

Deliverable 4.2: Ways to Santiago de Compostela – Second pilot report

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This document summarizes the work done in the rurAllure pilot on the Way of Saint James to Santiago de Compostela, including reports of the actions conducted up to November 2022 with pilgrims or tourists, stakeholders and policymakers. It also documents the efforts invested in the documentation of Points of Interest and in the creation of featured trips and narratives.





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Project acronym	rurAllure
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Deliverable lead organisation	Fundación Uxío Novoneyra (FUN)
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Table of contents

1. PILOT STATUS AND OVERVIEW OF IMPLEMENTATION UP TO M24	5
2. ACTIONS WITH PILGRIMS AND TOURISTS	6
ACTIONS ON THE FRENCH WAY, THE WINTER WAY AND NEARBY VARIANTS	6
ACTIONS ON THE SILVER WAY AND NEARBY VARIANTS	33
ACTIONS ON THE PORTUGUESE WAYS	68
3. ACTIONS WITH STAKEHOLDERS AND POLICYMAKERS	91
4. POI DOCUMENTATION	108
5. FEATURED TRIPS CREATION	121
6. NARRATIVES CREATION	123
NARRATIVES ON THE FRENCH WAY, THE WINTER WAY AND NEARBY VARIANTS.....	123
NARRATIVES ON THE SILVER WAY AND NEARBY VARIANTS.....	129
NARRATIVES ON THE PORTUGUESE WAYS.....	136
7. CONCLUSION AND PLANS FOR 2023	138



1. Pilot status and overview of implementation up to M24

During the second year of activities, the project partners involved in WP4 have devoted a greater time to develop actions in the different pilot stretches and to improve the coordination of actions and the balance in activities targeting the different project goals. This goal has led the partners to participate in one online coordination meeting every 5-6 weeks from March to September, when they had the chance to meet in Bratislava for the General meeting and plan together the coordination of activities for the last part of the year.

Thanks to the multiple meetings and to the constant email exchanges, the partners involved in WP4 have been able to better share the weight of the project activities, not only as far as WP4 is concerned, but also concerning the engagement in the other WPs (WP2 for the overall governance of the project, WP3 to provide input and feedback for the development of the rurAllure IT platform, and WP8 to feed the communication and dissemination activities). More specifically:

- As leaders of WP4, FUN staff interacted frequently with UDC (leaders of WP2) in order to fully align the pilot's activities with the common strategies defined in WP2, in many cases providing the reporting samples that the other partners in the project should consider as a reference.
- On the other hand, FUN worked with UVIGO (as Project Coordinator and also a technical partner with key responsibilities in WP3) towards the coordination between WP4 and WP3. The issues related to the upload of information (POIs, featured trips or narratives) generated in the pilot were gathered and investigated by FUN from the point of view of platform users, and then forwarded to UVIGO to conduct the corresponding corrective measures.
- Finally, as leaders of WP4, FUN acted as natural coordinators between WP4 and WP8, collecting and channelling the communication and dissemination actions related to the pilot activities. In turn, MVC contributed massively to the networking with stakeholders and policy makers in the Euro-region of Galicia-North of Portugal.

Altogether the partners involved in WP4 have developed a massive amount of work testing approaches and proposing methodologies also usable by other project partners. Due to time constraints between execution and reporting, however, not all the actions undertaken in the different pilot stretches have been included in this report. Some actions are still ongoing and will be concluded in 2023, while others have already produced outcomes useful to nurture the platform and are visible there. The reporting of such actions will be done in 2023 as updates to this document or as part of the final WP4 deliverables (D4.3, "*Ways to Santiago de Compostela - Final pilot report*"), once the generated data have been fully analysed.

This report includes a descriptive summary of the most relevant actions along the UNESCO World Heritage Way of Saint James, considering not only the official paths but also numerous initiatives with regional partners that work to develop and promote new paths through territories that are fully in line with the goals of rurAllure, due to their rural nature and the invaluable cultural heritage they treasure (of which literary heritage is a remarkable part). In particular, FUN oversaw the activities conducted on (and in the vicinity of) the French Way, the Winter Way, the Primitive Way and Via König, whereas UVIGO worked along the Silver Way, the Way of Saint Rudesind and the Holy Queen, the Miñoto Ribeiro Way and the Nós Way; finally, CMVC oversaw the pilot actions along the Portuguese Way.



2. Actions with pilgrims and tourists

Actions on the French Way, the Winter Way and nearby variants

The following pages document the most remarkable actions implemented in 2022 with pilgrims and/or tourists as a main target. In all of them there was noticeable involvement from local and regional stakeholders.

Table 1. Festival dos Eidos: revealing the heritage of the Courel mountains.

EVENT	Festival dos Eidos (a festival of rural culture named after the best-known of Uxío Novoneyra's books)
DATE	26/08/2022 // 28/09/2022
REFERENCE ROUTE	Camino de Santiago – French and Winter Ways (25 and 30 km away respectively)
MOTIVATION	To highlight the literary heritage of UNESCO Geopark and Biosphere reserve of Courel mountains as literary territory of the Santiago's French and Winter Ways perimeter
TOPICS	<ul style="list-style-type: none">• Literature heritage• Natural Heritage• Gastronomy
GEOGRAPHICAL SCOPE	International (Brazil, Angola and Basque Country artists and managers in the programme)
TARGET AUDIENCE	<ul style="list-style-type: none">• General public with special consideration about locals.• Cultural managers.
SCHEDULING	Demonstrative project event , to be promoted every year from 2014. Last weekend of August.
PROMOTION	Promotion took place via traditional media and social networks , with an event announced on Facebook by the communication technicians and then shared by the other organizers. A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the annual programme, too, with an extensive dossier of images.
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Agadic Regional agency (Funding)• Lugo Provincial Council (Funding)• AECEA (Funding)• Folgoso do Courel Local Council(Funding)• Torre de Nuñez cut hams (Products)



	<ul style="list-style-type: none">• Martin Codax Wine Caves (Products)• Alhambra beers (Products)• Lodeiros Vermouth (Products)• Gures Coffee Liquor (Products)• Carbiña bungalows (10% discount)
VENDORS' INVOLVEMENT	All the hotels, bar and restaurants on 25 kms of perimeter were sold out for the duration of the programme.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 3 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	25 km away from the French Way and 30 km from the Winter Way.
FACILITATED TRANSPORT	None. It is a challenge to consider in 2023 to make it easier for tourists and pilgrims to reach the event locations without relying on an own/rented car. A major redesign of the Galician public transport routes prevented from achieving this in 2022.
COST OF PARTICIPATION	Free for local citizens. 50€ for the rest of the participants.
PROGRAMME	See snapshots in the Pictures section below.
ITINERARY	Parada do Courel can be reached by departing from the ways to Santiago at Pedrafita do Cebreiro or Quiroga.
TRIP AND TERRITORY CHARACTERISTICS	The event takes place in the shire of O Courel, a mountainous region that is struggling to retain its rural population and heritage.
HERITAGE-RELATED NARRATIVE	<ul style="list-style-type: none">• Novoneyra and Carlos Oroza literary legacy• The upland's birds
PARTICIPANTS	<ul style="list-style-type: none">• 250 attendees• 100 artists and staff
GIFTS	<ul style="list-style-type: none">• Bracelet• Galician Atlantic tapas by Torre de Nuñez private sponsors
COST SHARING	The event entailed no cost for the rurAllure budget. <ul style="list-style-type: none">• ERASMUS+ grants were awarded to people on a professional training programme.



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- The Agadic regional cultural agency paid the 75% of the cultural programme.
 - The Creative Europe programme paid 20%.
 - The entrance fees paid by foreign participants covered the remaining 5%.
 - Private sponsors provided products for free and bar.
-

RURALLURE PARTNERS' CONTRIBUTION

The rurAllure team offered help with two fundamental aspects for the development of the activity:

- Coordination: Óscar Penín (UVIGO) was advisor of the event as rurAllure researcher and president of the A Bela Auria association.
 - Communication: FUN helped with the media impact through their social media, which supplemented the rurAllure website and social networks.
-

CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +2
 - KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1
 - KPI3.3: Number of pilgrims and tourists involved in pilot actions: +250
 - KPI4: Outreach to decision makers besides the pilot experiments: +1
 - CPI1: Number of POIs uploaded to the platform: +0
 - CPI2: Number of featured itineraries and narratives created for specific topics and segments: +0
 - CPI3: Number and type of newly-created actions for pilgrims: +0
 - CPI5: Media impact: +25
-

MEDIA CLIPPING

The event was covered by the following agents:

- Regional government of Galicia: www.xunta.es
- CRTVG regional TV and radio: www.crtvg.es
- Regional newspapers: La Voz de Galicia and El Progreso, GCDiario, VivaLugo, Xornal de Lemos, ...

A descriptive media call, programme presentation and press release were made to launch the event, in which several media were invited to participate and where plenty of information about the event was provided. The idea was to allow the media that did not come to the event to cover the event anyway. A concluding press annual programme release was produced with an extensive dossier of images.

FEEDBACK

Through the platform ataquilla.com and secondary linked ticketing platforms, it was possible to get feedback from the participants. No one sent any critical comments.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- A summer cultural festival is a must-have for each targeted segment of a pilgrimage route or each territory in its vicinity, to act as a pole of attraction. Popularity can build up over several years and really pay off after just a few editions.
 - Music heritage and poetry should be always integrated in the programmes. Other types of literature can find a place too.
 - Prioritize the locals as free attendees in order to support territorial identity building and appreciation of the heritage of the place.
 - Respect your national artists as much as the foreigner VIPS!
-

OTHER INFORMATION

The Festival dos Eidos (Eidosfest) located in Parada village is a 5-days event on poetry reading, music and mixed arts taking place every August in the Courel Mountains, where the headquarters of the Fundación Uxío Novoneyra and its writer's home and museum are located.

The first festival took place in 2015 and was possible thanks the funding of Erasmus+ Ka2 litfest.eu project. At the beginning a humble although ambitious initiative to provide our rural community with inspiring cultural activities, Eidosfest has kept growing over the years and today is a relevant event in Galicia's festivals calendar.

Awarded with the EFFE label for European Festivals, Eidosfest received the Audience award in CULTURGAL 2019 and won the Best Non-Music Festival prize in the Iberian Festivals Awards in 2020. It is FUN's flagship cultural event.

The variety of formats allowed a wide range of attendees. Cultural professionals, young and silver tourists added to medium range age ones and local people shared the same spaces. Functional diversity was reinforced through inclusive shows. We have expanded and widened the range of arts by including scenic poetry and contemporary dance in the programme.

PICTURES OF THE EVENT





FESTIVAL DOS EIDOS

25/26/27/28//Agosto//2022

Fundación Uxío Novoneyra
Parada, O Courel, Lugo

eidosfest.com



POESÍA. MANOLO RIVAS, LUPE GÓMEZ, PURA TEJELÓ, JOSEBA SARRIONANDÍA, JOSÉ LUIS GALLERO
POESÍA ESCÉNICA. TRENZA DE NIEVES NEIRA, CRIS VILARIÑO E OLALLA CAAMAÑO
MÚSICA. RADIO OCÉANO, RUPER ORDORIKA, XICO DE CARIÑO, ALBERTO MYNDI TRÍO
ENXEITO. THE RIMBAUD COMPANY. CLO PLAS
DJS. TRISTÓN, SERGIO CANAY
ROTAS. AVISTAMENTO DE PAXAROS NOS EIDOS CON XAVIER VÁZQUEZ PUMARIÑO
EXPOSICIÓN. 30 ANIVERSARIO DE QUEIMADOS DE FEDERICO GARCÍA CABEZÓN
PRESTREAS. OS ESPAZOS EN BRANCO. LINGUA LÁZARA. DE AQUÍ NO SE VA NADIE
HOMENAXE. NACHO FERNÁNDEZ LE A CARLOS OROZA



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FESTIVAL DOS EIDOS
26/27/28//Agosto//2022

Fundación Uxío Novoneyra
Parada, O Courel, Lugo
eidosfest.com

VENRES 26

16:00 h. EXPOSICIÓN 30 ANIVERSARIO DE QUEIMADOS DE FEDERICO GARCÍA CABEZÓN no Seouto da Rubiá.

17:00 h. PRESTREAS, LINGUA LÁZARA, OS ESPAZOS EN BRANCO

17:30 h. HOMENAXE, NACHO FERNÁNDEZ LE A CARLOS OROZA

20:00 h. CONCERTO, CLO PLAS

21:00 h. CONCERTO, THE RIMBAUD COMPANY

22:00 h. CONCERTO, RADIO OCEANO

23:00 h. D.J. SERGIO CANAY

SÁBADO 27

11:30 h. AVISTAMENTO DE PAXAROS NOS EIDOS CON PUMARIÑO

12:00 h. POESÍA ESCÉNICA TRENZA DE NIEVES NEIRA, CRIS VILARIÑO E OLALLA CAAMAÑO

12:30 h. RUPER ORDORIKA

14:00 h. D.J. TRISTÓN

15:00 h. PRESENTACIÓN, DE AQUI NO SE VA NADIE

18:30 h. RECITAL POÉTICO, MANOLO RIVAS, LUPE GÓMEZ, PURA TEJELÓ, JOSEBA SARRIONANDÍA, JOSÉ LUIS GALLERO

21:00 h. CONCERTO, XICO DE CARIÑO E ALBERTO MVNDI TRÍO

23:00 h. CONCERTO, ENXEITO

DOMINGO 28

11:30 h. AVISTAMENTO DE PAXAROS NOS EIDOS CON PUMARIÑO

12:00 h. MICRO ABERTO DOS EIDOS, Público e participantes do FDE

13:00 h. D.J. TRISTÓN

14:00 h. CONCERTO, ALBERTO MVNDI TRÍO

15:00 h. D.J. SERGIO CANAY









Table 2. Organized detours from the Ways to Santiago in the Lugo mountains + cultural events in lesser-known locations.

EVENT	EidosFest expanded programme: organized detours from the Ways to Santiago in the Lugo mountains + cultural events in lesser-known locations
DATE	13/08, 15/10, 16/10, 12/11, ...
REFERENCE ROUTE	Camino de Santiago – French, Winter, and König Ways (25, 30 and 20 km away, respectively)
MOTIVATION	<ul style="list-style-type: none">• To highlight the literary heritage of Lugo Province mountains as literary territory of the French, Winter and König Ways.• To disseminate guidelines for the organization of cultural events in lesser-known locations connected to the pilgrimage routes.
TOPICS	<ul style="list-style-type: none">• Literature heritage• Natural heritage• Music and dance
GEOGRAPHICAL SCOPE	Provincial
TARGET AUDIENCE	<ul style="list-style-type: none">• General public with special consideration about locals.• Cultural managers.• Municipalities.
SCHEDULING	Multiple days scheduled always on weekend to achieve the mix between pilgrims, tourists and locals.
PROMOTION	<p>Promotion takes place via traditional media and social networks, with an event announced on Facebook by the communication technicians and then shared by the other organizers.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the annual programme, too, with an extensive dossier of images.</p>
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Municipality of Becerreá• Rente ao Couce CA• Municipality of Pedrafita do Cebreiro• Piapaxaro tourist guides agency• Singer Olalla Camaño• 3monos Dance Association



VENDORS' INVOLVEMENT	1 hotel, 2 bars, 1 restaurant
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 11 POIs• 2 featured trips• 2 narratives
DISTANCES FROM THE OFFICIAL PATHS	0-35 km
FACILITATED TRANSPORT	Only on the event that took place at Pedrafita do Cebreiro, to return to the starting point of the route.
COST OF PARTICIPATION	Free
PROGRAMME	See in the Pictures section below
HERITAGE-RELATED NARRATIVE	<ul style="list-style-type: none">• Novoneyra literary legacy• Galician literary heritage• Natural heritage
PARTICIPANTS	<ul style="list-style-type: none">• 117 attendees• 27 artists and staff
GIFTS	Galician Atlantic tapas by Torre de Nuñez private sponsors.
COST SHARING	<ul style="list-style-type: none">• The Agadic regional cultural agency paid the 80% of cultural programme.• The rurAllure project covered the remaining 20%.
RURALLURE PARTNERS' CONTRIBUTION	The rurAllure team offered help in coordination and communication, and also led the training offered to cultural managers and municipalities.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +23• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +5• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +97• KPI4: Outreach to decision makers besides the pilot experiments: +5• CPI1: Number of POIs uploaded to the platform: +11

- CPI2: Number of featured itineraries and narratives created for specific topics and segments: +3
- CPI3: Number and type of newly-created actions for pilgrims: +6
- CPI5: Media impact: +8

MEDIA CLIPPING

A descriptive programme presentation and press release was made to launch the series of events, in which several media were assisted to participate and where there was enough information about the event. A concluding press annual programme release was produced with an extensive dossier of images.

FEEDBACK

All comments received have been positive. The narratives delivered by professional guides about the literary heritage of the region have been praised, just like the involvement of the local population.

The first poetry scenic event organized in the Barrio do Castelo neighbourhood (Becerreá municipality) was praised by the locals, too, as it was the first cultural event ever programmed there.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- Foster transfer of know-how to decentralize from popular meeting points of pilgrims to specific sites with cultural heritage.
- Prioritize the locals as free attendees in order to support territorial identity building and appreciation of the heritage of the place.
- Special provisions must be made to prepare for the event of bad weather conditions.

PICTURES OF THE EVENTS



ROTEIRO

San Novobrega

Camiño de Pacios do Señor
nembranembrando naquil antigo amor.

Camiño só de vagar
cabalgando e parándome a ollar.

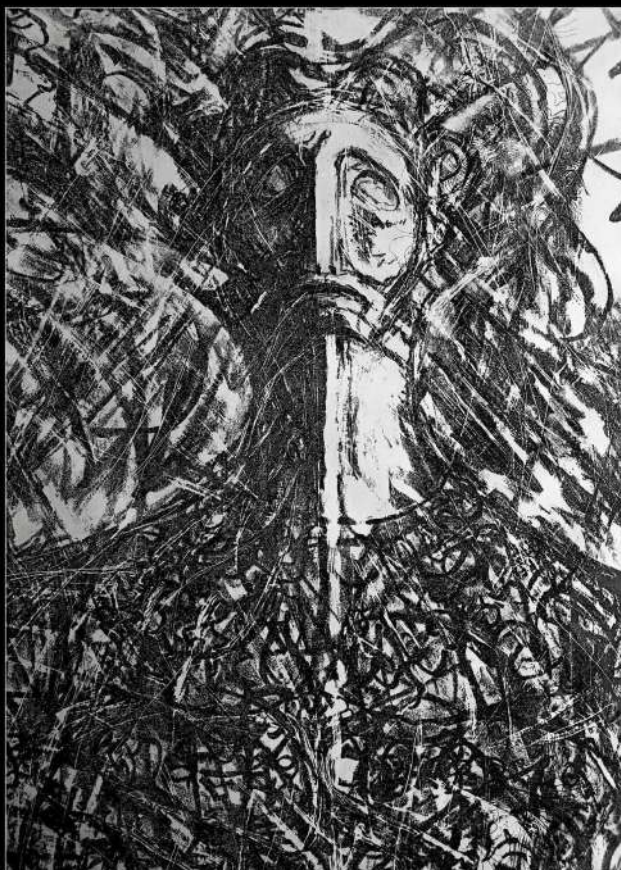
12 NOV. 2022



SAÍDA: ALTO DE SAN ROQUE 10:30 H.

FINAL: PACIOS 14:00 H.

DURACIÓN: 3.5 H.



Imaxe: Bernardo Pardo

INSCRIPCIÓN: ameto.mitico@uxionovoneyra.com | RECORDA LEVAR: auga, algo de picar, calzado e roupa axeitados





Table 3. Literary residences in the Courel Mountains.

EVENT	Literary residences in the Courel Mountains
DATE	15/09-31/09/2022
REFERENCE ROUTE	Literary residencies on the UNESCO's Geopark and Biosphere Reserve of Courel Mountains
MOTIVATION	<p>The FUN, with the support of the Provincial Museum Network of the Deputation of Lugo and the European Union launched the literary residencies program "WRITING INLAND" in two spaces of the province closely linked to the biography and work of the poet from Courel: his birthplace in Parada and the Pazo de Tor, where there is still a room where Novoneyra stayed during his frequent visits to the place in his youth.</p> <p>The aim of this initiative, presented at the Pazo de Tor on May 18th by the provincial vice-president Maite Ferreiro and representatives of the Novoneyra Foundation, is to promote the memory and life of the literary world</p>



	<p>of Lugo province by following the poet's trail through his beloved places and delving into the archival material available in these two unique spaces. Writing Inland' will select a writer interested in the memory and life of the rural world, who will spend a month in both locations, divided into 15 days in the Museo-Pazo de Tor and another 15 in the Casa-Museo Uxío Novoneyra, where she will be able to continue writing in the same places where the author compiled part of his work.</p> <p>The Novoneyra Foundation decided to launch this initiative after several years of intense and continuous effort of digitalization and opening of its funds, which are a valuable source not only to access to Novoneyra's work, the life and history of the artist, but also to the life and history of the Mountain of Lugo itself, through the Casa da Fonte or the Casa de Pacios, and also, with a gender perspective, to the life of the women of the mountain with the Archive of Memory of the Women of Courel, promoted in recent years.</p> <p>On the other hand, and thanks to the collaboration with the area of Culture of the Provincial Deputy, the access to the archives of the Pazo de Tor, integrated in the Provincial Museum Network, is facilitated.</p>
TOPICS	<ul style="list-style-type: none">• Literary heritage• Natural heritage
GEOGRAPHICAL SCOPE	International
TARGET AUDIENCE	International poets
SCHEDULING	The period of residence can be concentrated, preferably in May or June, as they are months marked by the Galician Letters or by the Day of the Archives, or divided into fortnights depending on the author's availability.
PROMOTION	<p>International selection of poets and promotion took place via traditional media and social networks. The evaluation committee was formed by FUN and Rede Museística Provincial de Lugo.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate.</p> <p>A concluding press release was produced after the annual programme, too, with an extensive dossier of images.</p>
STAKEHOLDERS' INVOLVEMENT	Rede Museística Provincial (a network of museums linked to the Provincial Deputy of Lugo)
VENDORS' INVOLVEMENT	Various accommodation providers, restaurants and bars.
IT PLATFORM COVERAGE	3 POIs



DISTANCES FROM THE OFFICIAL PATHS	30 km away from the French Way
FACILITATED TRANSPORT	FUN staff would drive the poets around whenever needed.
COST OF PARTICIPATION	Free. FUN took care of the hospitality expenses: transport, documentation, lodgings and food of the poets throughout the residences' period.
PROGRAMME	<ul style="list-style-type: none">• 09/16/2022 – Arrival of the poets at the Lavacolla Airport in Santiago de Compostela.• 09/17/2022 – Planning day with the organization at the headquarters of the Fundación Uxío Novoneyra (O Courel).• 09/18/2022– 09/25/2022: Pilgrimage along the French Way between Vilafranca do Bierzo and Santiago de Compostela.• 09/26/2022: Trip Santiago-Courel.• 09/27/2022-09/30/2022: Lectures and poetry workshops in 8 teaching centers in municipalities along the French Way.• 10/01/2022: Reading of Jacobean poetry at Fundación Uxío Novoneyra (O Courel).• 02/10/2022: Return from Santiago de Compostela.
TRIP AND TERRITORY CHARACTERISTICS	The Courel Mountains.
HERITAGE-RELATED NARRATIVE	<p>The project facilitated the participants' access to the archives of both entities, so that they can establish dialogues with them in their literary production.</p> <p>Libraries such as Europeana and its affluent Galiciana managed to network the most diverse collections of European archives. At the same time, the cultural heritage and the participatory work of the communities became protagonists when rethinking the possibilities of the territory. In this context, community archives require concrete actions that favour new uses and readings of their collections in order to integrate them as living heritage of the community. After the initiatives developed by the two entities to activate the memory deposited in the archives, the literary residency "Writing inland" seeks that this knowledge can permeate the creative writing of the literary proposals of the people invited.</p>
PARTICIPANTS	5 poets + staff
GIFTS	<ul style="list-style-type: none">• Official merchandising: jacket, t-shirt, handbook, notebook, pencil, cup, bottle, etc.• Collection of poem books• Galician Atlantic tapas by Torre de Nuñez private sponsors



COST SHARING	The cost of the event was covered partially by Rede Museística de Lugo and the Be Part project of the Creative Europe programme.
RURALLURE PARTNERS' CONTRIBUTION	The FUN team contributed 2 technicians as runners and road managers, plus one director to coordinate the activities. Communication was supported with the help of FUN's channels and the rurAllure website and social media.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +2• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +2• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +1• KPI4: Outreach to decision makers besides the pilot experiments: +2• CPI1: Number of POIs uploaded to the platform: +0• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +0• CPI3: Number and type of newly-created actions for pilgrims: +1• CPI5: Media impact: +3
MEDIA CLIPPING	<ul style="list-style-type: none">• Galician regional government: https://www.xunta.gal/hemeroteca/-/nova/093482/poetas-cinco-paises-escriben-sobre-camino-santiago-dentro-del-proyecto-ameto?langId=es_ES• Regional TV: http://www.diariocultural.gal/destacados/173000-a-fundacion-uxio-novoneyra-organiza-as-residencias-literarias-ameto-mitico/• Be Part project: https://bepartnow.eu/blog/the-uxio-novoneyra-foundation-and-the-vicepresidency-of-the-deputation-present-the-literary-residencies-escrita-no-remoto/• Local and regional newspapers:<ul style="list-style-type: none">○ Praza Pública: https://vinte.praza.gal/artigo/sobre-o-tempo-de-escritura-e-a-precariedade-do-sistema-literario○ El Progreso: https://www.galiciae.com/articulo/actualidad-xacobeas/coller-desvios-do-camino-novoneyra/20220922144951094529.html○ VivaLugo: https://vivalugo.es/varios/buscarse-poetas-para-o-camino-de-santiago/
FEEDBACK	All the participating poets cherished the event. One of them requested more vegan options along the way, as they are very limited.

