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Cultural heritage as a driver
for sustainable growth



HORIZON 2020

Horizon Societal challenges SC5-21-2017:
Cultural heritage as a driver for
sustainable growth - Call 2 Rural heritage

Presenting

The Catalan interest in the Horizon rural heritage Call

The Catalan consortium

Berguedà heritage highlights

Selected Berguedà heritage links

Berguedà Catalonia as Replicator in rural heritage innovation





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THE RURAL HERITAGE CALL



The Horizon rural heritage Call represents a substantial innovation of traditional preservation strategies for rural cultural heritage.

The Call invites holistic and multi-perspective heritage strategies with the perspective to create new economies, new investments, local growth and cross-sector engagement.

As clearly spelled out in the Call text:

“The overall challenge is to go far beyond simple conservation, restoration, physical rehabilitation or repurposing of a site and to demonstrate heritage potential as a powerful economic, social and environmental catalyst for regeneration, sustainable development, economic growth and improvement of people’s well-being and living environments.”

The Call therefore represents and invites dramatic innovation of rural heritage strategies, including not only the mobilization of stakeholders from all sectors but also the mobilization of local communities and citizens.

Furthermore the Call invites and directly insists on the participation of a broad involvement of knowledge areas traditionally not involved in cultural heritage actions, such as from social sciences and humanities.



New dynamic and growth oriented rural heritage strategies should, at the same time, pursue very many and very different directions and missions, from new forms of tourism, education, social innovation and smart specialization to health, revival of remote communities and the development of new economic, social and cultural dynamics around the rural cultural heritage resources.





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CATALONIA AS REPLICATOR



A very strong Catalan consortium has been created to promote the region of **Berguedà** – located between the Pyrenee mountains, Costa Brava and powerful Barcelona - as a most dynamic Replicator in applications responding to the Call.

A long-standing and strategic interest among key Catalan stakeholders has been developed into a well-structured and cross-sector based consortium.

The Catalan consortium and the region of Berguedà represents a perfect Replicator in an application responding to the Call.

A perfect Replicator can be described as:

- ⇒ **RESOURCES:** A well-defined region and community with an almost inexhaustible amount and variety of cultural rural heritage resources and potentials
- ⇒ **EXPERIENCE:** Rural heritage resources already mobilised for a variety of initiatives, from tourism, science and education to increasing cross-sector and community involvement
- ⇒ **DEDICATION:** A region subject to considerable attention and interest from public authorities at the highest level , from dynamic Catalan innovation centers and from private enterprises and leading research and academia

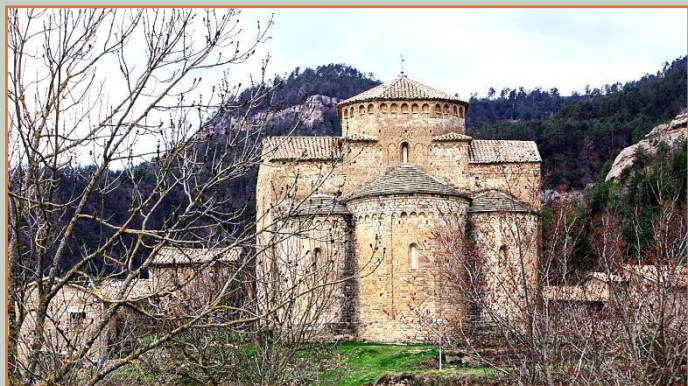


- ⇒ **STRATEGIC APPROACH:** A strong will to include rural heritage in long-term economic, social and cultural growth strategies, based on joint venturing
- ⇒ **LEARNING CAPACITY:** A region with the resources and dedication to learn from rural heritage Role-models to take rural heritage innovation to higher levels





INTERESTS AND RESOURCES



The Catalan participation as a Replicator in a rural heritage application is based on interest and resources. The Catalan *interest* emerges from such strong sources as:

- An interest in following the Commission's innovation agendas and in being at the forefront of dynamic strategic economic, social and cultural re-thinking of resources

- An interest in re-thinking heritage resources and the growths potentials of remote regions and communities
- An interest in mobilizing cross-sector resources through the promotion of entrepreneurial, user-driven and innovation-oriented mentality and behaviour

