



# PROSOA RURAL

PROMOTING SOCIAL  
AWARENES  
IN RURAL AREAS

## CATALOG OF GOOD PRACTICES

"EUROPEAN INITIATIVES FOR THE CONSERVATION  
OF CULTURAL HERITAGE AND TRADITIONS"



Co-funded by the  
Erasmus+ Programme  
of the European Union





PROMOTING SOCIAL AWARENES  
IN RURAL AREAS  
2018-2-ES02-KA205-011523



Co-funded by the  
Erasmus+ Programme  
of the European Union



PARTNERS



# Index

|                   |    |
|-------------------|----|
| Introduction..... | 4  |
| Spain.....        | 5  |
| Portugal.....     | 13 |
| Italy.....        | 19 |
| Greece.....       | 25 |
| Netherlands.....  | 31 |
| Conclusions.....  | 37 |



## Introduction

The aim of the European Year of Cultural Heritage is to encourage more people to discover and commit to the European cultural heritage and to reinforce the feeling of belonging to a common European area.

The motto of the year is: "Our heritage: where the past meets the future". The main objective of the PROSOA RURAL project is to promote the promotion of social and civic competences in educational centers in rural areas to encourage young people to have an entrepreneurial spirit focused on generating local development initiatives that meet the needs of the environment where they live, having as a base or inspiration the conservation and promotion of Cultural Heritage and Traditions.

One of the main result of the PROSOA RURAL project is the compilation of Good Practices to develop a didactic catalog that gathers social initiatives that have contributed to maintain and spread the Cultural Heritage and the Traditions of rural environments at European level, which will serve as a mirror for the young people object of the training.

Through the compilation of documents and good practices by each partner in their country this catalog has been developed that will serve as basis for the development of the training modules that will be developed later during the execution of the project.

But this guide is also planned as a tool that disseminates initiatives already developed in Europe in the line of the PROSOA RURAL project, and that can serve as an example for young people who intend to keep traditions alive in rural areas.

Each partner has been responsible for the collection of good practices in their country:

- Spain: ACCIÓN LABORAL
- Portugal: INOVA+
- Italy: FUTURO DIGITALE
- Greece: INSTITUTE ENTREPRENEURSHIP DEVELOPMENT
- Netherlands: INTERNATIONAL LABOUR ASSOCIATION



# SPAIN



## “CARRASCOLIENDAS” CARNIVAL IN VALLE DE TRÁPAGA



### DESCRIPTION:

“Carrascoliendas” is a way carnival was celebrated in Basque Country, Spain. More specifically, in an area near the city of Bilbao named “Encartaciones”. A local youth association has achieved to recover the celebration of “Carrascoliendas”, after a period of 70 years of no-celebration.

The celebrations were forbidden during Franco dictatorship and after it has ended it was not recovered. It was necessary to wait for more than 25 years to see a group of young people to interest themselves for recovering their region memories and traditions.

### ORIGIN:

In its origin, people used to walk around the village dressed with old clothes of the opposite sex. They carried a black rooster and they walked house to house in order to ask for money and then buy food to eat all together.

In 2011, after more than 70 years without celebrating this folklore, a local association of youngsters called “Basetxe Gaztetxe” (Wild house of young people) decided to restore it in the village of Valle de Trápaga.

### VALUES:

- Self-management of communities: as the slogan of “Basetxe Gaztetxe” claims: autogestioaz (from the self-management), this is an example of how young people can restore a tradition without the help of any institution. In fact, the city hall of Valle de Trápaga did not collaborate in the reestablishment of this folklore.
- Recycling of old materials and democratization of the carnival: as the tradition dictates that costumes are old clothes all people have the opportunity without exception to participate.



## “PEZ DE ABÉU”



### DESCRIPTION:

In the village of Abéu in Asturias (region of northern Spain) where only 70 inhabitants live there permanently, a tradition known as “Pez de Abéu” has been reestablished. The 22th of July local people used to go to the river to fish and then dine all together what they had previously fished during the day.

It was held for the last time in 1985 and after 25 years, is was restored in 2010 thanks to the young people from the community who wanted to experience that tradition.

### ORIGIN:

The origin of this tradition is from the year 1959, as long as it was held the same chefs used to cook year after year the fish that local people had previously fished. Thanks to the youth of Abéu, in 2010 , coinciding with its 50 anniversary, it was held again.

### VALUES:

- Promotion of the local and responsible consumption: as this tradition dictates that locals supper together what they have fished before, it is a proper way to encourage the community to consume local. This may lead to the development of local businesses.
- Creation of a rural awareness among the youngsters: the recovering of the tradition called “Pez de Abéu” has the capacity to produce a sensibility about their community.
- Capacity of the youth: “pez de Abéu” shows how young people have the potential and the desire of celebrating their root’s culture.



## CONSTRUCTION OF GUITARS AS INTANGIBLE HERITAGE



### DESCRIPTION:

A few years ago, Daniel Gil de Avalor, created a tourist product: "Build your own guitar and visit Granada city and province", as well as a short version with talks and visits to tourists, which has been a great success. For more than 4 years, apart from the construction of classical and flamenco guitars, he has carried out activities and participated in projects such as Etnomed (Diputación de Granada), Woodmusick (University of Cost), writing dissemination articles, etc. Daniel aims to complete the restoration of instruments and socio-cultural research of these, if possible with experts in other fields, to expose it in concert halls.

### ORIGIN:

Daniel from his job as guitar-luthier, has been acquiring and making a small but important collection of historical guitars, which he has researched and has been restoring for his exhibition and for the diffusion of this ancestral trade, Intangible Heritage of Andalucia (region in the south of Spain).



### VALUES:

- Repair and restoration of old string musical instruments.
- Conservation of historical pieces and restoration.
- Recovery of musical heritage.
- Dissemination of the important relationship between music and culture.



## JARRAMPLAS TRADITIONAL ROUTE



### DESCRIPTION:

A character known as *Jarramplas* walks round the streets of Piornal, a small town in the northwest of Extremadura (Spain), every 19th and 20th January. He plays his drum while neighbors and visitors throw him turnips, as a punishment.