HIGHLIGHTS AND RECOMMEN- DATIONS FOR REPLIC- ABILITY

- Renowned poets are great ambassadors for a literary territory. Hosting them is expensive (6000 euros per participant in average) but the investment should give return in the short term.
 - Special care must be taken with weather conditions in Autumn and Winter.
-

PICTURES OF THE EVENT





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Table 4. Dance and cultural heritage in municipalities in the vicinity of pilgrimage routes.

EVENT	Danzar o Camiño: Dance and cultural heritage in municipalities in the vicinity of pilgrimage routes
DATE	7 different dates in summer and fall of 2022
REFERENCE ROUTE	Several branches of Camino de Santiago: <ul style="list-style-type: none">• North Way• Portuguese Way• Muros and Noia Way• French Way• Winter Way
MOTIVATION	To highlight the cultural heritage of Galician Ways with site-specific dance events, bringing attention to lesser-known locations in the vicinity of different branches of Camino de Santiago.
TOPICS	Dance and cultural heritage
GEOGRAPHICAL SCOPE	Regional
TARGET AUDIENCE	<ul style="list-style-type: none">• General public with special consideration about locals.• Cultural managers.
SCHEDULING	Midday and afternoon to facilitate the attendance to pilgrims and local population.
PROMOTION	<p>Promotion took place via traditional media and social networks, with an event announced on Facebook by the communication technicians and then shared by the other organizers.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the annual programme, too, with an extensive dossier of images.</p>
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Municipality of Noia• Municipality of Ribadeo Local Council• Municipality of Cuntis Local Council• Municipality of Sober Local Council• Municipality of Folgoso do Courel Local Council• Herdanza Festival (dance festival supported by Municipality of Santiago de Compostela)



VENDORS' INVOLVEMENT	Many bars and restaurants.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 12 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	<2 km
FACILITATED TRANSPORT	No
COST OF PARTICIPATION	Free
PROGRAMME	See in the Pictures section below.
TRIP AND TERRITORY CHARACTERISTICS	The events took place in municipalities traversed by different branches of Camino de Santiago, which aim to become stops on the pilgrims' way.
HERITAGE-RELATED NARRATIVE	Dance + Galician cultural heritage
PARTICIPANTS	<ul style="list-style-type: none">• 112 attendees• 8 artists and staff
GIFTS	None
COST SHARING	<ul style="list-style-type: none">• The Xacobeo Agency (rurAllure associated partner) covered 50% of the expenses.• Local councils paid 20%.• The Agadic association paid 5%.• The rurAllure project covered the remaining 25%.
RURALLURE PARTNERS' CONTRIBUTION	The rurAllure team offered help with the selection of AT providers, as well as with communication and dissemination tasks.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +6• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +6• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +>1000• KPI4: Outreach to decision makers besides pilot experiments: +5

- CPI1: Number of POIs uploaded to the platform: +0
- CPI2: Number of featured itineraries and narratives created for specific topics and segments: +0
- CPI3: Number and type of newly-created actions for pilgrims: +1
- CPI5: Media impact: +35

MEDIA CLIPPING

A descriptive programme presentation and press release was made to launch the event, in which several regional media were participated. A concluding press annual programme release was produced with an extensive dossier of images.

FEEDBACK

No one sent any critical comments.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- Foster transfer of know-how to decentralize from popular meeting points of pilgrims to specific sites with cultural heritage.
- Prioritize the locals as free attendees in order to support territorial identity building and appreciation of the heritage of the place.
- Special provisions must be made to prepare for the event of bad weather conditions.

PICTURES OF THE EVENTS





Table 5. Eidos de Outono (EidosFest autumn edition).

EVENT	EidosFest autumn edition
DATE	28/10/2022 // 30/10/2022
REFERENCE ROUTE	Camino de Santiago – French and Winter Ways (25 and 30 km away, respectively)
MOTIVATION	To highlight the literary heritage of UNESCO Geopark and Biosphere reserve of Courel mountains as literary territory in the vicinity of the French and Winter Ways to Santiago de Compostela.
TOPICS	<ul style="list-style-type: none"> • Literature heritage • Natural heritage • Gastronomy
GEOGRAPHICAL SCOPE	International (France and Basque Country artists in the programme)
TARGET AUDIENCE	<ul style="list-style-type: none"> • General public with special consideration about locals • Cultural managers
SCHEDULING	Demonstrative project event, to be promoted every year from 2017 onwards. Last weekend and national holidays of All Saints' Day (around the 30th of November, Novoneyra's birth anniversary)



PROMOTION	<p>Promotion took place via traditional media and social networks, with an event announced on Facebook by the communication staff and shared by the other organizers.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the annual programme, too, with an extensive dossier of images.</p>
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Agadic Regional agency (Funding)• Lugo Provincial Council (Funding)• Folgoso do Courel Local Council (Funding)• Torre de Nuñez cut hams (Products)• Martin Codax Wine Caves (Products)• Alhambra beers (Products)• Lodeiros Vermouth (Products)• Gures Coffee Liquor (Products)
VENDORS' INVOLVEMENT	<p>All the hotels, bar and restaurants located in a 25 kms perimeter were sold out for the entire duration of the programme.</p>
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 3 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	<p>25 km to the French Way, 30 to the Winter Way.</p>
FACILITATED TRANSPORT	<p>None. It is a challenge to consider in 2023 to make it easier for tourists and pilgrims to reach the event locations without relying on an own/rented car. A major redesign of the Galician public transport routes prevented from achieving this in 2022.</p>
COST OF PARTICIPATION	<p>Free</p>
PROGRAMME	<p>See in the Pictures section below.</p>
HERITAGE-RELATED NARRATIVE	<p>Literary legacy of Uxío Novoneyra.</p>
PARTICIPANTS	<ul style="list-style-type: none">• 112 attendees• 20 artists and staff
GIFTS	<p>Galician Atlantic tapas by Torre de Nuñez private sponsors.</p>



COST SHARING	<p>The event entailed no cost for the rurAllure budget.</p> <ul style="list-style-type: none">• ERASMUS+ grants were awarded to people on a professional training programme.• The Agadic regional cultural agency paid the 75% of the cultural programme.• The Creative Europe programme paid 20%.• The entrance fees paid by foreign participants covered the remaining 5%. <p>Private sponsors provided products for free and bar.</p>
RURALLURE PARTNERS' CONTRIBUTION	<p>The rurAllure team offered help in coordination and communication. Óscar Penín (UVIGO) was advisor of the event as rurAllure researcher and president of the A Bela Auria association. FUN helped with the media impact through their social media, which supplemented the rurAllure website and social networks.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +2• KPI3.2: Number of events/materials organised/created for stakeholders' awareness and training: +1• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +112• KPI4: Outreach to decision makers besides the pilot experiments: +1• CPI1: Number of POIs uploaded to the platform: +0• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +0• CPI3: Number and type of newly-created actions for pilgrims: +0• CPI5: Media impact: +12
MEDIA CLIPPING	<p>The event was covered by the following agents:</p> <ul style="list-style-type: none">• Regional government of Galicia: www.xunta.es• CRTVG regional TV and radio: www.crtvg.es• Regional newspapers: El Progreso, O Sil, VivaLugo, Xornal de Lemos, ... <p>A descriptive media call, programme presentation and press release were made to launch the event, in which several media were invited to participate and where plenty of information about the event was provided. The idea was to allow the media that did not come to the event to cover the event anyway. A concluding press annual programme release was produced with an extensive dossier of images.</p>
FEEDBACK	<p>Very positive feedback, published and private news upon the event.</p>

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- An autumn cultural festival is highly recommended for each targeted segment of a pilgrimage route or each territory in its vicinity, to act as an additional pole of attraction. It benefits directly from the popularity of the summer counterpart.
 - Music heritage and poetry should be always integrated in the programmes. Other types of literature can find a place too.
 - Prioritize the locals as free attendees in order to support territorial identity building and appreciation of the heritage of the place.
 - Special provisions must be made to prepare for the event of bad weather conditions.
-

OTHER INFORMATION

The Eidos de Outono (Autumn's uplands festival) located in Parada village is a 3-days event on poetry reading, music and mixed arts taking place every October in the Courel Mountains, headquarters of the Fundación Uxío Novoneyra and its writer's home and museum.

The first festival took place in 2017 merging two previous existent events on the peak of tourism season on Courel Mountains. Eidos de Outono has kept growing over the years and today is a relevant event in Galicia's calendar of festivals.





PICTURES OF THE EVENT

eidos fest
eidosfest.com

EIDOS DE OUTONO
29/30//outubro//2022
O Courel, Lugo

Sábado
Escola María Mariño en Parada
12:30 h. **ANXO MOURE** PEL DE LOBO: UN LOBO DE ALDEA
DANZA. Campo da Feira de Seoane
16:00 h. **MIKEL ARÍSTEGUI** OUVEO
17:00 h. **CIA KIRENIA DANZA** PRIMEIRO A VIDA!
18:00 h. **FURIA SOTELO E MOUNQP**
23:00 h. **DJs** Café/Pub Hydra en Seoane

Domingo
12:30 h. **RECITAL DOS EIDOS** na Fundación Uxío Novoneyra en Parada
ANTÓN REIÇA
MERCEDES MARTÍNEZ MODROÑO
SARA PLAZA
MIGUEL ANXO FERNÁN VELLO
17:00 h. Roteiro **PAISAXE SONORA DE UXÍO NOVONEYRA**
da Fundación LEGAR na Fundación Uxío Novoneyra en Parada
19:00 h. e 23:00 h. **DJs** Café/Pub Hydra en Seoane

Logos of sponsors: Xacobeo 2022, Martín Cáliz, LODEIROS, etc.



reach out!





Actions on the Silver Way and nearby variants

Table 6. Pilgrimage along Camiño Nós.

EVENT	Pilgrimage along Camiño Nós
DATE	21/05/2021
REFERENCE ROUTE	Camino de Santiago – Silver Way
MOTIVATION	Anniversary of the pilgrimage trip made by the renowned Galician writers Ramón Otero Pedrayo and Vicente Risco in 1926.
TOPICS	Literary heritage



GEOGRAPHICAL SCOPE	Local
TARGET AUDIENCE	Hikers; no specific profile
SCHEDULING	A special event, to be promoted every year
PROMOTION	<p>Promotion took place via social networks, with an event announced on Facebook by the communication technicians of Fundación Otero Pedrayo, and then shared by the other organizers.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the event, too, with an extensive dossier of images. The idea was to allow the media that did not come to the event to offer some coverage too.</p>
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Fundación Otero Pedrayo (rurAllure Associated Partner)• Fundación Vicente Risco (rurAllure Associated Partner)• Rede Aldear (rurAllure Associated Partner)• Municipality of Amoeiro (rurAllure Associated Partner)• Fundación Castelao• Fundación Losada Diéguez• Xunta de Galicia• Cea's Bread Protected Designation of Origin• Neighbours association of Santa María de Beiro
VENDORS' INVOLVEMENT	Not planned for 2022; 3 vendors contacted to be involved in 2023.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 27 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	Up to 5 km
FACILITATED TRANSPORT	Buses were made available to return to the starting point



COST OF PARTICIPATION	Free
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PROGRAMME	<ul style="list-style-type: none">• 10.30: Meeting at Quintela's park• 11.45: Chocolate and bread at Castro de Beiro• 14:30: Open-air lunch in Amoeiro: cheese, roasted ham and other meals• 15:30: Return to the starting point by bus• 18:00: Theatrical performance in Casa Museo Otero Pedrayo
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ITINERARY	<p>Camiño Nós, from Quintela to Amoeiro, along the following locations:</p> <ul style="list-style-type: none">• Ponte Ceballos• Costa de Canedo• Castro de Beiro• Liñares• Quintás• Alfonsín• Estrada Tamallancos-Viñao• Amoeiro
------------------	---

TRIP AND TERRITORY CHARACTERISTICS	<ul style="list-style-type: none">• Distance: 9 km• Difficulty: medium• Duration: 4 hours <p>The itinerary is itself a detour from the Silver Way, saving 3 km out of 18 to re-join the official route near the village of Cea. For that reason, it is well known by pilgrims. It leaves the peri-urban area of Ourense and goes through a sparsely-populated area (less than 60 inhabitants per square kilometre).</p> <p>The area, however, is rich in heritage-related points of interest, 27 of which were uploaded to the rurAllure IT platform. The visited POI that lies the furthest from the official route of the Silver Way is around 5 km from it.</p>
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PROVISIONS FOR ACCESSIBILITY	<p>Accessibility was considered in relation to people who could feel tired along some steep slopes, which made it necessary to include frequent stops. Also, knowing that some participants were elderly people, the paths were properly conditioned, some (short but difficult segments) were skipped, and a support van was always near so that anyone who would prefer not to walk any longer could go in it.</p>
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Xavier Pardo Bedia, journalist and writer who walked from Ourense to Santiago with Ramón Otero Pedrayo and Vicente Risco in 1926, published his chronicles of the trip in the pages of the magazine “A Nosa Terra”. We used those chronicles as a narrative for this walk. The route, the words and the activities that inspired the writers 100 years ago were expanded with the words of several experts on the literary legacy of Ourense at selected locations.

The design on the t-shirts given to the hikers was based on a drawing made by the Galician letters patriarch, Otero Pedrayo. The image represents a naïve map of Galicia with several notes, with Otero’s birthplace (the small village of Trasalba, in Amoeiro) indicated as the capital and most important city of the region (“Trasalba Caput Gallaecia”).

HERITAGE-RELATED NARRATIVE



At Castro de Beiro, the organization offered the hikers an inch of local chocolate (Chaparro, a brand with 100 year of history) and a piece of local handmade bread, from the Cea’s Bread Protected Designation of Origin. Almost 100 years ago, the writers did the same stop with the same snacks.

PARTICIPANTS 100 registered; 86 attended

GIFTS

Before starting the walk, each participant was given:

- A handbag.
- A bottle of water.
- A booklet with the text from Xavier Pardo’s chronicles in the magazine “A Nosa Terra” for the corresponding stage.
- A t-shirt with a famous drawing made by Otero Pedrayo.

COST SHARING

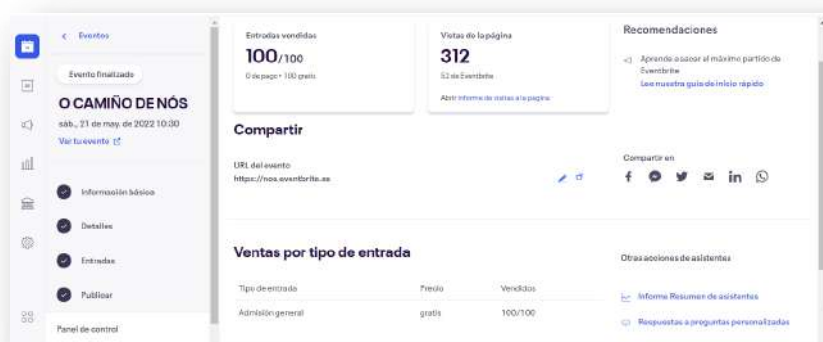
- Fundación Otero Pedrayo paid for the t-shirts, chocolate, booklets, water, bus and theatrical performance.
-

- The bread was brought by the Cea's Bread Protected Designation of Origin.
- The open-air lunch was on the Municipality of Amoeiro.
- The handbags were contributed by Xunta de Galicia.

The rurAllure team offered help in 3 fundamental aspects for the development of the activity:

- **Participants management:** we set up a booking centre using the Eventbrite platform to manage registrations. This central allowed to post all the necessary useful information and to maintain continuous contact with all the registered participants. It also served as a platform for dissemination and its terms of use enabled traceability in the event of COVID-19 infections.

RURALLURE PARTNERS' CONTRIBUTION



- **Purchase management:** we collaborated in the purchase of materials and in the provisioning at the stop of 11.45.
- **Communication:** we created the design for the t-shirts by means of silk-screen printing, and also for the booklets.

CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +8
- KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1
- KPI3.3: Number of pilgrims and tourists involved in pilot actions: +86
- KPI4: Outreach to decision makers besides the pilot experiments: +3
- CPI1: Number of POIs uploaded to the platform: +27
- CPI2: Number of featured itineraries and narratives created for specific topics and segments: +2
- CPI3: Number and type of newly-created actions for pilgrims: +1
- CPI5: Media impact: +4



A descriptive press release was made to launch the event, in which several graphic media were invited to participate and where there was enough information about the event. The idea was to allow the media that did not come to the event to cover the event in the same way. A concluding press release was produced with an extensive dossier of images.

MEDIA CLIPPING

- https://www.cope.es/emisoras/galicia/ourense-provincia/ourense/noticias/fundacion-otero-pedrayo-organiza-este-sabado-andaina-camino-nos-20220520_2093582
- <https://deportes.depourense.es/actividade/camino-de-nos-andaina-quintela-castro-de-beiro-amoeiro-2022/>
- <https://www.farodevigo.es/ourense/2022/05/22/caminada-volve-tralos-pasos-seculo-66378633.html>
- <https://www.laregion.es/articulo/ourense/pegadas-da-xeracion-nos/202205212143331132568.html>

FEEDBACK

Through the Eventbrite platform, it was possible to get feedback from the participants. No one sent any critical comments, but we got a large number of requests to continue organising similar activities.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

The overall tone of the experience was very positive. There were few negative aspects. Perhaps, in new activities, it would be positive to manage an attendance deposit for those registered to avoid users registering and then not coming to the event. This could be organised through eventbrite.com.

Highlights and recommendations:

- Activities should be centrally organised by a single local partner (as Fundación Otero Pedrayo in this case), who would manage the support offered by rurAllure and other local partners or public institutions.
- Organisers should make a forecast of impacts (e.g. number of participants, estimations of cost, appearances in the media, etc). After the event, they should gather again to produce a report of how the expectations were met and learn from bits of success and failure.
- It is advisable to make partnerships with local organisations to help with aspects such as communication and dissemination. Neighbour associations can provide warm welcomes and greet hikers along the way, contributing positively to the overall mood.
- Existing literary works can be used as narratives, being positively perceived. A guide accompanying the hikers can help with reciting and interpretation of selected bits. An accompanying booklet is appreciated to read the whole work.
- When intellectual property rights allow, the narrative created from literary works would be worth uploading to the rurAllure IT platform, segmented as per the locations mentioned.



-
- Having the itinerary as a featured trip on the IT platform is important for others to replicate the experience on other dates.
 - The presence of emergency services is very reassuring for the participants. Making the information about emergency services available on the IT platform is a must for those who would later on go on their own.
 - Having a professional photographer is strongly advised for media appearances.
 - It would have been a good idea to carry out some activity that involves graphic documentation (e.g. competitions or photo safaris) to enrich the material on the IT platform.
 - Participants in a group experience could do a collective mapping of mobile phone coverage (especially when in nature or in underdeveloped locations). This could be important to contact the emergency services.
 - Each event could be composed of several activities: theatre, music, gastronomy, competitions, games, etc. An exclusive focus on one type of heritage only may be tiresome
-

OTHER INFORMATION

On July 8th, 1926, a group of pilgrims left Ourense on the way to Compostela, equipped with tripods, cameras and a barometer. Xavier Pardo Bedia published some luminous chronicles of that trip, published in his time in the pages of the magazine “A Nosa Terra”. Xavier Pardo walked along with Ramón Otero Pedrayo, Vicente Risco, Afonso Vázquez Monxardín, Lois Feixoo, Florentino López Cuevillas and Antón Sánchez. These seven ‘galeguistas’ wanted to discover their own country with their boots on their feet, in what became a spiritual, symbolic and fundamental journey for the Galician identity. It also established a material path that crossed the parishes of Ourense, Amoeiro, Maside, O Carballiño, O Irixo, Lalín, Silleda, A Estrada, Vedra, Teo and Santiago de Compostela, leaving us pictures of sublime beauty.

The Otero Pedrayo, Vicente Risco, Losada Dieguez and Castelao foundations had programmed for May 21st a hike for around 100 people along rural roads in Amoeiro, aiming to engage locals with their literary heritage. They wanted to recover the work done by their writers to promote an alternative route of the Camino de Santiago as it crosses the municipality of Amoeiro. Rede Aldear wanted to see rural development policies in close contact with the local population.

The activity enjoyed the financial and technical support of the Amoeiro town council, which included the participation of members of the municipal volunteer fire brigade unit (Protección Civil), who would provide support in case of any mishap. The neighbours’ association of Santa María de Beiro provided a warm welcome and helped pointing out locations of interest.

The route begins with a steep slope in what is known as the “costiña de Canedo”. Eventually, the hikers reached the Cima da Costa and, after replenishing liquids by drinking from a fountain, they made a detour to the Church of Santa Baia de Beiro, where they were welcomed at the entrance of the house of the Neighbours’ Association of Santa Olaia de Beiro with a ration of chocolate and bread from the village of Cea. After resuming the route, they walked to the centre of the municipality of Amoeiro where a small open-air meal of local products awaited.

