



## HOME

RURAL HERITAGE is an ERASMUS + project of cooperation for innovation developed by a European strategic partnership of six organizations from five different countries, led by the European Grouping for Territorial Cooperation, AECT León-Bragança.

The project proposes a training plan to support European policies that seek to make European cultural heritage a factor for economic and social development. Rural heritage offers great potential to revitalize rural areas, where cultural tourism has enormous potential for growth and job creation, since there is an enormous tradition and popular knowledge underexplored which must be valued as a fundamental part of European heritage.

There is a need to support vocational training teachers, through competence units and innovative methodologies, which complement the existing training offer to facilitate skills for communication and interpretation of rural tangible and intangible heritage.

Furthermore, the project seeks to improve access to training and qualifications for all, especially in rural areas, through specific materials and actions for these target groups, as well as to raise awareness of the importance of rural heritage and promote intercultural and intergenerational exchange in Europe.

## ERASMUS +

ERASMUS + contributes to the Europe 2020 Strategy for growth, employment, social justice and inclusion, and to the objectives of the strategic framework for European cooperation in the field of education and training. ERASMUS + is facing a new Program for the period 2021-2027, based on the success of the previous one (2014-2020) in order to create a more inclusive, cohesive, green and digital European society, promoting a more active participation of citizens, especially the young people, in the social and political life of Europe. The program promotes sustainable growth, the fight against climate change and social cohesion.

The general objective of the ERASMUS + program is to support, through lifelong learning, the educational, professional and personal development of people, contributing to sustainable growth, quality employment and social cohesion to achieve innovation and the strengthening of the European identity and active citizenship.

The ERASMUS + Program is a key instrument for building a European education area that supports the European strategy for cooperation in the field of education and training (as well as having outstanding agendas in the field of youth and sport).

Within the program, the following objectives are pursued:

- Promote the cooperation and mobility with EU partner countries.
- Promote the inclusion, equity, excellence, creativity and innovation in education and training.
- Develop the digital skills and other key general skills.
- Reduce early school leaving.



- Reduce the unemployment rate, especially among young people.
- Promote the adult education, especially in the new skills and qualifications required by the labour market.
- Encourage the lifelong learning especially of people with fewer opportunities, with disabilities or with socio-economic problems.
- Encourage young people to participate in the democratic life of Europe.

It focuses on formal and non-formal learning beyond the borders of the EU, with a clear vocation for internationalization, opening up to external countries with the aim at improving the educational and training capacities of people for the employability of students, teachers and workers.

In the field of Vocational Training, Erasmus + Programme wants to improve its quality in Europe, helping institutions related to vocational training to create Strategic Associations with other organizations and companies and this way establish solid relationships with the labour market.

In general, ERASMUS + contributes to improving employment opportunities and personal skills and thereby enhancing the competitiveness of the European economy.

[http://ec.europa.eu/programmes/erasmus-plus/index\\_es.htm](http://ec.europa.eu/programmes/erasmus-plus/index_es.htm)

[http://eacea.ec.europa.eu/erasmus-plus\\_en](http://eacea.ec.europa.eu/erasmus-plus_en)

<http://www.erasmusplus.gob.es>

## **RURAL HERITAGE PROJECT**

### **a. Needs**

It is necessary to support European policies that seek to make the European Cultural Heritage a factor for economic and social development, in addition to promoting its knowledge, the respect for different cultures, and the awareness of being European citizens and the common values of the European Union.

Professionals linked to tourism and heritage can contribute to the challenge of achieving a dynamic heritage, that is, a true resource for the enjoyment and use of the population, while being sustainable. Heritage interpreters are required, trained in the art of helping to explore, know and appreciate heritage through new experiences and pleasant emotions that achieve a true affective bond of the visitors which makes this discipline an intelligent tool to assess, preserve and manage Europe's cultural heritage.

Vocational training in Europe shows various profiles, but specialized training in rural heritage is necessary. Tour guides are common in cities but not in rural areas. When tourists visit rural areas, they usually look for active tourism, gastronomy and calm, however in rural areas there is a hidden tradition, an underexplored heritage that must emerge to show the global benefits of the countryside.