The Catalan *resources* consist in such powerful elements as:

- An almost endless amount of cultural and natural rural heritage: from industrial heritage (mining, textiles), breathtaking and diverse natural scenarios, thousand years' historic testimonies (from dinosaurs to the Romanesque) to art, design, architecture and ancient and modern technology
- Considerable readiness for cross-sector collaboration, from the highest authority to the SME and the local citizens, created through the typical Catalan "flat" societal structure and considerable collaborative experience
- Strong orientation towards substantial innovation and seeking alternative directions for present as well as emerging societal challenges



This interest and these resources brought together indeed position the Catalan consortium and the region of Berguedà as a perfect Replicator.





THE CATALAN CONSORTIUM



A very strong, dedicated and well-organised Catalan consortium has been established through 6 months of intensive dialogues and with the aim to promote the region of Berguedà as a Replicator partner in an application addressing the rural heritage Call. The consortium has been designed to fully match the demanding requirements for applying consortia, as described in the Call text:

“Partnerships should involve local and regional authorities, planners, enterprises, academics and local communities in a clearly defined structure with roles and responsibilities spelled out for all involved parties. The participation of social sciences and humanities such as architecture, archaeological sciences, anthropology, law, economics, governance, planning, cultural and historical studies, is critical to properly address the complex challenges of this topic.”



The consortium is represented by consortium leading **County of Berguedà**, backed-up by the participation of the **local government** and supported by the **Educational Department of the Catalan government**.

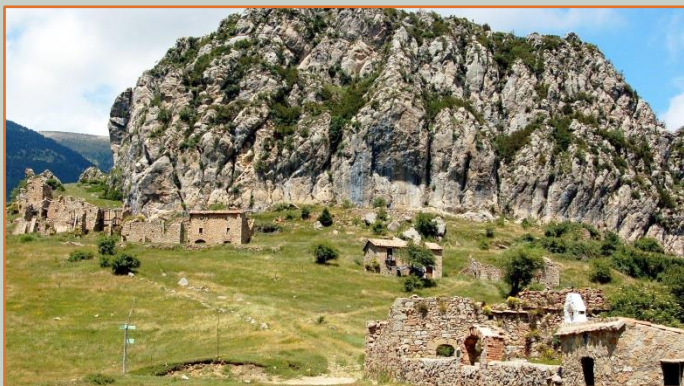
Key and very dynamic lead research and academia is **The Polytechnic University of Catalonia** with a long history of rural heritage activities in the region of Berguedà. The consortium includes furthermore powerful **innovation bodies**, **business sector representation** and **support** academia. To complete the consortium the direct participation of the **community** is ensured through the involvement of a local civil organisation.

The organisations are presented on the following pages.





WHAT WE CAN OFFER



As can be seen from the Call text, any application will need to demonstrate excellence and to be backed-up by an extremely qualified consortium, matching the quite demanding criteria described in the Call text.

This means that not only the applying consortium as a whole, but also the individual consortium partners, Role-models as well as Replicators, must be of the highest possible quality.

“For both, actions should develop and deploy via large-scale demonstration projects, novel heritage-led systemic approaches, and solutions for sustainable growth. In order to pave the way for their rapid replication and up-scaling, a 'Role models' and 'Replicators' approach should be implemented.”



The Catalan consortium can offer the following key contributions to a successful application:

1. A Replicator partner with a profile fully matching the Call requirements which will help make the application attractive for funding
2. Very strong, dynamic and qualified implementation resources, going far beyond what can be expected from an average Replicator
3. Almost inexhaustible wider perspectives linked to the key European regional funding mechanisms, to further engagement of stakeholders, policy-makers and to possible future investors, supported by the famous Barcelona dynamics
4. Highly qualified European level application, implementation, dissemination and exploitation support, including through a large European network





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LEAD PUBLIC AUTHORITY

Berguedà County Council



President
David Font



[Website](#)



Berguedà County Council is an organization that promotes, coordinates and leads the activities in the county of Berguedà, with a total of 31 municipalities and 39,000 people. The main functions of Berguedà County Council consist in revitalize the economy, tourism and employment, and also to develop environmental and waste management, health and social services for the municipalities.