In the afternoon, three actors were in charge of giving life to Ramón Otero Pedrayo and his family, during the dramatized visit to what was his house in Bocarribeira, in Trasalba. The event brought together more than 50 neighbours and readers. The Otero Pedrayo Foundation was in charge of organising this activity, which ended with a visit inside the house.

PICTURES OF THE ACTION

CAMIÑO DE NÓS

SÁBADO, 21 DE MAIO

Andaina conxunta:
Quintela - Castro de Beiro - Amoeiro
Saída ás 10:30h. Percorrido: 9 Km.

**18:00h. Visita teatralizada á sé da
Fundación Otero Pedrayo (Trasalba)**

Inscribete:

Información e reservas:
988 28 18 39

Actividade de balde
Comida incluída

Logos: Fundación Otero Pedrayo, A Illa, Asociación Cultural O Suroeste, rurAllure, Fundación Casellas, and others.







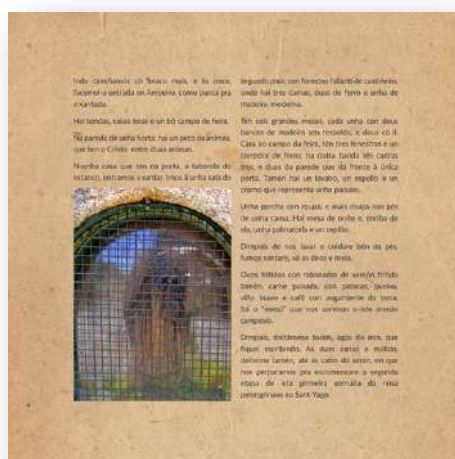
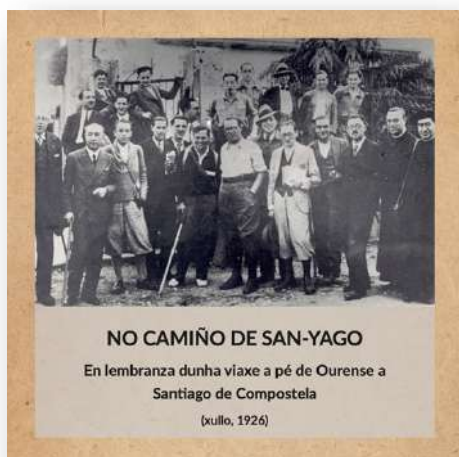


Table 7. Pilgrimage along Camiño San Rosendo.

EVENT	Pilgrimage along Camiño San Rosendo (aka the Way of Saint Rudesind and the Holy Queen)
DATE	22/10/2022
REFERENCE ROUTE	Camino de Santiago – Silver Way
MOTIVATION	The Association Amigos do Camiño Xacobeo de San Rosendo e da Rainha Santa will celebrate, on Saturday 22 October, a new edition of the “Xornadas Peregrinas” to raise awareness of the pilgrimage route that crosses the province of Ourense, following ancient Roman roads and the legacy of San Rosendo, to link, Ourense, with the Via da Prata.



	<p>The non-profit association constituted at the end of 2019 continues to take steps to achieve the Xacobean recognition of this itinerary, which is currently under study by the Centro Superior de Investigaciones Científicas (CSIC) Padre Sarmiento by a commission of the Xunta de Galicia.</p>
TOPICS	Literary heritage
GEOGRAPHICAL SCOPE	Local but transnational, as the Way of Saint Rudesind and the Holy Queen is a newly-promoted branch of the Way of Saint James starting in Braga (Portugal) and connecting with the Silver Way in Ourense (Spain)
TARGET AUDIENCE	Hikers; no specific profile
SCHEDULING	A special event, to be promoted every year
PROMOTION	<p>Promotion took place via social networks, with an event announced on Facebook by the communication technicians of Fundación Otero Pedrayo, and then shared by the other organizers.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the event, too, with an extensive dossier of images. The idea was to allow the media that did not come to the event to offer some coverage too.</p>
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Asociación Camiño de San Rosendo-Rainha Santa• Municipality of Celanova• Municipality of A Merca• Municipality of San Cibrao das Viñas
VENDORS' INVOLVEMENT	Not planned for 2022; 3 vendors contacted to be involved in 2023.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 12 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	The Camiño de San Rosendo is a Jacobean route declared official by the Catholic Church but not by the Xunta de Galicia.



FACILITATED TRANSPORT	Yes: buses were made available to return to the starting point
COST OF PARTICIPATION	<ul style="list-style-type: none">• 10 € basic fee• 25 € with meal
PROGRAMME	See Pictures section below.
ITINERARY	<ul style="list-style-type: none">• Hórreo da Merca• A Merca• Vila de Paio Muñiz• Soutopenedo• Vilanova• San Cibrao das Viñas
TRIP AND TERRITORY CHARACTERISTICS	<ul style="list-style-type: none">• Distance: 12 km• Difficulty: low• Duration: 4 hours
HERITAGE-RELATED NARRATIVE	<p>Heritage and literature are the hallmark of this land of poets, a region rich in writers who, from the annals of history, have been capturing with ink on paper the history of the lands of Celanova and the Xurés, the Ourense section of this path that we claim today and that has been uniting the inhabitants of Gallaecia for centuries and has been the protagonist of stories and publications since ancient times, as we will discover throughout this day. It would be daring on our part to list all the literary figures that this land has produced, so we'd better wait to see the result of the laborious work being carried out by rurAllure.</p> <p>Authors</p> <ul style="list-style-type: none">• Alberto García Ferreiro• Xosé Benito Reza• José Antonio Vázquez Taín• Padre Matos Ferreira• Carmen Martín Gaité
PARTICIPANTS	40 registered; 38 attended
GIFTS	Before starting the walk, each participant was given:



-
- A map, a guide of use of social mapping, a pen
 - A readings guide about the writer of San Rosendo's route.
 - A rain jacket with rurAllure corporate image.
 - Coffee, fruits, cookies and water.
-

COST SHARING

rurAllure paid for the rain jacket and the social mapping guide, the map and the pen, under UVIGO's budget. The rest of the materials were paid by the participants' registration fee.

RURALLURE PARTNERS' CONTRIBUTION

- UVIGO led the design of the experience and the purchase of materials. They also helped to document and select the authors and readings.
 - UAM led an activity of social mapping: first they instructed the participants before starting the hike; then, they provided support and replied to any questions along the way; finally, they gathered the participants' notes and processed the feedback.
-

CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +5
 - KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1
 - KPI3.3: Number of pilgrims and tourists involved in pilot actions: +38
 - CPI1: Number of POIs uploaded to the platform: +12
 - CPI2: Number of featured itineraries and narratives created for specific topics and segments: +1
 - CPI3: Number and type of newly-created actions for pilgrims: +1
 - CPI5: Media impact: +2
-

MEDIA CLIPPING

A descriptive press release was made to launch the event, in which several graphic media were invited to participate and where there was enough information about the event. The idea was to allow the media that did not come to the event to cover the event in the same way. A concluding press release was produced with an extensive dossier of images.

The following articles were published in the regional press:

- <https://www.laregion.es/articulo/celanova/merca-san-cibrao-acogeran-cuarta-xornada-pere-grina/202210080724001166108.html>
-



-
- <https://www.laregion.es/articulo/agenda/agenda-que-hacer-ourense-dias-21-22-23-oc-tubre/202210191953441168873.html>
-

FEEDBACK

The participants were asked to fill in a survey about the experience and to interact on maps, noting down elements that caught their attention and that could be used to improve the route or to be included as POIs. This dynamic was maintained by the UAM and we will soon receive the associated results.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

The overall tone of the experience was very positive.

Highlights and recommendations:

- Activities should be led by a single local partner with the support of rurAllure and other local partners and local public institutions.
 - It is advisable to make partnerships of local partners to help with aspects such as communication and dissemination.
 - At least one narrative and/or feature trip should emerge from each event.
 - Have a professional photographer or carry out some activity that involves graphic documentation, such as competitions or photo safaris.
 - Each event could be composed of several activities: theatre, music, gastronomy, competitions...
 - Make a forecast of impacts.
-

PICTURES OF THE ACTION

IV XORNADA PEREGRINA
Camión San Rosendo e Rainha Santa

A Merca 22 OUTUBRO 2022

12 km San Cibrao das Viñas

Escritores no Camión

09:30 h RECEPCIÓN EN A MERCA
 Presentación da XORNADA PEREGRINA no entorno dos carastros

10:00 h PERCORRIDO GUIADO
 Inicio da andaina literaria con lectura de escritoras e escritores relacionados co Camión

14:00 h REMATE EN SAN CIBRAO DAS VIÑAS
 Traslado ao punto de partida en autobús

10 €
 Ingreso + andaina guiada + agasallo
 café con leite + fruta + auga
 Asociación Asociación Camión San Rosendo e Rainha Santa

25 € inclúe xantar

PRAZAS LIMITADAS

RESERVAS: 617 164 082 / ata o 18 de outubro 2022







Table 8. PEDRA, the festival of rural wisdoms.

EVENT	PEDRA, Festival de Saberes (“Festival of Wisdoms”)
DATE	28/08/2022 // 02-04/09/2022
REFERENCE ROUTE	Camiño de Santiago – Silver Way
MOTIVATION	To highlight the lesser-known heritage of the Camiño de Santiago–Vía da Prata with the aim of moving the public and pilgrims from the best known areas of the Way, such as Santa Mariña de Augas Santa, to other more unknown areas such as Amiadozo or Ouvigo, but with a great heritage and literary value.
TOPICS	Religious heritage, literature heritage, oral tradition
GEOGRAPHICAL SCOPE	International
TARGET AUDIENCE	General public with special consideration about locals.
SCHEDULING	A special event, to be promoted every year. Last weekend of August and first weekend of September.



PROMOTION	<p>Promotion took place via social networks, with an event announced on Facebook by the communication technicians of A Bela Auria (Óscar Penín is the chairman of the organization and also Rurallure technician), and then shared by the other organizers.</p> <p>A descriptive press release was made to launch the event, in which several media were invited to participate. A concluding press release was produced after the event, too, with an extensive dossier of images. The idea was to allow the media that did not come to the event to offer some coverage too.</p>
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• Asociación Cultural A Bela Auria (member of Rede Aldear)• A Casa Vella (member of Rede Aldear)• Sacra Experience (member of Rede Aldear)• Rede Aldear (rurAllure Associated Partner)• Xunta de Galicia (rurAllure Associated Partner)• Xacobeo 22 (rurAllure Associated Partner)• Provincial Deputy of Ourense (rurAllure Associated Partner)• Municipality of Allariz (rurAllure Associated Partner)• Municipality of Os Blancos• Municipality of Castro Caldelas• Bishopric of Ourense
VENDORS' INVOLVEMENT	<p>A Casa Vella is a place to promote the arts of the body as dance, yoga and other cultural and artistic expressions. Nuria Sotelo is the general manager of the vendor and also she is a well-known Galician dancer.</p>
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 14 POIs• 1 featured trip• 1 narrative
DISTANCES FROM THE OFFICIAL PATHS	Mainly in the Official Way
FACILITATED TRANSPORT	Yes: buses were made available to return to the main venue
COST OF PARTICIPATION	Free



PROGRAMME

Castro Caldelas castle, 28th of August

- 10:00 Medieval construction workshop. Betilo Arqueoloxía.
- 13:00-14:00 Dramatized guided tour to Castro Caldelas
- 17:00-19:30 Medieval fences construction workshop. Betilo Arqueoloxía.

A Casa Vella (Amiadoso, Allariz), 2nd of September

- 10:30 Rede Aldear presentation. Conferences: Sabah Walid, Il-dikó Csepregi, Carlos Barja, Óscar Penín
- 16:30-23:30 Tour: Serra da Raiña Loba

A Casa Vella (Amiadoso, Allariz), 3rd of September

- 11:00 Workshop on collecting and cooking wild edible plants
- 13:00-14:00 Non me toques o segredo (dance). Carlota's Pérez company
- 17:00-18:30 Guided concert: violence and rape culture in Galician folk music. Blanca Villares
- 18:30-20:30 Archaeology workshop. Árbore Arqueoloxía

A Casa Vella (Amiadoso, Allariz), 4th of September

- 12:30-13:30 Oral storytelling: Uxía Morán

Santa Mariña de Augas Santas (Allariz), 4th of September

- 17:30-18:30 Presentation of GIDEP from UVIGO
- 18:30-19:30 Cinema. Nos quedamos. Archaeology and resistance in the Serra de Ávila. MASAV e Terra Levis Arqueoloxía
- 20:00-22:00 Concert: Neonymus. Suebian funeral.

TRIP AND TERRITORY CHARACTERISTICS

- Distance: 3,5 km
- Difficulty: medium
- Duration: 1 hours

The event was held in small towns of less than 100 inhabitants. The programme included a small route to the crags of the Reina Loba, an area 14 km from the Camino de Santiago that has several legends associated with Santiago, the route of the Rainha Santa (Holy Queen) and also has churches that are an example of early Galician Christianity, such as the early Christian church of Ouvifo (4th century).

The area, however, is rich in heritage-related points of interest, 14 of which were uploaded to the rurAllure IT platform. The POI that lies the furthest from the official route of the Silver Way is around 9 km from it.

HERITAGE-RELATED NARRATIVES

- Xinzo de Limia-Allariz: 'IDACIO DA LIMIA, THE WAY CHRONICLE'



-
- Vilar de Barrio-Ourense: 'RAINHA CADAVER: AFTER DEATH'
 - Allariz-Ourense: 'VICENTE RISCO: GALICIAN SOULMATE'
-

PARTICIPANTS 260 registered; 600 attended (mainly locals)

GIFTS

Before starting the conference:

- A handbag.
 - Coffees and cakes every day at midday.
-

COST SHARING

- A Bela Auria paid the organizational costs and the invited artists with a grant from the Galician regional government (Xacobeo program).
-

RURALLURE PARTNERS' CONTRIBUTION

The rurAllure team offered help in 3 fundamental aspects for the development of the activity:

- **Coordination:** Óscar Penín (UVIGO) designed and directed the event as rurAllure researcher and A Bela's Auria president.
 - **Content:** rurAllure offer content to the "Village Archaeology conference" with the participation of the postdoctoral researcher Ildikó Csepregi with the panel "How a heritage site become holy" and with participation of Óscar Penín as rurAllure contract researcher with the panel "Ouvigo: from a Roman villa to an Ad Sanctis graveyard"
 - **Participants management:** we set up a booking centre using the Eventbrite platform to manage registrations. This allowed to post all the necessary useful information and to maintain continuous contact with all the registered participants. It also served as a platform for dissemination and its terms of use enabled traceability in the event of COVID-19 infections.
 - **Communication:** we help with the media impact through our Social Media and rurAllure website.
-

CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +11
 - KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1
 - KPI3.3: Number of pilgrims and tourists involved in pilot actions: +600
 - KPI4: Outreach to decision makers besides the pilot experiments: +3
 - CPI1: Number of POIs uploaded to the platform: +10
-

- CPI2: Number of featured itineraries and narratives created for specific topics and segments: +2
- CPI3: Number and type of newly-created actions for pilgrims: +1
- CPI5: Media impact: +7

A descriptive press release was made to launch the event, in which several graphic media were invited to participate and where there was enough information about the event. The idea was to allow the media that did not come to the event to cover the event in the same way. A concluding press release was produced with an extensive dossier of images.

MEDIA CLIPPING



- Telemiño: <https://youtu.be/F0Am215GMFs>
- La Región, 02/09/2022
- La Región. 04/09/2022
- <https://21noticias.com/2022/08/pedra-o-festival-de-saberes-presentarase-mana-no-campus-de-ourense/>
- <http://www.crtvg.es/tvg/a-carta/zigzag-diario-5821944>



- <https://praza.gal/movimentos-sociais/unha-cultura-diversa-nun-rural-vivo-a-rede-aldear-nace-para-impulsar-a-colaboracion-entre-lugo-e-ourense>
- <http://ruralisto.org/pedra-festival-de-saberes/>

FEEDBACK

Through the Eventbrite platform, it was possible to get feedback from the participants. No one sent any critical comments, but we got a large number of requests to continue organizing similar activities.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

The overall tone of the experience was very positive. There were few negative aspects. Perhaps, in new activities, it would be positive to manage an attendance deposit for those registered to avoid users registering and then not coming to the event. This could be organized through eventbrite.com.

Highlights and recommendations:

- Activities should be led by a single local partner with the support of rurAllure and other local partners and local public institutions.
- It is advisable to make partnerships of local partners to help with aspects such as communication and dissemination.
- Have a professional photographer or carry out some activity that involves graphic documentation, such as competitions or photo safaris.
- Each event could be composed of several activities: theatre, music, gastronomy, competitions...
- Make a forecast of impacts.
- Produce a report with a descriptive body of text and a follow-up body of text.

OTHER INFORMATION

The Pilgrims' Ways to Santiago are authentic ways of knowledge and exchange of values. With this programme we want to highlight the cultural, natural and human richness of the Way of St. James. We also want to value the cultural heritage of the Way by creating dynamics that invite the inhabitants of the rural areas of the interior (especially, to make visible the power in terms of pre-Romanesque heritage of the Vía da Prata in Ourense).

urAllure has a deep commitment with the development of both territories and always looks for formats that can create a great impact. The activities occupied multiple spaces of Vía da Prata (Ourense, Amiadoso (Allariz), Mosteiro (Xinzo de Limia), Santa Mariña de Augas Santas (Allariz)) and others related to them, such as the castle of Castro Caldelas and the council of Blancos.

In addition, the variety of formats allowed a wide range of attendees, both in terms of diversity of ages where university students, activists and local people shared spaces, as well as in terms of functional diversity through inclusive shows.

We have also expanded and widened the range of arts by including theatre and contemporary dance in the programme, making our slogan more relevant: a festival of to inherited, creative and scientific knowledge.

For this reason, PEDRA was bigger, more diverse and with more people than we first thought. Almost 600 people attended the activities proposed, with the closing concert having a special impact with almost 300 people in the church of Santa Mariña de Aguas Santas in Allariz (Ourense).

The impact that PEDRA will leave on the territory will reach a great dimension in order to give it an international impact through the presentation of the festival and the Congress of Socialization of Heritage in Rural Areas in Santa Fe, Argentina.

PICTURES OF THE ACTION







Table 9. European Journey of the Youth, along Camiño Miñoto-Ribeiro.

EVENT	European Youth Pilgrimage in 2022 (PEJ22, from “Peregrinación Europea de Jóvenes”) along the Miñoto Ribeiro Way.
DATE	The PEJ22 meeting was in Santiago de Compostela from August 3 rd to 7 th , 2022. The pilgrimage along the Camino Miñoto Ribeiro began on July 28 th in Ribadavia and ended in Santiago de Compostela on August 2 nd for the first group, and on the 3 rd for the second.
REFERENCE ROUTE	Camino de Santiago – Camino Miñoto Ribeiro.
MOTIVATION	PEJ22 was used to make the Camino Miñoto Ribeiro and the rurAllure project known to the young people who did it. In the PEJ22 there was the possibility of making a pilgrimage along 11 Caminos de Santiago; one of them was the Miñoto Ribeiro Way, which is being promoted by an association of the municipalities it crosses: the Asociación Camino Miñoto Ribeiro (a rurAllure Associated Partner).
TOPICS	Pilgrimage; spirituality; healthy life for young people.
GEOGRAPHICAL SCOPE	The Miñoto Ribeiro Way goes through the Galicia-North of Portugal Euro-region. The PEJ itinerary crossed three provinces: Ourense, Pontevedra and A Coruña, and 11 municipalities: Ribadavia, Beade, Leiro, O Carballiño, Boborás, Beariz, Forcarei, A Estrada, Vedra, Boqueixón and Santiago de Compostela.
RELATION TO PREVIOUS ACTIONS	In July 2021, the MP1 research group of the University of Vigo presented the rurAllure project to the 17 municipalities that are part of the Camino Miñoto Ribeiro, and its pilot project with the Caminos de Santiago: literary heritage, to be carried out in the Camino Miñoto Ribeiro.



	<p>For PEJ22, the Camino Miñoto Ribeiro Association (of the municipalities of this Camino) has coordinated with the official religious organization (Spanish Episcopal Conference and Archbishopric of Santiago de Compostela, with the mediation, for this matter, of the Bishopric of Ourense) of the PEJ22 and has managed to include the Miñoto Ribeiro Way as one of the paths along which one could make a pilgrimage.</p> <p>The Camino Miñoto Ribeiro Association, together with the MP1 group of the University of Vigo and the coordinator of rurAllure, Martín López Nores, agreed to organize a meeting with these young people, to explain the rurAllure project and its importance on the Camino Miñoto Ribeiro, and introduce them to the rurAllure questionnaire for pilgrims and tourists (to be answered), and the 2 photographic contests that were taking place at that time: the rurAllure and the Camino Miñoto Ribeiro.</p>
TARGET AUDIENCE	Young pilgrims with a religious and/or spiritual motivation.
SCHEDULING	This pilgrimage was a unique event carried out in Compostela's Holy Year, although we hope that a part of the young people who made their pilgrimage along the Miñoto Ribeiro Way, will do it again sometime, and make it known throughout Spain and Europe.
PROMOTION	<p>A website was created for the event by the Spanish Episcopal Conference: https://www.pej22.es/caminos/camino-minoto-ribeiro/</p> <p>The promotion was carried out through the social networks and web media of the following partners, including information on the activities that were going to be carried out (before) and photographs and videos (after):</p> <ul style="list-style-type: none">• Provincial Council of Ourense• Asociación Camino Miñoto Ribeiro• Municipality of Ribadavia• Municipality of Boborás• Municipality of Forcarei• Municipality of Vedra• Municipality of Boqueixón
NUMBER OF PARTICIPANTS	<p>On August 3, there were 12,000 young people brought by PEJ22 in Santiago de Compostela, coming from all over Spain and Europe. 502 of them traveled along the Camino Miñoto Ribeiro. They came from various regions of Spain (Catalonia, Valencia, Murcia, Andalusia, Madrid, the Basque Country, the Canary Islands, the Balearic Islands, ...), from various cities of Portugal (Viana do Castelo, Porto, Coimbra, Leiria, Lisbon, ...) and from other countries: Italy, France, Mexico, Colombia, Venezuela, Brazil, the Arab Emirates, etc.</p> <p>The meeting of the researchers from University of Vigo with the pilgrims took place in 2 consecutive days, at the resting place in the municipality of Vedra.</p>



STAKEHOLDERS' INVOLVEMENT	<p>The Association Camino Miñoto Ribeiro Association (a rurAllure Associated Partner) and the municipalities belonging to it, participated in the organization of cultural and entertainment activities. Owing to their knowledge of the route, they told participants about some areas of the road where they might get lost, about the coordination of the Civil Protection teams, and about the places to sleep and relax.</p> <p>The UVIGO team organized, in agreement with the Camino Miñoto Ribeiro Association, a meeting with young people and their monitors in the Municipality of Vedra, to present the rurAllure project and its collaboration with the Camino Miñoto Ribeiro, presenting them with the rurAllure questionnaires (so that they would be encouraged to answer it), and motivating them to participate in two photography contests that were running at that time.</p>
VENDORS' INVOLVEMENT	<p>The food providers were the official organizers of the PEJ22 (globally coordinated by the Spanish Episcopal Conference).</p> <p>The accommodation providers were the municipalities belonging to the Camino Miñoto Ribeiro Association.</p> <p>The day before the departure of the pilgrimage, the Ribadavia City Council held an act to welcome the young pilgrims, with cultural and entertainment activities.</p> <p>The second night, after the first section of the Camino, the Boborás City Council also organized entertainment activities.</p>
IT PLATFORM COVERAGE	<p>The Miñoto Ribeiro Way was covered on the rurAllure IT platform by the upload of 159 Points of interest (POI):</p> <ul style="list-style-type: none">• Municipality of Ribadavia: 17• Municipality of Beade: 6• Municipality of Leiro: 20• Municipality of O Carballiño: 11• Municipality of Boborás: 33• Municipality of Beariz: 13• Municipality of Forcarei: 25• Municipality of A Estrada: 28• Municipality of Vedra: 2• Municipality of Boqueixón: 4
DISTANCES FROM THE OFFICIAL PATHS	<p>All the activities took place on the path that is being promoted as the Miñoto Ribeiro Way, all of which may be considered a detour from the Portuguese Ways to Santiago de Compostela.</p>
FACILITATED TRANSPORT	<p>No means of transport were necessary. The official organization of the PEJ22 made several vans and several support cars available to the pilgrims.</p>

COST OF PARTICIPATION

Free

Below is the program of the first group we met. The second group did the same, but one day later.

