

STRAVAL TITLE: *STUDIES, TRAINING, SOCIO-ECONOMICAL VALORISATION AND MANAGEMENT OF NATURAL, CULTURAL AND MONUMENTAL PROPERTY FOR THE PROMOTION OF THE LOCAL SOCIETIES OF LATIN AMERICA (ARGENTINA, BRAZIL AND MEXICO)*

Grant Agreement Number: PIRSES-GA-2009-269227

Duration of the project: 48 months

By: PROF. JOSÉ LUIS BRIANSO AND ALL THE STRAVAL TEAM

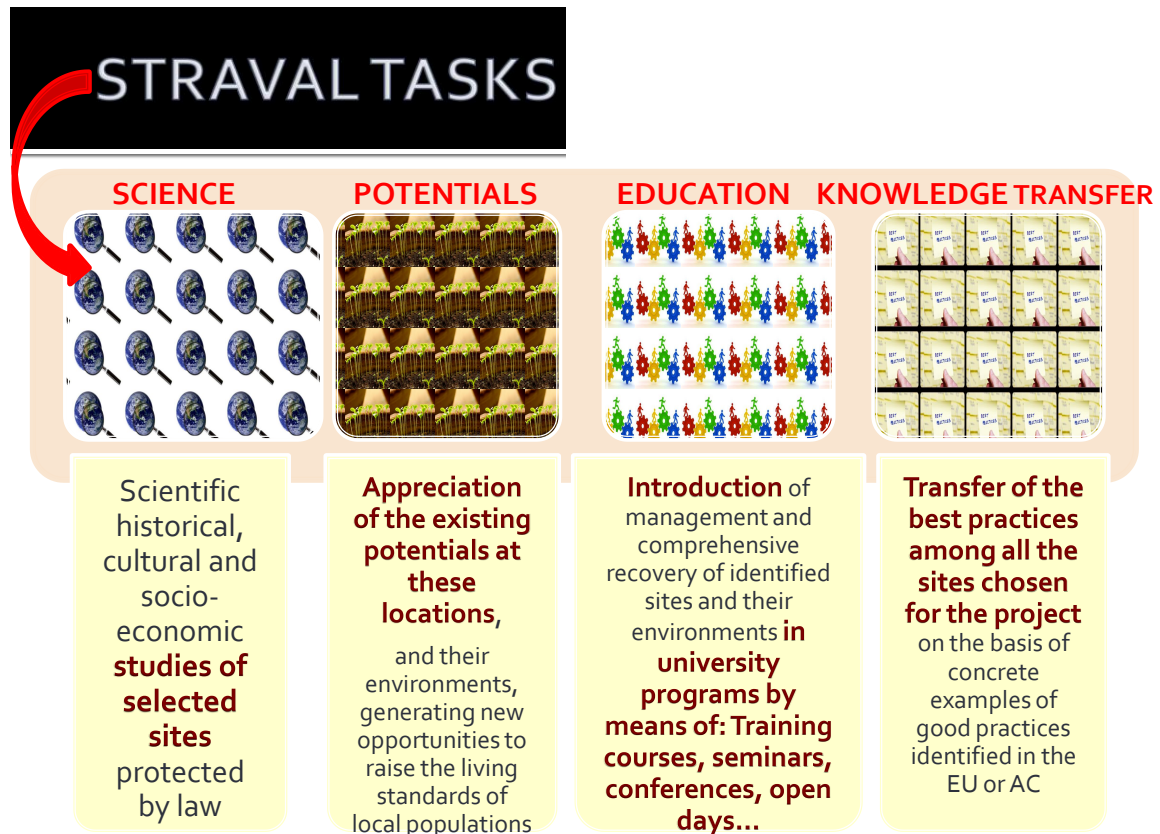
STRAVAL INTRODUCTION: When a natural or monumental site is declared as a protected area such as World Cultural Site, National Historic Monument, Biosphere Reserve, Natural Space, a strong impact undergoes in the region. This declaration involves a large public and private investment which often affects only the site itself or immediate surroundings. The direct impact is reduced by marginalization of more distant areas, which in many cases, present unquestionable heritage values, susceptible of being valorized and recovered in order to further generate financial resources to promote economic, social and regional development. The protected sites act as a powerful magnet promoting economic and social bookmarking of remote places, if that marginal area is valorized properly.

Such valorization 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 in Latin America in order to avoid the marginalization of surrounding areas.

To overcome the reduced impact and promote future economic and social progress derived from such declarations, the STRAVAL main purpose is to make non-interventional studies on the conservation of these sites in LA in order to valorize the selected sites. Such studies will be performed from an architecture, environment, geo&bio-diversity, history and conservation/alteration of building materials point of view. It will be complemented by the identification of existing economic potentials around these sites and a social study of the neighboring populations. As a result of the performed studies, education and training programs shorter training courses and open day sessions addressed to students in Higher Education Institutions, civilian population at large and to professionals in the tourism sector will be one of the outputs of the project. A Valorization, Business and Action Plans will become the other important output of STRAVAL.