His traditional clothing, a suit with many colored ribbons and a mask with two horns, is elaborated by the character's family members, who also are in charge of preparing and promoting regional food, dances and songs.

Only local men can play *Jarramplas* and just one neighbor is chosen each year. His identity is a secret between the families involved during the whole year.

### ORIGIN:

This character is based on a cattle thief who was discovered and punished by all the neighbors, exalting the citizen collaboration and commitment.

Years later, the Piornal's Neighborhood Association recovered this tradition and started to organized it.

### VALUES:

The worth of roots, membership and local culture is the main actor in this tradition in which the courage, loyalty and responsibility of the neighbors make it possible.

This character and his family become a hero for the locals due to the effort to care, maintain and promote, in a national and international way, the town's culture represented by the food, songs, dances and activities which are developed during these days.



## LA VAQUILLA “LOS CENCERREROS”



### DESCRIPTION:

“La Vaquilla” is a tradition included among the known “Mascaradas”. The parade led by La Vaquilla and its escorts the Cencerreros . They are followed by the Gypsy Patriarch, carrying a wheelbarrow with ashes, to throw it to the spectators. The gypsies come behind, some climbs on a car pulled by a donkey. And they close the procession, two pipers, a drummer and a drum. At the roman wake, the Patriarch launches a speech in which he presents the challenge. The duel, with the sword, among the cencerreros always ends with the victory of the candidate. The victor is "crowned" with the chief's symbol: a straw hat frayed and adorned with a cat's skull, two pig's hooves and fox tails. The Cencerreros kneel before the victor, who confirms them as their knights by touching their shoulder with a cane. The gypsies adorn La Vaquilla with colored ribbons, each of which corresponds to a small gift. The children try to catch the ribbons of La Vaquilla, which defends itself as best it can with the help of the Cencerreros. When arriving at the square, the gypsies begin the collection offering in exchange "snowy buns", typical sweets of Christmas.

### ORIGIN:

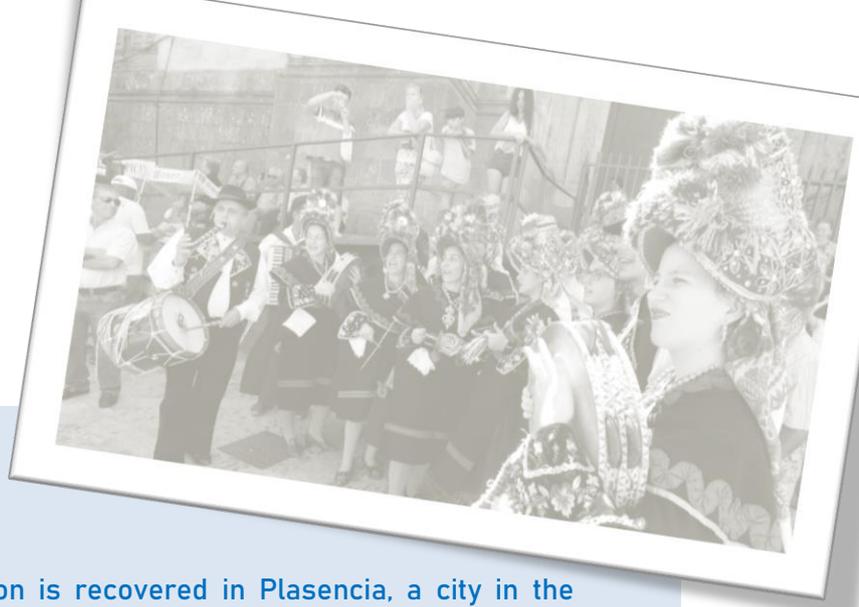
This tradition is located in Palacios del Pan, Zamora. It happens on Sunday Carnival. In it, we saw the fusion of two masquerades. On the one hand, the Vaquilla, which is similar to others existing in the same province of Zamora although with the logical variants of evolution. The hypothesis is defended that in all the places where cows appear there are lands that are not very favorable for agriculture and that, therefore, the Heifer symbolizes the Earth and the fertility of it, it seeks to promote crops and female fertility, the main object of their attacks. The other part of the masquerade is represented by the Cencerreros, winter beings that bring chaos - here, not so much, because their mission is to protect La Vaquilla. Their mission would be to purify the people with their cencerrada and fertilize with their blows.

### VALUES:

- Relations between young and adult people
- Conservation of historical traditions, instruments and customs.
- Rooting of young people and children to the village.



## MAJOR TUESDAY



### DESCRIPTION:

The first Tuesday of August a tradition is recovered in Plasencia, a city in the northwest of Extremadura (Spain). The main square is filled with stalls from local and regional food products, sweets, liquors, craft and pottery and becomes a meeting point of neighbors and visitors.

Different celebrations take place around this market and the historic city center with typical songs, dances, clothing, theatre performances and night sightseeing related with key moments and places of the city.

### ORIGIN:

According to tradition, all the regional merchants, sheperds, farmers and breeders go to this city in order to sell their products or make commercial transactions.

Over the years, this market turned into an opportunity to show and promote cultural items, symbols and heritage.

### VALUES:

The appreciation and assessment of the own regional and local culture shows a sentiment of fraternity and improvement which enables participants to give visibility to the potential of that region.





## MINING PARK OF RIOTINTO

### DESCRIPTION:

In the Mining Park of Riotinto you can take a different rail trip, go into a mine, visit an authentic Victorian house and learn about the history of a region completely transformed by mining activity through the museum.

The "Riotinto Mining Park", through the recovery of infrastructures and elements capable of generating an attractive tourist resource, on the one hand, contributes to the socioeconomic development of the region of the Mining Basin of Huelva and on the other helps to spread the importance of heritage historical linked to the past of 5000 years of mining activity in the Basin.

### ORIGIN:

The history of the Minas de Riotinto goes back to the first civilizations organized in the Copper Age: tartessos and Phoenicians, although the true mining development at that time arrived with the Romans.

