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STRAVAL Project



Grant Agreement #
PIRSSES-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.



Facade of the historic colonial town council, today Historical Museum Complex "Enrique Udaondo", Luján, Argentina



Temple, pilgrims portal and cloister from the former Augustinian convent of Copándaro de Galeana, Michoacán, Mexico

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. .



Artisanal dock in Santo Antônio lagoon, Brazil

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 (3rd year) july 2013 / june 2014

LA → EU

UNLu

- April-May 2014 (RBI), Hernán Bacarini, Silvia Martinelli, Federico Romero, Mauro Zagel.

ADRAM

- February 2014 (UAB), Carlos A. Nogueira de Sa
- April-May 2014 (RBI), Daniela Silveira Batista, Guilherme Junkes Herdt, Carlos A. Nogueira.
- April-May 2014 (RBI), Ruben César Reinoso, Nanci de Souza.
- May-June (UAB), Ruben César Reinoso

UMSNH

- April-May 2014 (RBI), Elia Mercedes Alonso Guzmán.
- June-July 2014 (UAB), Juan Hernández, Elia M. Martínez.

EU → LA

UT

- February 2014 (ADRAM), Tõnu Oja, Tatjana Oja
- February 2014 (UNLu), Tõnu Oja, Tatjana Oja.

RBI

- November 2013 (ADRAM), Bogomil Obelić, Nada Horvatinčić, Jadranka Barešić.
- December 2013 (UNLu), Bogomil Obelić, Nada Horvatinčić, Jadranka Barešić.

UAB

- February-March 2014 (UMSNH), Joan Poch.
- May 2014 (RBI), José Luis Briansó
financed by UAB resources

Completed Work



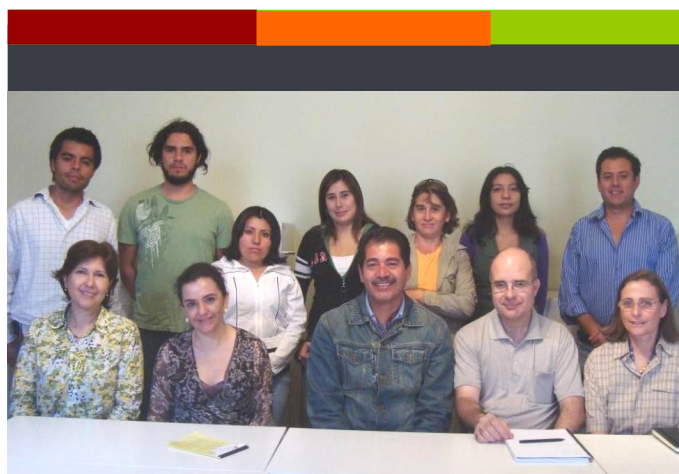
Picture: Argentinian Team (UNLu). Left to right: Federico Romero, Rosana Firpo, Silvia Martinelli (coordinator), Romina Ramirez and Leonardo Ferrari.

Mexican Team

- Study and production of the Action Plan for the selected site Morelia-Los Azufres route, Mexico.
- Start of the Business Plan development, derived from the previously mentioned Action Plan.
- Coordination with relevant case studies for Argentina and Brazil on the standarization of the Business Plans.
- Financing of the PROMEP Thematic Network by CONACYT Mexico, with the participation of STRAVAL group from UAB and UMSNH Morelia.
- Presentation of a scientific article on building materials in monuments of Morelia.
- Publication of the book "Conservación de Materiales de Interés Histórico y Artístico".
- Preparation of Master's thesis: "Business Plan for the Morelia-Los Azufres route" by Juan Hernández Guízar.
- Start of the works on the book on the case study of Mexico STRAVAL.
- Funding from FAS (Fundación Autónoma Solidaria) for conducting a training course in Morelia on H2020 and environmental impacts on the physical environment and historical monuments.
- Participation on the Training Course in Croatia, April 2014.
- Technical visit to the Plitvice Lakes National Park and the Scientific Research Centre "Ivo Pevalek", Croatia.

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.
- Workshop on Touristic Heritage in Torres, Argentina - November 2013.
- Stay of RBI partners and presentation of the Plitvice Lakes Case Study in November 2013.
- Open day oriented to the local society organized in selected site Carlos Keen, Argentina - February 2014.
- Study, in cooperation with local authorities for tourism and culture, for the production of the Action Plan for the selected site Carlos Keen, Argentina.
- Start of the Business Plan development, derived from the previously mentioned Action Plan.
- Coordination with relevant case studies for Mexico and Brazil on the standarization of the Business Plans.
- Participation on the Training Course in Croatia, April 2014.
- Technical visit to the Plitvice Lakes National Park and the Scientific Research Centre "Ivo Pevalek", Croatia.
- Production of the current Newsletter.