PARTNERS JUSTIFICATION: The cooperation between the UAB and other STRAVAL partners has existed for many years. The collaboration started over 12 years ago in some cases (Argentina, Brazil and Mexico) and over last 20 years with the group in Croatia (1988). The collaboration with the group from Estonia, starting within this project, is a good opportunity to associate a group of excellence to our long term existing cluster, formed by the other partners. For the group of Estonia is an excellent opportunity to enter into the academic world and research of the three main countries of Latin America, along with the RBI and the UAB. Thus we extend cooperation within ERA in environment, cultural and natural heritage and recovery of property protected by national laws.

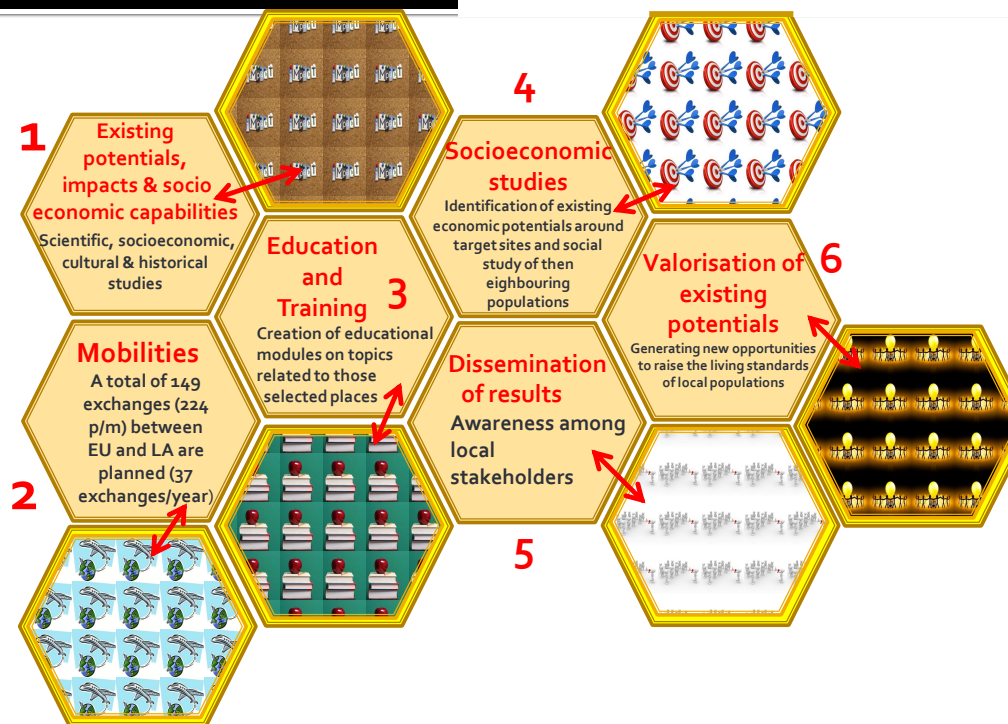
STRAVAL IMPACT: The STRAVAL value chain and its associated tasks is a topic of interest included in several EU-LA agreements in S&T. Most of the research in EU and LA is implemented independently by national or regional programmes. Regarding European national research programmes, despite being amongst the first and best in the world, they are not able to tackle some of today's major societal challenges.



STRAVAL fosters and facilitates coherent international science and technology cooperation activities within the area of collaboration for the European research area (ERA), especially for mobility and career development. The STRAVAL activities will improve the mobility of researchers enhancing the diffusion of knowledge throughout EU and LA, balancing the demand and supply for researchers at EU and LA level. These activities will improve the skills of researchers in EU and LA and stimulate more young people to embark on a research career. In other words, making EU more attractive for researchers and to establish a balanced “brain circulation” within EU as well LA countries rather than a “brain drain”. Particularly, better career development opportunities for early-stage researchers including regular evaluation and more autonomy are expected as well as better training throughout their careers to improve their employability and chances of promotion. This fact is addressed to improve Europe's research performance as well as providing more opportunities for researchers which would therefore be beneficial both within Europe and with the rest of the world.