- 28-7-2022:
 - 20.00: Arrival in Ribadavia (Municipality of Ribadavia), welcoming the pilgrims and activities to make the town known.
 - 21.30: Festival of traditional dances by the Castro Floxo group, in the main square. Then, in the auditorium of the Ribadavia castle, an official reception was held that included the projection of the documentary on the Camino Miñoto Ribeiro made by the Camiño Miñoto Ribeiro Association.



PROGRAMME

- 29-7-2022:
 - 9.00: Beginning of the pilgrimage.
 - 18.00: End of stage in Pazos de Arenteiro (Municipality of Boborás).
 - 20.00: Musical session by DJ Tibu.
 - 30-7-2022:
 - 9.00: Beginning of the pilgrimage.
 - 18.00: End of stage in Soutelo de Montes (Municipality of Forcarei). Upon arrival, the participants said they were already very tired and said that they would rather rest than have activities.
 - 31-7-2022:
-



-
- 9.00: Beginning of the pilgrimage.
 - 18.00: End of stage in O Foxo (Municipality of A Estrada).
 - 8-1-2022:
 - 9.00: Beginning of the pilgrimage.
 - 17.30: End of stage in Vedra (Municipality of Vedra).
 - 18.00: Outdoor meeting (in the area of the Socio-cultural Center and the Sports Center of the Municipality of Vedra) between the UVIGO team and the young pilgrims and the monitors and coordinators of their groups.
 - 8-2.2022: Arrival in Santiago de Compostela.
-

ITINERARY

A total of 106,6 km in 5 stages:

- Ribadavia → Beade → San Clodio → Pazos de Arenteiro. 19,7 km, average difficulty.
 - Pazos de Arenteiro → Feás → Antas → Soutelo de Montes. 29,6 km, high difficulty.
 - Soutelo de Montes → Forcarei → Salauzóns → O Foxo. 27,5 km, average difficulty.
 - O Foxo → O Piñeiro → Sarandón → Vedra. 20,7 km, average difficulty.
 - Vedra → Lestedo → A Gándara → Piñeiro → Santiago de Compostela. 9,1 km, low difficulty.
-

TRIP AND TERRITORY CHARACTERISTICS

The traversed municipalities have population densities of 50 inhabitants per square km. They are representative of hundreds of municipalities, not on the seaside and amid the big or medium-sized urban settlements of the Galicia-North of Portugal Euro-region.

HERITAGE-RELATED NARRATIVE

The rurAllure project and the importance of literature in relation to the Caminos de Santiago were explained, and specifically with the Camino Miñoto Ribeiro, where there are:

- In Boborás, the Antón Losada Diéguez House-Museum (Pazo de Moldes).
 - In Cortegada, Fermín Bouza Brey is buried and there is the house where he lived for several years, which is called Nao senlleira, as one of his most famous collections of poems, which gave rise to neotroubadourism.
 - Carballiño, where Emilia Pardo Bazán lived at times (her husband was from there), and where her house in the Plaza Mayor of O Carballiño, her pazo de Banga, in Casares, and her pazos de Cimadevila and O Cabido, in Cabanelas.
-

-
- To Arnoia, which gave rise to the book Arnoia, Arnoia, by Xosé Luís Méndez Ferrín, one of the most important and representative writers of contemporary Galician literature.
 - Ribadavia, with various important writers and books focused on her, and several books (the most recent Memoria do silencio, by Eva Mejuto) about three women from Ribadavia who helped European Jews, in Ribadavia during World War II, to go to Portugal and cross the sea.
 - Many other works and authors, in addition to all the literature of stories and legends “arraianos”, because “the dry line” between the province of Ourense and Portugal, like all border areas, is a place of collective imagination of stories.
-

- Asociación Camino Miñoto Ribeiro and the municipalities belonging to it contributed with T-shirts, notebooks, stickers and 1.000 € in prizes for a photo contest: https://pr.easypromosapp.com/prizes/942333?fbclid=IwAR3vA-6lXaVg-sUyk7hDoL8tg8kmZ8JODr_UbxkRffc5XWaSdLkWfQX-BG-0.
- The UVIGO team contributed T-shirts, leaflets and prizes for the second photo contest.

INCENTIVES FOR PARTICIPANTS



PROVISIONS FOR ACCESSIBILITY

Two people were in a wheelchair and were attended at all times by their companions and the monitors. There were several vans and several support cars to transport those who couldn't walk anymore.

COST SHARING

- Spanish Episcopal Conference + Archbishopric of Santiago de Compostela + Xacobeo 21-22 (Xunta de Galicia): organization,



	<p>meals, travel, monitors and volunteers (there were about 400 volunteers throughout the PEJ).</p> <ul style="list-style-type: none">• Camino Miñoto Ribeiro Association: accommodation, cultural and entertainment activities, people who acted as guides in some areas of the Camino, and Civil Protection.
RURALLURE PART- NERS' CONTRIBU- TION	<p>The Camino Miñoto Ribeiro Association and the municipalities that belong to it used their human, material and financial resources to help bring to fruition the part of the European Youth Pilgrimage that was going along this Camino, and to carry out activities cultural and entertainment. The UVIGO team designed the t-shirts and information sheets, designed and run the photo contests, and provided training and advice to some of participants.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: 14• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: 3• KPI3.3: Number of pilgrims involved in pilot actions: 502• KPI4: Outreach to decision makers besides the pilot experiments: 11• CPI1: Number of POIs uploaded to the platform: 159• CPI2: Number of featured itineraries and narratives created for specific topics and segments: 2• CPI3: Number and type of newly-created actions for pilgrims: 3• CPI5: Media impact: 14
MEDIA CLIPPING	<ul style="list-style-type: none">• http://depourense.seneca.tv/watch?id=YWJhOTM3NmUt-NDImNS00OGYzLTkyNTQtOGYwYTZkMWlwMzVi• https://www.youtube.com/watch?v=ISsbGiOKhGo• https://www.lavozdeg Galicia.es/noticia/ourense/ribadavia/2022/07/28/camino-minoto-ribeiro-acoge-500-jovenes-ribadavia-boboras/0003_202207O28C4999.htm• https://www.laregion.es/articulo/verano/jovenes-peregrinos-parten-hoy-ribadavia/202207282357101149365.html• https://www.lavozdeg Galicia.es/noticia/deza/a-estrada/2022/08/03/estrada-recibe-500-peregrinos-recorren-camino-minoto-ribeiro/0003_202208D3C4997.htm• https://www.facebook.com/profile.php?id=100064299657306
FEEDBACK	<p>Many participants commented that it was an experience not without adventure and setbacks, but always wonderful. They were very grateful to the residents of some villages for the fact that they provided fountains so that they could drink.</p>



There were problems for some young people because certain sections of the path were very hard, and they had not been sufficiently prepared before starting the pilgrimage. But they had cars that would pick them up if they could not continue.

In some sections, the road signs were torn off. In others there was undergrowth, and that hindered the path.

There were sections where it was difficult to find places to buy food and drinks (not so much where to eat, but where to buy basic items to make sandwiches and the like...).

We want to record something that caught our attention: to the two photographic contests that were held (rurAllure and Camino Miñoto Ribeiro) the pilgrims sent few photos, but they uploaded many to their personal profiles on social networks, especially on Instagram. When asked about it, some participants indicated that they were only interested in communicating where they are or what they do in their profiles, without caring about the prizes because their families could buy them those things.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- Liaising with large events as the PEJ22 can provide a wealth of information to identify pilgrim profiles and to promote new variants of a pilgrimage route, as is the case of Camino Miñoto Ribeiro.
 - Associations of local stakeholders like Asociación Camino Miñoto Ribeiro have a key role in order to be part of such large events, and to mobilize initiatives that would probably be hampered otherwise due to the fact that different neighboring municipalities are governed by different political parties.
 - Spontaneous interactions with local people (offering water, bread or wine to the pilgrims) were counted as the most rewarding experiences along the way. Neighbors also narrate local stories and legends, or sing songs, which are very useful for a pilot on literary heritage. If you ask them and listen, they will tell you their stories.
 - Meetings with local associations (cultural, sports, rural women...) could be encouraged, which, although informal, are highly regarded by pilgrims, fondly remembered and create a feeling of support and hospitality along the way.
 - Having emergency services under alert is a must, requiring active involvement from the municipalities.
 - Aside from the fact that they attained some visibility for a few days, the municipalities ended up unconvinced of the interest of supporting large pilgrimage events through their territories. On the one hand, they lack the accommodation facilities to host hundreds of people at the end of a day, so they have to prepare public dependencies (e.g. sporting facilities) and have them catered for, which comes with a cost. The same goes for the mobilization of the emergency services. Such expenditures are not compensated –by far– by the anecdotal income generated by a few pilgrims buying a sandwich or a soft drink.
-

- Some municipalities complained about the fact that pilgrimage seems to have one goal only (reaching the city of Santiago de Compostela), as if the territories along the way would not matter. They claimed for a change of paradigm. UVIGO will conduct a brainstorming with all the member municipalities of the Camino Miñoto Ribeiro to get deeper insight into the problems and opportunities.

PICTURES OF THE EVENT







Actions on the Portuguese Ways

Table 10. Introducing the writer Agustina Bessa-Luís to children.

EVENT	Knowing how to play does not take place / Celebrate Agustina Bessa-Luís
DATE	11-07-2022 to 15-07-2022
REFERENCE ROUTE	Portuguese ways
MOTIVATION	<ul style="list-style-type: none"> • Make the work of the female Portuguese writer Agustina Bessa-Luís known among children in a playful way. • Playing with literature to stimulate the development of skills and knowledge, as well as creativity and imagination.
TOPICS	Type(s) of heritage that received primary or secondary attention in the action.
GEOGRAPHICAL SCOPE	Vila do Conde/ José Régio Municipal Library
TARGET AUDIENCE	Children



SCHEDULING	Occasionally
PROMOTION	The activity was created and promoted by the Municipality of Vila do Conde.
STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none">• José Régio Municipal Library.• Cidade de Bagunte (União de freguesias de Bagunte; Outeiro)
VENDORS' INVOLVEMENT	Library employees with specific training to streamline activities for children and young people.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 6 POIs• Various narratives
DISTANCES FROM THE OFFICIAL PATHS	Up to 5 Km
FACILITATED TRANSPORT	Buses are available to reach all of the POIs. They are also reachable easily by car and on foot.
COST OF PARTICIPATION	Free
PROGRAMME	<ul style="list-style-type: none">• At 15.00 and 17.00, the José Régio Municipal Library introduces Agustina Bessa-Luís to the attending children.• Last day, there was an organized visit to the archaeological site Cidade de Bagunte.
ITINERARY	<ul style="list-style-type: none">• José Régio Municipal Library• Archaeological site of Cidade de Bagunte
TRIP AND TERRITORY CHARACTERISTICS	<ul style="list-style-type: none">• Distance: 5 km• Difficulty: Medium• Duration: 1 hours
HERITAGE-RELATED NARRATIVE	The narratives for children to get to know Agustina Bessa-Luís go through memories and places where the writer spent the time she lived in Vila do Conde.



PARTICIPANTS	10 to 15 children per day.
GIFTS	Leaflets and illustrations about the writer.
COST SHARING	The activity was for free, fully covered by the Municipality of Vila do Conde.
RURALLURE PARTNERS' CONTRIBUTION	MVC organized and ran the activity with the support of FUN, who contributed know-how in relation to the promotion of literary heritage among the youngest audiences.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +2• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +15• KPI4: Outreach to decision makers besides the pilot experiments: +3• CPI1: Number of POIs uploaded to the platform: +3• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +3• CPI3: Number and type of newly-created actions for pilgrims:• CPI5: Media impact: 1
MEDIA CLIPPING	https://www.facebook.com/cm.viladoconde/?ref=page_internal
FEEDBACK	The parents of the children who participated in this initiative claimed that there should be more initiatives like these, in order to foster reading habits from an early age. They also indicated that many children are unaware of the local literary heritage.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• It is important to advertise these initiatives in a timely manner, through specialized media targeted at parents and schools rather than directly at children.• Valorization of the literary heritage among the local population is a goal to accomplish before it can be turned into an attraction for tourists or a motivation for pilgrims on a longer journey towards a particular destination.

PICTURES

No pictures were taken during the activities, in order to protect the children's privacy.



Table 11. Agustina Bessa-Luís literary route and walk in Vila do Conde.

EVENT	Agustina Bessa-Luís literary route and walk
DATE	13-10-2022
REFERENCE ROUTE	Portuguese ways
MOTIVATION	Organizing a literary route dedicated to the works of female Portuguese writer Agustina Bessa-Luís, as a short detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals.
TOPICS	Literary and Architectural Heritage
GEOGRAPHICAL SCOPE	Local: Villages of Vila do Conde (Bagunte and Outeiro Maior)
TARGET AUDIENCE	Tourists with different motivations
SCHEDULING	Annually



STAKEHOLDERS' INVOLVEMENT AND PROMOTION	<p>The newly-created route and the organized walk were advertised through the channels of the Municipality of Vila do Conde (MVC), from the rural-tourism consortium, and the following organizations (associated partners):</p> <ul style="list-style-type: none">• União de Freguesias de Bagunte-Outeiro-Ferreiró e Parada• APPA-VC: Associação de Proteção ao Património, Arqueologia e Museus de Vila do Conde [Association of the Protection of the Heritage Archeology and Museums of Vila do Conde].• Cabe Cave Associação Cultural
VENDORS' INVOLVEMENT	Employees of the Villages Union, who collaborate in the “Revisit” program and others guests.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 4 POIs• Various narratives
DISTANCES FROM THE OFFICIAL PATHS	Up to 6 km from the Portuguese Way to Santiago de Compostela
FACILITATED TRANSPORT	Yes: on foot
COST OF PARTICIPATION	Free
PROGRAMME	<ul style="list-style-type: none">• Reception next to the south entrance da Quinta de Cavaleiros• Rua da Sobreira- Rua do Pedaco em Outeiro Maior,• Casa da Quinta de Cavaleiros, Cividade, Centro interpretativo da Cividade, lugar de Corvos e Capela Nossa Senhora das Neves.• Picnic• From Fontelheiros to the starting point
ITINERARY	<p>The itinerary is designed as a 3-hour detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals. Main POIs and stops:</p> <ul style="list-style-type: none">• Casa da Quinta dos Cavaleiros• Centro interpretativo da Cividade de Bagunte• Lugar dos Corvos• Capela [Chapel] de Nossa Senhora das Neves



TRIP AND TERRITORY CHARACTERISTICS

- Distance: 5 km
- Difficulty: Medium
- Duration: 3 hours

The writer Agustina Bessa-Luís lived at Quinta dos Cavaleiros, where she spent her school holidays. This Quinta was the inspiration for many of her works: *O Soldado Romano*; *Dentes de Rato*; *Antes do Degelo*, among others. Some of these places that are part of his work *Places and memories* (*Cidade de Bagunte* and *Capela de Nossa Senhora das Neves*).

HERITAGE-RELATED NARRATIVE





PARTICIPANTS	Not counted
GIFTS	Picnic and lunch offered by the União de Freguesias de Bagunte-Outeiro-Ferreiró e Parada
RURALLURE PARTNERS' CONTRIBUTION	<ul style="list-style-type: none"> • MVC contributed to the involvement of stakeholders to create the literary route. • FUN contributed know-how in relation to the creation and promotion of literary itineraries.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none"> • KPI3.1: Number of local stakeholders involved in pilot actions: +2 • KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1 • KPI3.3: Number of pilgrims and tourists involved in pilot actions: +20 • KPI4: Outreach to decision makers besides the pilot experiments: +3 • CPI1: Number of POIs uploaded to the platform: +3 • CPI2: Number of featured itineraries and narratives created for specific topics and segments: +3 • CPI3: Number and type of newly-created actions for pilgrims: +25 • CPI5: Media impact: 1

FEEDBACK

The overall tone of the experience was very positive. Participants consider that there should be more initiatives like these, in order to get to know the local heritage, often unknown by residents of the area

MEDIA CLIPPING

https://www.cm-viladoconde.pt/pages/655?news_id=6376

https://www.cm-viladoconde.pt/pages/655?news_id=6371

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Publicity of event like this must be started well in advance. The dissemination initiatives often comes late to the interested public.

PICTURES OF THE EVENT





Table 12. A new itinerary highlighting the combined cultural value of literature and music.

EVENT	aMOSTr - Exhibition of independent editions and performative readings
DATE	29-09-2022 / 2-10-22
REFERENCE ROUTE	Portuguese ways.
MOTIVATION	<ul style="list-style-type: none">• Valorization of the combined cultural value of literature and music.• Creation of a literary route as a detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals.
TOPICS	Literary heritage
GEOGRAPHICAL SCOPE	Local (Vila do Conde) and regional (North of Portugal)
TARGET AUDIENCE	Tourists with different motivations, travelling on foot or by bicycle.
SCHEDULING	Annually
PROMOTION	The promotion was conducted by the following organizations: <ul style="list-style-type: none">• Cabe Cave Associação Cultural [Cabe Cave Cultural Association]• Câmara Municipal de Vila do Conde [City Council]
STAKEHOLDERS' INVOLVEMENT	Câmara Municipal de Vila do Conde counted on the support provided by aMOSTr - Exhibition of Independent Editions in Vila do Conde.
VENDORS' INVOLVEMENT	"Manganês" by Beatriz de Almeida Rodrigues with reading António Durães and music by Peixe, and "Fósforo" by Ana Pessoa with reading by Capicua and music by Susie Filipe.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 3 POIs• 1 featured trip• 2 narratives
DISTANCES FROM THE OFFICIAL PATHS	Up to 2 km



FACILITATED TRANSPORT	All POIs are easily accessible by bus, by car and on foot from Vila do Conde.
COST OF PARTICIPATION	Free
PROGRAMME	<p>“Máquina de Embrulhar Poemas” - Companhia O Som do Algodão,; Regina Guimarães, Zetho Cunha Gonçalves and Isabel Meira - “Oficina de Impressão”. “Literatura Infantil – O que é? Para que serve?” - Ana Pessoa, Isabel Minhós Martins, Marta Madureira, João Pedro Mésseder com moderação de Vladimiro Nunes. Feira do Livro no Teatro Municipal. Cinem’aMOSTr (30 short films from over 20 countries created from poetry. Henrique Manuel Pereira – documentary - “Nome de Guerra, a Viagem de Junqueiro”; Alberto Péssimo exhibition.</p>
ITINERARY	<ul style="list-style-type: none">• Teatro Municipal• Junta de Freguesia• Casa Antero de Quental• Casa Guerra Junqueiro
TRIP AND TERRITORY CHARACTERISTICS	<p>The itinerary is fully within the municipality of Vila do Conde, as a 2-hour detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals.</p> <ul style="list-style-type: none">• Distance: 3 km• Difficulty: medium• Duration: 2 hours
HERITAGE-RELATED NARRATIVE	<p>The narratives accompanying this action relate to the lives and works of two remarkable Portuguese writers:</p> <ul style="list-style-type: none">• Antero de Quental (1842-1891) Philosopher and Poet. From 1881 to 1891 takes up residence in Praça Velha in Vila do Conde, embodying the most productive of his poetic work, as well as the closing of the sonnets “Complete Sonnets”.• Guerra Junqueiro (1850-1923) Portuguese Politician, Deputy, Journalist, Writer and Poet. In 1899 takes up residence in Vila do Conde, on the current Av. doctor Cunha Araujo. <p>The narratives are under development and will be uploaded to the rurAl-lure IT platform in the first semester of 2023.</p>
PARTICIPANTS	Not counted



GIFTS	Information leaflets
COST SHARING	All costs of design, production, assembly and dissemination were covered by Câmara Municipal de Vila do Conde (MVC).
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: number of local stakeholders involved in pilot actions: +2• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +50• CPI1: Number of POIs uploaded to the platform: +3• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +3• CPI3: Number and type of newly-created actions for pilgrims:+1• CPI5: Media impact: +3
MEDIA CLIPPING	<ul style="list-style-type: none">• https://www.cmviladoconde.pt/cmviladoconde/uploads/writer_file/document/4703/programamostr2022.pdf• https://www.e-cultura.pt/evento/27710• https://www.vozdapovoa.com/noticias/vila-do-conde/mostra-de-edicoes-independentes-ou-a-arte-dos-sentidos• https://maissemanario.pt/uma-amostr-de-literatura-cinema-e-performance-em-vila-do-conde/
FEEDBACK	The action was successful as it attained a considerable number of sales.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Publicity of event like this must be started well in advance. The dissemination initiatives often comes late to the interested public.

PICTURES OF THE ACTION





Table 13. Literary and artistic cartographies of Vila do Conde and surrounding territories.

EVENT	International Museum Day and in Vila do Conde - Literary and artistic cartographies
DATE	19-05-2022 a 21-05-2022
REFERENCE ROUTE	Portuguese ways.
MOTIVATION	<ul style="list-style-type: none"> • To promote a reflection among society on the role of museums in its development. Museums as a fundamental element in the education of societies. • Dissemination to the local public about several local museological centers, as well as the architectural, historical and intangible heritage. • Reflection on the power of museums in society.



