



STRIVAL Project

Objectives : Dissemination of results and awareness among local stakeholders (Universities, Schools, Chambers of Commerce and Tourism, City Halls, other local authorities, NGOs etc.)



Lic. Silvia Martinelli
Mg. Gabriel Tolosa
Ay. Mauro Meloni

» Main goal (WP4)



“... activities concerning spreading of excellence, exploiting results and dissemination knowledge in order to increase the visibility and efficiency of the network at regional, national and international level”

- ✓ Creation and maintenance of the specific WEB site of the project.
- ✓ Open days oriented to the local society
- ✓ Production of: posters / banners, explanatory thematic videos, leaflets / brochures, , etc. in En, Port, Sp.
- ✓ Creation of a @Learning platform (UNLu)
- ✓ Creation of one (or more) networks between higher education institutions (EU / LA)
- ✓ Other Multimedia tools and activities: Press conferences in Newspaper, local TVs, local radios etc.

» Main requirements

Emergencies

» Web site

- » Information from multiple sources (partners)
- » Multiple languages
- » Medium-term support (4 years)
- » Different tools (and data-formats)



Creation and maintenance of the specific WEB site

The screenshot shows a Microsoft Internet Explorer window with the address bar displaying "170.210.96.57". The page title is "STRAVAL Project". The menu bar includes "Home", "STRAVAL", "Institutions", "Documents", "Discussions", "News", "Pictures", and "Login". Below the menu, the text "Project STRAVAL" and the tagline "...for the promotion of local societies in latin america." are visible. A search bar with a "search" button is present. Social media links for Facebook and Twitter are also shown. A large banner at the top features logos for RB (red and blue square), UAB (Universitat Autònoma de Barcelona), Tartu Ülikool (University of Tartu, 1632), FAEPESUL (blue sphere logo), and another circular emblem. The main content area contains the heading "In brief" followed by a paragraph about the impact of protected areas like World Cultural Sites and Biosphere Reserves. A sidebar on the right lists "LANGUAGE" with English, Spanish, and Portuguese options, and "RECENT POSTS" with a "Welcome" entry.

presentación México - STRAVAL Project - Bing Traductor - Descargas

170.210.96.57

Home STRAVAL Institutions Documents Discussions News Pictures Login

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

RB

UAB
Universitat Autònoma
de Barcelona

TARTU ÜLIKOOL
1632
UNIVERSITAS TARTUENSIS

FAEPESUL

UNIVERSIDAD NACIONAL DE LIMA

In brief

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.

LANGUAGE

English

Español

Português

RECENT POSTS

Welcome

Categories of documents

- Seminars
 - Documents
 - Schedulles
 - Task reports
 - Presentations
 - Exchanges

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

The screenshot shows a Microsoft Internet Explorer browser window displaying the STRAVAL website. The address bar shows the URL www.straval.unlu.edu.ar/straval/. The page title is "STRAVAL Project" with the subtitle "...for the promotion of local societies in latin america." A sidebar on the left lists menu items: Home, STRAVALS, Institutions, Documents, Difusion, News, Pictures, and Logos. The main content area features a large heading "STRAVAL!" above a list of news items. On the right, there is a "SEARCH" input field and a "search" button. Below the search area are social media links for Facebook and Twitter. A "LANGUAGE" section includes icons for English (UK), Spanish (ES), and Portuguese (PT).

HOME >

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

STRAVAL!

SEARCH search

LANGUAGE

ENGLISH

ESPAÑOL

PORTUGUÉS

STRAVALS

Institutions

Documents

Difusion

News

Pictures

Logos

- 16/03/2012 – [Project Brochure](#) (UNLu)
- 16/03/2012 - [Presentación del Proyecto STRAVAL en el Instituto Superior de Formación Técnica N°180 \(Luján, Argentina\)](#)
- 03/05/2012 - [Delegespa 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 Barcelona, España, de estudiantes y profesores-investigadores de la UNLu](#)
- 15/02/2012 – [La UNLu participa en un Proyecto para la conservación de sitios de América Latina, financiado por la Unión Europea: el Proyecto Straval](#)

» Main requirements

Emer

» Online training

» Supporting courses and seminars

» E-learning tools

- * Virtual classrooms
- * Chats
- * Forum
- * Conferences
- * Shared documents

...

...



