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STRAVAL Project



Grant Agreement #
PIRSES-GA-2009-269227

Studies, Training, Socio-economical 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.



San Carlos Borromeo chapel in Carlos Keen



Augustinian church in the small town of Cuitzeo (XVII century)

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 Reynoso (**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 (1st Year)

LA → EU

UNLu

- October-November/2011 (UAB), Silvia Martinelli.
- January-March 2012 (UAB), Leonardo Ferrari, Rosana Firpo, Romina Ramírez, Federico Romero.
- April-June/2012 (UAB), Mauro Zagel.
- May-June/2012 (UAB), Gabriel Tolosa.

FAEPESUL/ADRAM

- October-November/2011 (UAB), Rubén Reinoso (ADRAM), Nanci María De Souza (ADRAM), Carlos Alberto N. de Sa (FAEPESUL).
- February-June/2012 (UAB), Guilherme Junkes Herdt (ADRAM).
- February-May/2012 (UAB), Daniela Silveira Batista (ADRAM).
- June/2012 (UT), Daniela Silveira Batista (ADRAM).

UMSNH

- October-November/2011 (UAB), Elia Mercedes Alonso Guzmán.
- Febrero-Marzo/2012 (UAB), Andoni Quezada Morales and Mauricio Arreola Sanchez

EU → LA

TARTU

- April, 2012 (Morelia, Mexico), Prof. Tonu Oja.
- April-May, 2012 (APA Area), Prof. Ülo Mander and Dr. Jaan Pärn.

RBI

- June, 2012 (UNLu), Dr. Bogomil Obelić.

UAB

- August-September, 2011 (Morelia, Mexico), Joan Poch.
- September, 2011 (UNLu), José Rafael Correa Ramírez, Michel Lidonne.
- January, 2012 (UMSNH), Jose Luis Brianso, Jaume Casabo.
- June, 2012 (UNLu), Jose Luis Brianso, Isabel Brianso, Joan Poch.

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), ADAM – 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

- Inventory of EIPS sites in Latin America (January-March/2012)
- Technical visits to Valls de Boi, Geological and Mineral Park in Central Catalunya, Natural Park of Collserona and to the Pais Vasco Geopark (Spain)
- Presentation by Mauro Zagel about Plitvice National Park
- STRAVAL presentation at “Instituto Superior de Formación Técnica Nº 189”, Luján.
- STRAVAL presentation at Universidad Complutense de Madrid by Mauro Zagel and Gabriel Tolosa.
- Course at UNLu (June/2012)
- STRAVAL presentation at “Fine Arts Museum” (June/2012)
- Lujan-Carlos Keen route (design and visit).
- Guided visit to “Basilica of Luján” led by Leonardo Ferrari.
- Meeting with teachers and students at EEM Nº 4 school (Carlos Keen)
- Setup and creation of official Web site
- Setup of online Educational Support Tools
- Newsletter design

Mexican Team

- Inventory, characterization and valorization of bio and geo-diversity, and monumental heritage surrounding Cuitzeo lake area.
- Visit to Morelia and Cuitzeo lake area.
- Morelia-Capula-Volcánicos Cones itinerary.
- Morelia-Charo-Los Azufres route design and characterization.



Picture (right): STRAVAL Mexican Team (UMSNH) with Joan Poch, Rita Estrada (UAB) and Ivette Gaurí (Culture Secretary of Michoacan)



Brazilian Team

- Training Course for database creation for the STRAVAL Project at the UAB (Geology Department).
- Comparative study between Spain and Brazilian Protected Areas legislation.
- Technical visits to Valls de Boi, Geological and Mineral Park in Central Catalunya, Natural Park of Collserona and to the Pais Vasco Geopark in Spain.
- Preparation of future young researchers exchange from Brazil attending the University of Tartu (Estonia) in 2013 at UT.
- Preparation of Brazilian Activities.
- Publication for the upcoming IRSES Conference in Nicosia (Chipre) in Brazil.



Left: Joan Poch (UAB), Isabel Brianoso (UAB) and Silvia Martinelli (UNLu).



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

[2011]

STRAVAL: One result derived from ANTHROPOL.prot

Contract number: ICA2-CT-2002-10009 (FP5)
Plitvice National Park Meeting, Mayo de 2011
Prof. José Luis Briansó (UAB, España) y Dr. Bogomil Obelic (IRB, Croacia)

PALESTRA: Meio Ambiente e Gestao Territorial

UNISUL Florianópolis, 8 de Noviembre de 2011
Prof. José Luis Briansó (UAB, España)

[2012]

CONACYT: Presentación del Programa IRSES y dos proyectos financiados por el programa: STRAVAL y EULANETCERMAT

FP7 – MARIE CURIE ACTIONS
México DF, 27 de Febrero de 2012
Prof. José Luis Briansó (UAB, España)

Union Européenne - Amérique Latine et Caraïbes: Le sommet de Santiago face aux défis contemporains

Bruselas, 24 de Abril de 2012
Prof. José Luis Briansó (UAB, España)

STRAVAL Presentation

MARIE CURIE ACTIONS – IRSES IRB (Zagreb) and Plitvice National Park
4 y 6 de Mayo de 2012
Prof. José Luis Briansó (UAB, España) y Lic. Mauro Zagel (UNLu, Argentina)

Volcandpark

“1st International Congress on management and awareness in protected volcanic landscapes”
21 al 25 de Mayo de 2012

Lic. Joan Poch y Virginia Domingo (UAB)



STRAVAL Presentation at Universidad Complutense de Madrid

Dpto.de Análisis Geográfico Regional y Geografía Física (Grado de Geografía y Ordenación del Territorio)
23 de Mayo de 2012
Lic. Mauro Zagel y Mg. Gabriel Tolosa (UNLu)

Instituto Superior de Formación Técnica #189

STRAVAL Project Presentation

May, 2012

Lic. Silvia Martinelli, Lic. Leonardo Ferrari, Tec. Romina Ramirez, Rosana Firpo y Federico Romero

Visit to the Montseny Natural Park

Information Centre (Barcelona), May 2012

Dr. José Luis Briansó (UAB), Lic. Mauro Zagel (UNLu).

