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Jose Luis Brianso

Geology Department

Universitat Autònoma de Barcelona

Coordinator of the Marie Curie IRSES project STRAVAL
Spain



Universitat Autònoma de Barcelona

STRAVAL



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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)

STRAVAL: IRSES PROJECT (From June 2011 to May 2015)

Grant Agreement : PIRSES-GA-2009-269227

STRAVAL



Prof. José Luis Briansó: Geology, Material Sc. and Project Management (FP5 to FP7 & National Projects)

STRAVAL Team: Architecture, Socio-Economic Sciences, Ecology, Cultural Heritage Valorization, Biology, TICs, Education Sciences...

STRAVAL scientific areas: Geology, Cultural Heritage, Geological Materials, Management, Valorization, Ecology, Botanic, Education and Remote Education and Training etc.

WHY STRAVA




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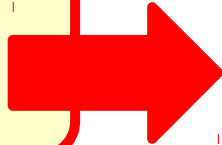
World Cultural Site (WCS), National Historic Monument (NHM), Biosphere Reserve (BR), Natural Space (NS), National Park (NP) etc... a very strong impact undergoes in the region



This declaration involves a large public and private investment which often affects only the site itself or immediate surroundings



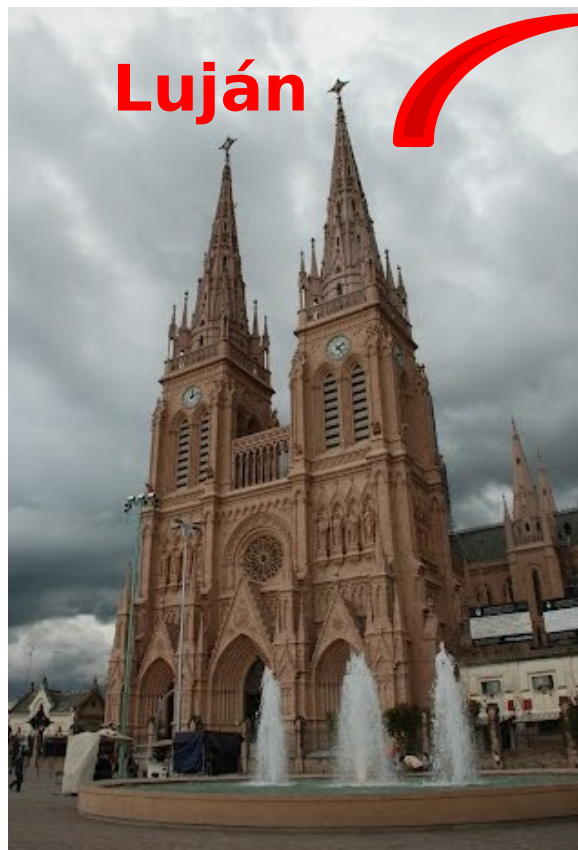
Often the direct impact is reduced by marginalization of more distant areas, which in many cases, present unquestionable cultural heritage or natural values, susceptible of being valorized and recovered in order to further generate financial resources to promote economic, social and regional development



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- Often the direct impact is reduced by marginalization of more distant areas, which in many cases, present unquestionable cultural heritage/natural



STRAVAL: MORELIA-LOS AZUFRES



CUITZEO LAKE



CONVENTO DE CHUCÁNDIRO



UCAREO



STRAVAL TASKS



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SCIENCE



Scientific
historical,
cultural
and
socio-economic
studies
of
selected
sites
protected
by law

POTENTIALS



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

EDUCATION KNOWLEDGE TRANSFER



Introduction of
management and
comprehensive
recovery of
identified sites
and their
environments in
university
programs by
means of:
Training
courses,



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 AC

STRAVAL objective

six main

objectives:

1

Existing potentials, impacts & socioeconomic capabilities

Scientific, socioeconomic, cultural & historical studies

Mobilities

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

Education and Training

Creation of educational modules on topics related to those selected places

4

Socioeconomic studies

Identification of existing economic potentials around target sites and social study of then neighbouring populations

