

INNOVATIVE TRAINING FOR SUSTAINABLE SHEPHERDS

EU4SHEPHERDS



Erasmus+

Outline

1. Presentation



2. Our main activities



3. Project motivation

ADIRAM

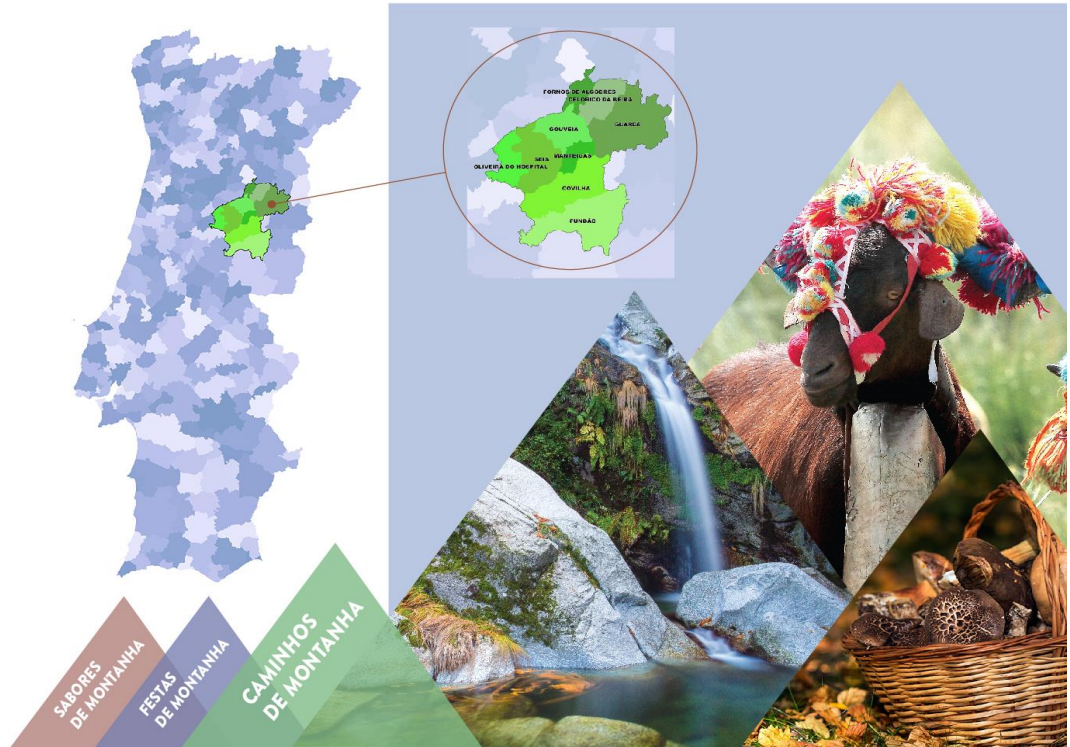
ADIRAM (Association of Integrated Development of the Network of Mountain Villages) works to promote the integrated development of the Mountain Villages territory, through the adoption of a sustainable, integrated, innovative and creative framework.

- Since 2013, ADIRAM main objectives are:
 - Enhance the natural and environmental landscape and the material/ immaterial cultural heritage of the Mountain Villages;
 - Support the entrepreneurship ecosystem based in traditional sectors;
 - Bring innovation to the territory and support new people and ideas;



Mountain Villages

- The mountain villages are located in the center region of Portugal, in Serra da Estrela and Serra da Gardunha;
- Biggest natural park and mountain area of Portugal;
- 41 mountain villages of 9 municipalities.