This institution was created in 1995, and has been leading European funding initiatives in order to improve the county conditions, including very significant projects at landscape level and rural living places.

The aim of serving as a Replicator in a consortium responding to the Call is clear for two reasons: the first one is to take new opportunities in a rural setting with excellent qualities; and the second one is to highlight and give new uses to the textile industrial heritage. This kind of heritage has been growing exponentially in the twentieth century in Berguedà County.

Berguedà has around 2,200 unemployed people and also has 15 industrial colonies with many buildings out of use. It could be very interesting to give new uses for this heritage, in order to give new opportunities for the citizens of Berguedà. A rural heritage project is in line with this intention.

In 1994 Berguedà County was devastated by enormous forest fires. Due to this fact, the territories of Berguedà were included in Leader funds, in order to restructure the primary sector. The Regional Council of the county was responsible for leading the rehabilitation of the buildings for rural tourism accommodation.





HORIZON 2020

SUPPORT PUBLIC AUTHORITY

Municipality of Gironella



Mayor
David Font



[Website](#)



The Municipality of Gironella includes 5000 inhabitants in total. It is the second largest municipality of Berguedà Council. The Municipality has an area of 6.7 km² and four industrial colonies in total that had generated economic prosperity throughout the 20th century. Currently in three of these industrial colonies there is no economic activity, and the potentials of new and innovative initiatives in these colonies are significant. The main dynamics in the village is in the service sector, representing quite powerful commercial activity. The community also includes several areas such as textile industry, transformation of vehicles and wood industry. At present the unemployment rate is around 12%.

The Municipality has the need to generate actions related to industrial heritage in order to create new economic opportunities and to offer citizens entrepreneurial actions fields, especially addressed to young people in the local communities.

Supported by public funding the municipality is rebuilding a number of heritage resources and at the same time carrying out a variety of interventions in the landscape.

The Municipality of Gironella has been involved in several heritage projects. Examples are:

LEADER Program 2013 – Building a lift connecting the old town with the commercial zone. The old town has all inhabitants close to 64 years old, and this action was an important economic and social improvement.

The construction has received several awards.

FEDER 2003 – Improving the landscape around the Llobregat river





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LEAD ACADEMIA

Universitat Politècnica de Catalunya



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

Rector

Prof. Enric Fossas Colet



Website



The Universitat Politècnica de Catalunya (UPC) is a public institution dedicated to higher education and research, specialized in the fields of engineering, architecture and science (31.224 students, 21 Schools).

The activity at UPC campuses and schools has made the University a benchmark institution. The University harnesses the potential of basic and applied research, and transfers technology and knowledge to society. These actions make the UPC—in partnership with the productive fabric—an agent and driver of economic and social change.

“EXPLORATORI” is a strategic project from the UPC. The main objective of the project is to bring science closer to secondary school students, their teachers and to society in general. To achieve this goal, the “EXPLORATORI” organizes activities related to scientific and technological topics in line with the *STEAM* education model.

UPC has several Master’s degrees and Doctoral programmes related to heritage topics and related to Berguedà resources :

Master's degrees:

- Advanced Studies in Architecture-Barcelona (MBArch): Architectural Restoration and Rehabilitation / Theory, History and Culture
- Natural Resources Engineering
- Mining Engineering

Doctoral programmes:

- Natural Resources and Environment
- Architectural, civil and urban heritage and refurbishment of existing buildings

The organisation’s deep interest in the Call is linked to the fact that the El Berguedà area presents an enormous potential in terms of rural heritage. North Berguedà with an abundance of natural resources, prime materials: mining and energy. Low Berguedà with a very important industrial history, based on textile, of which only hydroelectric small scale power plants remain in use today - an area where the water-energy nexus is much present.





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INNOVATION RESOURCE

Diputació de Barcelona



Vice-president
Marc Castells



[Website](#)



Diputació de Barcelona is an institution of local Government with the aim to promote the progress and wellbeing of citizens in the county. The Barcelona province has a network of 311 municipalities (around 5.5 million people). The institution provides services in cooperation with City Councils.

Diputació de Barcelona gives technical and economic support to City Councils to enable these institutions to offer local quality services in all the Catalan territory. For this reason, the Diputació and the City Council are the public administrations with most expertise in the reality of the communities.