Dissemination of results

Awareness among local stakeholders

5

Valorisation of existing potentials

Generating new opportunities to raise the living standards of local populations

6

STRAVAL PARTNER



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

+/- 50% W

+/- 50% M



STRAVAL WP



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1

Scientific, historical and cultural studies



2

Scientific and economic studies



3

Dissemination of existing potential



4

Dissemination of results



Straval Road Map



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Partners and Training Courses in Third Countries



STRAVAL DELIVERABLES:

14



- ✓ **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)**

Kick-off Meeting (Boi Valley)
October 2011

17-19

Coordinator TEAM

**Standing (left to
right):**

Carlos Alberto N. de Sa
(**Brazil**)

Ruben Cesar Relnoso
(**Brazil**)

Joan Perelada i Ramon
(**Mayor of Boi Valley,
Spain**)

Jose Luis Brianso
(**Spain**)

Sitting (left to right):



LA Straval part



In the pictures: young people: 14 ,
seniors: 9

AR: 4/1

BR: 3/4



ARGENTINA
A

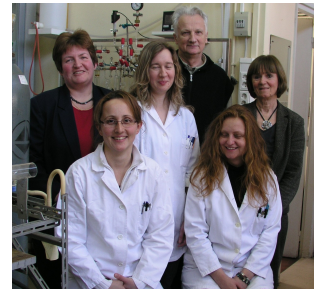
MX: 7/2 (+2UAB)



MEXICO



BRAZIL



And some EU
partners:
(Spain-Croatia-Estonia)

CASE STUDIES & BEST PRACTICES



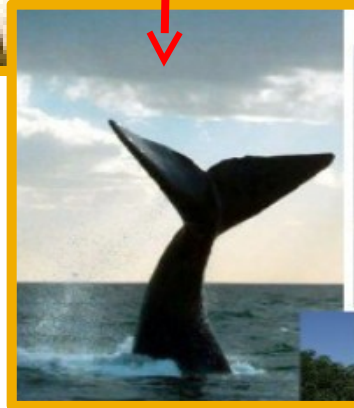
Case Studies (AR)

**Carlos Keen, near of
Luján (15 Km)**



**Luján: Religious pole of
Argentina**

**Brazil: APA of Santa
Catarina,
Biology, Geology and
Ecology**



Case Studies

Morelia - Los Azufres



Volcanic and colonial itinerary



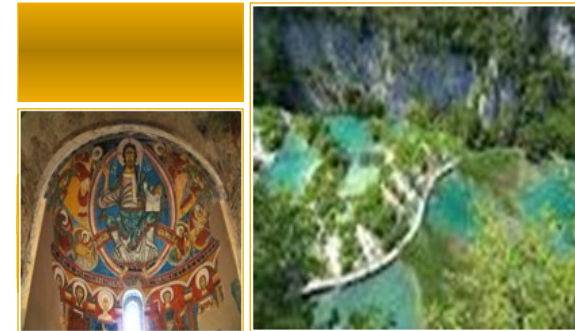
Best practices models



Boi Valley. National Park & World Heritage (UNESCO). SPAIN



Plitvice. National Park & World Heritage. CROATIA.



Mobility 2011-2012



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mobility correspond to one specific activity:
Research, Estonia training course, Platform,
ules, KoM, Comparative Studies ...

October-November/2011
(UAB), Silvia Martinelli

January-March 2012
(UAB), Leonardo Ferrari,
Rosana Firpo,
Romina Ramírez,
Federico Romero

March-June/2012 (UAB)
and Croatia,
Mauro Zagel

UNLu to UAB & Plitvice/HR

October-November/2011
(UAB), Elia Mercedes Alonso Guzmán

February-March 2012,
Andoni Quezada
and Mauricio Arreola

UNSNH to UAB

October-November/2011
(UAB), Rubén Reinoso,

Nanci Maria De Souza ,
Carlos Alberto Nogueira de Sa

February-June/2012 (UAB),
Guilherme Junkes Herdt

February-May/2012 (UAB),
Daniela Silveira Batista

- June/2012 (UT), Daniela Silveira Batista.