	<ul style="list-style-type: none">• Creation of a literary route within the municipality of Vila do Conde, as a short detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals.
TOPICS	Literary heritage
GEOGRAPHICAL SCOPE	Provincial
TARGET AUDIENCE	Very diverse participants (students, teachers, family writers)
SCHEDULING	Annually
PROMOTION	The promotion was conducted via the channels of the Câmara Municipal de Vila do Conde (MVC).
STAKEHOLDERS' INVOLVEMENT	<p>Technicians and collaborators of the culture division of the Vila do Conde and other guests:</p> <ul style="list-style-type: none">• Maria de Fátima Lambert, curator, art critic, researcher and teacher.• Folk music from Rancho da Praça and Rancho do Monte• Jaime Pião, Former cod fisherman.• Teacher. António Martinó Coutinho.• Patrícia Azevedo, Project founder and mentor Green Diamond• Teresa Azevedo e Bruno Costa.• Musician Rafael Campos
VENDORS' INVOLVEMENT	<p>Several museum centers Vila do Conde:</p> <ul style="list-style-type: none">• José Régio's house• Bobbin Lace Museum• Alfândega Régia• Memory Center
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 4 POIs• Various narratives
DISTANCES FROM THE OFFICIAL PATHS	Up to 1 Km



FACILITATED TRANSPORT	All POIs are easily reachable from Vila do Conde by bus, by car or on foot.
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COST OF PARTICIPATION	Free
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PROGRAMME	<p>May 20th:</p> <ul style="list-style-type: none">• 10h30 -Exhibition Vila do Conde, Tempo e Território” - Núcleo central do Museu de Vila do Conde - Centro de Memória. Vamos falar de sustentabilidade - conversa com Patrícia Azevedo, fundadora e mentora do Projeto Green Diamond (escolhas eco-conscientes e medicina natural), do Movimento Share Your Green Diamond e do Second Hand Green Diamond. <p>May 21st:</p> <ul style="list-style-type: none">• 10h30 - Alfândega Régia - Museu de Construção Naval[shipbuilding Museum] Vamos falar de sustentabilidade e valorização da Cultura Costeira - apresentação da instalação artística “Fernão Magalhães”, criada a partir de lixo recolhido das praias, seguida de conversa sobre o Mar de Experiências, projeto pedagógico de valorização da cultura costeira de Vila Chã, da autoria de Teresa Azevedo e Bruno Costa.• 21h30 - Alfândega Régia - Museu de Construção Naval• A Guitarra Portuguesa em concerto com o jovem músico Rafael Campos [The Portuguese Guitar in concert with the young musician Rafael Campos.]
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ITINERARY	<ul style="list-style-type: none">• Casa de José Régio• Museu das Rendas de Bilros• Centro de Memória• Casa de José Régio• Centro de Memória• Alfândega Régia - Museu de Construção Naval.
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TRIP AND TERRITORY CHARACTERISTICS	<p>The itinerary is fully within the municipality of Vila do Conde, as a 30-minutes detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals.</p> <ul style="list-style-type: none">• Distance: 2 km• Difficulty: Easy• Duration: 30 minutes
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The narrative linked to this itinerary deals with material and intangible heritage of the city of Vila do Conde, focused on José Régio, the most renowned writer of the place.

José Régio, Writer (Vila do Conde, 1901 - Vila do Conde, 1969) is considered one of the greatest names in Portuguese Literature, he is the author of a vast body of work that spans poetry, novels, short stories, theatre, essays and various collaborations with numerous magazines and newspapers of the time.

He was an interested collector of antiques of popular and religious themes and nature. He also cultivated the art of drawing, having bequeathed us dozens of works. His work showed the admiration and passion he had for his homeland. Titles such as the *Velha Casa*, *Fado*, *Páginas do Diário Intimo*, *Confissão dum Homem Religioso* prove his connection to Vila do Conde, with the evocations of scenarios, types, landscapes, events that were real and that he transposed into his books.

**HERITAGE-RELATED
NARRATIVE**



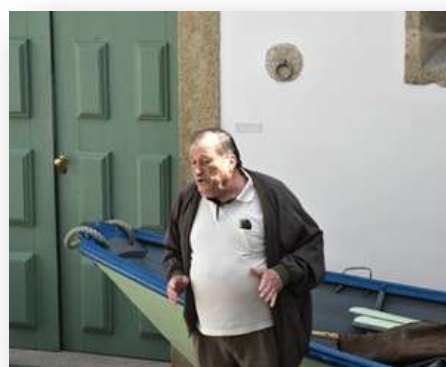
The narrative is under development and will be uploaded to the rurAllure IT platform in the first semester of 2023.

PARTICIPANTS	Not counted
GIFTS	Drinks (coffee and water)
COST SHARING	All costs are covered by Câmara Municipal de Vila do Conde (MVC).
RURALLURE PARTNERS' CONTRIBUTION	Fundación Uxío Novoneyra (FUN) contributed to the design of the itinerary, thanks to their experience with literary routes.



CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: + 4• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +2• KPI3.3: Number of pilgrims and tourists involved in pilot actions: No information• CPI1: Number of POIs uploaded to the platform: +5• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +3• CPI3: Number and type of newly-created actions for pilgrims: No information• CPI5: Media impact: +2
MEDIA CLIPPING	<ul style="list-style-type: none">• https://www.cm-viladoconde.pt/pages/655?news_id=6293• https://radioondaviva.com/noticias/28136-dia-dos-museus-%20inicia-tivas-em-vila-do-conde-duram-4-dias
FEEDBACK	Overall, this activity had a positive impact on the participants and the entire surrounding community.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	Little dissemination by the media, which show no interest in publicizing this type of initiatives.

PICTURES OF THE ACTION



reach out!

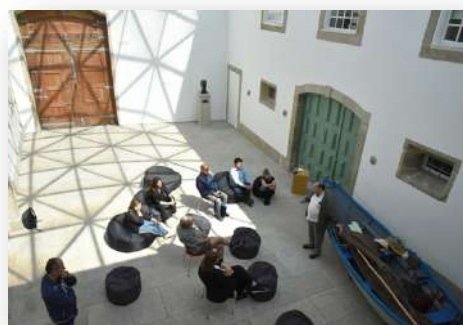


Table 14. A literary itinerary through the life and works of Antero de Quental.

EVENT	Antero de Quental – 180 Years of his Birth
DATE	18-04-2022 to 23-04 -2022
REFERENCE ROUTE	Portuguese ways.
MOTIVATION	<ul style="list-style-type: none"> • Presentations and conversations with authors and publishers • Creation of a literary route within the municipality of Vila do Conde, as a 2-hour detour from the Portuguese Way to Santiago de Compostela, or an activity for tourists and locals.
TOPICS	Literary heritage; history and politics.
GEOGRAPHICAL SCOPE	Vila do Conde/ Antero de Quental's house
TARGET AUDIENCE	Tourists with different motivations, including admirers of the work of the writer Antero de Quental as well as the dissemination of the works of local writers.
SCHEDULING	Annually
PROMOTION	The Municipality of Vila do Conde created dissemination materials that were distributed widely by the Anterian Studies Centre and the Cabe Cave Cultural Association.



STAKEHOLDERS' INVOLVEMENT	<ul style="list-style-type: none"> • Cabe Cave Cultural Association • Anterian Studies Centre
VENDORS' INVOLVEMENT	<p>Catarina Santiago Costa – Ediciones Liliputienses; Coleção elementário da editora Flan de Tal, com Gabriela Amaral, Miguel Marques e Catarina Santiago Costa; Ana Rocha – Edições Húmus, apresentação de Manuela Matos Monteiro; Francisco Duarte Mangas – Edições Húmus, com apresentação de Aurelino Costa; Revista Pulsar com as editoras Marta Moreira e Sara F. Costa; Aurelino Costa – Edições Húmus, com apresentação de João Rios. João Pedro Azul, acompanhado à guitarra por Aires Pinheiro.</p>
IT PLATFORM COVERAGE	<ul style="list-style-type: none"> • 1 POI at Antero de Quental's house • Various narratives
DISTANCES FROM THE OFFICIAL PATHS	<p>Up to 1 Km</p>
FACILITATED TRANSPORT	<p>Antero de Quental's house is easily reachable on foot from the centre of Vila do Conde and in a detour from the Portuguese Way.</p>
COST OF PARTICIPATION	<p>Free</p>
PROGRAMME	<p>Books Launch and Presentations</p> <ul style="list-style-type: none"> • Producers: “Não Sou Eu, És Tu” de Olga Santos e • “Taxidermia” de Catarina Santiago Costa – Ediciones Liliputienses (18 de abril 18h30); • Producers: Coleção elementário da editora Flan de Tal, com



-
- Gabriela Amaral, Miguel Marques e Catarina Santiago Costa; (19 de abril 18h30);
 - Producers: “Antero Q” de Ana Rocha – Edições Húmus, presentation de Manuela Matos Monteiro (20 de abril 18h30)
 - Producers: “Devocionário” de Francisco Duarte Mangas – Edições Húmus, com Presentation de Aurelino Costa (21 de abril 18h30)
 - Producers: Revista Pulsar com as editoras Marta Moreira e Sara F. Costa (22 de abril 18h30)
 - Producers: “Amónio” de Aurelino Costa – Edições Húmus, with Presentation de João Rios (23 de abril 16 h)

READINGS

- Aurelino Costa e João Rios – (23 de abril 17h)
- Presentation do clube de leitura leremvozalta.com, e a primeira sessão será conduzida por Isaque Ferreira, a partir da poesia de Antero, (23 de abril 18h)
- João Pedro Azul, acompanhado à guitarra por Aires Pinheiro; (24 de abril 16h)

TRIBUTO A JOAQUIM MOREIRA DA SILVA (Poet and Carpenter)

- Initiative in dialogue with Queima do Judas de Vila do Conde, with the presentation of the film “Falar de... Joaquim Moreira da Silva”, by Jaime Neves, followed by a conversation with the director, Armanda Zenhas and Adelina Piloto. And readings by some elements of the Queima do Judas cast.

ITINERARY

The proposed detour takes 10 minutes from the Portuguese Way into Vila do Conde.

TRIP AND TERRITORY CHARACTERISTICS

Distance: 1 km

Difficulty: easy

Duration: 10 minutes

HERITAGE-RELATED NARRATIVE

The narratives accompanying this action relate to the lives and works of two remarkable Portuguese writers:

- Antero de Quental (1842-1891) Philosopher and Poet. From 1881 to 1891 takes up residence in Praça Velha in Vila do Conde, embodying the most productive of his poetic work, as well as the closing of the sonnets “Complete Sonnets”.
- Joaquim Moreira da Silva (1886-1960) Poet and Carpenter. He published two books, *Sonhos e Realidades* in 1923 and *Seis*



	<p>Poéticos in 1954, the latter competing for the Ateneu Comercial do Porto prize, on the occasion of the centenary of Garrett's death.</p> <p>The narratives are under development and will be uploaded to the rurAllure IT platform in the first semester of 2023.</p>
PARTICIPANTS	<p>According to information given by one of the members of the CABE CAVE Cultural Association, João Azul, this event had an average of 25 to 30 people who were present daily at the Casa de Antero de Quental.</p>
GIFTS	<p>Before starting the event:</p> <ul style="list-style-type: none">• Delivery of information leaflets about the program.• Information leaflets and dissemination of works and authors.
COST SHARING	<p>All costs are covered by Câmara Municipal de Vila do Conde (MVC).</p>
RURALLURE PARTNERS' CONTRIBUTION	<p>Fundación Uxío Novoneyra (FUN) contributed to the design of the itinerary, thanks to their experience with literary routes.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +2• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1• KPI3.3: Number of pilgrims and tourists involved in pilot actions: +25• KPI4: Outreach to decision makers besides the pilot experiments: +3• CPI1: Number of POIs uploaded to the platform: +3• CPI2: Number of featured itineraries and narratives created for specific topics and segments: +7• CPI3: Number and type of newly-created actions for pilgrims: +1• CPI5: Media impact: +7
MEDIA CLIPPING	<ul style="list-style-type: none">• https://www.e-cultura.pt/evento/25478• https://ms-my.facebook.com/cabe-cave/posts/139863499389640• https://www.facebook.com/edicoeshumus/photos/a.357092207725609/4604920752942712

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- <https://ms-my.facebook.com/cabecave/posts/139863499389640>
 - <https://www.facebook.com/CaxinasTv>
 - <https://www.facebook.com/cabecave/photos/pcb.1403376036755633/1403375503422353>
 - <https://pt-br.facebook.com/vcd.estudosanterianos/>
 - <https://www.vozdapovoa.com/noticias/vila-do-conde/queimado-judas-homenageia-o-poeta-joaquim-moreira-da-silva>
 - www.jn.pt/local/noticias/porto/vila-do-conde/medo-inspira-a-queima-de-judas-de-vila-do-conde--14696374.html
 - https://www.cm-viladoconde.pt/pages/665?event_id=3101
 - <https://www.facebook.com/watch/?v=960340934670164>
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FEEDBACK

The initiative involved around a dozen communities in a total of 150 participants, promoting exchanges between various recreational associations, theater and circus, music and dance companies, also counting on the contribution of volunteers and professionals from the most varied areas, in their vast majority of the municipality of Vila do Conde.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

Publicity of event like this must be started well in advance. The dissemination initiatives often comes late to the interested public.

PICTURES OF THE ACTION





3. Actions with stakeholders and policymakers

Table 15. Roundtables with stakeholders from Galicia and the North of Portugal.

EVENT	Roundtables with stakeholders from Galicia and the North of Portugal
LOCATION	Centro Cultural Marcos Valcárcel, Ourense (Spain)
DATE	25/05/2021
REFERENCE ROUTES	<p>Transnational branches of Camino de Santiago:</p> <ul style="list-style-type: none"> • Coastal route of the Portuguese Way • Silver Way • New variants of the Ways to Santiago from Braga (Portugal): <ul style="list-style-type: none"> ○ Way of Saint Rudesind and the Holy Queen ○ Miñoto Ribeiro Way
MOTIVATION	<ul style="list-style-type: none"> • Closure of Interreg Europe project KEEP ON • Follow-up on the 1st rurAllure Congress of September 2021



	<ul style="list-style-type: none">• Upcoming calls of the INTERREG POCTEP programme that could ensure funding to keep the rurAllure network of institutions working after the end of the project in December 2023.
TOPICS	<ul style="list-style-type: none">• Literary heritage• Railway heritage• Carnival heritage
GEOGRAPHICAL SCOPE	Euro-regional (Galicia + North of Portugal)
RELATION TO PREVIOUS ACTIONS	Following the signature of a collaboration agreement between rurAllure and the Provincial Deputy of Ourense, the rurAllure partners UDC, FUN, MVC and UVIGO were asked to organize an event to take over the work of the Interreg Europe project KEEP ON and lead the preparation of consortia for upcoming calls of the Interreg VA Spain-Portugal (POCTEP) programme for cross-border cooperation projects.
PARTICIPANTS	<p>Government institutions:</p> <ul style="list-style-type: none">• Câmara Municipal de Vila do Conde• Câmara Municipal de Braga• Câmara Municipal de Porto• Câmara Municipal de Valença do Minho• Câmara Municipal de Terras de Bouro• Câmara Municipal de Santo Tirso• Comunidade Intermunicipal do Cávado• Direção Regional de Cultura do Norte• Deputación Provincial de Ourense• Instituto Orensano de Desarrollo Económico• Concello de Bande• Concello de Celanova• Concello de Parada do Sil• Ministerio de Hacienda – Subdirección General de Cooperación Territorial Europea – Dirección General de Fondos Europeos <p>Stakeholders of cultural heritage and tourism:</p> <ul style="list-style-type: none">• Asociación Cultural Amigos do Camiño Mozárabe• Asociación Camiño de San Rosendo e da Raínha Santa• Asociación Vía Küinig• OPIUM• EIDOSD• Roteiro



-
- Casa de Mateus
 - Ideias Emergentes
 - Fundación Otero Pedrayo
 - Fundación Uxío Novoneyra
 - Fundación Curros Enríquez
 - Fundación Vicente Risco
 - Ruralisto
 - Rede Aldear
 - Projecta Gestión Integral de Proyectos
 - Modera Media
 - ICOMOS España

Freelance professionals of cultural heritage, creative industries and tourism.

PROMOTION

The participants were invited directly.

COST SHARING

The participating rurAllure partners (UVIGO, UDC, FUN and MVC) covered their travel costs with their own budget from the project.

Deputación Provincial de Ourense paid for the travel expenses of the other participants, as well as for the coffee breaks and lunches.

RURALLURE PARTNERS' CONTRIBUTION

- **UDC:** Uxío Novo participated in the selection of contacts, in making calls and invitations to participants, and in local arrangements; he also chaired one of the three stakeholder roundtables.
- **UVIGO:** Susana Reboreda, Martín López Nores and Óscar Penín Romero participated in the roundtables and in the talks leading to the resulting agreements.
- **FUN:** Lidia de la Fuente participated in the roundtable about literary heritage, highlighting relevant goals and plans of rurAllure.
- **MVC:** Rui Maia and Ivonne Pereira participated in the roundtables about literary heritage and pilgrimage, highlighting relevant goals and plans of rurAllure.

AGENDA

- 10.00-10.15: Opening (Deputación Provincial de Ourense, Instituto Orensano de Desarrollo Económico).
- 10.15-10.40: Keynote "Perspectives for Iberian cross-border cooperation: The case of Northern Portugal and Galicia" by Ministerio de Hacienda – Subdirección General de Cooperación Territorial Europea – Dirección General de Fondos Europeos.
- 10.40-11.00: Keynote "Cross-border cooperation in projects of sustainable touristic activation and diversification of Cultural Heritage" by Projecta Gestión Integral de Proyectos.

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-
- 11.00-11.15: “KEEP ON project results: Impact” by Modera Media.
 - 11.15-11.40: Coffee break
 - 11.40-12.20: Roundtables for definition of Cultural Heritage projects:
 - Heritage storytelling
 - Carnival
 - Heritage along pilgrimage routes
 - 12.20-14.00: Roundtables for formation of consortia for future projects:
 - Literary and thermal heritage linked to the history of railway
 - Intangible heritage linked to carnival
 - Heritage en route: Saint Rudesind and variants of the Silvery Way
 - 14.00-14.10: Closure by Instituto Orensano de Desarrollo Económico
 - 14.10-16.00: Lunch
 - 16.00-18.00: Visit to As Burgas interpretation centre and walk along the route of Carlos Casares in Ourense
-

AGREEMENTS AND OUTCOMES

- An agreement was reached to prepare 2 project proposals to the Interreg VA Spain-Portugal (POCTEP) programme for cross-border cooperation, focused on opportunities related to the heritage linked to literature and railway history:
 - TUGALLURE: Cooperation among transnational pilgrimage routes with a focus on cultural heritage. This would be led by the rurAllure network in collaboration with IN-ORDE (Instituto Orensano de Desarrollo Económico) in a consortium with as many Galician and Portuguese partners, one university on each side. An action plan is started including Deputación de Ourense, Câmara Municipal de Braga, Câmara Municipal de Porto, Câmara Municipal de Terras de Bouro, Concello de Celanova, Concello de Bande, Deputación de Lugo, Câmara Municipal de de Melgaço, Concello de Ribadavia, Universidade Trás-os-Montes e Alto Douro and Universidade de Vigo. This project, in particular, could secure funding needed to keep the rurAllure network of institutions working beyond the end of the project.
 - LITERATOUR: Cooperation among stakeholders of literary, thermal and railway heritage. This would be led by the rurAllure network in collaboration with INORDE, as above, in a consortium with balanced representation of Galician and Portuguese partners, one university on each side. An action plan is started including Deputación de
-



Ourense, Câmara Municipal de Vila do Conde, Fundación Uxío Novoneyra, Fundación Otero Pedrayo, Fundación Curros Enríquez, Fundación Carlos Casares, Fundación Vicente Risco, Casa de Camilo Castelo Branco, Casa de Mateus, Universidade Católica Portuguesa and Universidade de Vigo.

- Two other complementary projects were proposed, with lower priority than the two above, linked to carnival as UNESCO intangible and cross-border heritage. It was agreed to launch a Participation Committee for an application to UNESCO. The rurAllure partners will follow these activities from a secondary position, due to the overwhelming interest of other Galician organizations.
- Collaboration agreements with rurAllure were signed by Asociación Camiño de San Rosendo e da Raíña Santa and Rede Aldear.

CONTRIBUTION TO KPIS

- KPI3.1: Number of local stakeholders involved in pilot actions: +25
- KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +1
- KPI4: Outreach to decision makers besides the pilot experiments: +8
- CPI5: Media impact: +4

The event was covered by the regional press, thanks to the communication led by the provincial government (Deputación de Ourense):

MEDIA CLIPPING

- https://www.lavozdegalicia.es/noticia/ourense/2022/05/26/inorde-aborda-impacto-pandemia-gestion-cultural/0003_202205026C3996.htm
- <https://www.laregion.es/articulo/ourense/inorde-reune-50-expertos-patrimonio-cultural/202205252212031133922.html>
- <https://www.farodevigo.es/ourense/2022/05/26/inorde-busca-consorcios-cooperacion-transfronteriza-66548406.html>
- <http://inorde.com/gl/el-inorde-organiza-mesas-de-trabajo-para-promover-futuros-consorcios-de-cooperacion/>

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- **[Continuity]** A sequence of two connected events (such as the congress in Vila do Conde in September 2021 and these roundtables) can consolidate a regional network of contacts, to the point that representatives of multiple institutions can start doing tangible work together.
 - **[Expectations]** Upcoming funding opportunities are a major incentive to get participant organizations to send key staff to the roundtables.
 - **[Initiative]** Some partners must clearly take the lead for other key participants to join. No meeting like in this event should finish without an action plan.
-



-
- **[Anticipation]** Consortium composition and strategic orientation must be decided months in advance to the opening of the calls, as soon as the drafts become available. Otherwise, the deadlines are usually too tight to prepare worthwhile materials.
 - **[Networking]** Stakeholder gatherings are opportunities to explain the key ideas of rurAllure (e.g. during breaks and lunches) and get new collaboration agreements to enhance the network of institutions.
-

OTHER INFORMATION

The interactions with the Spanish Ministry of the Treasury's representative of the Directorate General of European Funds and the Vice-Directorate General of European Territorial Cooperation, followed by the three roundtables, yielded the following highlights for the preparation of POCTEP project proposals:

- The Galicia – North of Portugal Euro-region is particularly eligible due to its demographic features.
- Every project must have a triple sustainability dimension, making explicit reference to Sustainable Development Goals of the Agenda 2030. Future economic sustainability must be well-grounded according to a quality plan (articles 4.5 and 4.6 of the POCTEP Strategic Plan).
- Big consortia (~10 partners) are favoured, as long as work packages and tasks are well distributed and every partner's contributions are clear.
- Goals in relation to cultural heritage must be made explicit.
- There must be mechanisms for learning inter pares to exchange experiences, knowledge and good practices with a cross-border perspective.
- It is expected that 6% of the 320 million euros of the POCTEP programme will be invested in Cultural Heritage projects. Socio-cultural projects will be 24% in the 4 eligible areas.
- It must be mentioned that the sector of cultural and creative industries is a priority of the trans-border and the Galician RIS3 strategies.
- Territories with UNESCO declarations (World Heritage, Reserve, Geopark, ...) and even candidates must be presented as key cultural heritage drivers.
- Synergies must be made explicit by proposing activities of different natures: environmental, valorisation through micro-territorial stakeholders, etc.

PICTURES OF THE EVENT





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Table 16. Networking and promotion of Camino Miñoto Ribeiro at a major gastronomic event.