Diputació de Barcelona is very interested in several questions related to heritage and the facilitation of balanced and sustainable territorial models:

Local architectural heritage:

- Identifying interesting local architectural heritage.
- Restoring architectural heritage in order to promote the heritage among citizens.
- Disseminating architectural heritage.

Planning activities and activation of empty spaces:

- Enabling the economic, social and urban activation of unused or damaged spaces in order to contribute to their regeneration.
- Promoting knowledge of inventory maps about local cultural heritage.
- Leader program of Catalonia (several calls have been addressed): Economic diversification in rural areas of Catalonia, 323 initiatives of conservation and improvement of rural heritage eligible for investment projects.
- Dissemination of Barcelona Tourism: "Discover that Barcelona is much more"
<http://www.barcelonaesmoltmes.cat/en/inici>
- HICIRA Project: "Heritage interpretation centres", a driving force for the development of the rural areas in Europe.





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CIVIL REPRESENTATION

konvent.0

konvent

Manager
Pep Espelt



[Website](#)



Konvent is an old nineteenth century building in which a new discourse regarding art has been generated. It is a place visited by thousands of people of all ages. The idea of art galleries has been twisted.

konvent.0 is about:

Konventpuntzero art, culture, experimentation, research, creativity and expression.

Painting, photography, sculpture, music, performance and disciplines of language and cultural risk.

Diffusion of art, artists, exhibitions, art management, collaboration and co-production projects.

Space hotel locations and artistic.

Creative nerve center nineteenth century convent.

We don't believe with a museum or art sponsors.

We just have created a new language of art.

Projects from artists around the whole world are carried out at Konvent.

Our funds are from institutions and public establishments.

Project Konvent is a good example of heritage reconversion, and it is interested in all similar initiatives in the region and across Europe.

The organization's interest in rural heritage innovation is evident as the main goal of the cultural project Konvent, centre for the creation of contemporary culture, is to promote contemporary cultural creation in different creative fields through all its stages (research, production, exhibition) and to generate and share knowledge. The residencies are a key tool within the Konvent project, enriching the cultural programme developed within the centre, integrating external agents into the dynamics of the cultural programme, and promoting the internationalisation of the project by encouraging encounters between the international and the local contexts.





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BUSINESS SECTOR

Barcelona Chamber of Commerce - Territorial Delegation of Berguedà



Council President of Berguedà Delegation
Joan Boix



[Website](#)



The Barcelona Chamber of Commerce, Industry, Services and Navigation is a government-owned enterprise founded in 1886. The Barcelona Chamber of Commerce has 10 delegations; one of them is in Berguedà county.

Barcelona Chamber of Commerce is an organisation that groups together economic operators from all sectors of activity. All companies, both from Spain and abroad, operating within the Chamber's area of influence can become members. We represent approximately 300.000 companies, including the self-employed, entrepreneurs, small and medium-sized enterprises and corporations.

It is a representational institution that guarantees the promotion of economic and business activity and sustainable local development. Its function is to promote general business interests and organise events that encourage business competitiveness.

El Berguedà area offers an enormous potential in terms of rural heritage. The significant amount of abandoned industrial colonies that have no use or means of development at the moment is probably the most obvious example. The possibility of turning these resources into museums, and use it as an exclusively historic memory is not sufficient. The sites call for more innovative solutions, and new strategies to develop new models of business.

The structure of relations and the permanent link that the Chamber maintains with the European Commission enables it to share insights with stakeholders from every country, incorporating in particular the viewpoints of small and medium-sized enterprises.

Some features of interest in Berguedà county:

European cooperation project: *Tourist routes between the Berguedà and the Ariège*

Economic impact of tourism activity in the Berguedà

Awards for touristic sustainable companies

Participation in the project of the restoration of the "Santuari de Queralt"

[Further European engagement of Barcelona Chamber of Commerce](#)





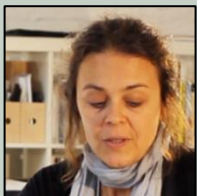
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BUSINESS SECTOR

RecStores S.L



Manager
Marina Iglesias



Website



RecStores is a company that organizes retail events in unique retail spaces and alternative urban areas. We install pop-up stores in unconventional settings. We invent new commercial and cultural ways, which seeks to stimulate emotions and reformulate consumer's eye. Aesthetics is our projects essential part, as well as communication, that we convey through 2.0 channels, linking always the brand with the visitor.