FAEPSU/AIRAF to UAB & Estonia

Mobility 2nd year (June 2012 to May 2013)



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**FAEPESUL
(Brazil) to
RBI
(Croatia)
(Plitvice
National
Lakes,
Croatia)**

Exchange:

Daniela Batista
Silveira,

Guilherme
Junkes Herdt,

Rodrigo Goulart
Bortoluzzi

September/December 2012

**UMSNH
to
Estonia
and
UAB**

Exchange:

Andoni
Quezada

Juan
Hernández
Guizar

November/December 2012

**FAEPES
UL
(Brazil)
to UAB
(Spain)**

Exchange:

Daniela
Medeiros

February/April 2013

**FAEPESU
L (Brazil)
to UT
(Estonia)**

Exchange:

Daniela
Batista
Silveira,

Guilherme
Junkes Herdt,

Rodrigo
Goulart
Bortoluzzi

February/May 2013

Training and Sem



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**Training
course (5)**



Open day (3)



Short course (3)



Seminar (3)



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	Zagreb	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

**Total of
Training activities: 14
+
3 Case studies**

STRAVAL TRAINING



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**Training
course
4-5 days**

**All the areas involved in the
local Case Study (AR-BR-MX)
*Open to the local students,
teachers and stakeholders***

**Short course
1-2 days**

**One or two thematic areas:
Geological materials,
environment, biology, ecology,
geology, technics for the
identification of materials
(building, soils, ceramics)...**
Open to students and teachers

**Seminar
(each)
1/2 day (2-3
hours)**

***Open to the local students: one
specific topic of great impact in
the Case Study***

Training activities during 2013



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- **Course in Estonia**
- **Short Training Course**

April 13

- **Course (Argentina)**
- **Training Course**
- **Short Course**
- **Open Day (Civil society)**
- **Seminar**

June 13

These training events will help the scientists from EU and LA regions in taking advantage of the knowledge, experience and infrastructure existing in the counter part regions, concerning the topics of STRAVAL (Architecture, environment, geo & biodiversity, history and conservation/alteration of building materials and identification of existing economic potentials).

Diffusion Activ



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"...for the promotion of local societies in latin america."

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Instituciones

Documentos

Difusión

Noticias

Forum

Login

• 16/03/2012 - Folleto del Proyecto (UNLu)

• 16/03/2012 - Presentación del Proyecto STRAVAL en el Instituto Superior de Formación Técnica N°189 (Luján, Argentina)

• 03/05/2012 - Debegesa recibe la visita de una delegación procedente de Latinoamérica

• 15/03/2012 - Proyecto Straval: entre las actividades realizadas por los becarios en Barcelona, se trazó una ruta turística para Carlos Keen

• 28/02/2012 - Proyecto Straval: viajes de estudio a la Universidad de



IDIOMA

English

Español

Portugués

Official Web site

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

E-Learning Platform

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

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

SOME ORAL PRESENTATIONS IN SEVERAL MEETINGS

CONACYT: Presentación del Programa

IRSES y dos proyectos
financiados por el
programa: **STRAVAL** y
EULANETCERMAT

FP7 – MARIE CURIE ACTIONS

Union Européenne – Amérique
Mexique DF, 27 de febrero de 2012

Prof. José Luis Briansó (UAB, España)
**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)

CANARY ISLANDS

Biosphere
Reserve



Prof. Joan Poch-UAB
MX - Case study
presentation



Volcan-park congress (Olot city - July 2012)

- 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)

Other diffusion activity: ERRIN network

■ jlbrianso,

Your account at ERRIN Network has been activated.

You may now log in by clicking this link or copying and pasting it into your browser:

<http://errinnetwork.eu/user/reset/160/1347963266/dTKQo5brKgGGA0xarcvihUpmCx1MQECg4HmCQ9feuQc>

This link can only be used once to log in and will lead you to a page where you can set your password.