Heritage offers great potential to revitalize rural areas and stop rural abandonment. Many rural areas in the EU have turned to tourism as an alternative development strategy in the



face of changes in the agricultural production system and other economic activities. The rural cultural tourism sector has enormous potential for growing and job creation, so it is important to train professionals in new skills and improve access to training and qualifications for all, as a way to promote quality employment for young people especially in rural areas.

Consequently, the project tries to respond to the following needs:

- Promote training, professionalization and youth work in rural areas where qualified professionals are required to implement rural cultural tourism projects.
- Increase the competitiveness of the tourism sector by training the population that allows the expansion of economic activities through the efficient use of local heritage based on EU strategies.
- Diversify the population distribution within the European Union and the rural economy by creating employment in rural areas to allow the maintenance of the population in these areas.

Finally, there is a need to provide *resources for the continuous professional development of vet trainers*, through the development of practical training materials and tools for VET trainers / teachers / tutors, with a practical methodology and examples that facilitate the process of teaching-learning, given the need for strategies aimed at promoting true knowledge of European heritage, because only through the appropriation of the cultural value of heritage by citizens there will be a horizon of sustainability.

## **b. Objectives**

- To contribute to professionalization and economic development based on the heritage use in rural areas through a training plan and tangible intellectual outputs that can be used by teachers, trainers and students, and rural population enhancing access to training and qualifications for all.
- To promote the European rural cultural heritage transmission and to contribute to improve the current professional qualifications thanks to the design of new professional competences of "Guide-Interpreter of European Rural Cultural Heritage".
- To raise awareness of the importance of rural cultural heritage, tangible and intangible, at the local, national and European levels and its mutual recognition, through the practice of heritage interpretation in tourism and educational services.
- To encourage intercultural and intergenerational exchange of European rural heritage as a way of contributing to European identity.
- Promote cooperation and offer training opportunities for rural communities, facilitating the development of the rural economy.

## **c. Intellectual outputs**

**IO1 - Methodological Guide of the New Competences in the Rural Heritage Interpretation:** Material for teachers, trainers and educators of formal and non-formal vocational training, which includes two different main parts:



- Development of new competence units: It is the Curriculum to organise and describe the new professional competences aimed at training specialist interpreters in European rural heritage. It will include several competence units with the development of the professional profile and the corresponding curricular elements (objectives, final skills, evaluation criteria, content program, etc.). It will include quite new aspects in some professional families such as: the European dimension of cultural heritage, popular cultural manifestations, intangible heritage, the valorisation of local crafts and products, cultural diversity in Europe's rural area and intercultural and intergenerational exchange, among others.
- Methodology: innovative pedagogical techniques and methodologies, based on active and emotional methods, which place the student at the centre of the process and make him the protagonist of discoveries and experiences, instead of only receivers of information. In addition, they will be based on the use of heritage interpretation techniques in the teaching-learning process, as the best way to train the future professionals in the use of this method.  
The guide will also include examples of good practices with European experiences and actions for the integration of new competences to complement the existing training offer in European countries, especially those of the partnership.

**IO2 - Structured Training Course:** Modular manual to help train teachers by providing resources on the transmission of European rural heritage and its sustainable use when training future professionals in tourism or environmental education.

It is a material for teachers, trainers and educators that consists on learning modules about the topics related to rural cultural heritage as well as the concept and framework of European heritage, essential to raise awareness about the importance of our common European heritage. It will also include examples and practical experiences at European level: the greatest possible diversity of elements of heritage interest from different regions of Europe, especially from the countries of the project association, and a block on practical interpretive projects.

Therefore, it tries to provide a global training for teachers on the enormous rural heritage of Europe, trying to bring together the hidden heritage of the different European rural areas and including the European dimension, contributing to the internationalization of VET and the improvement of its quality.

**IO3 - "Rural Heritage" Training Platform:** E-Learning platform (MOODLE-type) to inform and offer learning about rural heritage interpretation to students and the general public, trying to promote professionalization and quality youth work in the areas rural areas, increasing the competitiveness of the tourism sector and economic activities around rural heritage, while helping to improve digital skills.

It includes an online course for lifelong learning designed specifically for tourism professionals, students and the rural population, which will be available with open registration for anyone who is interested in it, during the project, but also after its conclusion.