Until the eighteenth century the development of mining extractive, after the purchase of the Mines by a Swede, L. Wolters. Later the Government of Spain has ownership until the nineteenth. century in which the mining of Riotinto will suffer the moment of its apogee, industrial, demographic and economic. In 1873, a British consortium bought the mines and founded "Rio Tinto Company Limited". The company offered the resurgence of Riotinto, exploitation cuts were opened and internal mining was developed.



### VALUES:

- Recovery and sustainable use of the Cultural Heritage
- Custody of the heritage.



# PORTUGAL



## POTTERY FROM BARCELOS

### DESCRIPTION:

Barcelos is a small village of Portugal known because of its tradition of handiwork, especially pottery. Barcelos produces an important number of pieces of a great quality. In fact, this activity has a big relevance in social and economic terms for the village of Barcelos. "As louças de Barcelos" (Pottery of Barcelos) as commonly known, is an attribute of identity that over the centuries spread and disseminated the name of this city and promoted the employability and sustenance of hundreds of families who had the clay arts in their livelihood.



### ORIGIN:

The origin of "louças de Barcelos" seems to be linked to handiwork exhibition from Barcelos that occurs every Thursday. There exist documents that suggest this exhibition started to be held in 1412. Its evolution, with its establishment in a place closer to the current one and the weekly celebration, happened in the XVII century. For ages people of Barcelos sold their pottery in fairs everywhere giving it a notoriety that has been extended in time as a mark of identity of a community, a territory and a city, to the point of the name Barcelos, can no longer be dissociated from this socio-economic context. This practice has been passing between generations and is very well documented. There is a gallery of Master Artisans with experts highlighted since the beginning of the XX century.

### VALUES:

- Strong connection of people with their land: not only because of the fact that the clay origins in the region, but also due to the fact that the exploration of the pottery as a business enabled the maintenance of a strong local identity.
- Youngsters as ambassadors of their culture: this project shows how young people can be proper representatives of their folklore and traditions and how they can be entrepreneurs and create their own job opportunities.
- Handicraft as an integral part of Barcelos: it is a form of expression inspired by the most varied themes, necessities and forms of daily life and a mirror of a unique creativity that makes this place the Capital of Handicraft.



## “HONRA DO SANTÍSSIMO SALVADOR” IN PORTUGAL



### DESCRIPTION:

Grupo Ativo de Jovens Animados (GAJA), Active Group of the Animated Youth, from Corte, Sines (Alentejo) have restored a religious tradition called “Honra do Santíssimo Salvador”. The group includes 12 young adults that were only kids when the festival was promoted and that decided to restart with it after a 8-years interruption. From the 24th to the 26th of August there is a popular market with donated objects and a collective walking to encourage a healthy lifestyle. It is also a very important motivation to bring back to the small village ex-inhabitants that now live in large cities or abroad. The last day, is the most important day because a religious procession takes place. Local people carry the image of “Santíssimo Salvador” around the village while prayers are recited.

### ORIGIN:

The origin of this religious folklore is relatively recent, it has been held for a few decades. However, from 2010, as a result of the flew of youngsters to the urban areas, this tradition had been interrupted. Therefore, GAJA, which has only 12 people working for the organization, has managed to reestablish “Honra do Santíssimo Salvador” in Corte Sines.

### VALUES:

- Strength of the youth: Young people have the capacity to struggle so as to maintain alive their roots and origins.
- Maintenance of rural areas: this is an example of willpower of a community who do not want to see their land forgotten in the desertification that plagues the interior of Portugal.
- Social awareness among youngsters: the youth will start to acquire a conscience about what it means to belong to a rural community. Consequently, they will wish to maintain the traditions of their community.



## “BARRO NEGRO” FROM BISALHÃES



### DESCRIPTION:

The village of Bisalhães is one of the few in the world which continues to produce Barro negro (black Pottery). Its process of fabrication is in danger of disappearance because there used to be more than 70 artisans in Bisalhães but now there only 5 left. The youngest artisan is 36 years old and the oldest one is 83. Even though in 2016 it was declared intangible cultural heritage by UNESCO, a huge accomplishment, but it is not enough. What is needed is young people who learn how to create this barro negro. This is the reason why the project “Bisarro” was born. Bisarro is a project of two young men that decided to produce pieces of design with black pottery, giving live to this tradition and putting its name back on the road.

### ORIGIN:

This fabrication started in the XVI century, The work of the potter begins with the raw clay, which must be minced and kneaded. The differentiated technique consists on baking the parts in open kilns on the ground where different types of plants are burned. Later they are covered of earth. It is the smoke produced by the burning that gives the black color to the clay.

Daniel Pera and Renato Rio, who are 26 years old, did not want this tradition to become extinct. They created the “Bisarro” project which aims to create innovative designs so as to adapt “Barro negro” to the exigent market. According to these young entrepreneurs, “Barro negro” has potential to fill the gap of exclusive products without losing its identity.

Note: the traditional process of producing Bisalhães traditional pottery is today classified as UNESCO intangible cultural heritage

### VALUES:

- Mixture of entrepreneurship and keeping up traditions: “Bisarro” project is a good example of how young people can take advantage of some traditions to create their own businesses. Besides, this will serve as a service to the society because such traditions will be renovated and consequently maintained.
- Capacity of youngsters: “Bisarro” shows that young people have the will to create their own businesses. Besides, they do appreciate their culture and they want to keep it.



## MERUGE'S "CÉGADA DO ENTRUDO" IN PORTUGAL

### DESCRIPTION:

"Associação de Desenvolvimento Social e Cultural do Vale do Cobral"(ADSCVC) is been promoting since 2017 together with the parish of Meruge, from the city of Oliveira do Hospital, the reestablishment of a tradition called "cégada do entrudo".

In the carnival period, people from Meruge lived in an atmosphere of collective disbanding and break up. Locals used to wear old clothes of the opposite sex and they used to fabric cardboard masks. Therefore, ADSCVC has been boosting and supporting this tradition so as not to disappear.

This Association has as its main aim to foster social solidarity and activities in order to protect childhood and youth of Cobral Valley.