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



Picture: Brazilian and Croatian Teams at the RBI courtyard.

Brazilian Team

- Study and production of the Action Plan for the selected site APA of the Southern Right Whale, Brazil.
- Start of the Business Plan development, derived from the previously mentioned Action Plan.
- Coordination with relevant case studies for Mexico and Argentina on the standardization of the Business Plans.
- Participation on the Training Course in Croatia, April 2014.
- Technical visit to the Plitvice Lakes National Park and the Scientific Research Centre "Ivo Pevalek", Croatia.
- Monitoring and analysis of Tubarão river pollution in 4 points on the APA sector from 13 points in total.
- Preparation of the training course STRAVAL Brazil scheduled for November 2014.
- Training course in Croatia - April 2014.
- Visit to the Scientific Research Centre "Ivo Pevalek".



Picture: Participants of Training Course during the field trip at the lookout towards the Large Waterfall (72 m)

Difussion Activities and Presentations

Geopark Proposal

April 2014

EC-Research and Innovation Staff Exchange (RISE)

Call H2020 - MSCA - RISE 2014

Prof. José Luis Briansó and Prof. Isabel Briansó (UAB, Spain)

Workshop on Touristic Heritage

August-November 2013

Torres (BA), Argentina

Lic. Leonardo Ferrari and Esp. Romina Ramírez

Training Course in Croatia

April 2014

Plitvice Lakes National Park, Hotel "Plitvice"

Host: Ruđer Bošković Institute, Zagreb

Participants: José Luis Briansó, Isabelle Brianso (UAB, SPAIN); Bogomil Obelić, Nada

Horvatinčić, Jadranka Barešić, Anita Rajtarić (RBI, CROATIA); Silvia Martinelli, Hernán

Bacarini, Federico Romero, Mauro Zagel (UNLu, ARGENTINA); Ruben Cesar Reinoso, Nanci de

Souza, Daniela Batista, Guilherme Herdt,

Carlos Alberto Nogueira de Sa (ADRAM,

BRAZIL); Elia Mercedes Alonso Guzmán

(UMSNH, MEXICO)

Radio Interview

April 2014

Prof. Silvia Martinelli (UNLu) interview about the STRAVAL project on the radio show "Otro giro del Caleidoscopio"

Arinfo Radio, Argentina

Book Publication

Publication of the Book "Croatia: STRAVAL Case Study, Plitvice Lakes National Park"

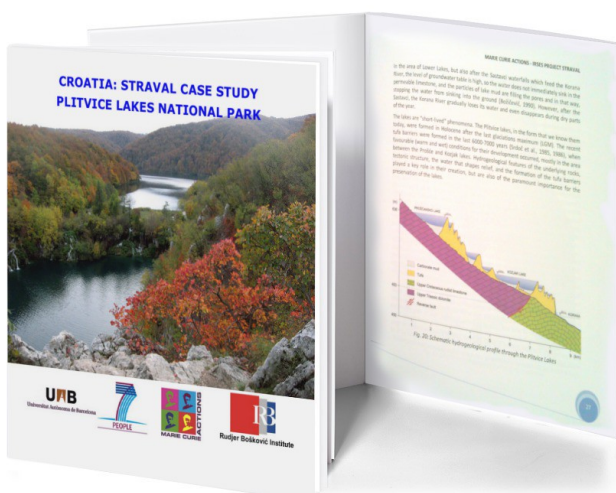
ISBN 978-84-616-2990-9, 62 pages

MARIE CURIE ACTIONS - IRSES PROJECT



Picture (above): Participants of the training course in front of the Hotel "Plitvice".

Pictures (below): Participants during the lectures in the lecture room of hotel "Plitvice".



Picture (above): cover and inner page of the book "STRAVAL Case Study: Plitvice Lakes National Park".

Future Activities – july 2013 / june 2014

September, 2014

- Scientific article of 17 pages about materials for construction in historical buildings, Mexico, edited by the PROMEP Network.

November, 2014

- Training course, seminar and open day in Santa Catarina, Brazil.

2nd semester, 2014

- Publication of the Mexican book about the Morelia-Charo-Los Azufres route.

1st semester, 2015

- Training course in Morelia, Mexico.
- Formulation of the final Action Plans and Business Plans.
- Presentation of Juan Hernández Guízar Master's Thesis.
- Book publication about the Argentinian Case Study.

May, 2015

- Final meeting in Almeria, Spain.



Picture (above): STRAVAL Team in front of the Scientific Research Centre "Ivo Pevalek", Croatia



Picture: UNLU and UT partners with members of the community during the Open Day at Carlos Keen, Argentina



Picture: Lagoa Santo Antônio, Brazil



Picture: Boi Valley, one example of a romanesque church