STRAVAL objectives

Six main objectives:



STRAVAL DELIVERABLES AND ASSOCIATED TASKS: in red the deliverables covering the 16 first months, in blue the deliverables from month 1 to month 24

- ✓ **D1.1 State of the Art and Needs of each site and their environments (M10)**
- D1.2 Inventory of each place identifying resources and potential to further socio-economic recovery (M20)**
- ✓ **D1.3 Document including the information provided in D1.1 & D1.2. Transfer to the project web. (M18)**
- ✓ **D2.1. Comparative study between socio-economic aspects of the site and the protected surrounding areas as well as the factors that impede the equalization between the two populations (M16)**
- D2.2 Inventory of potential economic activities, obstacles and corrective actions to be implemented for the preparation of the corresponding Business and Action Plans of each site. (M22).**
- D3.1 Heritage management and valorisation proposal, including all potentialities in the different sites and its surrounding areas (M16-22)**
- D3.2 Elaboration of the modules for the programmed training and short courses (M14-24)**
- D3.3 Elaboration of the corresponding Business and Action Plans for each site, (M22-36)**
- ✓ **D4.1 Web site, creation and maintenance (M6 creation, maintenance until M48)**
- D4.2 Multimedia tools: Videos, leaflets, seminars, open days, posters/banners etc. (M12-46)**
- ✓ **D4.3 Virtual platform for training and short courses of all partners developed (M18)**
- D4.4 High level students and local populations training courses (in-situ and on-line) (M18-46)**
- D4.5 Project Presentation and progress to local HE in the territory under study to achieve the proposed networks. (M28)**
- D4.6 Project Presentation, including the Action Plans, on local newspapers, local radios, local TVs etc. (M40-48) and to local authorities (M 44-48)**

CASE STUDIES AND CHOICE OF BEST PRACTICES

Case studies: Three potential sites suffering from marginalization and a reduced impact as a consequence of their declaration or protection have been identified in regions of Mexico, Argentina and Brazil.

ARGENTINA Selected site: Surroundings Luján area (Religious pole of attraction). Surroundings of the city of Luján, the Basilica “Nuestra Señora de Luján” and Enrique Udaondo Museographic Complex being declared a historical heritage of the Argentine Republic. The selected site was the small city of Carlos Keen at only 15 Km from Luján



BRAZIL: Selected site: A concrete area of the Ambient Protection for the Southern Right Whale: in the center south coast of the State of Santa Catarina - Brazil, The protection area includes the coves of bigger concentration of southern right whales with younglings, and important terrestrial areas, dunes, bath, lagoons and some archaeological sites (Guarani culture).

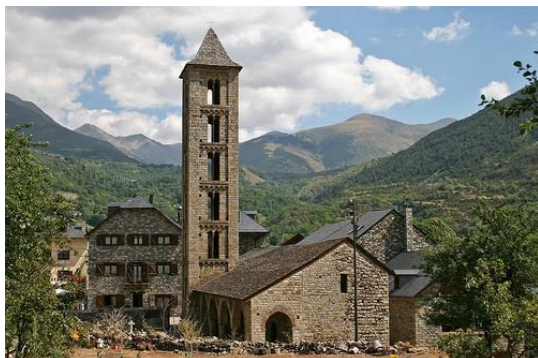


MEXICO: Selected site: Cuitzeo Lake (Volcanic and Monumental area). The main proposed activities, close to Morelia, to address through this multidisciplinary work are, a) A section of Route 2010 (Cuitzeo lake area), which means the roads, history, landscape, biota (flora and fauna) geo-resources (minerals and rocks), volcanic geomorphology etc. (Route of Bicentenary 1810-2010) and b) Joining the Augustinian monasteries (XVI and XVII centuries) which were the origin of this route. In each small village around the lake almost one church was build during the colonial period.



CHOICE OF BEST PRACTICES

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 countries: the Valle de Boi (Pyrenees in Spain, left) and the Plitvice Lakes National Park in Croatia (right), in both cases National Park and UNESCO World Heritage



STRAVAL CONSORTIUM: 2 Member States, 1 Associated Country and 4 Third Countries with agreement in Science and Technology with the EU27

Partner Number	Partner name	Partner name short	Country
Beneficiary 1	UNIVERSIDAD AUTÓNOMA DE BARCELONA	UAB	SPAIN
Beneficiary 2	TARTU ÜLIKOOL	UT	ESTONIA
Beneficiary 3	RUDER BOSKOVIC INSTITUTE	RBI	CROATIA
Partner 4	UNIVERSIDAD NACIONAL DE LUJÁN	UNLu	ARGENTINA
Partner 5	AGENCIA DE DESENVOLVIMENTO REGIONAL DA AMUREL	ADRAM	BRAZIL
Partner 6	UNIVERSIDADE DO SUL DE SANTA CATARINA/FUNDAÇÃO DE APOIO À EDUCAÇÃO, PESQUISA E EXTENSÃO	UNISUL/FAEPESUL	BRAZIL
Partner 7	UNIVERSIDAD MICHOACANA DE SAN NICOLAS HIDALGO	UMSNH	MEXICO

**Kick-off Meeting (Boi Valley)
17-19 October 2011**

Standing (left to right)