### ORIGIN:

The origin of this tradition is medieval . It has to do with the preparation for the Lenten period and it has as its main objective to extrovert the pagan desires which would be forbidden then because of religious tradition ("penance and fasting" imposed by the religious period of Easter and that included limitations to behavior and social relations, clothes and food).

Besides the aim of recovering a local and ancient practice, the association aims also to preserve a more "Portuguese" traditional approach to carnival that has been changed over the years due to the influence of Brazilian traditions.

### VALUES:

- Democratization of traditions: as the costumes to be made of old clothes and other artifacts such as board papers, everyone can participate in "cégada do entrudo".
- Create awareness of local traditions among the youth: promotion of the traditions of carnival and its ancient meaning will make young local people understand the value of the place where they were born.
- Survival of the rural traditions: this folklore is the reflect of a rural world which insists in existing in front of the urban areas.



## RENDA DE BILROS



### DESCRIPTION:

The Association for the Defense of Crafts and Heritage of Vila do Conde was created by the region municipality to protect and promote the Renda de Bilros (a traditional and unique manufactured lace type). Currently the association manages a museum and delivers training for adults and young people willing to learn and keep alive this tradition and create their own jobs.

Furthermore, the association promotes an annual event to about the Bobbin Lace and it also promotes the presence of artisans and producers in other fairs.

### ORIGIN:

Renda de Bilros (Bobbin lace) is a very ancient weave practice that goes back to the XVII century and that always had the purposes of produce decorative pieces and ornamental pieces of cloth. There are records of the creation of a School for “rendilheiras” (women) in 1919 but after the 50’s and due the change in habits and lifestyles and also due to the change of the socio-economic structure of the Vila do Conde region, this practice was almost abandoned (Women emancipation, strong industrialization of textile in the region, etc).

Slowly, since the 70’s that this tradition is been recovered and protected by the municipality and an Association to promote and protect this type of lace was finally created in 1984 (by that time less than 100 artisans were operating and all old). Today it is a protected tradition that attracts young people, mostly women to produce decorative pieces and apply the technique to produce innovative products.

### VALUES:

- Handicraft as an integral part of Vila do Conde and surrounding areas: it is a form of expression inspired in old traditions of the city and it is today a reference that everyone relates to the city.
- Youngsters as ambassadors of their culture: this project shows how young people can be proper representatives of their folklore and traditions and how they can be entrepreneurs and create their own job opportunities.



# ITALY



## AMPHITHEATRUM FLAVIUM



### DESCRIPTION:

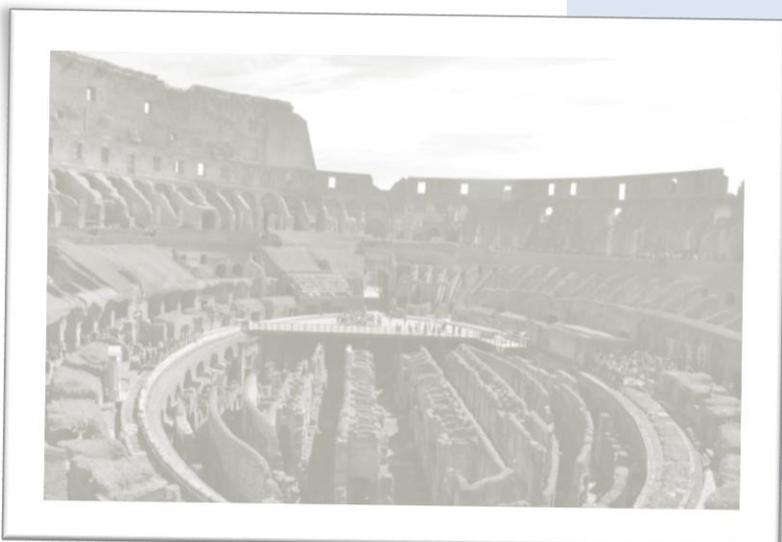
The Colosseum, originally known as Amphitheatrum Flavium is the largest amphitheater in the world and the most impressive monument of ancient Rome. Inserted in 1980 in the list of World Heritage Sites by UNESCO, along with the entire historical center of Rome. In 2007 was also included in the list of the New Seven Wonders of the World. Known all over the world as a symbol of the city of Rome and one of the symbols of Italy.

### ORIGIN:

The amphitheater was built in the Flavian period. Its construction was started by Vespasiano in 72 AD. and inaugurated by Titus in 80, with further changes made during the Domitian empire in the 90s. The structure clearly expresses the Roman architectural and constructive conceptions of the early Imperial age, based respectively on the curved and enveloping line offered by the oval plan and on the complexity of the construction systems.

### VALUES:

- In ancient times it was used for gladiatorial shows and other public events.
- For the church it represents the place where many martyrs took place.
- Today it is a symbol of the city of Rome and one of its major tourist attractions.



## MUSEO DELLA MEMORIA “FERRAMONTI”



### DESCRIPTION:

The International “Museum of Memory” of Ferramonti di Tarsia is a place where you can find documentations on the years of activity of the “concentration camp” of Ferramonti di Tarsia, the largest “Lager” for Jews, anti-fascists and political refugees in Italy. The museum collections consists of a massive number of documents, photos and other materials to remember The real story of Ferramonti.

### ORIGIN:

The Museum was born in 2004 thanks to the Municipality of Tarsia, after decades of recovery works and documentary researches. Under the management of the allied command, it was definitively evicted in September 1945. Destined for long years of looting and destruction, the camp was recovered in the early nineties thanks to the patient work of the historian Francesco Folino and the municipality of Tarsia.

### VALUES:

Today is a meeting center for events dedicated to the Shoah and the Resistance against Fascism and Nazism, from 14 of January to 27 of February, the museum will host several events to remember what should not be forgotten.



## L' OPERA DEI PUPI SICILIANI



### DESCRIPTION:

Sicilian puppets are distinguished from other puppets by their peculiar mechanics and repertoire, consisting of knightly narratives. They are carved in wooden blocks and can reach a height of about one and a half meters and these small works of art are decorated in every detail. The skill of the master Puparo, as well as in the ability of acting, is also in how he makes duels, using background noise, such as the beat of the feet on the beams of the stage.