» The solution (*selected tools*)

» Software

1) Content Management System

- * Wordpress
- * To support the web site and publication tools

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

<http://www.netcermat.unlu.edu.ar>



2) Web 2.0

- * Social networking
- * To publish real time news
- * Shared multimedia files (photo/video)
- * Establish a collaboration network



flickr™

YouTube

» The Solution

Emer

» E-Learning platform (Virtual campus)

3) Courses/Training

- * Several years of experience at UNLu
- * Flexible and easy to understand
- * Full time support (TICs Area)

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



Open days oriented to the local society

Carlos Keen. 26 de febrero de 2014

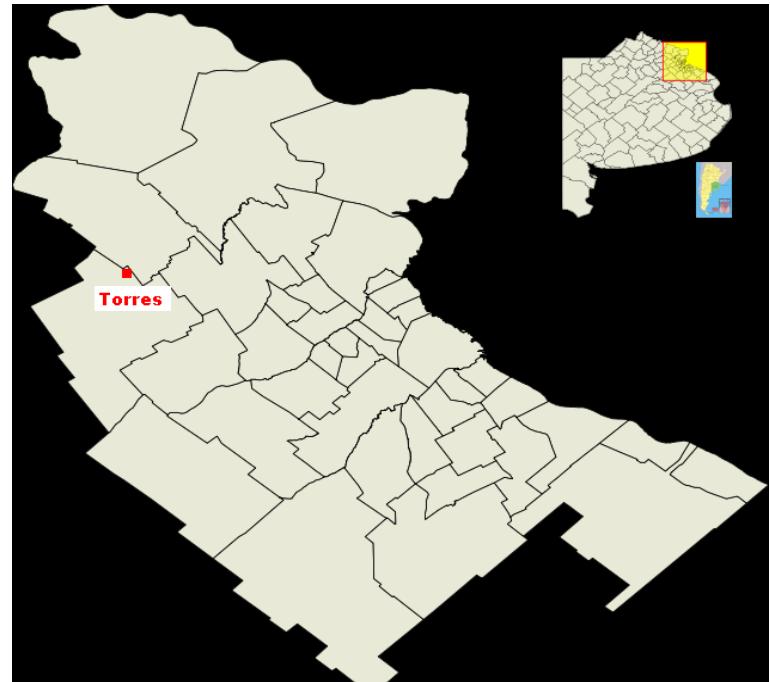


Dissemination of results and awareness among local stakeholders

- Torres
- Jáuregui
- Cortinez



Workshop: National Heritage: TORRES



Front of the Church of Torres
Author: L. Ferrari. 21-08-13



Reunión en la sede de Esperanza Compartida de Torres con los asistentes del curso-taller de Patrimonio Turistico.



Los becarios STRAVAL, Lic. Leonardo Ferrari y la Téc. Romina Ramírez, junto al Director de Turismo de Luján, Sr. Gabriel Blesa y algunos asistentes del Curso-Taller de Patrimonio Turistico



MUNICIPALIDAD DE
LUJÁN

Jáuregui



La becaria STRAVAL Téc. Romina Ramírez en el Stand de exposición fotográfico producto del trabajo de investigación “Cortinez, Patrimonio y Turismo”



El becario STRAVAL Lic. Leonardo Ferrari recibe el diploma de participación en las Primeras Jornadas para el Fortalecimiento de la Identidad Cultural Local 2013, de parte de la Directora del Instituto Inmaculada Concepción, Sra. Profesora Adriana Ferrari

Other activities: Press conferences in Newspaper, local TVs, local radios etc.

- <http://arinfoaudios.homeip.net/download/caleidoscopio15042014.wma>
- "Arinfo is an online radio portal that receives more than 40,000 visits per day"
- www.arinfo.com.ar

Communication sent to the “Economic meetings Tourism Observatory Argentina”



Newsletter

- Preparation of the Newsletter 3
 - ✓ Work Packages & Objectives
 - ✓ Mobilities
 - ✓ Diffusion Activities and Presentations
 - ✓ Future Activities
 - ✓ Pictures

Staff UNLu - Argentina

- Mg. Hernán Bacarini (Director)
- Lic. Silvia Martinelli, Esp. Ma. Florencia Crocci (coordinatings)

- ***Team***

Gabriel Tolosa, Federico Romero, Mauro Meloni,

Rosana Firpo, Leonardo Ferrari, Romina Ramírez.



- programagenerar@unlu.edu.ar
- martinelliirene@gmail.com

Thank you!

Lic. Silvia Martinelli