EVENT	Festa do Pemento (Festival of Pepper)
DATE	5th to 7th of August, 2022
REFERENCE ROUTE	Camino de Santiago – Camino Miñoto Ribeiro.
MOTIVATION	The “Festa do Pemento” has been declared a “Galician Festival of Tourist Interest”, so this year’s festival was used to publicize the rurAllure project from a town hall in the vicinity of Camino Miñoto Ribeiro: Arnoia, to all the people who passed through the party.
TOPICS	Health, nature and literature along the Miñoto Ribeiro Way.
GEOGRAPHICAL SCOPE	The event was attended by people mainly from the region of Galicia, but also from other parts of Spain and numerous visitors from the North of Portugal.
RELATION TO PREVIOUS ACTIONS	<p>This was the 43rd edition of the “Festa do Pemento”. The town hall of Arnoia works hard to publicize the Camino Miñoto Ribeiro, and always keeps it in mind in the activities it carries out.</p> <p>The town hall set up a booth with various types of information about the Camino Miñoto Ribeiro and people from the rurAllure Project (UVIGO), throughout the three days, to the people who passed around there looking for information and explanations, highlighting the importance of the literary heritage of the town hall and the Miñoto Ribeiro Camino. The UVIGO team distributed the rurAllure questionnaire for pilgrims and</p>



	<p>tourists (for them to answer), and announced the two photographic contests that were running at that time: the one from rurAllure and the other from Asociación Camino Miñoto Ribeiro.</p> <p>A living writer, Xosé Luís Méndez Ferrín (born in Ourense in 1938, and nominated for the Nobel Prize for Literature in 1999), focused attention on this town hall with a book entitled “Arnoia, Arnoia” (1985), which narrates the journey of Nmógadah, one of the Secret Princes of the lands of Arnoia, whom they capture, frees himself and goes into exile in search of adventures, to end up returning to Arnoia.</p>
TARGET AUDIENCE	Potential tourists and pilgrims in the Galicia-North of Portugal Euro-region.
SCHEDULING	Annually
PROMOTION	The promotion was carried out through social networks and the media, by the City Hall of Arnoia and the Camino Miñoto Ribeiro Association, with information on the activities that were to be carried out (before) and photos and videos (after).
NUMBER OF PARTICIPANTS	The total count of the Arnoia Town Hall is that about ten thousand people attended the “Festa do Pemento”. A percentage of them care if they approached the booth to ask for information.
STAKEHOLDERS’ INVOLVEMENT	UVIGO contributed content and know-how to the organization of sessions on pilgrimage within the event, in cooperation with the Municipality of Arnoia and the Asociación Camino Miñoto Ribeiro (both rurAllure associated partners). The municipalities of Ribadavia, Boborás, Forcarei, Vedra and Boqueixón (members of the association) got their share of visibility in the contents and presentations.
VENDORS’ INVOLVEMENT	Not considered for 2022; conversations ongoing to advertise selected vendors in the Camino Miñoto Ribeiro booth in 2023.
IT PLATFORM COVERAGE	<ul style="list-style-type: none">• 15 POIs uploaded to the rurAllure IT platform within the municipality of Arnoia.• A narrative inspired by the book “Arnoia, Arnoia” is under preparation.
DISTANCES FROM THE OFFICIAL PATHS	A Queixería, the place where “Festa do Pemento” took place, is minutes away from the Miñoto Ribeiro Way on foot.
COST OF PARTICIPATION	Attendees paid reasonable prices for what they ate or drank. The money went to the Municipality of Arnoia.
PROGRAMME	Throughout the three days that the “Festa do Pemento” lasted, the booth of the Camino Miñoto Ribeiro was set up, with various types of information about this Camino. The UVIGO team assisted, at different times, the people who passed by looking for information and explanations.



HERITAGE-RELATED NARRATIVE	<p>The UVIGO team explained issues related to the Camino Miñoto Ribeiro, the rurAllure project, gastronomic heritage and literary heritage, and the importance of literature in relation to the Caminos de Santiago (specifically, with the Camino Miñoto Ribeiro). The literary relevance of the Municipality Arnoia, which gave rise to the book “Arnoia, Arnoia” by Xosé Luís Méndez Ferrín, was highlighted, as he is one of the most important and representative writers of contemporary Galician literature. Ferrín also wrote “Arraianos”, a book that places us in the basins of the Arnoia and Limia rivers, and in the Xurés and Castro Laboreiro mountain ranges, in a world of both Galicia and Portugal, inhabited by different and mysterious people who feel the administrative border is absurd, given the historical and cultural connection that has there has always been between the two sides of “La Raya Seca”. The book makes a literary recreation of this human and geographical space, which acquires perspective and depth in the journey.</p>
INCENTIVES FOR PARTICIPANTS	<p>The UVIGO team and the Camino Miñoto Ribeiro Association promoted their photo contests as a means to raise awareness about the rurAllure Project and the Miñoto Ribeiro Way.</p>
PROVISIONS FOR ACCESSIBILITY	<p>Accessibility was taken into account, in access to the place and in the people available to help in case of need, by the city council.</p>
COST SHARING	<ul style="list-style-type: none">• Municipality of Arnoia.• Xunta de Galicia (Galician regional government).• Xacobeo 21-22 cultural program.• Galicia Calidade (regional policymaker in culture and tourism).• Provincial Deputy of Ourense.• Abanca (regional bank).
RURALLURE PARTNERS' CONTRIBUTION	<p>The Camino Miñoto Ribeiro Association and the municipalities that belong to it used their human, material and financial resources to help bring to fruition the part of the European Youth Pilgrimage that was going along this Camino, and to carry out activities cultural and entertainment. The UVIGO team designed the t-shirts and information sheets, designed and run the photo contests, and provided training and advice to some of participants.</p>
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: 7• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: 3• KPI3.3: Number of tourists involved in pilot actions: no sabemos calcular exactamenteel número de personas que pasaron por la caseta..., entre 200 y 300...• KPI4: Outreach to decision makers besides the pilot experiments: 3• CPI1: Number of POIs uploaded to the platform: 0

- CPI2: Number of featured itineraries and narratives created for specific topics and segments: 2
- CPI3: Number and type of newly-created actions for pilgrims: 2
- CPI5: Media impact: +7

MEDIA CLIPPING

- <https://www.depourense.gal/index.php/es/mainmenu-noticias-es/6812-arnoia-celebra-a-xliiii-festa-do-pemento-co-apoio-da-deputacion-a-un-dos-produtos-senlleiros-da-gastronomia-ourensa>
- https://www.lavozdegalicia.es/noticia/ourense/a-arnoia/2022/07/29/festa-do-pemento-da-arnoia-e-onde-poboxunta/0003_202207029C69921.htm
- <https://www.facebook.com/ConcellodeArnoia>
- <https://www.facebook.com/profile.php?id=100064299657306>

FEEDBACK

Comments abounded on the importance of providing information on everything surrounding the Camino Miñoto Ribeiro (heritage, research, rurAllure...) in such an important party as the “Festa do Pemento”.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

There are two main highlights:

- A meeting with professors and researchers from the University of Santiago de Compostela, and with professors from IES de Galicia, who offered to collaborate with the UVIGO team in whatever was needed during 2023.
- The fact that the city councils have to be aware of making the Miñoto Ribeiro Way visible and its belonging to the rurAllure program in all the activities they carry out, because some of them have the participation of thousands of people.

PICTURES OF THE EVENT



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Table 17. Signature of cooperation protocol in the North of Portugal.

EVENT	Commemorations of the Centenary of the birth of writer Agustina Bessa-Luís / Signature of a cooperation protocol
LOCATION	Amarante (North of Portugal)
DATE	21-10-2022
REFERENCE ROUTES	Portuguese Ways
MOTIVATION	Promote the artistic and cultural legacy of the Portuguese Ways, committing resources to develop the study and appreciation of the works of Agustina Bessa-Luís and other writers, as well as their territorial link to the North of Portugal. The event was promoted initially by the rurAllure partners MVC, UDC and FUN, following the work conducted by MVC in relation to literary heritage.
TOPICS	<ul style="list-style-type: none"> • Literary heritage • Architectural heritage • Natural heritage



GEOGRAPHICAL SCOPE	North of de Portugal
RELATION TO PREVIOUS ACTIONS	<ul style="list-style-type: none">• Signature of the Regional Directorate of Culture of the North (DRC) Norte
PARTICIPANTS	<ul style="list-style-type: none">• Câmara Municipal de Vila do Conde• Câmara Municipal de Amarante• Câmara Municipal de Baião• Câmara Municipal de Esposende• Câmara Municipal de Porto• Câmara Municipal de Póvoa do Varzim• Câmara Municipal de Peso da Régua• Direção Regional de Cultura do Norte• Universidades do Porto• Universidade do Minho• Universidade de Trás-os-Montes e Alto Douro• Entidade Regional de Turismo do Porto e Norte• Fundação de Serralves• Associação de Turismo do Porto e Norte de Portugal• Institutional support of CCDR-NORTE
PROMOTION	The participants were invited directly.
COST SHARING	The costs were the sole responsibility of the entities involved in the signing of the protocol.
RURALLURE PARTNERS' CONTRIBUTION	Uxío Novo (UDC) participated in the selection of contacts, in making calls and invitations to participants, and in local arrangements
AGENDA	21-10-2022 (15.30h)
AGREEMENTS AND OUTCOMES	Protocol signature for cooperation in the study and promotion of the works of Agustina Bessa-Luís and other writers, as well as their territorial link to the North of Portugal.
CONTRIBUTION TO KPIS	<ul style="list-style-type: none">• KPI3.1: Number of local stakeholders involved in pilot actions: +14• KPI3.2: Number of events/materials organized/created for stakeholders' awareness and training: +2• KPI4: Outreach to decision makers besides the pilot experiments: +2• CPI5: Media impact: +6

MEDIA CLIPPING

- <https://www.clabl.pt/pt/noticias/noticias/protocolo-de-parceria-para-celeb/>
- <https://www.youtube.com/watch?v=MINqD6QSyxw>
- <https://jornalvilamea.pt/2022/06/30/protocolo-para-celebracao-do-centenario-de-agustina-bessa-luis-assinado/>
- <https://www.youtube.com/watch?v=TFuYX-gWDRc>

FEEDBACK

Representatives of the various entities involved mention that initiatives like this must have strong support from government officials.

PICTURES OF THE EVENT





4. POI documentation

The POI documentation strategy of WP4 has sought to gather thousands of POIs in the Galicia-North of Portugal Euro-region, as shown in the snapshot below, in order to support the pilot activities and to provide a comprehensive catalogue to test the operation of the planning service of the IT platform in WP3. The efforts built on the first uploads of information carried out in 2021. The new additions came in different ways depending on the starting point of the different targeted segments, as will be explained in the following tables.

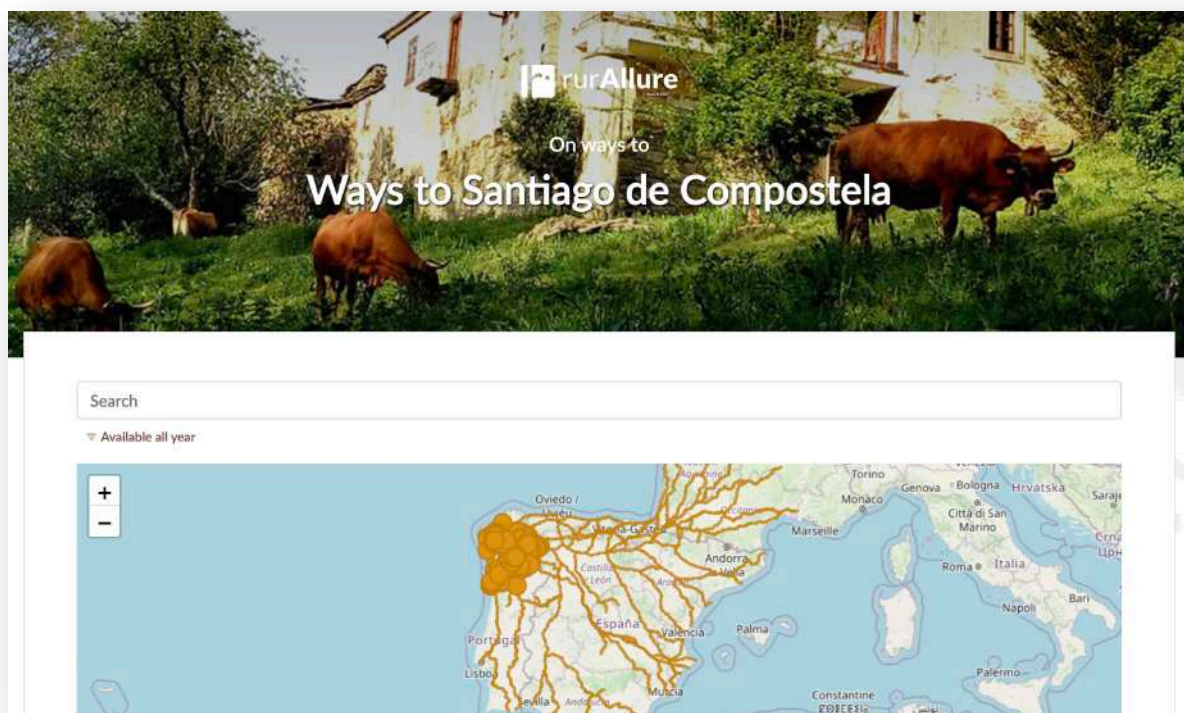




Table 18. POI documentation for Via König.

PARTICIPATING RURAL LURE PARTNERS	FUN
DATES	01/10/2021 - 28/02/2022
REFERENCE ROUTE	Camino de Santiago - Vía König (non-official route)
MOTIVATION & STRATEGY	<p>The Vía König is a traditional pilgrimage route that was very popular during the 15th and 16th centuries, when a German monk wrote a travel guide about the whole route.</p> <p>Within the last 5 years a group of municipalities related to this historical route has developed many activities to promote it. Although it has not yet an official recognition, it has been already marked and pilgrims have started walking again the Vía König.</p> <p>rurAllure could support the Vía König project as an historical route from Vach (Germany) to Santiago de Compostela (Spain) as far as it is part of the European literature and culture.</p>
NUMBER OF POIS UPLOADED	15
NUMBER OF ACTIVITY POIS	10
SELECTION CRITERIA	The most relevant historical, cultural and natural resources for visitors and pilgrims in the area.
DISTANCES FROM THE OFFICIAL PATHS	Up to 5 km away from the official paths.
SOURCES OF INFORMATION & METHODOLOGIES	<ul style="list-style-type: none">• viakunig.eu/• Official data from all the municipalities involved in the Vía König pilgrimage route (As Nogais, Becerreá, Baralla, O Corgo and Lugo).• Municipality of As Nogais: www.concelloasnogais.es• Municipality of Becerreá: www.concellobecerrea.es• Municipality of Baralla: www.concellobaralla.es• Municipality of O Corgo: www.concellodocorgo.com• Municipality of Lugo: www.concellodelugo.gal• Literary sources:<ul style="list-style-type: none">○ Arrodeos e desvíos do Camiño de Santiago e outras rotas. Uxío Novoneyra. Hércules Ediciones, 1999○ Os Eidos. O Libro do Courel. Uxío Novoneyra. Xerais, 2010

- A distancia do lobo. Antón Lopo. Galaxia.
- Uxío Novoneyra. Carmen Blanco. A Nosa Terra, 2009,

USED THE IRS SERVICE FOR BULK UPLOADS?

No

ESTIMATIONS OF COST AND EFFORT

1.5 person-months

CHALLENGES

The main challenge for the future will be to update the repository of points of interest on real time, including the uploading of points of researchers and organizations, and the POIs generated by the partners themselves within the project or outside the project, such as guided tours, activities and investments in culture that could be of interest to pilgrims.

SNAPSHOTS FROM THE IT PLATFORM

AS NOGAIS
27677 As Nogais, Lugo

Website

Village



Although some historians place in this nucleus the Roman 'mansion' of "Ponte Naviae", on the road from Braga to Astorga, As Nogais will enter history in the 18th century as a stop on the Camino Real to Castile, in the 18th century, the last before the climb to Pedrafita. In medieval times it was the gateway to Galicia, protected by the neighboring Doncos Tower and the castles of Doiras and Valcarce, and where its neighbors resisted the advance of Napoleon's French troops during the War of Independence (19th century). Today it is a core of services highlighted on the Via König itinerary, with pharmacy, health center, sports facilities, accommodation and catering. On the way to Lugo, the traveler and Bible seller George Borrow, better known as "Jorgito the Englishman", will spend the night in As Nogais, who visited Spain at the beginning of the 19th century and wrote down his adventures in a book that quickly became a best-seller on his native island.

POIs nearby

- ☑ Cafe Bar Chavello

87 m
- ☑ As Nogais Camper Area

157 m
- ☑ Meson Vello

323 m
- ☑ Hostal Restaurante O Muino

373 m

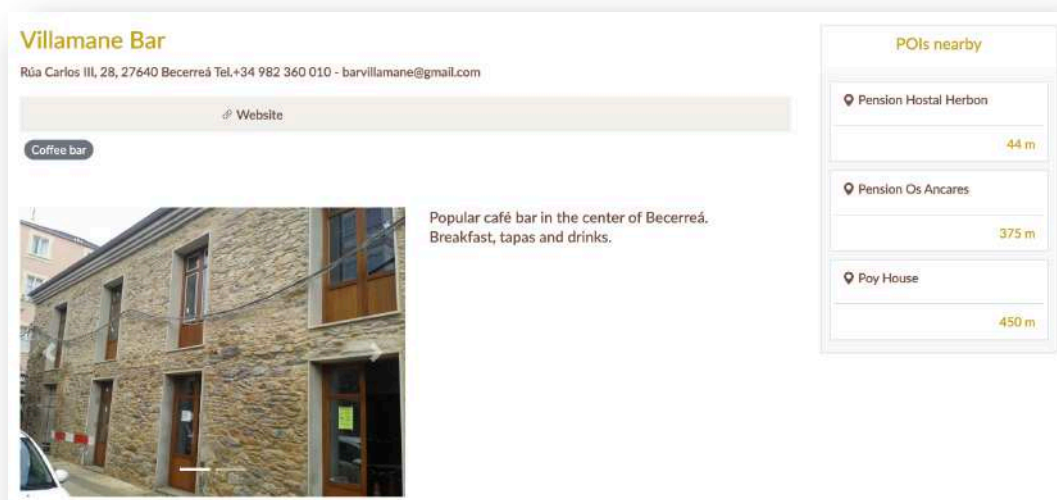


Table 19. POI documentation for the Primitive Way.

PARTICIPATING RURALURE PARTNERS	FUN
DATES	01/01/2022 - 31/05/2022
REFERENCE ROUTE	Camino de Santiago - Camino Primitivo (The Primitive Way) Lugo
MOTIVATION & STRATEGY	<p>The Primitive Way was the first pilgrimage route followed by the king Alfonso II in the 9th century from Oviedo to the place where the grave of the Apostle Santiago had been discovered. This route was the origin of the Way of Saint James, one of the most important cultural routes in Europe and one of the most important Christian pilgrimage routes in the world.</p> <p> rurAllure could support the Primitive Way as the origin of the pilgrimage to Santiago de Compostela.</p>
NUMBER OF POIS UPLOADED	22
NUMBER OF ACTIVITY POIS	10
SELECTION CRITERIA	The most relevant historical, cultural and natural resources for visitors and pilgrims in the area.
DISTANCES FROM THE OFFICIAL PATHS	Up to 5 km away from the official paths.



SOURCES OF INFORMATION & METHODOLOGIES	<ul style="list-style-type: none">• Official data of the Municipality of Lugo.• Written sources:<ul style="list-style-type: none">○ Gran Lugo de Nebra. Antoloxía de versos e prosas. Uxío Novoneyra. Alvarellos, 2010.○ Arrodeos e desvíos do Camiño de Santiago e outras rotas. Uxío Novoneyra. Hércules Ediciones, 1999.○ Os Eidos. O Libro do Courel. Uxío Novoneyra. Xerais, 2010.○ A distancia do lobo. Antón Lopo. Galaxia.○ Uxío Novoneyra. Carmen Blanco. A Nosa Terra, 2009.
USED THE IRS SERVICE FOR BULK UPLOADS?	No
ESTIMATIONS OF COST AND EFFORT	2.5 person-months
CHALLENGES	The main challenge for the future will be to update the repository of points of interest on real time, including the uploading of points of researchers and organizations, and the POIs generated by the partners themselves within the project or outside the project, such as guided tours, activities and investments in culture that could be of interest to pilgrims.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• The most relevant POIs from the point of view of cultural heritage were retrieved from written sources and literature, which entails extra cost in comparison with retrievals from existing databases. However, the quality and the insight of the descriptions attached to the points of interest are much higher.• Having a literary masterpiece like “Arrodeos e desvíos do Camiño de Santiago e outras rotas” by Uxío Novoneyra as a reference source is extremely useful to arrange featured trips and organized walks.

SNAPSHOTS FROM THE IT PLATFORM

The Appalpador's house (Devesa da Rogueira)

Singular building Popular architecture Popular event



An emblematic figure of Christmas in Galicia, recently recovered, the Apalpador is a charcoal man with big white beards who on the eve of New Year's Eve descends from his home in the mountains to visit the children and give them delicious chestnuts and good wishes. His house is located, of course, in the beautiful Devesa da Rogueira, in the Courel mountains. This small stone and wooden cabin, very similar to the drylands where chestnuts are dried, can be easily visited, although we will always find it closed. Fortunately, a small mailbox on the door will allow us to leave our wish letter, in the hope that they will come true.

POIs nearby

- Devesa da Rogueira (PR-G-222) 299 m
- Moreda Nature Classroom 388 m
- Devesa da Rogueira House 755 m

Vilar Village and Ethnographic Museum

Vilar 4 27325 Folgoso do Courel Tel + 34 982 155 319

Popular architecture Museum



A small village with a special charm, surrounded by a souito of centuries-old chestnut trees crossed by a Via Crucis with wooden crosses that lead to the chapel of San Roque and from which you can see the famous fort of Vilar, which can be visited. In Vilar, his neighbor Juan Sánchez Rodríguez –Xan de Vilar in El Courel—opens his house to those who come to visit the curious collection he has been collecting for more than a decade. The "blacksmith's house" holds a string of tools and tools that for centuries were part of the daily life of the Lugo mountain: pots, horseshoes, hoes and plows, spinning wheels for linen, lamps, wooden clogs, pots used to catch eels and trout in the Lor River and even a cart. A small treasure of great ethnographic value.

POIs nearby

- Hermitage of San Roque 502 m
- Castro da Vilar 814 m

Table 20. POI documentation for the Winter Way.

PARTICIPATING RURALURE PARTNERS	Fundación Uxío Novoneyra
DATES	01/04/2022 - 31/12/2022
REFERENCE ROUTE	Camino de Santiago – Winter Way
MOTIVATION & STRATEGY	The Winter Way is a traditional pilgrimage route very popular during the winter months in the Middle Ages, when it was very difficult for pilgrims to climb the mountains between the provinces of Leon and Lugo.



	<p>Since 1999 the cultural association Asociación de Camiños de Santiago pola Ribeira Sacra has developed many activities to promote it and it was declared an official route in 2016.</p> <p>zurAllure could support the Winter Way as a featured resource for the Ribeira Sacra candidature project to be declared a World Heritage Site by UNESCO.</p>
NUMBER OF POIS UPLOADED	69
NUMBER OF ACTIVITY POIS	14
SELECTION CRITERIA	The most relevant historical, cultural and natural resources for visitors and pilgrims in the area.
DISTANCES FROM THE OFFICIAL PATHS	Up to 20 km away from the official paths
SOURCES OF INFORMATION & METHODOLOGIES	<ul style="list-style-type: none">• From www.caminodeinvierno.com we retrieved official data from the municipalities involved in the Winter Way pilgrimage route (Ponferrada, Puente de Domingo Flórez, O Barco de Valdeorras, Vilamartín de Valdeorras, A Rúa de Valdeorras, Larouco, Quiroga, Ribas de Sil, A Pobra de Brollón, Monforte de Lemos, Pantón, O Saviñao and Chantada).• Written sources:<ul style="list-style-type: none">○ Arrodeos e desvíos do Camiño de Santiago e outras rotas. Uxío Novoneyra. Hércules Ediciones, 1999.○ Os Eidos. O Libro do Courel. Uxío Novoneyra. Xerais, 2010.○ A distancia do lobo. Antón Lopo. Galaxia.○ Uxío Novoneyra. Carmen Blanco. A Nosa Terra, 2009.
USED THE IRS SERVICE FOR BULK UPLOADS?	No
ESTIMATIONS OF COST AND EFFORT	2 person-months
CHALLENGES	The main challenge for the future will be to update the repository of points of interest on real time, including the uploading of points of researchers and organizations, and the POIs generated by the partners themselves within the project or outside the project, such as guided tours, activities and investments in culture that could be of interest to pilgrims.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- The most relevant POIs from the point of view of cultural heritage were retrieved from written sources and literature, which entails extra cost in comparison with retrievals from existing databases. However, the quality and the insight of the descriptions attached to the points of interest are much higher.
- Having a literary masterpiece like “Arrodeos e desvíos do Camiño de Santiago e outras rotas” by Uxío Novoneyra as a reference source is extremely useful to arrange featured trips and organized walks.