### ORIGIN:

L'Opera dei Pupi is a particular type of puppet theater that is found in Sicily between the second half of the nineteenth century and the first half of the twentieth century. The first stories represented, are those related to the events of the paladins of Charlemagne, the heroes Orlando and Rinaldo, who in their adventures gave life to engaging shows that, captured in the hearts of citizens of Palermo.

### VALUES:

The subjects dealt with the Opera included unrequited love, betrayal, rage, revenge, and thirst for justice. all of these feelings alive in the hearts of the oppressed Sicilian people, who appreciated the Opera not only for its stories, but also for the ability to do satire of the church and the government, because trough the mouths of the PUPI were given more freedom of speech.



## LA PASSIONE VIVENTE DI TERRANOVA DA SIBARI



### DESCRIPTION:

The event begins on Holy Thursday with the last supper and the arrest of Christ and then he is tried on Friday and sentenced to death. All citizens take part in the event as amateur actors, wearing armor and costumes from the Roman era. It develops through the streets and churches of the city to represent the "Via Crucis", the atmosphere that is created is fantastic, accompanied by some moments of acting, popular songs but also deep moments of reflection. In March 2018 the association "Venerdì Santo", organizer of the living passion, proceeded to present the candidacy of the event as a UNESCO historical heritage.

### ORIGIN:

The living Passion still remains today, the most significant folk-sacred manifestation that Terranova da Sibari has created in the last 50 years, and which takes place during Holy Week and in particular on Good Friday, when the crucifixion takes place.

### VALUES:

Living passion is a very old tradition carried out during the Easter period in which all Christians commemorate the passion and crucifixion of Jesus Christ. Unifies the entire village where the participation of citizens is always active



## CARNEVALE DI VENEZIA



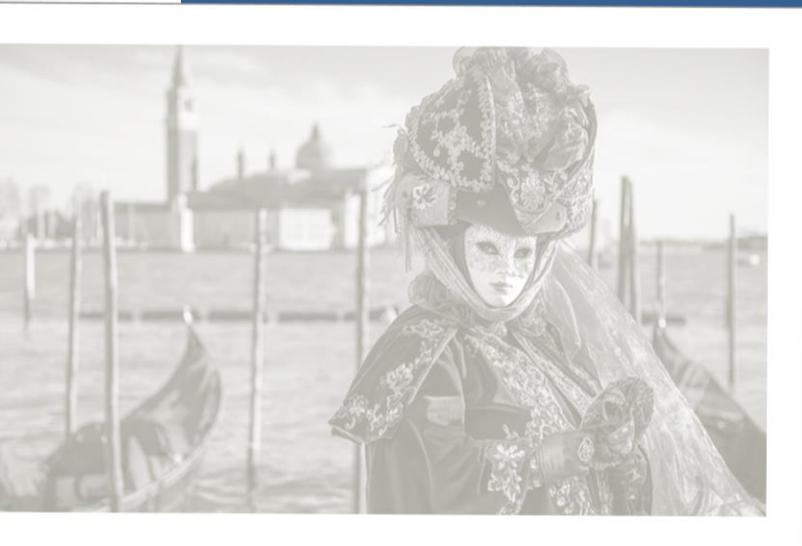
### DESCRIPTION:

The Venice Carnival is a city festival that takes place between February 23rd and March 5th. It is one of the most famous and appreciated carnivals in the world because of its beautiful masks and the famous flight of the Angel. The flight of the Angel recalls the ancient acrobatic tribute to the Doge, Head of the State of Venice, where the Colombina descends "in flight" from the top of the Campanile di San Marco to the Palazzo Ducale, and is welcomed by the Doge and the rest of the historical parade in costume, with great emotion of the audience.

### ORIGIN:

The first testimony dates back to a document of the Doge Vitale Falier of 1094, where there is talk of public entertainment and in which the word Carnevale is mentioned for the first time. The first official document declaring the Venice Carnival to be a public holiday is an edict of 1296, when the Senate of the Republic declared a public holiday the day before Lent.

In this era, and for many centuries succeeded, the Carnival lasted six weeks, from December 26th to Ash Wednesday, even if the festivities were sometimes started already in the first days of October.

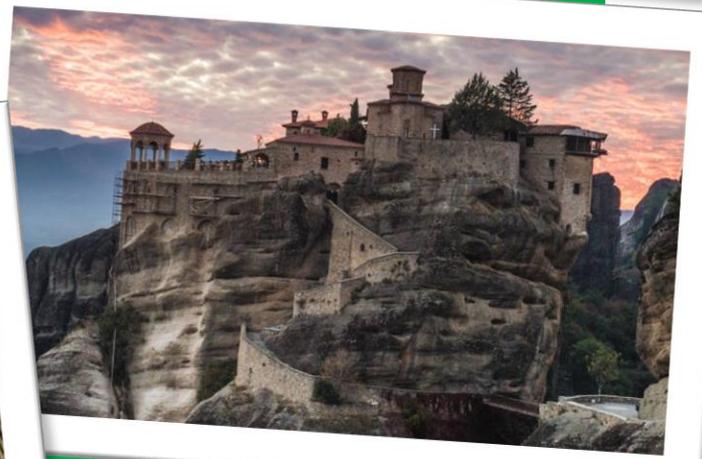


### VALUES:

A moment of happiness reproducing the historical period through masks and costumes that Venetians Love.