SABORES
DE MONTANHA

FESTAS
DE MONTANHA

CAMINHOS
DE MONTANHA



- ▲ **MUNICÍPIO DE CELORICO DA BEIRA**
(Rapa, Prados, Salgueirais, Cadafaz e Vide entre Vinhas);
- ▲ **MUNICÍPIO DA COVILHÃ**
(São Jorge da Beira, Cortes do Meio, Verdelhos, Penhas da Saúde e Erada);
- ▲ **MUNICÍPIO DO FUNDÃO**
(Alcongosta, Alpedrinha e Alcaide);
- ▲ **MUNICÍPIO DE FORNOS DE ALGODRES**
(Figueiró da Granja e Algodres);
- ▲ **MUNICÍPIO DE GOUVEIA**
(Folgosinho, Aldeias, Melo, Mangualde da Serra e Figueiró da Serra);
- ▲ **MUNICÍPIO DA GUARDA**
(Videmonte, Trinta, Fernão Joanes, Famalicão e Valhelhas);
- ▲ **MUNICÍPIO DE MANTEIGAS**
(Penhas Douradas, Sameiro, Vale de Amoreira e a Vila de Manteigas);
- ▲ **MUNICÍPIO DE OLIVEIRA DO HOSPITAL**
(São Gião e Alvoco das Várzeas);
- ▲ **MUNICÍPIO DE SEIA**
(Alvoco da Serra, Cabeça, Lapa dos Dinheiros, Loriga, Póvoa Velha, Sabugueiro, Sazes da Beira, Teixeira, Valezim e Vide);



Mountain Villages

- Very traditional and low income economy (agriculture and pastoralism);
- Old inhabitants, mainly retired;
- Cultural richness: full of traditions and celebrations.



Our main activities

- Mountain celebrations;
- Coworking spaces network;
- Social innovation platform “Lugar”.



O GUIA TURÍSTICO?
FICOU LÁ EM BAIXO.




aldeias de
montanha

 /aldeiasmontanha

OS DIAS CINZENTOS?
FICARAM LÁ EM BAIXO.




aldeias de
montanha

 /aldeiasmontanha

Mountain celebrations

- Traditional celebrations related to:
 - local resources: bread, wool, water, gardens, cherry
 - cultural aspects (Transhumance, Christmas, music...)
- 100% sustainable events, using and reusing local resources
- Communities are fully involved





23 JUN. e 06 JUL.
SEIA

TRAN
SU
MÂN
CIA
GRANDE ROTÁ

FESTA DA
TRAN
SU
MÂN
CIA
E DOS PASTORES



aldeias de
montanha
natureza autêntica,
pessoas genuínas



PROVERE
Programa de Valorização Económica
de Recursos Endógenos

CENTRO 2020

PORTUGAL
2020



www.inature.pt
#granderotatransumancia

 /aldeiasmontanha

Transhumance Festival: the ascent of the flocks in search of better pastures









JORNADAS
da Lã

Wool Festival where we celebrate the heritage of wool and relationship with the mountain identity

Cabeça, the Christmas village



Sustainability and community in the celebration of Christmas

Cabeça Christmas village



Pintas Pinheiro / Cabeça aldeia NATAL



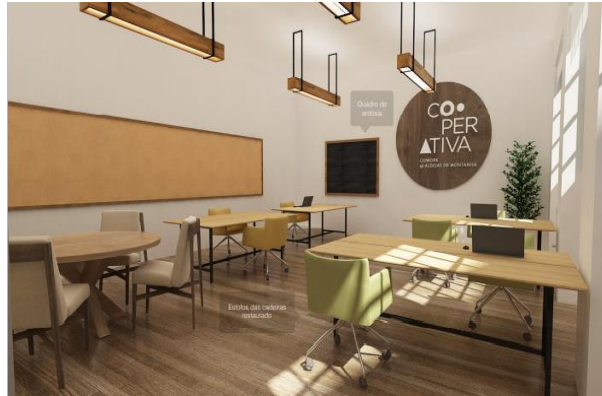
Coworking spaces

- First rural coworking spaces in Portugal
- Original, modern and attractive spaces, in harmony with the surrounding nature
- Fitted to digital nomads, teleworking workers, artists and students