Rec.0 is the biggest pop-up store concentration in Europe, where brands and designers sell their stocks. During the shopping, we organize cultural events, such as concerts, conferences, exhibitions... This action started in 2009, and take place in Rec's neighbourhood (Barri del Rec) in Igualada (Barcelona), with more than 100.000 visitors in each edition.

RecStores is interested in rural heritage innovation initiatives because all the events that RecStores organises take place in communities with strong links to heritage resources. The main activities organised by RecStores have been placed in cities and towns with rural and historical heritage.

RecStores therefore has considerable interest in collaborating with rural heritage initiatives.

The company organizes several actions in different cities of Spain and Catalonia:

- Igualada (Catalonia): REC.0 Experimental Stores is ephemeral transformation of an old industrial community of Rec in Igualada. Twice a year old factories and tanneries become fashionable pop-up stores where top brands are selling their stocks and samples at special prices.
- Lleida (Catalonia): "Mercat del Pla" is a Lleida's historical center re-establishing project. Inside a modernist market, and its surroundings, permanent outlet stores and pop up stores sell their stocks.
- Valencia: "Ciudad Fallera Pop Up" is a retail event taking place in the "Ciutat Fallera" community. Pop-up stores are installed inside artisan's workshops, where they manufacture Valencian "falles".





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SUPPORT ACADEMIA 1

Alícia Foundation



Manager
Antoni Massanés



[Website](#)



Alícia is a centre with a social vocation, devoted to technological innovation in cuisine, the improvement of eating habits and the evaluation of the food heritage.

WE WORK FOR HEALTHIER EATING FOR EVERYONE.

The Department of Food Heritage applies research and knowledge to give added value the products of the territory and the natural, cultural and tourist heritage that is linked to gastronomy.

We study and apply historical recipes as a tool for giving added value to the heritage and the territory. Our aim is to become a centre of reference in this field, due to the precision of the studies carried out. Generally speaking, we are working on the study of the history of gastronomy, but what characterises Alícia is the practical part of this knowledge.

Rural heritage engagement:

The creation and publication of recipes of historical products with the Museum of the History of Barcelona (MUHBA).

Gastronomic supervision of the Modernist Nights at Món Sant Benet.

Preparation of the chocolate of the 17th century with the Barcelona City Council.

Collaboration on the book *Cuisine in the Time of the Good Men* (a recipe collection of Medieval gastronomy).

Recipe for the preparation of the Sant Joan “coca” or pastry of Santpedor.

Participation in the Monastic Fair of Navarcles.

Collaboration on the programme *Sota terra* (Under Ground) (TV3) with Eudald Carbonell.

Traditional culinary and gastronomic design.

“Benvinguts a Pagès”, DIBA





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SUPPORT ACADEMIA 2

Educational Department of the Catalan Government



Secretary General
Antoni Llobet



[Website](#)



The Educational Department of the Catalan Government has been collaborating with the activities of the Exploratori in the Berguedà County for many years. These activities target pre-university youth and professor's training. Both institutions agree that the first step for a territorial growth starts with the knowledge acquisition of its youth and with the training of their teachers.

The knowledge of the local heritage from an historical, artistic, cultural, natural and scientific point of view is important to promote students involvement in the territory and in society. The final aim is to promote more critical and responsible citizenship.

From a pedagogical point of view, these initiatives make easier the students' learning of artistic, social, cultural, scientific and historical topics. The active methodology promoted among the teachers aims to make the students the protagonists of their own learning process.

The Educational Department of the Catalan Government has carried out several initiatives related to heritage through different programs:

A collection of educational [resources](#) about heritage:

- The program "Sponsoring our Heritage": the schools can sponsor an element of rural, cultural or natural heritage. Each school includes in its educational project the knowledge of one element of the local heritage in its county. The aim is to promote interdisciplinary learning trough local heritage engagement.
- The Heritage On-line is an initiative developed by the Cultural Department to be used by the local schools.
- Several initiatives in Tarragona county, a region with rich heritage resources.
- The interdisciplinary project: "The roots of today".
- Workshop "aproPA'T ": Dialogues about Education and Heritage addressed to teachers at all educational levels.