Carlos Alberto 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 Obelic (Croatia)
Silvia Martinelli (Argentina)
Elia M. Alonso (Mexico)
Ülo Mander (Estonia)



STRAVAL TEAMS: One characteristic of the teams is the presence of young people in the case of the third countries



ARGENTINA

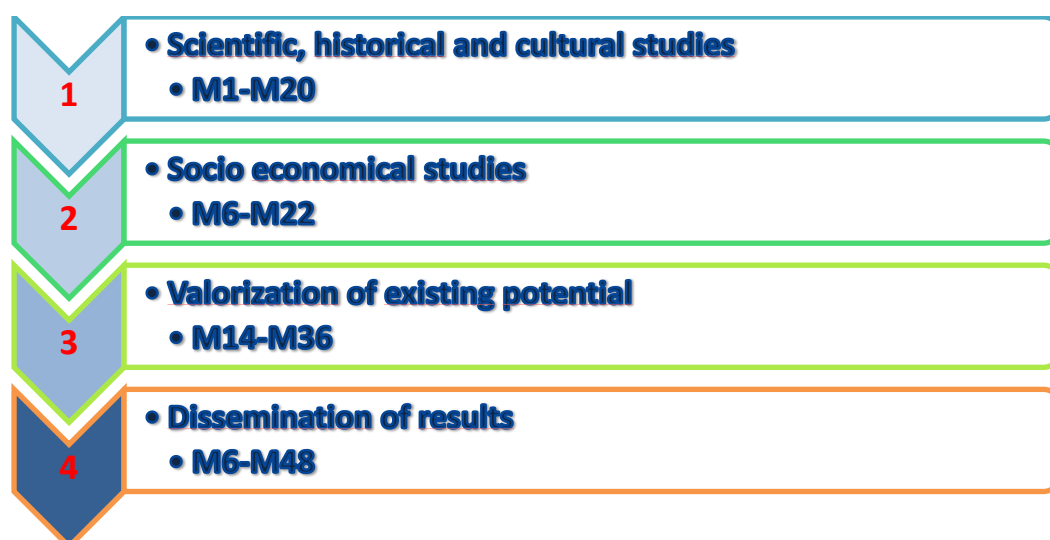


MEXICO



BRAZIL

WORK DONE DURING THE FIRSTS SIXTEEN MONTHS: According with the four WPs and its objectives



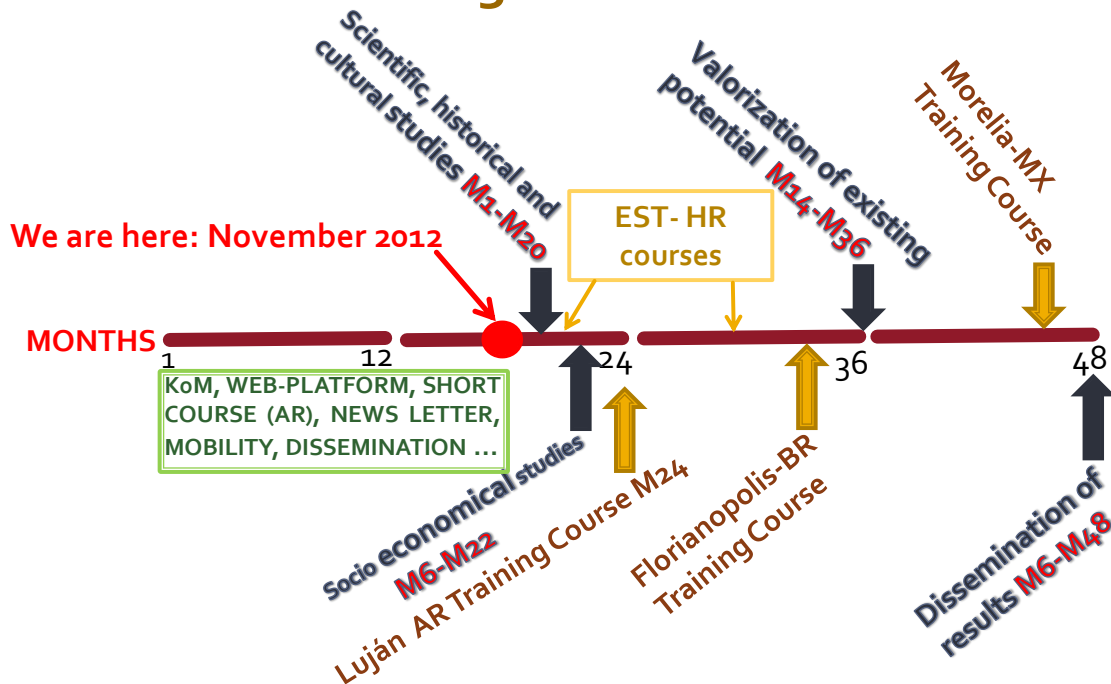
1. Scientific, historical and cultural studies	Make a non-interventional study on the conservation of sites of LA from the point of view of architecture, environment, geo-diversity, biodiversity, history and conservation / alteration of building materials (rocks, mortars and bricks)
2. Socio-economic studies	Identification of existing economic potentials around target sites and social study of the neighboring populations through field studies and the appropriated and envisaged socioeconomic 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

