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STRAVAL Project



Grant Agreement #
PIRSES-GA-2009-269227

Studies, Training, Socio-economical Valorization and Management of Natural, Cultural and Monumental Property for the Promotion of the Local Societies of Latin America (Argentina, Brazil, Mexico)



The Project

When a natural or monumental site is declared as a protected area such as World Cultural Site (WCS), National Historic Monument (NHM), Biosphere Reserve (BR), Natural Space (NS) etc, a very strong impact undergoes in the region.

In general, this declaration involves a large public and private investment which often affects only the site itself or immediate surroundings. Often the direct impact is reduced by marginalization of more distant areas, which in many cases, present unquestionable heritage values, susceptible of being valorised and recovered in order to further generate financial resources to promote economic, social and regional development.

One of the most significant cases in Spain is the recognition of the Romanesque art churches

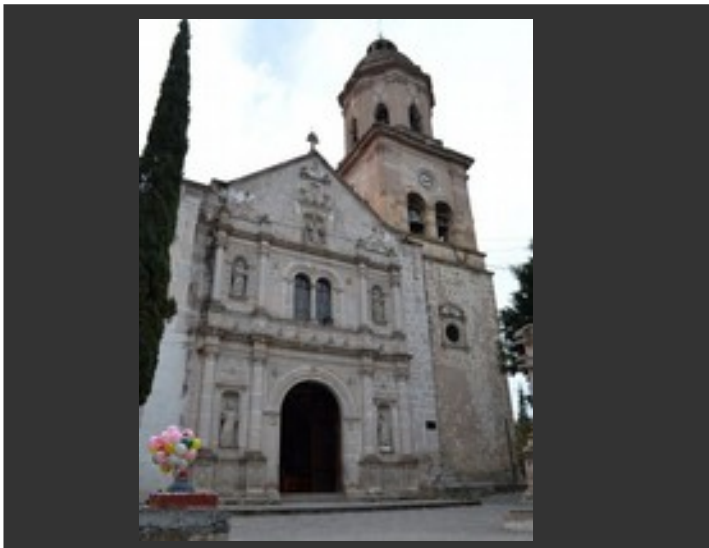
located in Boi Valley (Catalonia) as World Heritage UNESCO 30/11/2000. This declaration involve a series of activities concerning knowledge transfer which finally has given a boost to this area of the Pyrenees with the increasing the tourism activity and the investment.

Such valuation of environmental and cultural heritage goods generates knowledge and good practices that can be transferred to natural or monumental sites that have received some form of protection either at national or international level. Three sites suffering from marginalization and a reduced impact as a consequence of their declaration or protection have been identified in Mexico, Argentina and Brazil.

MEXICO: Cuitzeo Lake (Volcanic and Monumental area). Tourism is an effective magnet for Morelia Heritage (State of Michoacán) whose effects can, or come up to the Cuitzeo Lake area, with potential unexploited touristic and monumental resources. The government of Michoacán is developing a policy to foster tourism together with municipal governments and businessmen in the sector, and this has resulted in substantive growth in touristic indicators during the period 2002-2007. Morelia is an outstanding example of urban planning which combines the ideas of the Spanish Renaissance with the Mesoamerican experience. In its declaration, UNESCO (1991) recognized that the urban landscape of Morelia is unique in the Americas.



Carlos Keen railway station



Augustinian church in Charo village

ARGENTINA: Surrounding Luján area (Religious pole of attraction). In the same way, we can mention the cultural and socio-economic impact taking place in the surroundings of the city of Luján, since the Basilica “Nuestra Señora de Luján” and Enrique Udaondo Museographic Complex have been declared a historical heritage of the Argentine Republic. Lujan received annually between 5 and 6 million pilgrims, is the largest centre of religious tourism in South America. Carlos Keen town, only 13km from Luján has grown with numerous socio-economic, environmental and geo-political issues, represented by the ambition for land and green spaces, disordered structures, lack of services in accord to the new geographical dimensions, the accumulation of garbage at times of high flow of visitors, among others.

BRAZIL: The Ambient Protection Area for the southern right whale (APA - Baleia Franca) is an area that encloses 156,100 hectares in the center-south coast of the State of Santa Catarina (Brazil), created by federal law on September of 2000.