HORIZON 2020

QUALITY ASSURANCE

Working with Europe



Manager
Mireia Masgrau



Website



Working with Europe is a private non-profit association creating social and educational pioneer initiatives in Erasmus+ and Horizon, based in Catalonia. The association professionals have more than 15 years of European experience and at all levels.

Working with Europe has created and implemented a long line of pioneer projects in collaboration with the association's around 150 partners from across Europe. Most of the projects include creating entrepreneurial mentality, building capacity for change action, fostering interest in science and innovation and building cross-sector eco-systems of collaboration.

The association serves as quality assurance and evaluation partner in very many projects and is known to be extremely critical towards the quality of the projects and their results.

Association professionals have served as expert evaluators for several National Agencies and for the European Commission.

Furthermore association professionals are frequently collaborating as experts with the Commission's Joint Research Centre, for example along the development of the European Entrepreneurial Competence Framework – EntreComp – launched by the Commission in 2016.

Working with Europe has the following missions in connection with the rural heritage Call:

- Facilitate the construction of the Catalan consortium
- Promote the participation of the Catalan consortium in connection with the Call
- Facilitate the consortium's involvement in the 2 step application process
- Support the implementation capacity of the consortium, once the project granted
- Design a wide range of exploitation opportunities and link relevant ongoing and future European initiatives to the rural heritage innovation initiative





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WIDER EU FUNDING

Consortium key partner [Barcelona Chamber of Commerce](#) participates in the following relevant European activities:

- ENPI CBC MED - Cross-Border Cooperation in the Mediterranean's European Neighborhood and Partnership Instrument
- EUROMED Invest
- Interreg IVC
- Erasmus+:
- Competitiveness and Innovation Framework Programme (CIP)
- LIFE

Several other partners are engaged in initiatives linking entrepreneurial capacity and action-taking directly to rural cultural heritage innovation, including the testing of the Commission's EntreComp.

The rural heritage Call puts a strong focus on the linking of the heritage innovation initiatives to wider investment actions from the key European development funds.

Such wider funding opportunities are key to the scalability and sustainability of the initiatives.

The Call invites applying consortia to seek contact and collaboration with relevant regional EU funds along the implementation of the project; however, and to speed up the implementation of the project, the Catalan consortium has already established dialogues and collaboration with the Catalan departments of the **ERDF**, **InterReg** and **ESF** funds and ensures their full collaboration along the project.



Furthermore, important collaboration has been established with the **Smart Specialization (RIS3)** authorities in Catalonia with the aim to link rural heritage to smart specialization, as recommended by the European Commission.

These Catalan stakeholders will demonstrate their collaboration through Letters of Collaboration that can be attached to the application.





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CONTACT

For interest in involving the Catalan consortium as Replicator in an application responding to the rural heritage Call, and for interest in dialogues with the Catalan consortium, please contact the consortium facilitator:

Senior European Project Manager
European Commission Evaluation Expert

Jan Gejel
Working with Europe

jan.gejel@skolekom.dk

The consortium facilitator will manage the contact to relevant stakeholders in the consortium





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BERGUEDÀ CATALONIA HERITAGE HIGHLIGHTS