TRAINING AND EDUCATION PLAN

Code	Type	Duration	Responsible	Place	Date
CS1	Case study	28 months	UMNSH	Morelia	M2-30
CS2	Case study	28 months	UNISUL	Florianopolis	M2-30
CS3	Case study	28 months	UNLu	Lujan	M2-30
T1	Training course	5 days	UT	Tallin	M18
T2	Training course	5 days	UNLu	Lujan	M22
S1	Short course	1-2 days	UNLu	Lujan	M22
O1	Open day session	1 day	UNLu	Lujan	M22
SM1	Seminar	1 day	UNLu	Lujan	M22
T3	Training course	5 days	RBI	Zaqreb	M30
T4	Training course	5 days	UNISUL	Florianopolis	M34
S2	Short course	1-2 days	UNISUL	Florianopolis	M34
O2	Open day session	1 day	UNISUL	Florianopolis	M34
SM2	Seminar	1 day	UNISUL	Florianopolis	M34
T5	Training course	5 days	UMNSH	Morelia	M46
S3	Short course	1-2 days	UMNSH	Morelia	M46
O3	Open day session	1 day	UMNSH	Morelia	M46
SM3	Seminar	1 day	UMNSH	Morelia	M46

Straval Road Map

WPs and Training Courses in Third Countries



“1st International Congress on management and awareness in protected volcanic landscapes: STRAVAL-México case study” 21 al 25 of May (2012), in Olot city
Presented by: Prof. Joan Poch and Virginia Domingo (UAB)



Prof. José Luis Briansó (UAB, Spain)

CENTRO TECNOLÓGICO AMAEL BEETHOVEN VILLAR FERRIN

LABORATÓRIO DE ANÁLISES QUÍMICAS

INTERESSADO:

CENTRO DE REFERÊNCIA AMBIENTAL

Laudo Nº: 1279/07/2012

Data da Coleta: 05/07/2012

Hora da Coleta: 11h30min

Município: XXX

Localidade Coleta: Ponto D

Amostrador: Volnei Stupp- CRP 132901440-Químico Ambiental

Data de Entrada no Laboratório: 05/07/2012

AMOSTRA DE ÁGUA DE RIO - PONTO D

ANÁLISES	RESULTADOS	METODOLOGIA	LIMITE MÁXIMO PERMITIDO
pH	7,53	Potenciométrico	6,0 a 9,0
Ferro, mg/L	0,01	Espectrofotômetro de Absorção Atômica	0,3 mg/L
Manganês, mg/L	Não Detectado	Espectrofotômetro de Absorção Atômica	0,1 mg/L
Cor, mg/L de Pt	Não Detectado	Espectrofotômetro Nova 60 - MERCK	75 mg/L de Pt
Turbidez, FTU	Não Detectado	Spectrophot Nova 60 - MERCK	Ate 100 UNT

OBSERVAÇÕES:

1 - As análises são realizadas Segundo American Public Health Association: Standard Methods for the Examination of the Water and Wastewater. Washington: 21st Edition, 2005;

2 - Os limites máximos permitidos são segundo Resolução CONAMA (Conselho Nacional do Meio Ambiente) Nº 357 de 17 de março de 2005, aplicadas às águas doces de Classe 2;

Classe 2: águas que podem ser destinadas:

- a) ao abastecimento para consumo humano, após tratamento convencional;
- b) a proteção das comunidades aquáticas;
- c) à recreação de contato primário, tais como natação, esqui aquático e mergulho, conforme Resolução CONAMA nº 274, de 2000;
- d) a irrigação de hortaliças, plantas frutíferas e de parques, jardins, campos de esporte e lazer, com os quais o público possa vir a entrar em contato direto;
- e) a aquicultura e a atividade de pesca.

Tubarão (SC), 24 de julho de 2012.