The Protected Area object is to protect and to harmonize human activities beings with the presence of the whales, to promote the sustainable development and to control the tourism activities linked to whales’ observation. The APA understands 9 municipalities located in the south coast of Santa Catarina (almost 1.000.000 of inhabitants). Economy in these cities is linked to the tourism and agriculture activities, except for the cities that located in the Florianopolis (Capital of the State) area, whose activities are tied to the industrial production and services. Meanwhile an activity that occupies great part of the local labour is artisan fishes that together with the tourism are the main activities regulated by the law of creation of the Environment Protection area. The main objective in this work-area will be to analyze the effects that the legislation had caused to the most productivity economic activities like tourism, culture and fishing, and its social impacts. Recommendation for a sustainable development plan will be addressed for the main stakeholders. .



APA Area (landscape view)

STRAVAL Main Purpose

In order to overcome the reduced impact and promote future economic and social progress derived from such declarations, the main purpose is to make non-interventional studies on the conservation of these sites in LA in order to valorise the selected sites.

STRAVAL will require from different actions to be performed along 48 months through specific mobility of early stage, experienced and senior researchers between groups of EU and LA, including training, seminars, open-days and scientific studies in the sites chosen by the consortium. These actions involve:

- Scientific historical, cultural and socio-economic studies of selected sites protected by law.
- Appreciation of the existing potentials at these locations, and their environments, generating new opportunities to raise the living standards of local populations.
- Introduction of management and comprehensive recovery of identified sites and their environments in university programs.
- Transfer of the best practices among all the sites chosen for the project on the basis of concrete examples of good practices identified in the EU or associated states.

In order to complete these actions a series of activities will be undertaken such as:

1. Mobilities:

A total of 149 exchanges (224 p/m) between EU and LA are planned (37 exchanges/year).

2. Education and Training:

through the creation of educational modules on topics related to those selected places as well as their geographical environment.

3. Study of all existing potentials, impacts and socio economic capabilities in the settings of the selected sites:

Scientific, socio-economic, cultural and historical studies in order to analyse the physical environment of each site, including potential impacts and corrective measures to recover and valorise the target sites.

4. Valorisation and Management:

Establish a project development and management of the studied areas, compatible with the environment and sustainable development with the support of local authorities and populations.

5. Dissemination of results through the specifically designed tools:

Web, open days, posters/banners, thematic videos (ES/PT/EN) leaflets/brochures, seminars, short courses in schools or social centres, short conferences addressed to the public in general.

WORK PACKAGES & OBJECTIVES

1. Scientific, historical and cultural studies

Make a non-interventional study on the conservation of sites of LA from the point of view of architecture, environment, geo-diversity, bio-diversity, history and conservation / alteration of building materials (rocks, mortars and bricks) .

2. Socio-economic studies

Identification of existing economic potentials around target sites and social study of the neighbouring populations through field studies and the appropriated and envisaged socio-economic studies.

3. Valorisation of existing potentials

Appreciation of the existing potentials at these locations, and their environments, generating new opportunities to raise the living standards of local populations .

4. Dissemination of results

Dissemination of results and awareness among local stakeholders (universities, schools, chambers of commerce and tourism, city halls, other local authorities, NGOs, etc.) about the importance of conservation, enhancement and promotion of natural or monumental heritage, as an engine of economic momentum on track to sustainable growth .



Coordinator TEAM

Standing (left to right):

- * Carlos Alberto N. de Sa (**Brazil**)
- * Ruben Cesar Reinoso (**Brazil**)
- * Joan Perelada i Ramon (**Mayor of Vall de Boí, Spain**)
- * Jose Luis Brianso (**Spain**)

Sitting (left to right):

- * Bogomil Obelić (**Croatia**)
- * Silvia Martinelli (**Argentina**)
- * Elia Mercedes Alonso Guzmán (**Mexico**)
- * Ülo Mander (**Estonia**)

Mobilities (2nd Year) July 2012 / June 2013

LA → EU

UNLu

- February–March 2013 (UAB), Silvia Martinelli.
- April–June 2013 (University of Tartu), Federico Romero.
- May–June 2013 (University of Tartu), Mauro Meloni.

ADRAM

- September–November/2012 (Rudjer Boskovic Institute), Daniela Silveira Batista.
- September–December/2012 (Rudjer Boskovic Institute), Guilherme Junkes Herdt, Rodrigo Bortoluzzi Goulart.
- April–June/2013 (University of Tartu), Daniela Silveira Batista, Rodrigo Bortoluzzi Goulart.

EU → LA

UT

- October–November/2012 (UNLu), Antti Roose.

RBI

- October/2012 (ADRAM), Bogomil Obelić, Ines Krajcar Bronić.