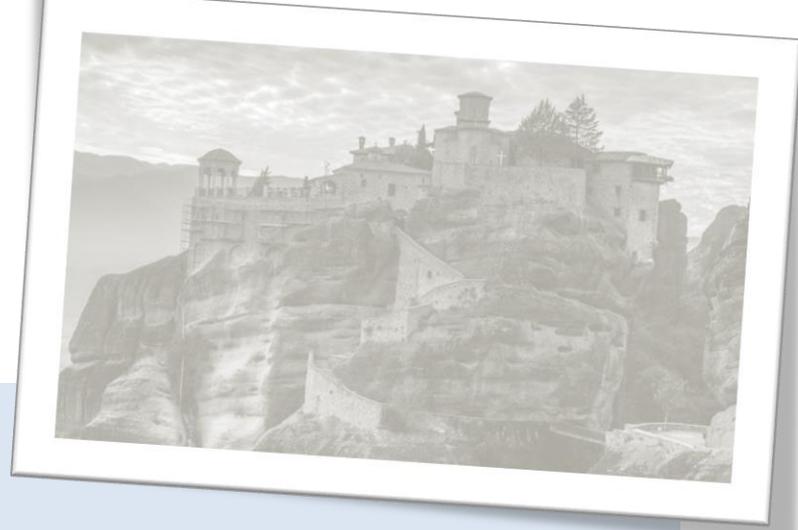
# GREECE



## METEORA

### DESCRIPTION:

Meteora is a rock formation in central Greece hosting one of the largest and most precipitously built complexes of Eastern Orthodox monasteries. There are six monasteries built on immense natural pillars and hill-like rounded boulders that dominate the local area.



### ORIGIN:

By the late 16<sup>th</sup> century the Meteora monastic community included a total number of 24 active monasteries. Nowadays there are 6 monasteries: the monastery of Great Meteoron which is the biggest and oldest, the monastery of Varlaam, Roussanou, Saint Stephen, Holy Trinity, Saint Nikolaos Anapafsas and a number of hermitages and small abandoned monasteries have also been restored.

### VALUES:

Monasteries of Meteora have a unique construction of the highest architectural and artistic value.

Orthodox creed in the Byzantine era, having produced some of the best pieces of religious art and craft and still possessing a collection of precious manuscripts, which today are on display in their museums.



## OLYMPUS MOUNTAIN

### DESCRIPTION:

Mount Olympus is Greece's highest mountain. It is located between the regions of Thessaly and Macedonia. Mount Olympus has 52 peaks of which the highest is called "Mytikas" rises 2.919 meters.



### ORIGIN:

Mount Olympus was significant in Greek mythology as a zone of great power, the meeting place of heaven and earth. Ancient Greeks believed that Zeus, king of the gods, and his family of deities dwelt on Mount Olympus, but they regarded the mountain more as a figurative space for these gods and goddesses than an actual location on earth. Zeus conquered the territory in his battle with the Titans by gathering clouds and hurling thunderbolts. The clouds that envelop the mountain are continual reminders of the connection between earth and sky.

### VALUES:

- The mountain is rich in tree and plant life, supporting over 1700 species.
- Every year, thousands of people visit Olympus to admire its fauna and flora, tour its slopes, and reach its peaks.
- Organized mountain refuges and various mountaineering and climbing routes are available to visitors who want to explore it.



## TSIPOURO FESTIVAL

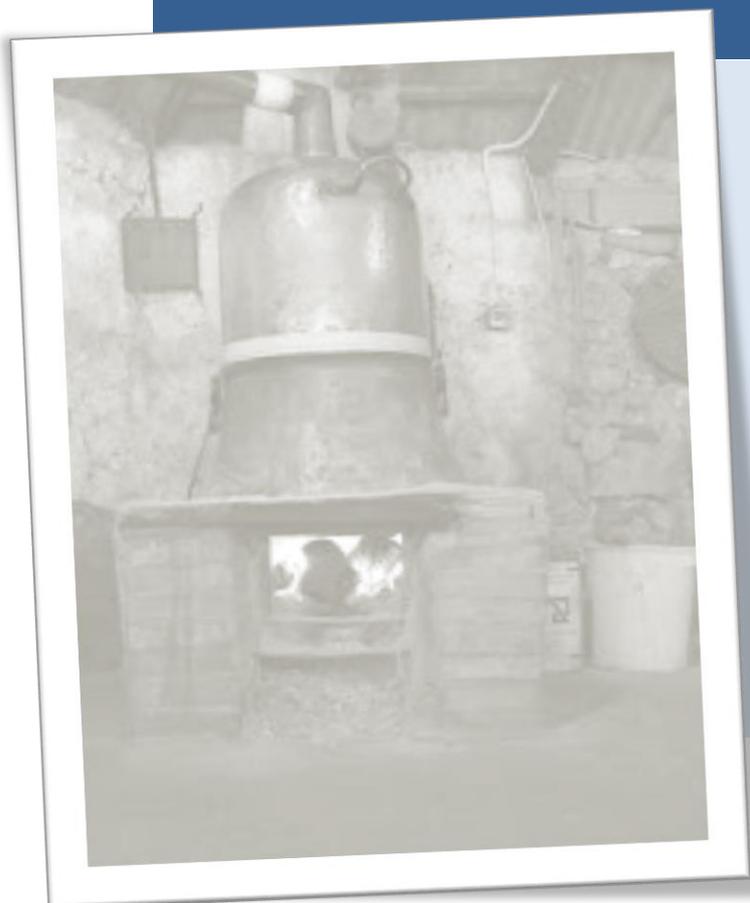


### DESCRIPTION:

In Tsipouro Festivals are presented the traditional production process of tsipouro (you can also find it by other several names, such as raki, arak or grappa...). The feast take place in different villages all over the Greece mainly between October to December, where the local producers, using big cauldrons, represents step-by-step the process of production in front of all the visitors. The duration of each feast takes 1 to 5 days.

### ORIGIN:

The origin of tsipouro or raki (from the Arabic word araq-alcohol) which is produced all over the Mediterranean, has the first evidence of a distillery discovered in Crete since 500 BC. The festival started on 20<sup>th</sup> century. In Greece, tsipouro is one of the words used to describe the drink made from the grape stalks, skins and pits that remain after pressing,



### VALUES:

- Though this festival local people and visitors learn how tsipouro is producing and they have also the chance to taste it.
- The feast is followed by traditional dances and traditional taste of Greek souvlaki.
- Read more about the Greek products here: <http://www.greekgastronomyguide.gr>



## GREEK HONEY FESTIVAL



### DESCRIPTION:

Greek Honey Festivals take place in many cities around the Greece, both in summer or winter period, mainly on weekends. The show includes from honey-inspired food to presentations of various types of honey and their health benefits and demonstrations of beekeeping.