FUNDAÇÃO UNIVERSIDADE DO SUL DE SANTA CATARINA-UNISUL

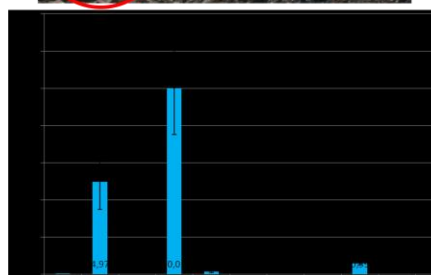
Centro Tecnológico Ameal Beethoven Villar Ferrin

Amarel Beethoven Villar Ferrin
 Prof. Msc. Amarel Beethoven Villar Ferrin
 CRP-1P R. 1362510
 Eng. Químico Registrado

FUNDAÇÃO UNIVERSIDADE DO SUL DE SANTA CATARINA-UNISUL

Centro Tecnológico Ameal Beethoven Villar Ferrin

Amarel Beethoven Villar Ferrin
 Prof. Msc. Amarel Beethoven Villar Ferrin
 Centro de Centro Tecnológico - CITEC
 Pontal do GR Nº 1 / 191/2010



Analysis by XR fluorescence of the yellowish sediment deposited in the river boulders.

Ba Ca Cu Fe Mn

Ti

Campus Tubarão - Sede: Av. José João Moreira, 787 - Gd. Postal 370 - 88750-000 Tubarão - SC - Fone: (48) 621-9000
Campus Araranguá - Rua José G. Jorge Lacerda, 121 - Jardim das Palmeiras - 88800-000 Araranguá - SC - Fone: (48) 521-3000
Campus Grande Florianópolis - Rua Prefeito Raimundo Alves, 25 - Bairro Pina Vista - Foz de Brás - 88132-000 Piraípolis - SC - Fone: (48) 279-1000
Campus Itajaí - Rua Setenta, 592 - Pôrto de Vila - Vila Nova - 88150-000 Itajaí - SC - Fone: (48) 255-0691
Campus Braço de Norte - Rod. 662, Km 95 - 88750-000 Braço de Norte - SC - Fone: (48) 858-7248
Campus Igará - Rua Manoel Soares, 380 - Centro - 88500-000 Igará - SC - Fone: (48) 432-4035
Campus Norte da Ilha - Rod. 662, Km 191 - Km 19 - 88500-001 - Florianópolis - SC - Fone: (48) 281 0000
 Hosp. Santa Catarina - 88060-907



Other participants in STRAVAL project

INITIAL RESULTS (FROM MONTH 1 TO MONTH 16)

1. Kick-off Meeting in Boi Valley (Spain) in October 2011
2. WEB and e-learning Platform (UNLu-Argentina)
3. Mobility from LA to EU and from EU to LA
 - a. LA to EU
 - b. EU to LA
4. Short training course and Open day in UNLu (Luján)
5. Modules for Training Courses
6. 2013 planned Training and Education activities
 - a. Estonia
 - b. Argentina
7. Diffusion activities
 - a. National and international presentations
 - b. News Letter
 - c. Book about Tubarao river pollution (APA - Santa Catarina)
 - d. People Conference in Cyprus (Marie Curie Actions)
 - e. Latin America Appointment letters

Kick-off Meeting in Boi Valley (Spain) in October 2011

In October 2011 took place on Kick-off Meeting in the Boi Valley (Spain), attended by all the leaders of the seven participating institutions. **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). See the photo of the group

WEB and e-learning Platform (UNLu-Argentina)

The UNLu partner has developed the website and the platform for distance learning and classroom. See both tools in the text

Mobility from LA partners to EU: UAB, UT

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

Mobility of some EU partners to LA: APA, UNLu, UMSNH

TARTU UNIVERSITY

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

RBI

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

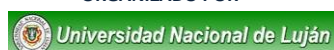
UAB

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

Short training course and Open day in UNLu (Luján): June 2012

CURSO GTEC

ORGANIZADO POR



Y CON LA COLABORACIÓN DE

UAB

Universitat Autònoma de Barcelona

In the context of the GTEC course (8 hours in total) one hour was dedicated to explain the STRAVAL project as a good example of international cooperation between Latin America and Europe

Estudios comparativos

En STRAVAL estamos realizando estudios comparativos entre 3 sitios localizados en América Latina: Cuitzeo (MEX), APA (BR) y Carlos Keen(ARG) con otros dos de Europa: Valle de Boi (ESP) y Plitvice (HR)

Los de Europa, por su antigüedad y grado de protección, los tomamos como referentes de buenas (y malas) prácticas para que sirvan de pauta para los de AL



Los 3 sitios:

1. Luján en Argentina
2. APA-Tubarao en Brasil
3. Cuitzeo en México

STRAVAL
presentation

Initial Modules for Training Courses in LA: In the area of Culture, building materials-impacts and management-valorization of territories, with good potentials. All modules are completed at the present moment

Module Nº 0: Cultural Heritage Policies of: Croatia, Spain, Estonia, Argentina, Mexico and Brazil (3-4 pages maximum for each country)

Module No.1:

Pre-Columbian art in Mesoamerica	10 pages (MX)
Colonial constructions in Argentina	5 pages (AR)
Constructions by rocks, mortar, bricks and adobe	10 pages (E + MX)
Architecture	10 pages (AR)

