (entrance from 125 Avenue de Suffren)

### Objective

Presentation of final major outcomes among RURITAGE community

### Agenda

#### 09:15 - 09:30 - Welcome and institutional greetings

Kristof Vandenberghe, Chief of Section for Earth Sciences and Geoparks, UNESCO  
Victoria Beaz Idalgo, Project Officer, REA, European Commission  
Irina Pavlova, Project Officer, UNESCO

#### 09:30 - 10:00 - Overall project results

Simona Tondelli, Vice-rector of the University of Bologna, RURITAGE Coordinator

#### 10:00 - 10:40 - How RURITAGE changed the rural areas for Role Models and Replicators

Presentations by Role Models and Replicators

#### 10:40 - 11:10 - Coffee Break

#### 11:10 - 11:50 - How RURITAGE changed the rural areas for Role Models and Replicators

Presentations by Role Models and Replicators

#### 11:50 - 12:10 - Impact assessment

Francisco Barrientos, Researcher, CARTIF

#### 12:10 - 12:25 - RURITAGE Resource Ecosystem: engaging local stakeholders in digital heritage-led rural regeneration

Rosa Tamborrino, Full Professor, Polytechnic University of Torino





**12:25 - 12:45** - Rural Heritage Hubs: community-based regeneration from case studies in RURITAGE  
Claudia de Luca, Junior Assistant professor, University of Bologna  
Eunan Cunningham, Regional Manager, WestBic


## SUSTAINABLE RURAL DEVELOPMENT IN THE EU AGENDA



### Details

 Friday 10 June 2022

 10:00 - 14:30

 UNESCO, Room IV (entrance from 125 Avenue de Suffren)

### Objective

- Present results of heritage-led regeneration strategies to EU regional and national stakeholders, in particular from countries where actions were implemented.
- Exchange view on potential uptake of Ruritage innovative solutions in other EU territories

### Agenda

**10:00 - 11:30 - Rural territories in EU funded projects: inspiration from Local Communities**

**Moderation:** Aitziber Egusquiza Ortega, Senior Researcher at TECNALIA

#### Participants:

- RURITAGE Local Hubs
- Andrea Gioseffi, AURORAL Chief Editor
- Antonella Fresa, INCULTUM Communication & Dissemination Manager
- Igor Pucarevic, Be.CULTOUR National Project Coordinator
- Daniel van der Velden, DESIRA PhD researcher



**AURORAL** [www.auroral.eu](http://www.auroral.eu)

*AURORAL (Architecture for Unified Regional and Open digital ecosystems for Smart Communities and wider Rural Areas Large scale application) focuses on increasing connectivity and delivering a digital environment of smart objects interoperable services platforms able to trigger dynamic rural ecosystems of innovation chains, applications and services.*

**INCULTUM** <https://incultum.eu/>

*The project deals with the challenges and opportunities of cultural tourism with the aim of promoting sustainable social, cultural and economic development. It explores the full potential of marginal and peripheral areas when managed by local communities and stakeholders. Innovative participatory approaches are being adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.*

**Be.CULTOUR** <https://becultour.eu/>

*Be.CULTOUR stands for "Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy". It expresses the goal to move beyond tourism through a longer-term human-centred development perspective, enhancing cultural heritage and landscape values.*

**DESIRA** <https://desira2020.eu/>

*DESIRA aims to improve the capacity of society to respond to the challenges and opportunities of digitalisation in rural areas. Through a network of 20 Living Labs in the European rural areas, the project will assess the past, current and future socio-economic impacts of ICT-related innovation. DESIRA will also facilitate a Rural Digitisation Forum to discuss how policies could address the opportunities and challenges of digitalisation.*

**11:30 - 12:00 - Coffee break****12:00 - 13:30 - Rural Development and regeneration within European Union Agenda**

**Moderation:** Philippe Pypaert, Programme Specialist, UNESCO

**Participants**

- Arianna Pasa, Research Programme Officer, DG AGRI European Commission
- Olivier Chartier, SHERPA Project Coordinator
- Alexandru Matei, Senior Officer, ICLEI Europe
- Andrei Chistol, Moldova Secretary of State at the Ministry of Culture







**DG AGRI** [https://ec.europa.eu/info/departments/agriculture-and-rural-development\\_en](https://ec.europa.eu/info/departments/agriculture-and-rural-development_en)