### ORIGIN:

Honey, the beverage and food of the gods – nectar and ambrosia – held an important place in people's daily life, not only as foodstuff but also as s therapeutic substance. Recognizing the importance and the benefits of honey in health, communities around the Greece started to organize these feasts 10 years ago.

### VALUES:

- Greece produces 14,000-16,000 tons of honey per year.
- Greeks consume a lot of honey, between 1.5-2 kilos a head annually – almost twice the European average! Honey is declared national product in Greece.
- There are about 25,000 beekeepers in Greece today.
- The main 8 Greek types of honey are: pine honeydew, fir honeydew, chestnut blossom (honeydew and floral), heather, thyme, orange blossom and citrus, cotton and sunflower.



## BREAKING THE POMEGRANATE



### DESCRIPTION:

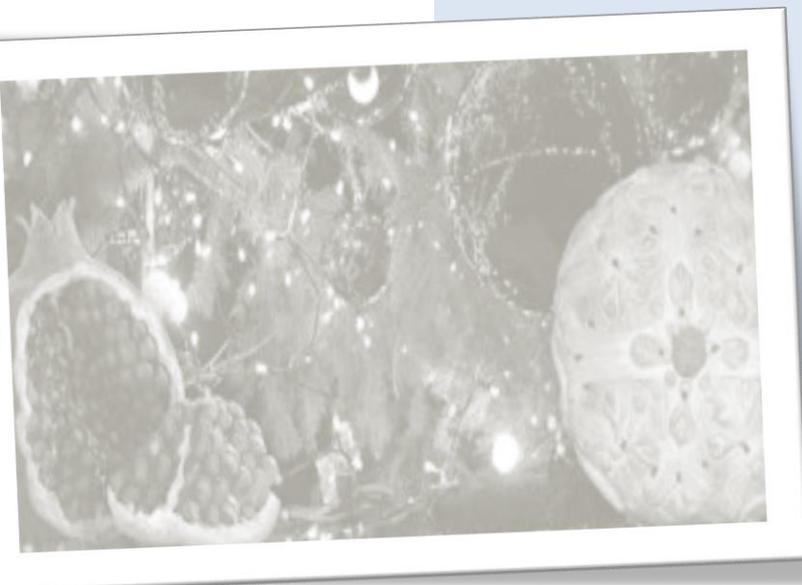
On New Year's Day, the family members go to church on Sunday to attend the Divine Liturgy of Basil of Caesarea, and welcome the New Year. The man of the house takes a pomegranate with him to church for the fruit to be blessed and when the family returns home. He then smashes the pomegranate either in front of the door, and he makes a wish that the juicy, bounteous ruby-like segments of the fruit flood the home with good health and happiness — and as many joys as the pomegranate has arils.

### ORIGIN:

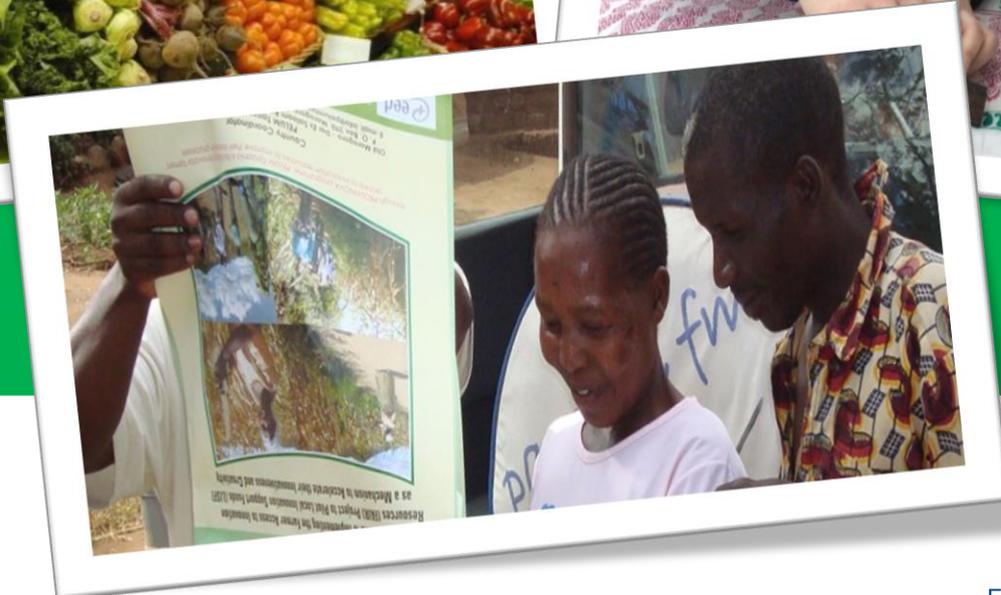
Breaking the pomegranate on New Year's Day is an Ancient Greek holiday tradition, with its origins in the Peloponnese or Serres, and later spreading over the entire nation.

### VALUES:

- In Greek folklore, the pomegranate has served as a symbol of strength since ancient times.
- It is considered the fruit of life and good fortune.
- Ancient Greeks believed that the pomegranate's ruby-like arils, or segments, symbolized abundance, perhaps because of their quantity.



# NETHERLANDS



## BIOKENNIS

### DESCRIPTION:

Under the name bioKennis, the Dutch and Flemish research and knowledge networks communicate results from the research on organic agriculture. This research is financed by the Ministry of Economic Affairs and the Flemish Government. bioKennis provides access to national and international knowledge about organic farming and nutrition.



### ORIGIN:

bioKennis was established in 1918 through the Foundation of Wageningen University. It is based on Wageningen, Netherlands. Its sector of activity is the Knowledge Bank Organic Agriculture and Food.

### VALUES:

The foundation aims to provide high quality products and services before it reaches to the consumer.