In addition, this platform will contribute to the promotion of competences considered by the EU as keys for lifelong learning, active citizenship and employment, such as the competence of learning to learn, social and civic competences or digital competences.

In addition, the ICT platform will incorporate communication tools and database with relevant information on the exploitation and use of rural heritage (lists of companies and other entities in the rural tourism sector) and will integrate social networks and multimedia tools to create a connected community user. The platform will also allow the inclusion of links to interesting, educational or heritage-related platforms, among others: *Open Education Europe* portal, *Europeana* portal, *Heritage Interpretation Association* website, etc.

#### **d. Other actions**

The project includes the organization of different events for the results' dissemination and training activities:

**E1 and E2: Multiplier events for the vocational training sector (to be held in Slovenia and Italy).** These one-day activities are designed for the dissemination of intellectual products, especially the Methodological Guide and the Structured Training Course (IO1 and IO2). It will be technical-academic seminars and will also be useful to evaluate the results by teachers, trainers and experts.

It will involve the following target groups:

- Trainers and teachers of non-formal and formal professional training entities or with permanent training programs, especially in professional families of tourism and environmental education.
- Experts in vocational education and training.
- Educational authorities.
- Other technicians and experts in rural tourism, rural cultural heritage (tangible and intangible), culture, environmental education, local and rural development, etc.

**E3 and E4: Multi-agent conference (Spain and Portugal).** One-day multiplier events to present all the intellectual products resulting from the project, open to all target groups.

Different groups of participants will be called:

- Local authorities as well as other authorities and policy makers related to employment, tourism, culture, heritage, environment, etc.
- Local action groups and rural development agents.
- Technicians, agents and managers in tourism, environment, rural/local development, etc.
- Rural tourism companies, tourist guide associations, cultural research centres, interpretation centres, ethnographic museums, etc.
- Young people, students and the general public.
- Rural heritage associations, folklore groups, heritage NGOs.



- Trainers and teachers of non-formal and formal professional training entities, or with permanent training programs (especially with qualifications from the Tourism and Environment families).
- Media (press, radio, TV).

**C1: Training course for the staff of the consortium entities (Spain).** A three-day training course is planned with the objective of providing training to the entities personnel that make up the project partnership, all of them with personnel directly interested in the contents, techniques and methods developed by the project, which will be relevant and useful for their work within the entities.

**CP: Pilot course.** During the project, the online course included in the platform, which will be complemented with a face-to-face practical training, will be used as a pilot course, that is, to carry out an evaluation and test of the course contents and the operation of all the resources of the platform, with participants from different countries.

#### **e. Target groups**

The target groups for the specific actions and results of the project will be Vocational Education and Training trainers, teachers and tutors, as well as students and anyone, preferably from rural areas, who are interested in these new professional competences on rural heritage interpretation, which will allow to increase the number of services offered to visitors.

Thus, we can classify the target groups into three different ones:

- People from rural areas: unskilled young people and women, unemployed workers, tourist guides, owners or workers of hotels and rural houses, restaurants, manufacturers of traditional products, service companies, active tourism companies, local authorities, etc.
- Trainers, teachers and students of VET, formal and non-formal, educational authorities and educational community in general.
- Professionals related to tourism, heritage or environmental education, professionals and technicians of rural development, regional-local administration, etc.

#### **f. Results**

1) Creation of a training plan on rural heritage with an innovative and multidisciplinary approach, implemented through three intellectual outputs (IO) for different target groups:

- IO1- Methodological guide for new competences in rural heritage interpretation.
- IO2- Structured training course for teachers.
- IO3- Rural Heritage E-Learning Platform for the general public, with practical resources and a training course specially designed for the population of rural areas, tourism professionals and students.

These training materials will be available as open educational resources (OER) in 6 languages, for free access and use, available on the project website and on various online platforms.



2) Integration of an innovative teaching-learning approach for VET, based on heritage interpretation techniques and an active emotional methodology (very useful both for the learning process and for future professional practice as rural heritage interpreters).

3) Development of a training course for rural population, tourism professionals and students, through the E-learning Platform developed during the project, which will be permanently available as an open online course in order to facilitate access to training for all. The course contents will be validated through a pilot course before the end of the project in order to ensure the best quality of this training.