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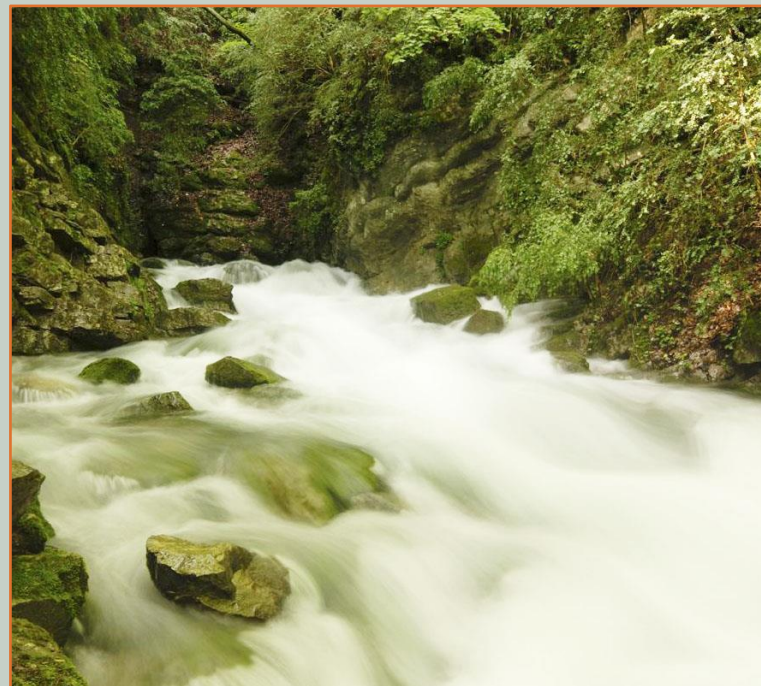
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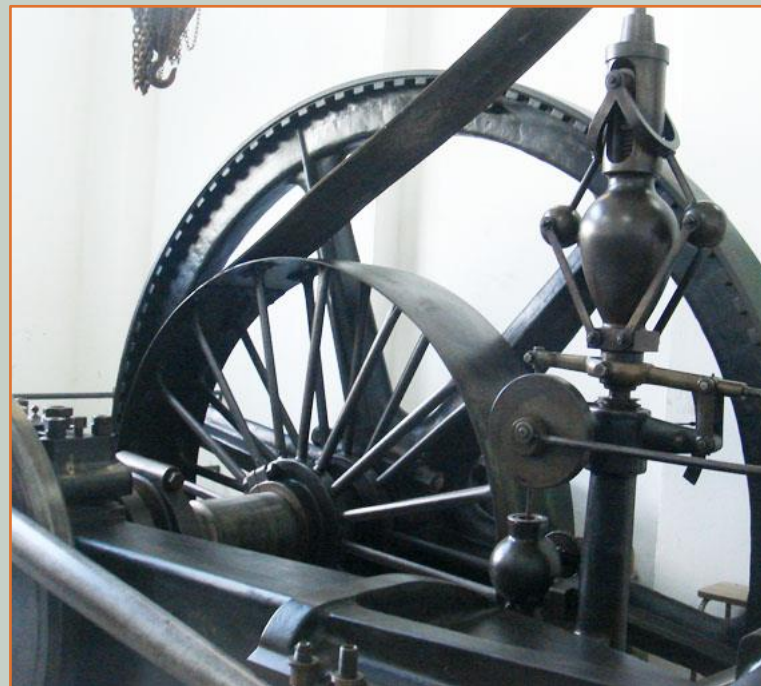
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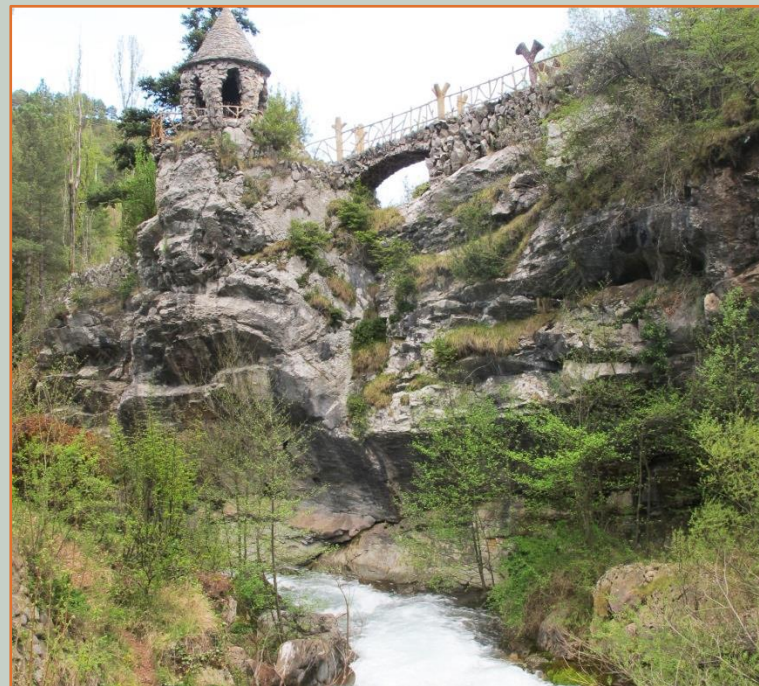
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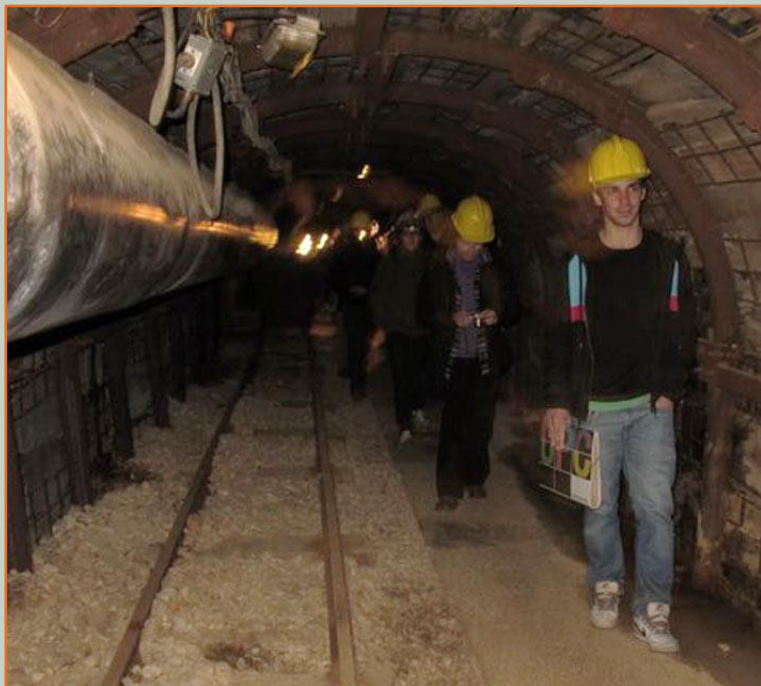