SNAPSHOTS FROM THE IT PLATFORM

Geological Museum of Quiroga

Rúa do Caurel, 21 27320 Quiroga Tel. +34 982 435 125

Duration: 90 Minutes Website Pilgrim credential point ★★★★★

Museum UNESCO Global Geopark



The geographical unit of the Sierra de O Courel is characterized by its great biodiversity, botanical and fauna wealth, together with exceptional geodiversity with formations, materials and fossil remains from millions of years ago. The Museum provides a complete overview of the paleontological history of Galicia, the action of glacial ice, the first human occupations in the area and the use of stone by these first settlers, among other subjects.

POIs nearby

- Gastrobar O Rego 290 m
- Boutique Hotel Casa do Estanco 402 m
- Quiroga Ethnographic Museum 491 m
- Quiroga Hostel 504 m

Cobas Speleology Refuge

Rubiá de Valdeorras, Ourense

Website Shelter



Refuge located at Cobas Station (Rubiá de Valdeorras-Ourense), in the Serra da Enciña da Lastra Natural Park, on the banks of the Sil River. It has a classroom with audiovisual media, four bedrooms with capacity for 8 people each (32 places), with wooden bunk beds without mattresses. Services and hot showers. Butane kitchen and dining room with wood burning fireplace. Reserves at the Galician Federation of Speleology

POIs nearby

- Monumental holm oak from Covas 866 m



Table 21. POI documentation along the Silver Way.

PARTICIPATING RURALURE PARTNERS	<ul style="list-style-type: none">• Universidade de Vigo• Associated partners:<ul style="list-style-type: none">○ Fundación Otero Pedrayo○ Fundación Vicente Risco○ Fundación Manuel Curros Enríquez○ Celanova City Council
DATES OF THE POI DOCUMENTATION TASK	From 08/04/2021 to 12/07/2022
REFERENCE ROUTE	Camino de Santiago – Silver Way
MOTIVATION & STRATEGY	<p>The Vía de la Plata is one of the pilgrimage routes with the greatest involvement of public administrations and civil society. This has led to the existence of a large number of physical and technological initiatives for research and exploitation of this route to Santiago.</p> <p>We sought to unite all the commercial information that yellow pages has with all the patrimonial information generated by public administrations and civil society.</p>
NUMBER OF POIS UP-LOADED	4.713
NUMBER OF ACTIVITY POIS	2.420
SELECTION CRITERIA	<p>The selection criterion was that pilgrims should find answers to all their needs, regardless of whether these are knowledge or physical.</p> <p>rurAllure on the Silver Way is now the most comprehensive catalog on the heritage, culture and services of southern Galicia.</p>
DISTANCES FROM THE OFFICIAL PATHS	Up to 20 km
SOURCES OF INFORMATION & METHODOLOGY	<p>We identified open data repositories from public agencies, companies and civil society [Xunta de Galicia-Plan Básico (http://mapas.xunta.gal/visores/descargas-pba/), patrimoniogalego.net, ceres.mcu.es, local yellow pages (https://www.paxinasgalegas.es/)].</p> <p>For years in Galicia the files have used a similar data structure to the one needed for rurAllure, so we downloaded the data from the websites using the web scraping technique. This gave us a first document of more than 30.000 POIs.</p>



	<p>We tested the first dataset in a popular GIS platform [https://www.google.com/maps/d/u/0/viewer?mid=1ZpsNT7b5LrzZWmVH5xt2DF_bcEIOA6Z-&ll=42.19368714750563%2C-7.546778409937781&z=9]</p> <p>We got well tested dataset. Through opencalc, we normalized the dataset by removing repeated entries and added several points offered by the project partners as well we a description textArea and a citation label, too.</p> <p>The result was a new dataset of about 20,000 points in tabular form and normalized using already IP citations.</p> <p>To limit the document to the selected geographic scope, it was opened through a openGIS software (gvsig) that allows cross map searches added with a geo analytics tools (periscope). With a final file limited to less than 8,000 POIs it was split into fewer files of 50 records to make it manageable by the Information Retrieval service of the rurAllure IT platform.</p>
USED THE IRS SERVICE FOR BULK UPLOADS?	Yes, 99.50% of our POIs were uploaded with this method.
ESTIMATIONS OF COST AND EFFORT	Although it has taken considerable effort to reach the final level of content. If we divide the economic cost by the more than 5,000 final files, the cost is extremely small.
CHALLENGES	The main challenge for the future will be to update the repository of points of interest on real time, including the uploading of points of researchers and organizations, and the POIs generated by the partners themselves within the project or outside the project, such as guided tours, activities and investments in culture that could be of interest to pilgrims.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<p>Although web scraping data collection is a user-level technology, it can be a challenge for organizations that do not have highly trained IT staff.</p> <p>In this context, a partner policy that takes into account the willingness to provide open and normalized databases on vendors and POIs (Museums, Foundations, Business Associations), can be a criterion for success.</p> <p>It is very important to maintain a geographical balanced distribution of the POIs, both between the heritage points and the vendors between them, as well as between points of interest of the same typology.</p>
OTHER QUANTITATIVE DATA: NUMBERS OF PICTURES, AUDIO CLIPS AND VIDEOS, ...	The project included a repository of more than 1,700 photographs for web use.

SNAPSHOTS FROM THE IT PLATFORM

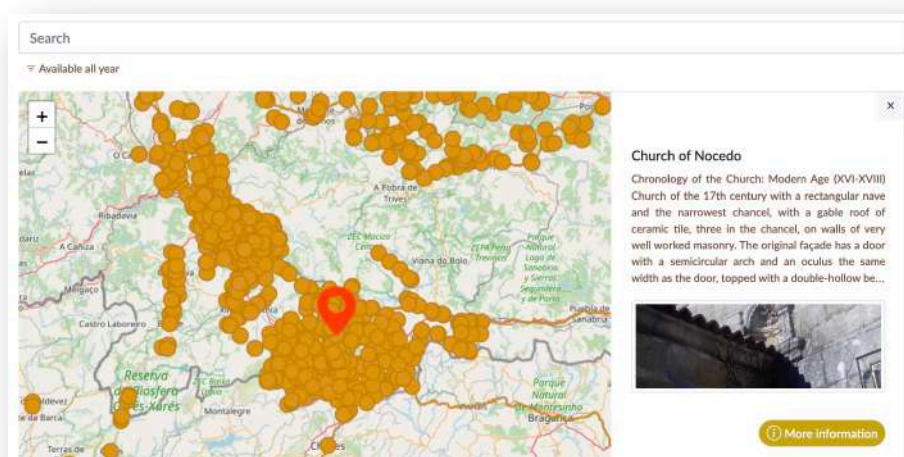
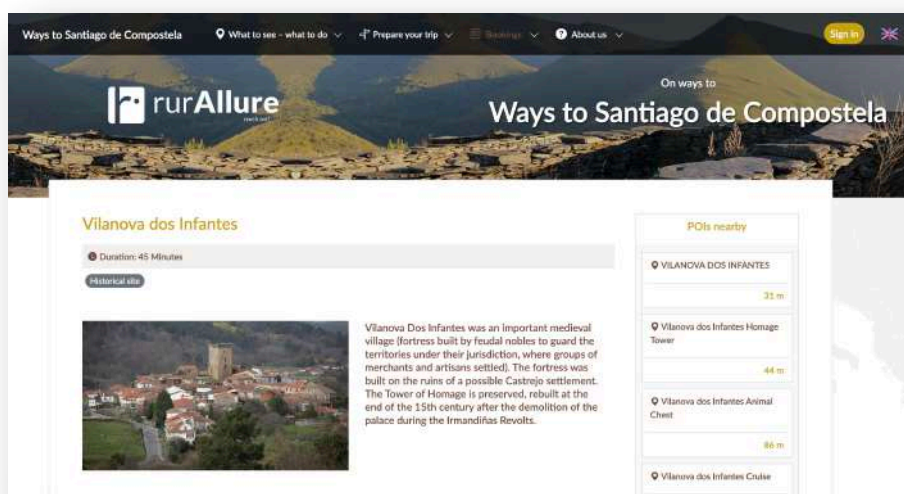


Table 21. POI documentation along the Portuguese Ways.

DATES OF THE POI DOCUMENTATION TASK	From 08/04/2021 to 12/07/2022
REFERENCE ROUTE	Camino de Santiago – Portuguese Way
MOTIVATION & STRATEGY	The North of Portugal boasts 2 pilgrimage routes with the greatest involvement of public administrations and civil society. This has led to the existence of a large number of physical and technological initiatives for research and exploitation of this route to Santiago.



	With such a varied ecosystem, rurAllure had to find its place becoming a reference within the offer. For that reason, we wanted increase the patrimonial information generated by public administrations and civil society.
NUMBER OF POIS UPLOADED	277
NUMBER OF ACTIVITY POIS	205
SELECTION CRITERIA	The driving criterion was that pilgrims should find answers to all their needs, regardless of whether these are intangible (e.g. knowledge) or tangible. rurAllure's coverage of Portuguese way - Vila do Conde, is the most comprehensive catalogue on the literary heritage, culture and services.
DISTANCES FROM THE OFFICIAL PATHS	Up to 10 km
SOURCES OF INFORMATION & METHODOLOGY	<ul style="list-style-type: none">• www.cm-viladoconde.pt• www.visitviladoconde.pt• culturanorte.gov.pt• Important contribution of the archives of Casa de José Régio and Galeria Julio/Saúl Dias.
USED THE IRS SERVICE FOR BULK UPLOADS?	Yes, part of POIs were uploaded with this method.
ESTIMATIONS OF COST AND EFFORT	Although it has taken considerable effort to reach the final level of content, if we divide the economic cost by significant numbers of final entries, the cost is very low.
CHALLENGES	The main challenge for the future will be to update the repository of points of interest in real time, including the uploading of points of researchers and organizations, and the POIs generated by the partners themselves within the project or outside the project, such as guided tours, activities and investments in culture that could be of interest to pilgrims.
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	<ul style="list-style-type: none">• Although web scraping data collection is a user-level technology, it can be a challenge for organizations that do not have highly trained IT staff. In this context, a partner policy that takes into account the willingness to provide open and normalized databases on vendors and POIs (Museums, Foundations, Business Associations) can be a criterion for success.• It is very important to maintain a geographically-balanced distribution of the POIs, both between the heritage points and the vendors between them, as well as between points of interest of the same typology.

SNAPSHOTS FROM THE IT PLATFORM



Sao Cristovao de Rio Mau

In church, the traveler feels as if he is inside a time machine. And it's true that he also travels in space. One of these capitals, which according to experts reproduces scenes...

Church Literature & Arts



Via Sacra de Vila do Conde - Sao Bento Pass

The Via Sacra de Vila do Conde is a set of six chapels scattered around the city representing the life of Jesus Christ, from the Praetorium to Calvary. With baroque c...

Statue Chapel/Hermitage



Castro de Sao Paio

Castro de São Paio is located on the seafront of Moreiró in the parish of Labruge, Vila do Conde. Its particular value comes from its rare natural beauty and the fact that it i...

Viewpoint Archaeological site



Lousada village, church and fort

The village of Lousada has stone houses, some decorated with coats of arms and heraldic motifs. Its parish church, with bell tower, houses baroque carvings of São Pe...


Archaeological site Popular architecture Church

Via Sacra de Vila do Conde - Sao Bento Pass

Rua de São Bento, Vila do Conde

Status

Chapel/Hermitage

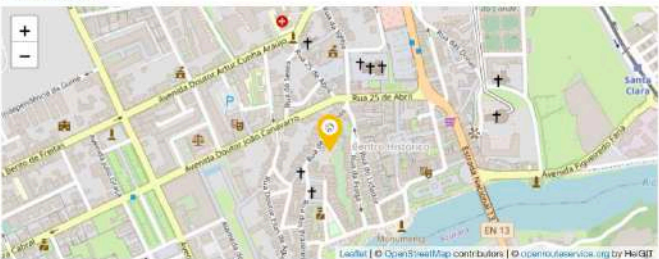


The Via Sacra de Vila do Conde is a set of six chapels scattered around the city representing the life of Jesus Christ, from the Praetorium to Calvary. With baroque characteristics, identical structure and decoration, in granite stonework, embedded in walls facing the street, they have a rectangular plan and simple volumetry, with a gable roof. It is estimated that they were built in the 19th century. XVIII by Master Domingos Moreira. 6th station - depicts the scene in which "Jesus wipes his face in Verónica's veil".

POIs nearby

- Biggest Bobbin Lace in the World 19 m
- Bobbin Lace Museum 19 m
- Chapel of São Roque 62 m
- Via Sacra de Vila do Conde - São Roque Pass 67 m
- Solar - Cinematic Art Gallery 89 m
- Solar de São Roque 98 m

Map location



5. Featured trips creation

Table 22. Featured trips for the Way of Nós, the Miñoto Ribeiro Way and the Way of Saint Rudesind and the Holy Queen.

PARTICIPATING RURALURE PARTNERS	<ul style="list-style-type: none"> University of Vigo Associated partners: <ul style="list-style-type: none"> Asociación Camino Miñoto Ribeiro Asociación de Amigos do Camiño de San Rosendo e da Raíña Santa Fundación Otero Pedrayo Fundación Vicente Risco
DATES	August-October 2022
REFERENCE ROUTE	Camino de Santiago – Silver Way Detours and new variants:



	<ul style="list-style-type: none">• Way of Nós• Miñoto Ribeiro Way• Way of Saint Rudesind and the Holy Queen
TYPE OF FEATURED TRIP	From 3 to 9 stages, to be done on foot but also enjoyable by bicycle. Available all year round.
END-TO-END DISTANCE AND DURATION	Way of Nós: <ul style="list-style-type: none">• 105 km• 3 stages Miñoto Ribeiro Way: <ul style="list-style-type: none">• 173,70 km• 9 stages Way of Saint Rudesind and the Holy Queen: <ul style="list-style-type: none">• 117.13 km• 4 stages
NUMBER OF POIS INCLUDED	96
NUMBER OF ACTIVITY POIS	23
OPPORTUNITY AND MOTIVATION	<p>We wanted to turn the collaborations with the associated partners that are developing or promoting new (not yet official) variants of the Silver Way into tangible pieces of information on the IT platform, to be used in organized walks and available all year through the rurAllure web portal and mobile app.</p> <p>All the initiatives are well established among the local population and have strong support from the local media. Nonetheless, they often see one another as competing initiatives and their cooperation is non-existent. The rurAllure team took the approach to work with the different partners separately and without taking any sides.</p>
DISTANCES FROM THE OFFICIAL PATHS	These routes fill in large territorial gaps between official branches of Camino de Santiago, grounded on sound historical foundations.
LINKED PHYSICAL INTERVENTIONS	The municipalities traversed by the routes on which we organized walks contributed to the success of the experiences by cleaning the paths beforehand.



PROVISIONS FOR ACCESSIBILITY

The Way of Saint Rudesind and the Holy Queen meets all the accessibility standards required by the bodies managing the Pilgrims' Routes to Santiago in terms of signposting, which includes Braille, and adaptation of the route by flattening its transit areas, road cleaning and other measures such as channeling water and improving the ground, wherever necessary. The featuring detour runs in its entirety along this route.

The Way of Nós and the Miñoto Ribeiro Way lag behind in accessibility terms. The latter, in particular, has a high difficulty segment that is not advisable for people with special mobility needs.

HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

- It is important to have an in-depth knowledge of the routes and for this, it is necessary to have local partners.
- Featured trips should always include accommodation proposals and, in the case of isolated places, restaurant proposals. In some territories with sparse population, these services are not always easy to ensure.
- The featured trips should be proposals where the user can choose, they should be designed in such a way that users can do one, several or all of the proposed journeys.

6. Narratives creation

Narratives on the French Way, the Winter Way and nearby variants

Table 23. Narratives on the Via König.

TITLE(S)	Via König
REFERENCE ROUTE	Camino de Santiago - Via König
TOPIC(S)	Literary heritage
CONTRIBUTING RURAL LURE PARTNERS	FUN, UDC
TARGET AUDIENCE	No particular target
LINKED FEATURED TRIPS	Whenever possible we have tried to combine the narratives with thematic featured trips and POIs. Basically, narratives and journeys interact so that the pilgrim has the option of having experiences outside the Way and, on the other hand, the tourist can have the experience of walking the Camino without the need to reach Santiago and in a coherent and enjoyable way.



DURATION	Audios between 1.30 - 2.30 minutes length.
FORMATS INVOLVED	<ul style="list-style-type: none">• Audio: We have used professional equipment for the quality of audio recordings.• Images: We have made a selection of a large number of images and videos from public repositories which allow the user a better understanding of the narratives.• Video: We have used videos posted on platforms such as YouTube or Vimeo.
PEOPLE INVOLVED IN THE CREATIVE PROCESS	Lía Pérez, Lidia de la Fuente and Nieves Neira (FUN), Uxío Novo (UDC)
ESTIMATIONS OF COST AND EFFORT	<p>3 person months invested in:</p> <ul style="list-style-type: none">• Visiting in person the sites and walking along the routes• Recording of the narratives.• Translations: we translated the narratives in two steps. First we used the translator of the rurAllure platform and then we reviewed the translation, especially the grammatical accuracy.• Photographic search in public and open repositories. Through this research we have managed to create a database with more than 2,000 photographs and videos, at no cost to the project.
CHALLENGES	<ul style="list-style-type: none">• Balance between the literary aspects with the historical, ethnographical and natural heritage stories.• It is not easy to find literary authors in sparsely populated and very isolated places.• Find supporting images and videos to make the narration more entertaining.
SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none">• Arrodeos e desvíos do Camiño de Santiago e outras rotas. Uxío Novoneyra. Hércules Ediciones, 1999• Os Eidos. O Libro do Courel. Uxío Novoneyra. Xerais, 2010• A distancia do lobo. Antón Lopo. Galaxia.• Uxío Novoneyra. Carmen Blanco. A Nosa Terra, 2009,• Archive of the Fundación Uxío Novoneyra.
NARRATIVE STYLE	<p>The audios are inspired in the relationship between the area and the poems from the book Arrodeos written by Uxío Novoneyra.</p> <p>Each audio is introduced by a poem and finishes with another one.</p> <p>There is an omniscient narrator and a different narrator for the poems.</p>



SEQUENCING	<p>Successive entries or daily episodes in a logical sequence. The idea is to get to know each stage of the route through the author Uxío Novoneyra.</p> <p>There is a general sequence throughout the Way that is based on getting to know the author and the places related to his life.</p>
MEANS OF PRESENTATION	<p>All useful media have been used to make it easier and deeper for the user to understand the message:</p> <ul style="list-style-type: none"> • Verbatim quotations from the authors themselves • Literary quotations from their works • Figurative monologues and soliloquies <p>Also images from platforms such as Europeana or Wikipedia and videos from YouTube and Vimeo.</p>
HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	N/A

Table 24. Narratives on the Primitive Way.

TITLE(S)	Lugo
REFERENCE ROUTE	Camino de Santiago – Primitive Way - Lugo
TOPIC(S)	Literary heritage
CONTRIBUTING RURAL LURE PARTNERS	Fundación Uxío Novoneyra
TARGET AUDIENCE	No specific target
LINKED FEATURED TRIPS	<p>Whenever possible we have tried to combine the narratives with thematic featured trips and POIs.</p> <p>Basically, narratives and journeys interact so that the pilgrim has the option of having experiences outside the Way and, on the other hand, the tourist can have the experience of walking the Camino without the need to reach Santiago and in a coherent and enjoyable way.</p>
DURATION	Audios between 1.30 - 2.30 minutes length.
FORMATS INVOLVED	<ul style="list-style-type: none"> • Audio: We have used professional equipment for the quality of audio recordings.



	<ul style="list-style-type: none">• Images: We have made a selection of a large number of images and videos from public repositories which allow the user a better understanding of the narratives.• Video: We have used videos posted on platforms such as YouTube or Vimeo.
PEOPLE INVOLVED	Lía Pérez, Lidia de la Fuente and Nieves Neira (FUN), Uxío Novo (UDC)
ESTIMATIONS OF COST AND EFFORT	<p>3 person months invested in:</p> <ul style="list-style-type: none">• Visiting in person the sites and walking along the routes• Recording of the narratives.• Translations: we translated the narratives in two steps. First we used the translator of the rurAllure platform and then we reviewed the translation, especially the grammatical accuracy.• Photographic search in public and open repositories. Through this research we have managed to create a database with more than 2,000 photographs and videos, at no cost to the project.
CHALLENGES	<ul style="list-style-type: none">• Balance between the literary aspects with the historical and cultural heritage stories.• Find supporting images and videos to make the narration more entertaining.
SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none">• Arrodeos e desvíos do Camiño de Santiago e outras rotas. Uxío Novoneyra. Hércules Ediciones, 1999.• Os Eidos. O Libro do Courel. Uxío Novoneyra. Xerais, 2010.• A distancia do lobo. Antón Lopo. Galaxia.• Uxío Novoneyra. Carmen Blanco. A Nosa Terra, 2009.• Gran Lugo de Nebra. Antoloxía de versos e prosas. Uxío Novoneyra. Alvarellos, 2010.• Archive of the Fundación Uxío Novoneyra.
NARRATIVE STYLE	<p>The audios are inspired in the relationship between the city of Lugo and the life of Uxío Novoneyra, as well as all his books.</p> <p>Each audio refers to a prominent space in the life and work of the poet</p> <p>There is an omniscient narrator and a voice for the poems, which represents the author himself.</p> <p>The story is told in the present tense to bring the events closer to the present moment.</p>
SEQUENCING	<p>Successive entries or daily episodes in a logical sequence. The idea is to get to know each stage of the route through the author Uxío Novoneyra.</p> <p>There is a general sequence throughout the Way that is based on getting to know the author and the places related to his life.</p>

MEANS OF PRESENTATION	<p>All useful media have been used to make it easier and deeper for the user to understand the message:</p> <ul style="list-style-type: none"> • Verbatim quotations from the author himself • Literary quotations from his works • Figurative monologues and soliloquies <p>Also images from platforms such as Europeana or Wikipedia and videos from YouTube and Vimeo.</p>
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HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY	N/A
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Table 25. Narratives on the Winter Way.