Module No.2:

Rocks:	
Sedimentary rocks	5 pages (E)
Metamorphic rocks	5 pages (MX)
Igneous rocks	5 pages (MX)
Mortars	5 pages (E + MX)
Ceramics and bricks	10 pages (E + MX)
Adobe	3 pages (AR)
Characterisation techniques	10 pages (E)
Characterisation techniques II	5 pages (MX)
Dating techniques	10 pages (HR-RBI ¹)

Module No.3:

Environmental impacts	5 pages (E+ES)
Impacts on mortars and rocks	10 pages (E + HR)
Impacts on ceramics	10 pages (E)
Restoration techniques	5 pages (E + HR)
Actual compatible products	5 pages (E)

Module No.4:

Management and valorisation	35 pages (E)
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2013 planned Training and Education activities

- a. Estonia: A maximum of 5 days (probably only 2-3 days). April 2013
- b. Argentina: A maximum of 9 days, including Training course, seminar, short course and one Open day to the Civil Society. June or July of 2013

Course of Estonia's draft (April, 2013):

COURSE MODULES AND WORKSHOPS	LENGTH (HOURS)
M01. Presentation of the course and the STRAVAL Project STRAVAL goals	0.5
M02. Case studies Strategic presentation of the selected case studies in Brazil, Argentina and Mexico (Cultural aspects, building materials, impacts, analytical techniques ...)	1
M1. Heritage assessment Assessment methodology of natural and cultural heritage	1
M2. Inventory and database Methodology, use and justification of developed software	1
M3. Dissemination and awareness of heritage Skills to disclose the heritage and to communicate to the local communities	1
Workshop 1 (M1+M2) Practical implementation of the modules focused on the case study of Argentina	2
Workshop 2 (M3) Practical implementation of the modules focused on the case study of Mexico	2.5
Workshop 3 (Threats and opportunities) Take advantage of opportunities to rehearse responses to the weaknesses of the case study of Brazil	2.5
Conclusions and farewell activity	0.5

Diffusion activities

- c. National and international presentations
- d. News Letter
- e. Book about Tubarao river pollution (APA - Santa Catarina)
- f. People Conference in Cyprus (Marie Curie Actions)

National and international presentations

[2011]

1. **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)
2. **PALESTRA: Meio Ambiente e Gestao Territorial** UNISUL-FAEPESUL Florianópolis, 8 de Noviembre de 2011 Prof. José Luis Briansó (UAB, España)

[2012]

1. **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)
2. **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)
3. **STRAVAL Presentation**, MARIE CURIE ACTIONS – IRSES, in 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)
4. **Volcandpark** “1st International Congress on management and awareness in protected volcanic landscapes” 21 al 25 de Mayo de 2012 Prof. Joan Poch y Virginia Domingo (UAB)
5. **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)
6. **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
7. **Visit to the Montseny Natural Park** Information Centre (Barcelona), May 2012 Dr. José Luis Briansó (UAB), Lic. Mauro Zagel (UNLu).
8. **Canary, El Hierro island to the local government: Straval presentation**, by Prof. Jose Luis Brianso and Prof. Joan Poch, July 2012
9. **OPDS, Organismo Provincial para el Desarrollo Sustentable de la Pcia. de Bs. As. (Argentina)** June, 2012 Dr. José Luis Brianso Penalva (UAB), Ms.Cs. Ruben Reinoso (ADRAM-Br) y Mauro Zagel (guardaparque OPDS, Lic. UNLu)
10. **STRAVAL Project: Case study in Brasil (UNLu, Lujan)** June, 2012 Arq. Daniela Batista Silveira y Ing. Amb. Guilherme Junkes Herdt
11. **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) and B. Obelic (IRB)
12. **PEOPLE Conference (Cyprus)** 5-6 November 2012: STRAVAL presentation in session B, by Prof. José Luis Brianso

News Letter

- The first news letter of STRAVAL is completed in late September 2012 and sent to all members of the project and to ERRIN network
- The second one will be ready at the end of July 2013 after the training course in Luján (Argentina)

Book about the pollution of APA-BR (Tubarao River)
Pictures of the pollution of Tubaro River in 4 different points, Lagoon and Lagoa
city: Cultural Heritage, XIX century)



University
of Cyprus



Parallel Session B

SFC07, 010, University of Cyprus Campus, Aglantzia, Nicosia

“The international dimension of Marie Curie Actions”

The session will highlight the international impact of Marie Curie Actions by setting the scene with policy discussion and presenting success stories of international projects.