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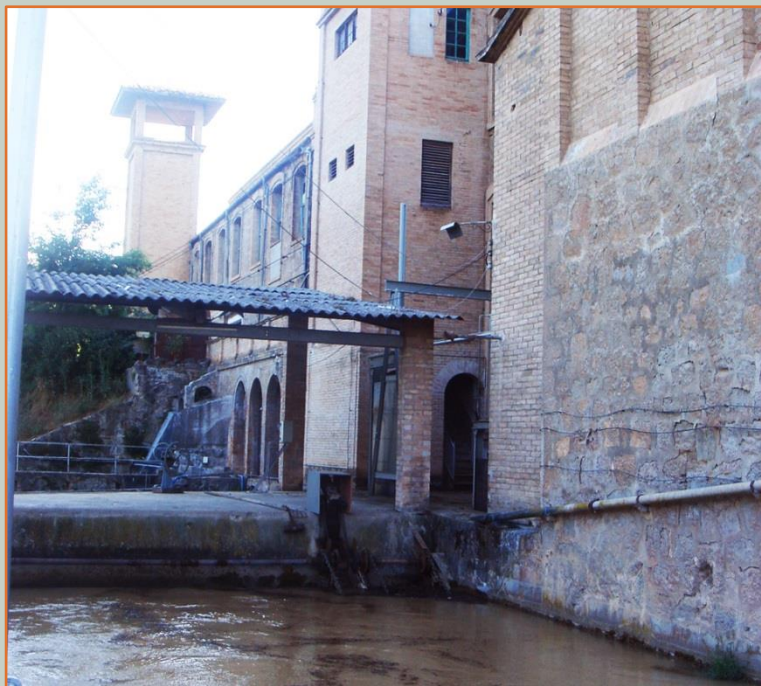
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SELECTED BERGUEDÀ CATALONIA HERITAGE LINKS

[Museu de les mines de Cercs](#)

[Mina de Petroli de Riutort](#)

[Museu del Ciment Asland de Castellar de N'Hug](#)

[Tren del ciment](#)

[Parc Natural Cadí-Moixeró](#)

[Museu de la Colònia Vidal de Pugi-reig](#)

[Torre de l'Amo de Gironella](#)

[Exploratori](#)