UAB

- April/2013 (ADRAM), Jose Luis Brianso.
- February/2013 (UMSNH), Jose Luis Brianso, Isabel Brianso, Joan Poch
- June/2013 (UNLu), Jose Luis Brianso, Isabel Brianso.

UMSNH

- November–February/2013 (University of Tartu), Andoni Quezada Morales, Juan Hernández.



YouTube

Video of the visit to the historical- basilical area of Luján and Carlos Keen, Argentina.

<http://youtu.be/6e4NdjNEQJU>



Completed Work

Kick-off meeting, November 22 - 25, 2010, Vall de Boi.

Participants:

UAB – José Luis Briansó (SPAIN), UT – Ülo Mander (ESTONIA), RBI – Bogomil Obelić (CROATIA), UNLu – Silvia Martinelli (ARGENTINA), ADRAM – Ruben Cesar Reinoso (BRAZIL), UNISUL/FAEPESUL – Carlos Alberto Noguera de Sá and Nancy Sousa (BRAZIL), UMSNH – Elia Mercedes Alonso Guzmán (MEXICO).

Summary:

Three working sessions, including: Presentation of Consortium and STRAVAL project. Presentation by J.L. Briansó and J. Perelada of the Boi Valley (Vall de Boi) World Heritage and Romanesque churches in the valley. Presentation of study sites: Partners from Argentina, Brazil and Mexico presented in short lines the study sites chosen in their countries: Carlos Keen sub-area as the surrounding of Luján area (Argentina) – presentation by S.Martinelli, Southern Right Whale (Imbituba area) close to Tubarao city, Santa Catarina (Brazil) – presentation by R.Reinoso and volcanic and monumental area of the Cuitzeo Lake close to Morelia (Mexico) – presentation by E.Alonso. Planning the work for the first year period and STRAVAL WEB and Training Platform. Calendars of mobility; courses, workshops/seminars, open days.



Picture: Argentinian Team (UNLu). Left to right: Federico Romero, Rosana Firpo, Silvia Martinelli (coordinator), Romina Ramirez and Leonardo Ferrari.

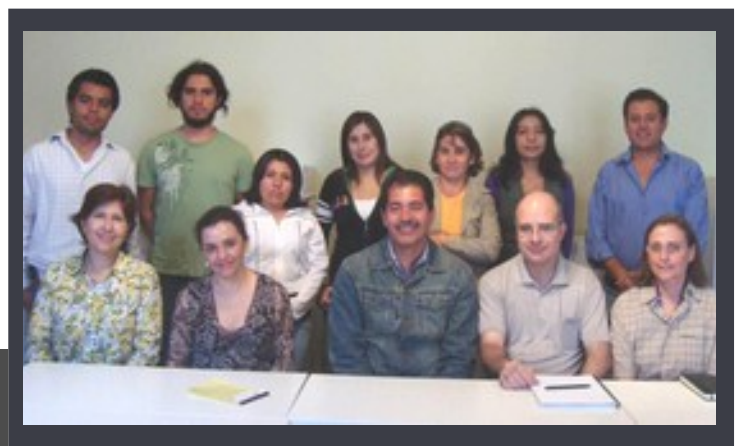
Argentinian Team

- Technical support and maintenance of the Official Website.
- Technical support and maintenance of the virtual classroom for the dictation of courses.
- Confection with the Brazilian Team of the modules formats, reports and characterizations of the studies areas.
- Co-production, with the Brazilian Team, of the Module “Heritage Valorization” for the courses of Estonia and Argentina 2013.
- Production of the Module “Inventory and Database” for the courses of Estonia and Argentina 2013.
- Production of the Characterization of the Carlos Keen Studies Area adapted to the established format.
- Technical visits to National Parks and Historical Museums of Estonia.
- Design, edition and compilation of the Argentinian book: “The royal way: From Luján to Carlos Keen. A historical, cultural and patrimonial trip”.
- Seminar in Estonia - May 2013.
- Videoconference UNLu-UT during Seminar in Estonia - May 2013.
- Course in Argentina - June 2013.
- Production of the current Newsletter.

Mexican Team

- Production of the characterization of the Cuitzeo Lake area, adapted to the established format.
- New visits to Morelia and Cuitzeo lake area.
- Identification of new sites at the Morelia-Capula-Volcánicos Cones itinerary.
- Physicochemical analysis of soils and sediments (by XRD and XRF).
- Visit to Morelia-Charo-Los Azufres route in order to increase the design and characterization.
- Stay of Mr. José Luis Briansó Penalva, Ms. Rita Estrada Aliberas, Mr. Joan Poch Serra and Ms. Isabel Briansó Perucaud at UMSNH for further work with the Mexican Team - February 2013.