4) Creation of common communication and learning networks between the beneficiaries and the different groups involved, including all the stakeholders in the discussion of strategies on how to promote a true knowledge of the European rural heritage and what are the necessary communication skills for the specialized professionals.

5) Complete plan to disseminate the project and raise awareness about rural heritage, through different actions and media (Newsletters, Seminars and dissemination meetings, social networks, news in magazines and newspapers, leaflets, etc.), including the website of the project (6 languages) in which all the project information will be kept, as well as activities, events, news, experiences, etc. on rural heritage in Europe.

6) A short training course for the consortium staff (C1) in Spain and 4 events for the transmission of results (E1, E2, E3, E4) in Spain, Portugal, Slovenia and Italy.

## CONSORTIUM

### a. Map

### b. Strategic Association:

#### The coordinator:



AECT LEÓN-BRAGANÇA is a European Grouping of Territorial Cooperation based in Spain, made up León Provincial Council and the Municipal Chamber of Bragança, whose objective is to facilitate transnational and interregional cooperation between these two regions of Spain and Portugal. Precisely the cultural heritage is one of the links between both territories and, therefore, an important value to promote common activities. Furthermore, given that its aims are oriented towards social and economic development in rural areas, this entity has great potential to involve agents from the different sectors interested in the project (local entities, rural development entities, tourism and employment entity's, etc.).

<http://www.aect-leon-braganca.eu/>

#### The partners:



**CPI**  
CENTER RS ZA  
POKLICNO  
IZOBRAŽEVANJE

CPI, CENTER OF THE SLOVENIAN REPUBLIC FOR VOCATIONAL TRAINING (Slovenia) as a central VET institution brings essential value to the Project in areas such as the development of qualifications in line with the EQF, European qualifications framework, preparation of occupational standards, recognition and validation of learning, structured modules and VET curricula, monitoring and evaluation, implementation of new curricula and development of the credit system.

<https://cpi.si/>



**CORANE**

CORANE, Associação de Desenvolvimento dos Concelhos da Raia Nordestina (Portugal) is a non-profit organization with a wide spectrum of skills and experience in the field of local and rural development, created in 1995, with the target area of Terra Fria Transmontana, constituted by the municipalities of Bragança, Miranda do Douro, Vimioso and Vinhais, in the north of Portugal. Its main objective is social, economic and cultural development through the valorisation, promotion and capitalization of local potentialities through the execution of development projects and the valorisation of its endogenous resources, always maintaining a social and economic perspective.

<https://www.corane.pt/>

**FOR.ES.**  
FORMAZIONE E SVILUPPO

FOR.ES Formazione e Sviluppo (Italy), is an official vocational training centre, provider of youth training, training in key competences and courses aimed at those who want to improve their professional skills to facilitate the return to the labour market, among other areas. It has an extensive experience in different programs and in new professional qualifications and validation of knowledge, skills and competences, having also participated in the transfer of results of new professional qualifications in rural areas

<https://www.foresweb.com/>



**SERVIMA**

SERVICIOS AMBIENTALES Y RECURSOS EDUCATIVOS, S.L.

SERVIMA SL (Spain) is a consulting company and as its name suggests it includes environmental services and educational resources. This small company is specialized in services related to environment, cultural heritage and sustainability. It has a Programs Department with extensive experience in the creation of educational and informative materials and in heritage training and interpretation activities. His practical contribution to the project in pedagogical aspects and in the use of interpretation techniques as well as in the development of ERASMUS + projects is interesting.

<https://www.servima.com/>





Eötvös Loránd  
Tudományegyetem

UNIVERSIDAD Eötvös Loránd (Hungary) is a university in whose Faculty of Humanities different studies of Cultural Heritage are taught (with a specialization in History and Practice of Cultural Heritage and an autonomous master's

degree in Cultural Heritage). It has eminent experience in international cooperation in various ERASMUS programs, as well as extensive experience in interdisciplinary research. Its participation in the project, through the Department of Interdisciplinary History, is very interesting for contributing its vision as a higher education centre, its specialization in European Cultural Heritage and its experience in organizing international symposia and seminars.

<https://www.elte.hu/>



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