ODPS, Organismo para el Desarrollo Sustentable de la Pcia. de Bs. As. (Argentina)

June, 2012

Dr. José Luis Briansó Penalva (UAB), Ms.Cs. Ruben Reinoso (ADRAM-Br) y Mauro Zagel (guardaparque OPDS, Lic. UNLu)

STRAVAL Project Brasil (UNLu, Lujan)

June, 2012

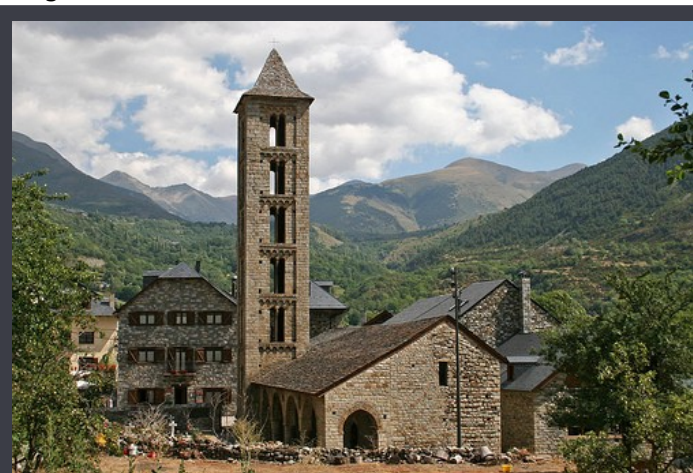
Arq. Daniela Batista Silveira y Ing. Amb. Guilherme Junkes Herdt

Especialización en Gestión del Patrimonio y Turismo Sostenible (UNLu)

Dir: Mg. Alicia Iglesias.

June, 2012

Dr. José Luis Briansó Penalva (UAB), Lic. Joan Poch (UAB), Dra. Isabelle Briansó (UAB), Lic. Mauro Zagel (UNLu).



[2011]

**STRAVAL Presentation at “Geopark Project”
and EU Funded projects**

“El Hierro” Island (Canarias, Spain)

26 de julio de 2012

Prof. José Luis Brioso (UAB, España)



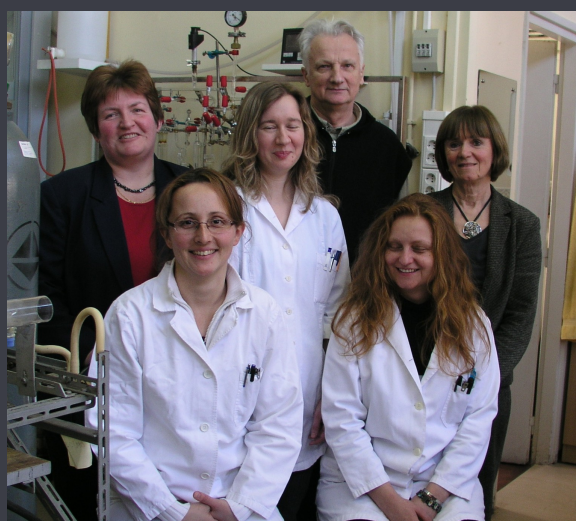
Prof. José Luis Brioso, UAB, Spain



Basilica of Luján, Argentina.



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



RBI Staff. Coordinator Dr. Bogomil Obelić.

Future Activities - june, 2012/july 2013

September/December, **2012**

- FAEPESUL (Brazil) - RBI (Plitvice National Lakes Park, Croatia) Exchange (Daniela Batista Silveira, Guilherme Junkes Herdt, Rodrigo Goulart Bortoluzzi)

October, **2012**

- RBI (Croatia) - FAEPESUL/ADRAM (Brazil) Exchange (Two team members)

November, **2012**

- Presentation of the STRAVAL project at the upcoming Marie Curie Conference, Nicosia, Cyprus. Prof. José Luis Brianso Penalva (UAB).

December, **2012**

- FAEPESUL (Brazil) - UAB (Spain) Exchange (Daniela Batista Silveira, Guilherme Junkes Herdt, Rodrigo Goulart Bortoluzzi)

April, **2013**

- Course in Estonia

February/April, **2013**

- FAEPESUL (Brazil) - UAB (Spain) Exchange (Daniela Medeiros)

February/May, **2013**

- FAEPESUL (Brazil) - UT (Estonia) Exchange (Daniela Batista Silveira, Guilherme Junkes Herdt, Rodrigo Goulart Bortoluzzi)

June, **2013**

- Course in Luján (Argentina)

June/July, **2013**

- Summer course in Barruera (Val de Boí)
- "General Meeting" of STRAVAL Partners, as in Boi (Spain-2011) and Luján (Argentina-2012).
- Short course, as in Luján (UNLu, 2012)

July/October, **2013**

- Preparation of the Second Year Newsletter



Picture: Mauro Zagel (UNLu, leftmost) with the RBI Staff during his visit to Croatia

- 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 2012.
- Several mobilities of members of UE institutions to LA countries (Argentina, Brazil and Mexico). The final schedule will be defined in the third quarter of 2012.
- Start of writing of a book about the contamination in Tubarao river basin (Santa Catarina-Brasil), that must be finished by the end of 2013.



Picture: Bogomil Obelić (RBI) and Jose Luis Brioso (UAB)

STRAVAL Project