Picture (right): STRAVAL Mexican Team (UMSNH) with Joan Poch, Rita Estrada (UAB) at Instituto Nacional de Historia y Antropología (INHA).



Mexican Team (cont'd)

- Congress: The past of sale? The economical entanglements of Cultural Heritage May 2013, University of Massachusetts, Amherst, USA, Work: The challenge of living in Morelia, Mexico and its surroundings. W. Martínez Molina, E. M. Alonso Guzmán, J. A. Bedolla Arroyo, A. M. A. López Cuéllar and J. Quiroz Rosales.



Picture: Brazilian Team (ADRAM). Left to right: Rodrigo Bortoluzzi Goulart, Daniela Silveira Batista and Guilherme Funks Herdt at the courtyard of the IRB, Croatia.

Brazilian Team

- Confection with the Brazilian Team of the modules formats, reports and characterizations of the studies areas.
- Co -production, with the Argentinian Team, of the Module "Heritage Valorization" for the courses of Estonia and Argentina 2013.
- Technical visits to Rudjer Boskovic Institute and Plitvice Lakes National Park (Croatia - September 2012)
- Design, edition, compilation and publication of the Brazilian book: "STRAVAL Case Study: Brazil. Ecology and Pollution of the Tubarão River".
- Accomplishment of the Case Study Characterization - APA of the Southern Right Whale - adapted to the established format.
- Technical visits to protected areas in Estonia - April 2013.
- Seminar in Estonia - May 2013.
- Course in Argentina - June 2013.



Left: IRB Team and Brazilian partners.



Right: Prof. Jaume Casabo, Faculty of Sciences, UAB. (Inorganic Chemistry Group)

STRAVAL on the Web!

Digital tools for STRAVAL operations are based on Web 2.0 technologies including an E-Learning platform and the web site.



Official Web site
<http://www.straval.unlu.edu.ar/>

- News & events
- Documents & diffusion

E-Learning Platform
<http://platdig.unlu.edu.ar/>

- Courses
- Educational support tools

Also in:

Difussion Activities and Presentations

STRAVAL Presentation at “Geopark Project” and EU Funded projects

26 July 2012

“El Hierro” Island (Canarias, Spain)

Prof. José Luis Brianso (UAB, España)

PEOPLE 2012 CONFERENCE

November 2012

University of Cyprus, Nicosia

Dr. José Luis Briansó Penalva (UAB).

STRAVAL: Studies, Training, Socio-Economical Valorisation and Management of Natural, Cultural and Monumental Property for the Promotion of the Local Societies of Latin America

March 2013

Université Cadi Ayyad, Marrakech, Morocco.

Dr. José Luis Briansó Penalva (UAB).

Seminar in Estonia

May 2013

Host: Tartu University, Estonia

Participants: UT (Estonia), UAB (Spain), UNLu (Argentina) and ADRAM (Brazil)

International Seminar in Argentina

June 2013

Museo Municipal de Bellas Artes “Fernán Félix de Amador”

Host: Universidad Nacional de Luján, within the framework of the Programa Generar from the Department of Social Sciences, and the Municipality of Luján

Participants: UNLu (Argentina), UAB (Spain) and ADRAM (Brazil)



Picture: (behind, left to right) Leonardo Ferrari, Ruben Cesar Reinoso, José Luis Briansó Penalva; (in front) Federico Romero, Rosana Firpo, Isabelle Briansó, Silvia Martinelli and Hernán Baccarini during the Argentinian Seminar in 2013.



Picture: (behind, left to right) Ülo Mander, Tõnu Oja, Ain Kull, Antti Roose and Rodrigo Bortoluzzi Goulart, (in front) Daniela Silveira Batista, Federico Romero and Mauro Meloni during the Estonian Seminar in 2013.

En el marco del “Programa Generar” del Departamento de Ciencias Sociales de la Universidad Nacional de Luján, el Director del Programa, Mg. Hernán A. Baccarini y la Municipalidad de Luján tienen el agrado de invitar a Ud. al

Seminario Internacional - Proyecto STRAVAL
(estudios no intervencionistas de conservación de sitios en América Latina)

Con la participación especial de los profesores Dr. José Luis Briansó (Universidad Autónoma de Barcelona, España) y la Dra. Isabelle Briansó (Universidad de Versailles, Francia; CE-Becaria Marie Curie en la UAB)

que se realizará los días Miércoles 12 y Jueves 13 de Junio de 10 a 13 y de 15 a 18 y el Viernes 14 de Junio de 10 a 13, en el Museo Municipal de Bellas Artes “Fernán Félix de Amador” (9 de Julio 863, Luján).