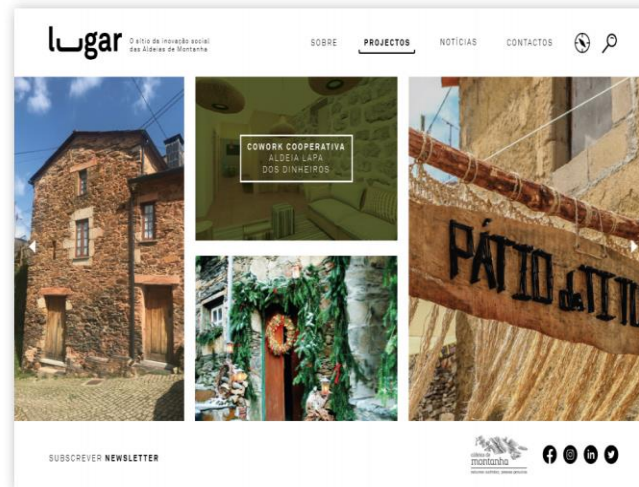
Coworking spaces

- Based in urban rehabilitation of unused spaces in the villages;
- Furniture and equipments are 100% local made (when possible) and sustainable – all the design furniture can be purchased;
- Non-profit logic, booking through a website

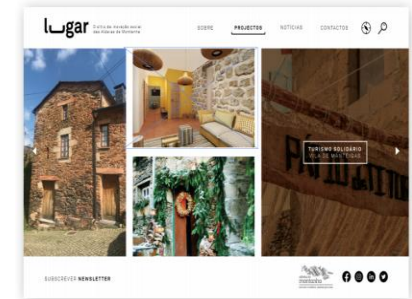


Social innovation platform

- Platform “Lugar” connects social projects (ideas) from the mountain villages communities to people that want to contribute.



Menu para aceder aos projectos.
Ao fazer *mouse over*, aparece o nome do projecto e o local do mesmo.



Social innovation platform

- Each project identifies their needs (e.g. furniture, wall paint, etc)
- Anyone can donate anything (financial, materials, etc).

The screenshot shows the 'Lugar' website interface. The header includes the logo 'Lugar' with the tagline 'O sítio da inovação social das Aldeias de Montanha', and navigation links for 'SOBRE', 'PROJECTOS', 'NOTÍCIAS', and 'CONTACTOS'. A search icon is also present. The main content area is a grid of project cards, each with an icon, a number, and a description of a need. A large dark banner on the left side of the grid says 'Ajude-nos a realizar o nosso projeto!' and 'APOIAR PROJECTO'. At the bottom, there is a 'SUBSCREVER NEWSLETTER' button and social media icons for Facebook, Instagram, LinkedIn, and Twitter. The footer includes the logo for 'aldeias de montanha' and the slogan 'Iniciativa Europeia, projeto português'.

Project ID	Project Name	Description
4	7 Cadeiras de facto em cerâmica	(artesanato local)
24	7 Estofos em Bural para cadeiras	
6	6 Cestas em vime	(artesanato local)
3	3 Xaas de Salvo	(artesanato local)
2	2 Mesas de madeira	(artesanato local)
	1 Pintura de parede	
1	1 Sinalética em madeira	
3	3 Cadeiras de chão com materiais nativos	(artesanato local)
2	1 Bafa restaurado com tecidos locais	
1	1 Decoração em ardósia	
1	1 Decoração em metal	
4	4 Fios em lã locais para bancas	
4	4 Cadeiras de facto de madeira	
2	2 Lavatórios de pedra	
1	1 Bancada de madeira para WC	
		Financiamento

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Pastoralism in the Mountain Villages:

- Very present since ancient ages;
- Serra da Estrela is one of the portuguese territories where it remains alive;
- Key to the mountain ecosystems;
- Their value is not recognized.



Problem: Social, economic and political marginalisation of shepherds

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ADIRAM has some experience in promoting the value of shepherds:

- Engaging the shepherds in tourism activities (“Spend a day with a shepherd”, Transhumance festival);
- Creating new opportunities for promoting endogenous products related to pastoralism (Burel, cheese, etc);



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We are looking for new and innovative ways to:

- Empower shepherds;
- Increase the value of pastoralism in the public eye.



Obrigada!

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Ana Cravo

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Www.aldeiasdemontanha.pt