After setting your password, you will be able to log in at <http://errinnetwork.eu/user> in the future using:

username: jlbrianso
password: Your password

-- ERRIN Network team

■ Group: International Co-operati



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Book about the pollution of APA-



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Area

This book will be finish at the end of 201

S 28°23'45.73" W0 49°23'55.48"

Rio Bonito/Bonito river

A ... inha e forma ...
B ... o river a



Area

S 28°23'44.46" W0 49°23'53.28"

Formação do Rio Tubarã/Tubarao river

Book about the pollution of APA-BR



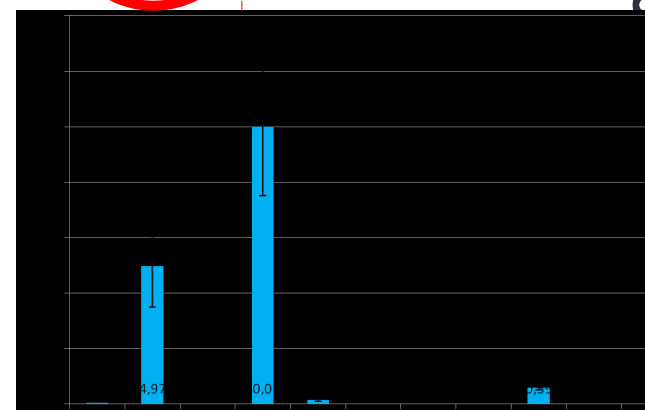
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CENTRO TECNOLÓGICO AMAEL BEETHOVEN VILLAR FERRIN			
LABORATÓRIO DE ANÁLISES QUÍMICAS			
INTERESSADO:		CENTRO DE REFERÊNCIA AMBIENTAL	
Lauda N°: 1279/07/2012	Data da Coleta: 05/07/2012	Hora da Coleta: 11h03min	
Município: xxx	Local da Coleta: Ponto D		
Amostrador: Volnei Stupp- CRQ 13200140 / Químico Unisul			
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	Spectroquant Nova 60 – MERCK	75 mg/L de Pt
Turbidez, FTU	Não Detectado	Spectroquant 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: 21 st Edition, 2005.			
2 - Os limites máximos permitidos são segundo Resolução CONAMA (Conselho Nacional do Meio Ambiente) N° 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) a recreação de contato primário, tais como natação, esqui aquático e mergulho, conforme Resolução CONAMA n° 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 ter 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 Prof.ª Msc. Mircia Lúcia Mighels CRQ-13 R. 13302310 Eng.ª Química Responsável		FUNDAÇÃO UNIVERSIDADE DO SUL DE SANTA CATARINA-UNISUL Centro Tecnológico Ameal Beethoven Villar Ferrin Prof.ª Msc. Nelson de Souza Diretor do Centro Tecnológico – CENTEC Portaria GR N° 1191/2010	



Analysis by XR fluorescence of
the yellowish sediment deposited
in the river bank



Ba Ca Cu Fe Mn
Ti

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RESEARCH ACTIVITIES

SOME GEOLOGICAL WORKS AND SAMPLING (IN THE LAK FOR THE CASE STUDY (MX))



■ DIFUSSION ACTIVITIES

1. Mobility
2. Training activities
3. Book about pollution in the APA case study
4. Some publications (Mexico Case Study)
5. One video (?) with the Argentinean team

Argentina support



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,


Dr. HERNÁN ALBERTO BACARINI
VICE-RECTOR

ector and General Coordinator for Argentina, project STRAVAL

Brazil support letter



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.

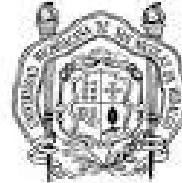
By the way, we want to congratulate you for your important role as the IRSES-STRAVAL Project team leader.

Ruben Cesar Reinoso
Executive Director

MX- support let



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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 in Mexico,

C. Elia Mercedes Alonso Guzmán
Universidad Michoacana de San Nicolas de Hidalgo

THANKS A LOT!