Para inscripciones y más información:
programagenerar@unlu.edu.ar
(02223) 423171 int. 294/ 218

Orgullosos de nuestra Universidad



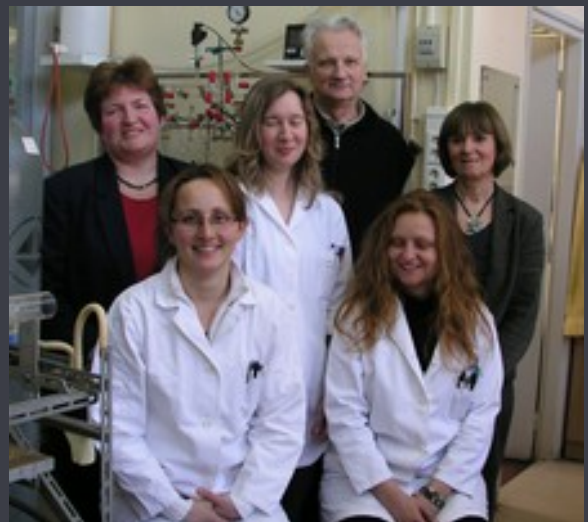
Prof. José Luis Brianso, UAB, Spain



The Basilica of Luján, as seen from the patio of the Historical Museum "Enrique Udaondo", Argentina



Prof. Ülo Mander Department of Geography, University of Tartu, Estonia



RBI Staff. Coordinator Dr. Bogomil Obelić



YouTube

Visual walkthrough of the Morelia-Cuitzeo-Los Azufres route, México available on Internet.

<http://youtu.be/c-VZRTWFeT0>



Future Activities – july 2013 / june 2014

2nd semester, 2013

- Open Day in Carlos Keen.
- “STRAVAL Argentinian and Croatian Case of Study” Book printing.

September, 2013

- Thesis presentation: “Estudio comparativo del estado de conservación de las vías de comunicación de la ruta Morelia-Cuitzeo-Chucándiro-Charo-Ucareo y Los Azufres, Michoacán, México”, by Juan Hernández Guízar at the Faculty of Civil Engineering, UMSNH.
- Short course in Morelia, Mexico.

1st semester, 2014

- Course in Barcelona, Spain (Brazilian Team).

April, 2014

- Short course in Croatia, Zagreb and Plitvice Lakes National Park.

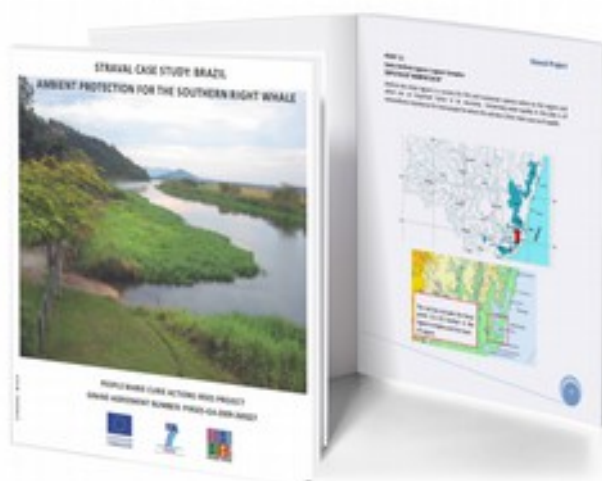
1st semester, 2014

- Design, edition and compilation of the Mexican book about the Morelia Case Study.



Picture: View of the old Railway Station (back side) in Carlos Keen.

Picture: Handicrafts made from vegetable fibers in Indaparapeo, Mexico.



Picture: cover and inner page of the book “STRAVAL Case Study: Brazil - Ambient Protection for the Southern Right Whale”.



Picture: Colonnial bridge on the bicentennial route Morelia-Cuitzeo-Los Azufres, Mexico

- Preparation of new projects among STRAVAL Partners.
- Evaluation of future possibilities related to the new program “Horizon 2020”, starting in January 2014.
- Several mobilities of post-graduate students of Argentina, Brasil and Mexico towards european institutions (STRAVAL Partners). The final schedule will be defined in the third quarter of 2013.
- Several mobilities of members of UE intitutions to LA countries (Argentina, Brazil and Mexico). The final schedule will be defined in the third quarter of 2013.
- Authoring of a book about the Mexican Morelia-Charo-Los Azufres route.