Moderator: Melita Kovacevic, Chair, Council of Doctoral Education, European University Association “Marie Curie International Fellowships under the 7th RTD Framework Programme: an overview”

1. **Francois Willekens**, Marie Curie International Fellowships, Research Executive Agency, European Commission
2. **Prof. José Luis Briansó (UAB)** “Studies, Training, Socio-Economical Valorisation and Management of Natural, Cultural and Monumental Property for the Promotion of the Local Societies of Latin America, (Argentina, Brazil and Mexico)(STRAVAL)”
3. **Seamus Hegarty**, Seamus Hegarty, Talent Acquisition Group, HR Department, CERN “Beneficial plant-microbe interaction”
4. **Majse Nafisi**, Research Fellow, Harvard Medical School and University of Copenhagen



Appointment letters from the LA partners

rector@unlu.edu.ar
Luján, 29 de octubre de 2012 NOTA VR. Nro. 216/12

Proyect IRSES-STRAVAL

To Dr. Jose Luis Briansó Peñalva, General Coordinator STRAVAL Project, Universitat Autònoma de Barcelona - Spain

STRAVAL project at the National University of Luján aims to fulfill the main objectives formulated to guarantee the sustainable development of the selected space in the framework of this project.

These objectives are:

- To enhance heritage and natural goods of the route Luján - Carlos Keen;
- To re-order the public spaces for a better use of them;
- To design and maintain the project web space and to develop an educational platform in order to carry out online training courses aimed at the Consortium members strengthening international cooperation.

Heritage sites of the selected city have been identified and we are working on the development of the planned activities together with the local community, taking as a starting point the study of the experiences of the rest of the Consortium members.

We have produced the first newsletter highlighting the tasks developed by all the members of the STRAVAL Consortium, as well as the STRAVAL website where the partners and their communities can read and analyse the information available in three languages. http://www.straval.unlu.edu.ar/?page_id=11&lang=es.

Regards,

Generate Program Director and General Coordinator for Argentina, project STRAVAL

Tubarão (Brazil), November 1st. of 2012.
Ref.: Of102/12



Dr. José Luis Briansó
UNIVERSIDAD AUTONOMA DE BARCELONA (Spain)

The Brazilian Agency for Regional Development want to express to you our gratitude for your invitation to be partner of the IRSES-STRAVAL Project (Studies, training, socio-economical valorisation and management of natural, cultural and monumental property for the promotion of the local societies of Latin America - Argentina, Brazil and Mexico).

For us and for our local partners the IRSES-STRAVAL Project is a very important tool to help us and the federal authorities of the **APA – Baleia Franca** (Environment Protected Area for the Right Whale) region to build a holistic view for the plan of sustainable development required in this region.

We expect, along this four-years Project to capacitate our early stage researcher to be ready to support local authorities and others stakeholders to create the basis of a local sustainable development.

By the way, we want to congratulate you for your important role as the IRSES-STRAVAL Project team leader.

Sincerely

Eng. Ruben Cesar Reinoso
Super Intendente de ADRAM
ADRAM General Manager



Dr. José Luis Briansó Penalva,
Coordinator of Straval project,
Universidad Autónoma de Barcelona, Spain

The STRAVAL project, is allowing us to deepen the joint studies between the European Union and Mexico to enable ways to enhance heritage sites from the cultural, architectural, social, economic and touristic point of view of a route in particular covering from Morelia, Michoacán, Mexico to Los Azufres geothermal field. Touring Chucandiro, Copandaro, Cuitzeo Lake, Indaparapeo, Charo and Ucareo until reaching Los Azufres.

The pursuit and appreciation of sites and activities along the route will allow the population of towns to improve their standard of living offering sustainable cultural activities. The work will be developed by the academic Consortium and will be discussed with different governmental and social sectors. The work will involve the lifting of the different options that exist in the sites in study with their detailed description providing access to their communities that allow the economic benefit of the population by the visitors spends.

Default stocks are small and primarily live on the agriculture, livestock and fisheries. Also of the crafts and cuisine, but to a lesser extent; they have not fully discovered its tourist vocation. This project allows you to combine social, economic, tourist and business efforts between the Academy and the sectors to enhance the productive activities of the area of study, with the help of members of the European Union especially the leader, the Dr. Jose Luis Briansó Penalva of the Autonomous University of Barcelona.

Morelia, Michoacán, Mexico, October 7th 2012.
Kind regards.

Dr. Elia Mercedes Alonso Guzmán,
Responsible for the project by Mexico,
Civil Engineering School, Universidad Michoacana de San Nicolas de Hidalgo

Elia Mercedes Alonso Guzmán

TRAVAL ON THE Web! Digital tools for STRAVAL operations are based on Web 2.0 technologies including an E-Learning platform and the web



Official Web site

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

E-Learning Platform

<http://platdig.unlu.edu.ar/>

The platform currently exists, but space for STRAVAL courses not yet available. This platform will be used during the training activities in UNLu (June-July 2013)