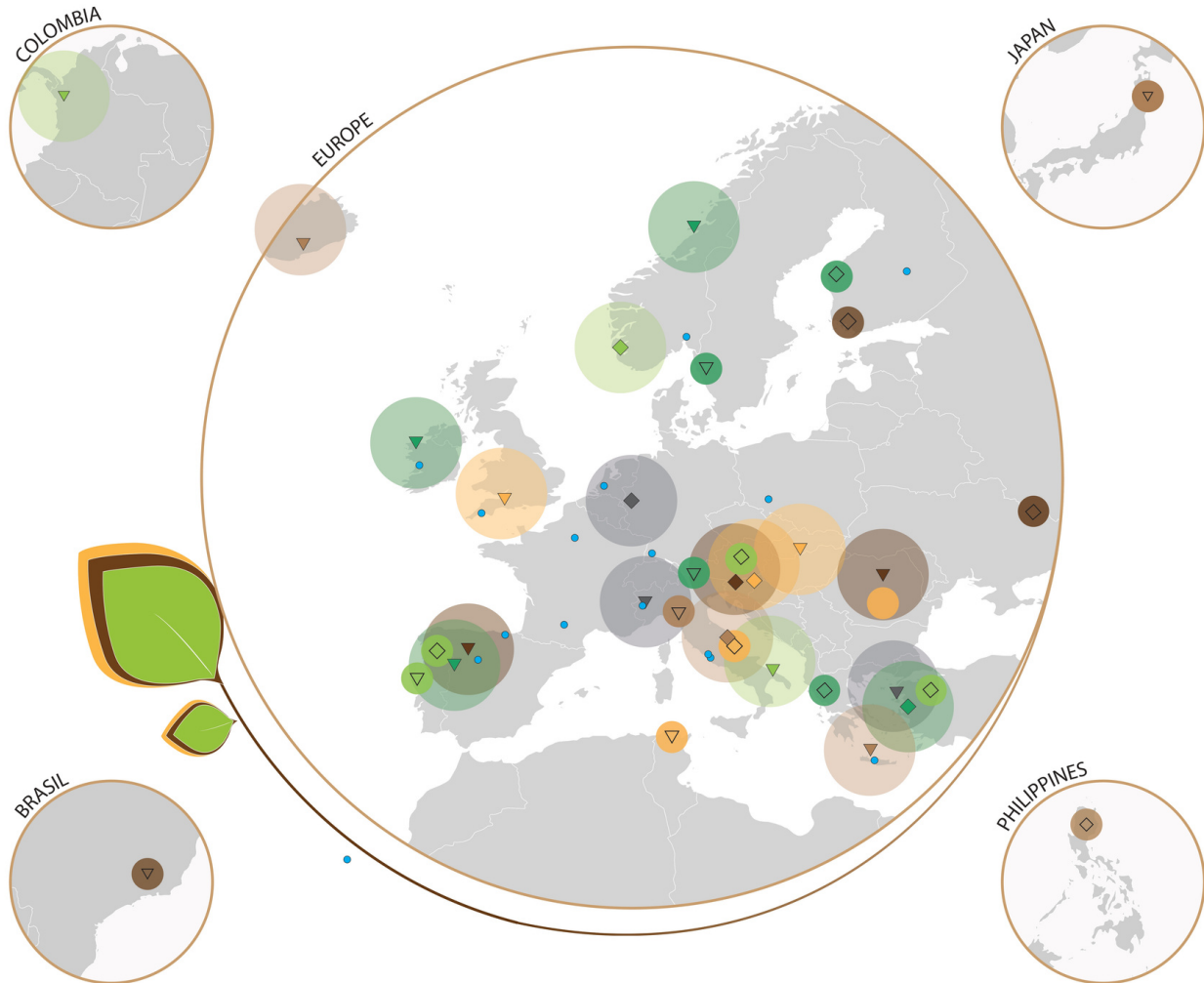
*The Directorate-General for Agriculture and Rural Development is responsible for the European Union policy area of agriculture and rural development. The work of the DG AGRI is closely linked with the Common Agricultural Policy (CAP).*

**SHERPA Project** <https://www.rural-interfaces.eu/>

*Sustainable Hub to Engage into Rural Policies with Actors (SHERPA) is a four-year project (2019-2023) funded by the Horizon 2020 programme. It aims to gather knowledge that contributes to the formulation of recommendations for future policies relevant to EU rural areas, by creating a science-society-policy interface which provides a hub for knowledge and policy.*

RURITAGE seeks to transform rural areas in sustainable development laboratories, through the enhancement of their unique cultural and natural heritage potential.

 <p><b>PILGRIMAGE</b></p> <p>Heritage routes to sacred and historical places are drivers for sustainable and economic growth in many rural areas</p>	 <p><b>LOCAL FOOD</b></p> <p>Using food, wine and gastronomy is a widespread way to improve the economic and environmental sustainability of rural areas</p>	 <p><b>ART &amp; FESTIVAL</b></p> <p>Festivals and arts attract tourists and bring economic resources in many rural areas, promoting youth entrepreneurship and a "creative rural economy"</p>	 <p><b>MIGRATION</b></p> <p>Beyond the challenges presented by the migration crisis, the arrival of incomers' also creates opportunities for repopulation, growth and rural regeneration</p>	 <p><b>RESILIENCE</b></p> <p>Enhancing Cultural and Natural Heritage against climate change and disasters, rural communities protect themselves and boost economic growth</p>	 <p><b>LANDSCAPE</b></p> <p>Successful examples of participatory landscape management built on heritage is a crucial driver of rural renaissance</p>
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◆ Replicators
◇ Additional Replicators
▼ Role Models
▽ Additional Role Models
● Knowledge Facilitator Partners

## The RURITAGE community is growing

16	
Knowledge Facilitator Partners	
13	
Role Models	
6	
Replicators	
9	
Additional Replicators	