TITLE(S)	Camino de Invierno
REFERENCE ROUTE	Camino de Santiago - Winter Way
TOPIC(S)	Literary heritage
CONTRIBUTING RURAL LURE PARTNERS	FUN and UDC
TARGET AUDIENCE	No specific target
LINKED FEATURED TRIPS	<p>Whenever possible we have tried to combine the narratives with thematic featured trips and POIs.</p> <p>Basically, narratives and journeys interact so that the pilgrim has the option of having experiences outside the Way and, on the other hand, the tourist can have the experience of walking the Camino without the need to reach Santiago and in a coherent and enjoyable way.</p>
DURATION	Audios between 1.30 - 2.30 minutes length.
FORMATS INVOLVED	<ul style="list-style-type: none"> • Audio: We have used professional equipment for the quality of audio recordings. • Images: We have made a selection of a large number of images and videos from public repositories which allow the user a better understanding of the narratives. • Video: We have used videos posted on platforms such as YouTube or Vimeo.



PEOPLE INVOLVED IN THE CREATIVE PROCESS	Lía Pérez, Lidia de la Fuente and Nieves Neira (FUN), Uxío Novo (UDC)
ESTIMATIONS OF COST AND EFFORT	<p>3 person months invested in:</p> <ul style="list-style-type: none">• Visiting in person the sites and walking along the routes• Recording of the narratives.• Translations: we translated the narratives in two steps. First we used the translator of the rurAllure platform and then we reviewed the translation, especially the grammatical accuracy. <p>Photographic search in public and open repositories. Through this research we have managed to create a database with more than 2,000 photographs and videos, at no cost to the project.</p>
CHALLENGES	<ul style="list-style-type: none">• Balance between the literary aspects with the historical and cultural heritage stories.• Find supporting images and videos to make the narration more entertaining.
SOURCES OF INFORMATION AND CONTENT	<ul style="list-style-type: none">• Arrodeos e desvíos do Camiño de Santiago e outras rotas. Uxío Novoneyra. Hércules Ediciones, 1999.• Os Eidos. O Libro do Courel. Uxío Novoneyra. Xerais, 2010.• A distancia do lobo. Antón Lopo. Galaxia.• Uxío Novoneyra. Carmen Blanco. A Nosa Terra, 2009.• Gran Lugo de Nebra. Antoloxía de versos e prosas. Uxío Novoneyra. Alvarellos, 2010.• Archive of the Fundación Uxío Novoneyra.
NARRATIVE STYLE	<p>The audios are inspired in the relationship between the poet Uxío Novoneyra and the cities and villages along the Winter Way from Ponferrada to Santiago de Compostela.</p> <p>Each audio corresponds to a stage of the path.</p> <p>There is a first person narrator.</p>
SEQUENCING	<p>Successive entries or daily episodes in a logical sequence.</p> <p>The idea is to get to know each stage of the route through the author Uxío Novoneyra.</p> <p>There is a general sequence throughout the Way that is based on getting to know the author and the places related to his life.</p>
MEANS OF PRESENTATION	<p>All useful media have been used to make it easier and deeper for the user to understand the message:</p> <ul style="list-style-type: none">• Verbatim quotations from the author himself



- Literary quotations from his works
- Figurative monologues and soliloquies

Also images from platforms such as Europeana or Wikipedia and videos from YouTube and Vimeo.

**HIGHLIGHTS AND
RECOMMENDATIONS FOR REPLICABILITY**

N/A

Narratives on the Silver Way and nearby variants

Table 26. Narratives on the Silver Way.

TITLE(S)	<ul style="list-style-type: none"> • A Canda-A Gudiña: 'LITERATURE AS A BATTLEFIELD' • A Gudiña-Xinzo de Limia: 'MIGUEL DE CERVANTES: 'IN A VILLAGE OF THE CAMINO' • A Gudiña-Laza: 'FEFA VILA: STORY OF A BURDEN' • Chaves-Laza: 'CAMOES: GALICIANS HARD SOUL' • Xinzo de Limia-Allariz: 'IDACIO DA LIMIA, THE WAY CHRONICLE' • Laza-Vilar de Barrio: 'RAINHA CADAVER: AFTERDEATH' • Vilar de Barrio-Ourense: 'RAINHA CADAVER: AFTERDEATH 2' • Allariz-Ourense: 'VICENTE RISCO: GALICIAN SOULMATE' • Ourense-Cea: 'OTERO PEDRAYO: THE HEART OF GALICIAN LITERATURE' • Cea-Dozón: 'GRAHAM GREENE: A STEP TO THE NOBEL PRIZE' • Dozón-Bendoiro: 'BALBINO: A PEASANT BOY TALES' • Bendoiro-Outeiro: 'RAMÓN MARÍA ALLER: A GALICIAN AURORA' • Outeiro-Santiago: 'GILDEBERTA OF FLANDERS. WOMEN WITH A FIRM STEP' • Braga-Gêres: 'SARAMAGO: THE FIRST STEP' • Gêres-Bande: 'FAUSTINO SANTALICES: A IACOBAN ROMANCE' • Bande-Vilanova dos Infantes: 'CURROS ENRÍQUEZ: POETRY AND STONE' • Vilanova dos Infantes-Ourense: 'CARMEN MARTÍN GAITE: GALICIA IN A FEW WORDS'
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The Way of Santiago - Via da Prata (Silver Way); selected segments for WP4.

We have made a narrative for each section of the Via de la Plata, including its detours. Also a narrative for each stage of the Camiño de San Rosendo-Raiña Santa, which links Braga (Portugal), with the Via de la Plata.

SILVER WAY:

- A Canda-A Gudiña
- A Gudiña-Xinzo de Limia
- A Gudiña-Laza
- Chaves-Laza
- Xinzo de Limia-Allariz
- Laza-Vilar de Barrio
- Vilar de Barrio-Ourense
- Allariz-Ourense
- Ourense-Cea
- Cea-Dozón
- Dozón-Bendoiro
- Bendoiro-Outeiro
- Outeiro-Santiago de Compostela

REFERENCE ROUTE

SAINT RUDESIND AND THE HOLY QUEEN WAY:

- Braga-Gêres
- Gêres-Bande
- Bande-Vilanova dos Infantes
- Vilanova dos Infantes-Ourense

TOPIC(S)	Each narrative revolves around the life and work of one writer (local or international) who has some links to the traversed territory.
CONTRIBUTING RURAL RALLURE PARTNERS	UVIGO
TARGET AUDIENCE	Pilgrims, inhabitants of the areas through which the route passes and the general public.
LINKED FEATURED TRIPS	Whenever possible we have tried to combine the narratives with thematic featured trips and POIs, especially with the POIs that can become vendors in the future.



Basically, narratives and journeys interact so that the pilgrim has the option of having experiences outside the Way and, on the other hand, the tourist can have the experience of walking the Camino without the need to reach Santiago and in a coherent and enjoyable way.

DURATION

For the text and the podcasts we went for the 1 minutes' length of the audios, the same amount of time to read the text and we try to display one narrative per each 40 minutes of walking. The idea is that with the enjoyment of the narratives the user should only have to increase the time on route by less than half an hour in total.

FORMATS INVOLVED

- **Audio:** For the quality of audio recordings, we are lucky to have the cooperation of the Radio Liverdade, an opensource radio In Ourense, who gave us their studio and also their sound technician.
 - **Images:** We have made a selection of a large number of images and videos from public repositories such as Wikipedia, Galiciana or Europeana, which allow the user a better understanding of the narratives.
 - **Video:** We have also used video posted on platforms such as youtube or vimeo. This format helps to improve the understanding of the narratives and has the advantage that it can be activated or not according to the interests of the pilgrim or tourist.
-

PEOPLE INVOLVED IN THE CREATIVE PROCESS

Óscar Penín (Historian and Archaeologist) has written all the above mentioned narratives with the support of Susana Reboreda (Head Profesor of Facultad de Historia of Ourense).

ESTIMATIONS OF COST AND EFFORT

Visiting in person the sites and walking along the routes have a cost, but in our case it did not mean costs for rurAllure since it is considered part of Oscar's job. Also, Oscar is directing several parallel programs that take place on the Via de la Plata, so that he gets graphic documentation and knowledge of the places at no extra cost to the Rurallure.

Recording of the narratives: we use the support of radio Liverdade to Rurallure, so they can use the studio at no cost.

Translations: we translated the narratives in two steps. First we used the translator of the Rurallure platform and then we reviewed the translation, especially the grammatical accuracy.

Oscar has also conducted a photographic search in public and open repositories. Through this research he has managed to create a database with more than 2,000 photographs and videos, at no cost to the project.

CHALLENGES

Some challenges while writing narratives:

- Find a way to connect different theme and different POIs type.
-



-
- Balance between the literary aspects with the historical, ethnographical and natural heritage stories.
 - It is not easy to find literary authors in sparsely populated and very isolated places.
 - To make more specialised content, such as archaeological or anthropological content, more enjoyable.
 - Find supporting images and videos to make the narration more entertaining.
-

We have worked with classic sources such as bibliographies, archives and museums, but we must recognise that the main source of information has been the Internet.

In order to avoid false information and to have access to complete and reliable information, we have used public websites or websites endorsed by official research bodies.

SOURCES OF INFORMATION AND CONTENT

Some of the platforms were:

- europeana.eu
 - galiciana.gal
 - ceres.mcu.es
 - bne.es
 - bnportugal.gov.pt
 - mapas.xunta.gal
-

In researching models for the creation of narratives, we came across a whole literary genre of travel literature in which a great literary or historical figure served as narrator. For example, Saramago's novel 'Journey through Portugal'.

It seemed to us that using a first-person narrative and selecting an author linked to each of the sections of the Way would help us to give a specific character to each of the narratives and also to integrate, using each writer's own character, the natural, historical, tangible and intangible heritage of each stage with coherence.

NARRATIVE STYLE

For example, in the stage between A Gudiña-Laza we use the author Fefa Vila, a native of Laza. This author is still alive and her opinions and works can be followed online through her books and interviews.

The first challenge was to get her permission to make a figurative narrative with her works and opinions. This was achieved quickly and easily by contacting her through her public profile at the Complutense University of Madrid.

The second challenge was to integrate her themes and areas of research into one narrative, as she is a researcher in gender issues linked to trans-feminist realities.



Through documentation of the work and direct contact with the author, we decided to dedicate a narrative to the history of women in the Galician mountains and how, through care, they bear the burden of the economy and society in isolated territories.

It was very interesting to see how themes as far apart as banditry, farm work, Galician culture in the Iron Age, carnival and the strong presence of chapels dedicated to the Virgin Mary could form part, with coherence, of the same narrative.

The author's profile also allowed us to introduce current issues into the text and to integrate, coherently and without imposture, the language of gender using neutral pronouns. That is, thanks to the advice of the Equality Bureau of the University of Vigo.

SEQUENCING

Successive entries or daily episodes in a logical (i.e. thematic) sequence – this is what we preferred and wrote only once unrelated miscellaneous bits about a site that was not thematically related to anything else around.

The idea is to get to know each stage of the route through the reference authors of each place.

There is a general sequence throughout the Way that is based on getting to know the authors and the places where they lived and worked.

And there are particular connections that arise from the connection between the authors themselves. For example, between Cervantes in Monterrei and Camoes in Chaves (Portugal).

MEANS OF PRESENTATION

All useful media have been used to make it easier and deeper for the user to understand the message.

- Verbatim quotations from the authors themselves
- Literary quotations from their works
- Figurative monologues and soliloquies

Also images from platforms such as Europeana or Wikipedia and videos from YouTube and Vimeo.

PROVISIONS FOR ACCESSIBILITY

- Create routes with POIs. It is important that the POI's form a route, so that the user can move towards a destination and not reach dead ends that force him to retrace his steps.
- Especially in natural or large spaces. It is very important that POIs are declared on paths or in well-known areas.
- It is important to take orography into account. It is good practice to consult profiles and distances before marking a point in a non-urban area. If possible, give priority to accessibility.
- It is also important to take into account issues such as the availability of services.

Try to mark intangible heritage associated with tangible elements.



The model is highly replicable, looking for a reference author in each area, aligning the interests of rurAllure with the local tourism promotion strategies of administrations and companies. Positioning the local author in a project within his or her reference route and also within the map of European routes is a successful strategy.

It is only necessary to try to introduce diversity in the authors.

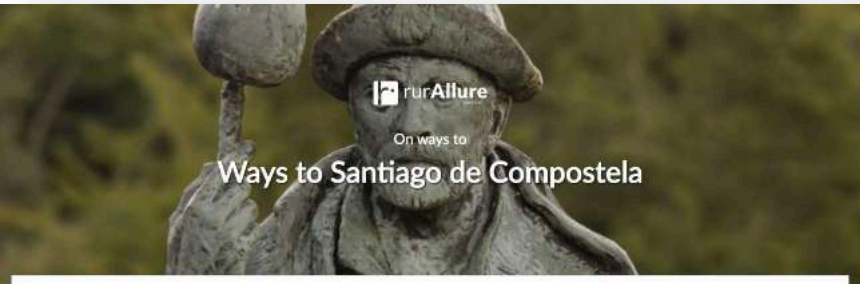
HOW TO CAPTURE DATA:


- **ON THE GROUND:** GPS has a position calculation error of approximately 15 metres. This average error is influenced by the quality of the receiving equipment and in particular by the accuracy of the atomic clock it incorporates. It is very important to confirm the data manually.
- **ON CARTOGRAPHIC BASES:** The most direct procedure for the georeferencing of heritage entities is to obtain the coordinates of their location using the GPS network services. The general recommendations are a minimum to guarantee the quality and usability of the geographic information provided. The coordinates will appear in various formats. For convenience it is best to follow these recommendations:
 - Extract coordinates in latitude-longitude format (0.000000, 0.000000). Always use coordinates with more than 6 decimal places.
 - Use the native Leaflet service (www.openstreetmap.org) rather than others such as Google or MapQuest.
 - Check in OSM manually that the coordinates have the correct location.
 - It is also advisable to use the following web: www.lat-long.net

It is advisable to create a contributor profile at www.openstreetmap.org/user/new


HIGHLIGHTS AND RECOMMENDATIONS FOR REPLICABILITY

SNAPSHOT FROM THE PLATFORM



 On ways to
Ways to Santiago de Compostela

Camino literario en la Vía de la Plata
es




Esta narrativa te mostrará una forma diferente de vivir la etapa "A Gudiña - Laza" de la Vía de la Plata. Revisando la rica literatura de la zona.

Stages « 1 2 3 4 5 6 7 **8** 9 10 »

NOSA SEÑORA DAS NEVES E DO AMPARO DE EIRÁS [View map](#)

Stage description
Cuando una peregrina se encuentra en los más alto de la montaña, una vez más requiere el auxilio de una figura protectora que guarde su camino. Una vez más, se muestra claramente la importancia de los cuidados sostenidos por las mujeres. Hasta en el ámbito divino es María, madre y protectora, quien nos ampara de la nieve.

Images





Narratives on the Portuguese Ways

Table 27. Narratives on the Portuguese Ways.

TITLE(S)	<ul style="list-style-type: none">• Authors' route• Route of places and traditions• Literary and artist routes• Route of religious heritage and festivities• Route of creation and thought• Gastronomic route• Route of superstition
REFERENCE ROUTE	Portuguese Ways
TOPIC(S)	<p>The narratives touch the following facets of literary and cultural heritage, especially related to references to territory and history:</p> <ul style="list-style-type: none">• Authors' route: D. Afonso Sanches; Camilo Castelo Branco, Antero de Quental; Eça de Queirós; Guerra Junqueiro; Eduardo Vianna; Roberto e Sónia Delaunay; Samuel Halper; Amadeo de Souza-Cardoso; Almada Negreiros; Sarah Affonso; José Régio; Julio (artista plástico) /Saúl Dias (poeta); Agustina Bessa-Luís; Ruy Belo; Manoel de Oliveira; Gianbattista Confalonieri; Joaquim Moreira da Silva – O Poeta Carpinteiro• Route of places and traditions: Robert e Sónia Delaunay; Samuel Halpert, Almada Negreiros, Sarah Affonso; Amadeo de Souza Cardoso; José Régio; Julio (poet)/Saul Dias(plastic artists).• Literary and artist routes: Robert e Sónia Delaunay; Samuel Halpert, Almada Negreiros, Sarah Affonso; Amadeo de Souza Cardoso; José Régio; Julio(poet)/Saul Dias (plastic)• Route of religious heritage and festivities: D. Afonso Sanches; Antero de Quental; Gianbattista Confalonieri; Eça de Queirós; José Régio; Julio/ Saul Dias; Agustina Bessa-Luís and Ruy Belo.• Route of creation and thought: D. Afonso Sanches; Antero de Quental; Gianbattista Confalonieri; Eça de Queirós; José Régio; Julio/ Saul Dias; Agustina Bessa-Luís and Ruy Belo.• Gastronomic route: Robert e Sónia Delaunay; Samuel Halpert, Almada Negreiros, Sarah Affonso; Amadeo de Souza Cardoso; José Régio; Julio/Saul Dias; Agustina Bessa-Luís e Manoel de Oliveira.• Route of superstition: José Régio and Agustina Bessa-Luís.
CONTRIBUTING RURAL RALLURE PARTNERS	MVC and FUN



TARGET AUDIENCE	<p>The Camino de Santiago is atypical in certain respect because it already embraces a wide variety of pilgrims, hikers, travellers, etc. We do not know what is it like in Italy or elsewhere. However, it is, since we operate off the track of pilgrimage routes, we probably have to have in mind that the potential audience is also made of off-track pilgrims, thus even if the rurAllure narratives do not offer a straightforward spiritual content, the religious aspect can be inherent in many culturally rich stories.</p> <p>As for national and international audience, we have aimed at rendering informative and understandable the narratives also with literary heritage and important cultural heritage.</p>
LINKED FEATURED TRIPS	<p>The routes, in addition to authorial routes, dedicated to artists and writers, are structured through transversal themes, such as local uses and customs, immaterial culture and thought</p>
DURATION	<p>For the podcasts we went for the 2-4 minutes length of the audios, it is good that listening to them is in the hands of the listener, so with their mobile app they can stop or repeat the files while they are at the sites</p>
FORMATS INVOLVED	<p>Text, pictures, audio and video.</p>
PEOPLE INVOLVED IN THE CREATIVE PROCESS	<p>Rui Maia (Phd - History of Art); Marta Miranda (Local History); Isabel Costa (Tourism).</p>
ESTIMATIONS OF COST AND EFFORT	<ul style="list-style-type: none">• Visiting in person the sites and walking along the routes have a cost, but in our case, it did not mean costs for rurAllure since it is considered part of attributions of the Municipality of Vila do Conde.• Translations: this will be a Important part of our effort.• Other costs: copyrights.
CHALLENGES	<p>Some challenges while writing narratives:</p> <ul style="list-style-type: none">• First to have the theme, then select the POIs. Totally unrelated sites are difficult to unite.• Create new content from literary, art and heritage.• The “timeless” aspect: what you say can be interesting also after a few years?
SOURCES OF INFORMATION AND CONTENT	<p>Archives of writers and plastic artists; local archive and photographic archive; archaeological and heritage databases; poetry and novels, biographical books.</p>



NARRATIVE STYLE	We usually have a “speaking voice”, some imaginary or historical figure related in some way to the narrative/region, and the narrator changes according to the writer or artist in question.
SEQUENCING	According to route type: author or thematic route.
MEANS OF PRESENTATION	Via a mobile app for individual consumption, but also PC friendly version, meant to be printed in a little booklet.
PROVISIONS FOR ACCESSIBILITY	All routes and POIs are very well accessible on foot, we excluded extremely steep or difficult access.

7. Conclusion and plans for 2023

Confirming to the fact that Camino de Santiago is a consolidated product, well-known to everyone, and in the interest scope of many organizations, the WP4 partners have managed to liaise with existing initiatives taking place in all the areas of interest, with a focus on rural territories that were left out of the pilgrimage phenomenon despite having it embedded in their history. These activities are good samples of the kind of events that can be considered during the planning of pilgrimage trips, as an incentive to lure pilgrims into taking detours from the official paths into the rural surroundings. Most of the activities have been organized by institutions that have signed collaboration agreements with rurAllure. Many of them are held periodically, on an annual basis, and captured on the project’s IT platform as intended.

The continuation of the work in 2023 foresees the following priorities:

- Development and reinforcement of the network of institutions in the pilot area via organisation of meetings, networking and lobbying, participation in relevant events in the area and dissemination of the results of the project.
- Preparation of the agreed joint proposals with the stakeholders and policymakers listed in Table 15, in order to set up a fully-functional and sustainable regional network of actors interested in the valorization of the rural territories through the nearby pilgrimage routes, promoting experiences that do not necessarily end in Santiago de Compostela but rather invite tourists/pilgrims to know the territories more deeply than nowadays.
- Active engagement of public and private stakeholders in the pilot area thanks to their involvement in activities as collaborators and dissemination strategies.
- Organisation of thematic walking events focused on literary heritage in selected areas together with private and public local stakeholders, journalists and influencers. The events aim to popularise literary-expanded tourism with a special attention to the rurAllure WP4 audiences field. They serve to connect Galician stakeholders, build a network of regional actors involved in the project and promote the hikes.
- Leverage of the mountains detours project in Lugo Province: connecting literary heritage sites, natural heritage sites and relevant public stakeholders.



- Participation in conferences and networking events, including the events connected with cultural sector, promoting the project and its outcomes. Presentation of the project updates at the ACAMFE General Assembly in Valladolid (Castilla y León region). We have planned to continue this on all our european projects on our targeted territory on spring 2023 (sinergies with creahlands.eu, abmsproject.eu, etc.).
- Development and implement of marketing and communication strategies in the pilot area, including social media campaigns, publication in relevant media, and collaborations with journalists.
- Consolidation of POIs, checking, improving, and giving feedbacks on POIs, featured trips, narratives and technical aspects of the rurAllure web portal and mobile app. The FUN and UAM teams also propose the preparation of an operating manual to improve the management of POIs through the use of geotechnologies.
- Testing the detours and preparing new featured trips, following up on the featured trips prepared in 2022 and completing with new suggestions. The featured trips will be more deeply tested, consolidated and validated during the year 2023.
- Validation of all narratives created with regional stakeholders (through social media, conference, capacity building).
- More intensive involvement of vendors and local stakeholders.

The dissemination activities will be the focus of the third year of rurAllure, since we intend to share the knowledge gained through the first two years of the project, not only with local and regional stakeholders, but also with the scientific community. In that regard, we are planning publications in book to transfer the methodology as well as the results from the pilot activities and research activities conducted. To name one of these publications that has already been secured, we can mention the Italian, French, Spanish and English translations of Mythic Ambit of Novoneyra. The publication of the first is expected for December, 2022.

In order to test and further implement the exploitation strategies within the pilot areas, UVIGO, UDC, FUN and MVC will organise test field activities with selected vendors. The detours and narratives built in 2022 –and further developed in 2023- will be the scenario of 1 or 2 more trial pilgrimages with the contributions of local organisation and the support of municipalities. The main goal of this activity is to test all developed contents outside of the consortium, while growing the awareness of vendors on the opportunities linked with pilgrimages and slow tourism.

FUN will create in 2023 its own specialised regional association to promote their own literary detours and routes development, called Ameto Mitico AC, on their targeted territory as project spin-off in front of the final lack of European one with its own legal entity. Statutes are under checking and we are mapping the best stakeholders to be members before registering on 2023. It will be launched on next rurAllure general meeting on 2023 in Galicia. FUN and UVIGO will also work on involving specific UNESCO Geoparks and Reserves in Galicia in co-designed actions aimed at creating synergies between rurAllure's goals and Via Romea Strata development strategy.



reach out!

www.rurallure.eu