It also aims to create a network of information for people to access about their local and international farming initiatives.



## CRAFTS COUNCIL NEDERLAND



### DESCRIPTION:

Crafts Council Nederland (CCNL) is part of a worldwide movement linking visitors or participants with organic farmers and growers to promote cultural and educational experiences. These experiences are based on trust and non-monetary exchange thereby helping to build a sustainable global community.

### ORIGIN:

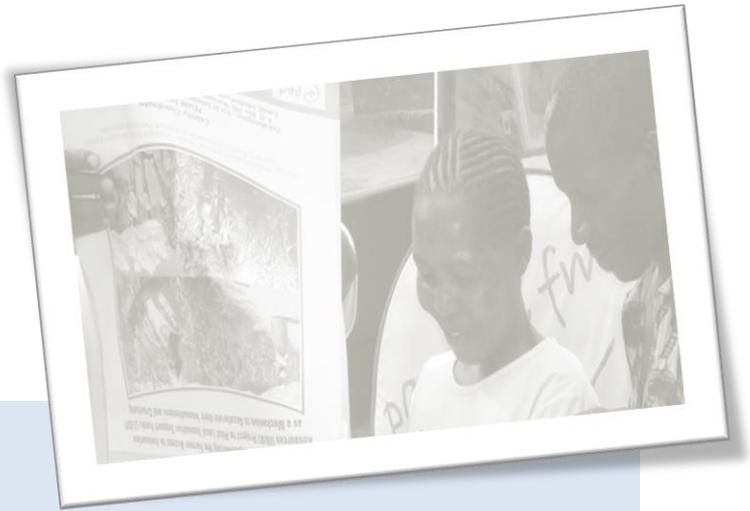
CCNL is a platform created in 2013 in the Craft sector of activity. They currently have 97 organic farms and gardens across the country. The founders wanted to provide individuals around the world the opportunity to get first-hand experience of organic farming and experience the Netherlands from a different perspective.

### VALUES:

CCNL wants to help the organic movement which is often labour intensive and does not rely on artificial fertilizers and pesticides. The aforementioned first-hand experience is also to make contact with other people in the organic movement with an enriching experience and have a cultural exchange with local Dutch people.



## ETC Foundation



### DESCRIPTION:

ETC Foundation is a non-profit organization that is involved in the Energy, Health, Agriculture, Food and Nutrition Security sector of activity. They provide educational training and consultancy for rural development purposes. It is distinguished by its programme-based approach and by its understanding that development should be tackled at a regional level.

### ORIGIN:

ETC Foundation was formally established in 1980 in Leusden, The Netherlands. Their expertise lie in sustainable agriculture, water, and forestry. Their main aim was to improve sustainable behaviour at an individual, organizational and governmental level.

### VALUES:

ETC contributes to sustainable actions of citizens, businesses and government. It acts as a link between practices of farmers and field parties on the one hand and the policies of governments and sometimes companies on the other hand.

ETC also encourages interaction and exchange between these parties that is stimulating and inspiring for all. This helps to build confidence among parties for bringing about desired and lasting change.



## RoyalCosun



### DESCRIPTION:

Royal Cosun is an agri-industrial group firmly rooted in the primary sector. They are the parent organization to 6 other relevant organizations in the field. They produce food ingredients and products that make their way to the food industry, food service sector and retail channels.

### ORIGIN:

Royal Cosun was established nearly 120 years ago by Dutch sugar beet growers who united themselves in a cooperative. Today, the cooperative has over 8800 members and stakeholders that has grown into a business with 3900 full time employees.

### VALUES:

Royal Cosun's ambition is to get the most out of its raw materials. This is good for the environment, profitable and meets society's demand for responsible products and production methods. Their businesses also supply products to animal feed sector and residual products that are used to produce sustainable farming.



## STICHTING BAKKERSCAFÉ

### DESCRIPTION:

Stichting Bakkerscafé is a social enterprise which main goal is improving social participation of people that are more vulnerable because of their physical or mental disorder in a bakery and lunchroom setting. The method is offering a working environment to the employees that ensures high quality of products and services to the consumers.



### ORIGIN:

Stichting Bakkerscafé is a Foundation based in Nijmegen, Netherlands. The year of its Establishment was 2009. Since then, they have actively recruited a team of 80 people and around 50 employees have a guidance process throughout recruitment and throughout their employment.

### VALUES:

Their values lie in the stimulation of active social participation of vulnerable people by giving them a chance to explore their own qualities and developmental chances in a social and labour environment.



## Conclusions

On the one hand, the promotion of active participation in society among youth, will help to foster the roots among young people and try to stop the loss of population caused by the flight of young people from rural areas, (with the risk that this entails for the disappearance of villages and therefore of their cultural heritage). And on the other hand, the impulse of social entrepreneurship contributes to the implementation of local development initiatives linked to the cultural heritage and the environment where they live, becoming even possible entrepreneurial initiatives that end up in a business, which would encourage settlement in the rural areas, and therefore, the maintenance of the villages and their traditional customs.

The PROSOA RURAL project aims to align itself with the European Year of Cultural Heritage, and with those initiatives and events throughout Europe whose objective is citizens to approach their cultural heritage and actively engage to it. As the European Commission correctly affirms, "cultural heritage influences our identity and our daily lives. It is part of the towns and cities, the natural landscapes and the archaeological sites of Europe. It is not only found in literature, art and objects, but also in the trades learned from our ancestors, the stories we tell our children, the food we enjoy with company and the movies we see and in which we recognize ourselves. "

Our responsibility as citizens is to maintain and preserve our customs and our heritage so that the following generations will be able to enjoy it and learn from it, therefore, the PROSOA RURAL project places special emphasis on transmitting to young people the need to know the environment in which you live, take care of it and keep alive the culture that our grandparents transmitted to us.

For this, the PROSOA RURAL project aims to develop materials that support educators in rural training centers so that they can transmit these values to young people. These materials will be based on a methodology focused on the promotion of active participation and social entrepreneurship linked to the conservation of Cultural Heritage and Traditions at local, regional, national and European level.

