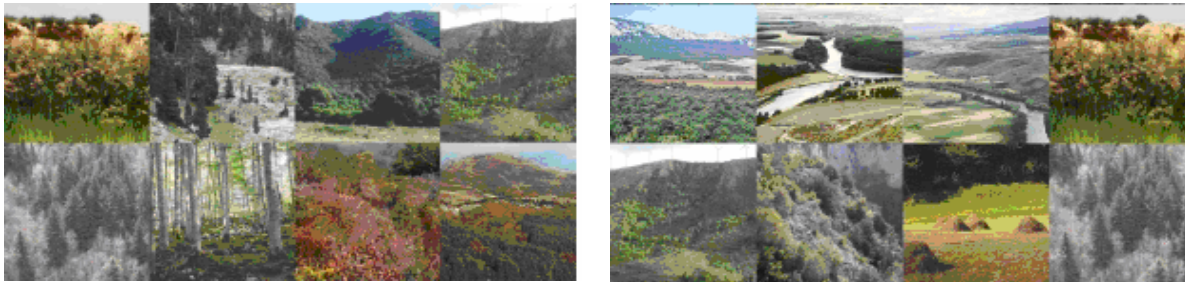


## PROGRAM



# STUDY VISIT

## TO SPAIN AND FRANCE

**EUROPEAN NETWORK FOR RURAL DEVELOPMENT**

**EUREKA LOCAL DEVELOPMENT S.L.**

Avenida Pío XII – 18 – 1º oficina 3

31008 Pamplona (Navarra) SPAIN.

T. +34 348 17 08 20 / +34 948 19 82 22

F. +34 948 17 08 33

e-mail: [eureka@eurekasl.eu](mailto:eureka@eurekasl.eu)

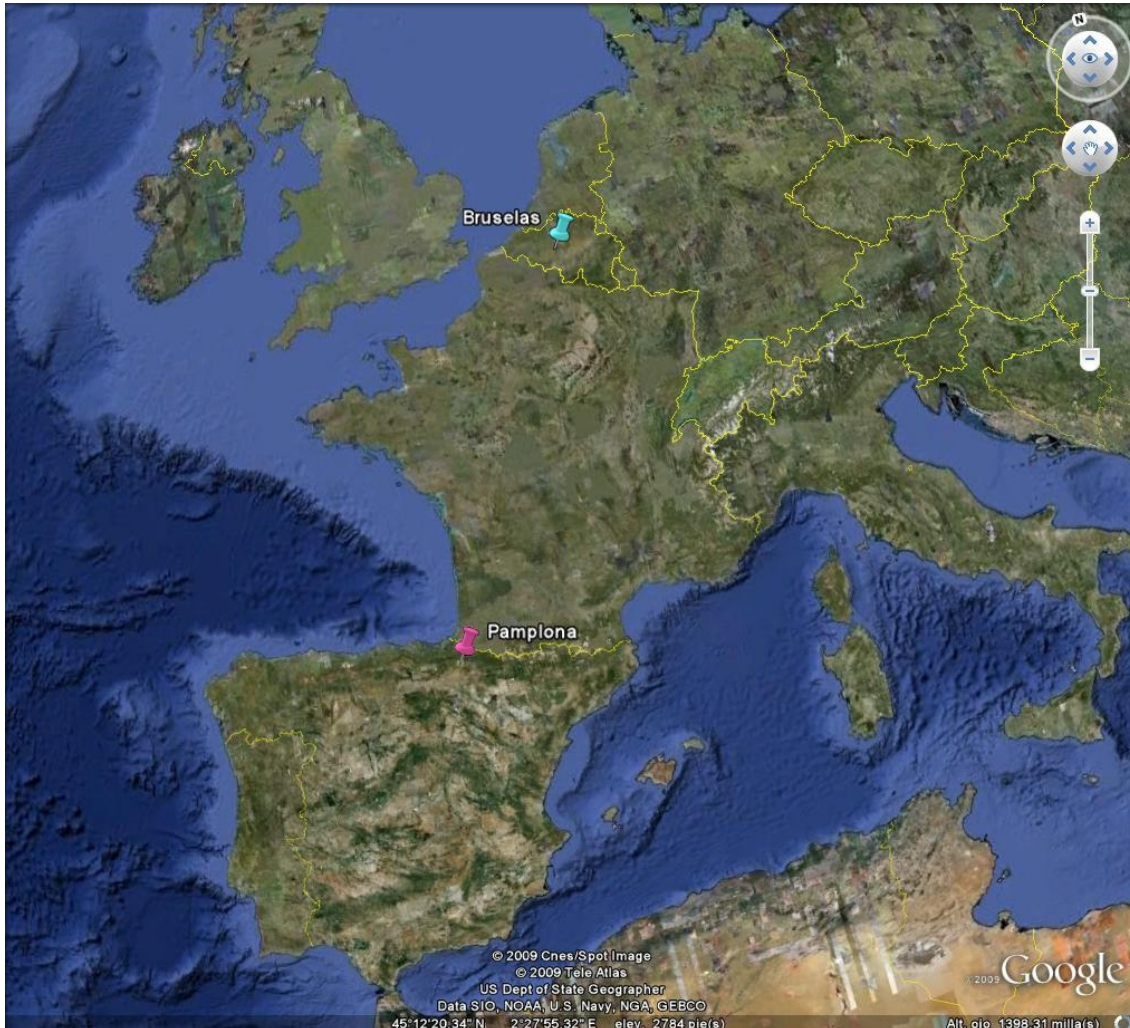




## STUDY VISIT TO SPAIN FOR EN RD

### LOCATION OF THE STUDY VISIT

The Study Visit will be held mainly in **Navarra** (North Spain, French border), although **other experiences in neighbouring parts of Spain and France** will also be visited.



In this region on the border with France and which has very varied landscapes, the primary sector accounts for 4% of the gross value added (GVA) – above the average for Spain (3.2%) and a very high output rate per worker (€ 31,620 as opposed to € 23,310 in Spain). It is also one of the most outstanding examples in Spain of associationism and cooperativism in this productive sector. Thus, for instance, the Union of Agricultural Cooperatives of Navarre has 175 member cooperatives, which represents 6.2% of the Spanish total (where the weight – in terms of population – of



Navarre in Spain is 1.2%). Moreover, support from public administration for the agrarian sector via its own tax system has been made evident in certain high quality and powerful agrarian extension services.

On the other hand, the variety of landscapes, agrarian structures, production systems and types of agriculture and livestock farming in the region of Navarre make it possible to become familiar with great diversity in terms of people and experiences, without having to go too far afield.

The transition from traditional agrarian systems to modern structures has taken place over the last 40 years, led by the Regional Government via its agrarian extension services.





## CHARACTERISTICS OF THE STUDY VISIT

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Given the wide range of fields involved in rural development, a programme will be designed around experiences in the different subjects in which interest has been shown:

- Economic and rural development.
- Cross-border cooperation
- Agriculture and agro-processing.
- Tourism
- Environmental management and protection.

Different agents concerned with projects of this kind will be involved. The different types of activities-visits to perform can include:

- **Institutional visits:** receptions with the organisations running the different projects and with the authorities which manage the cross-border cooperation programmes.
- **Technical visits:** contact with technical officers and experts in different fields, responsible for the execution of the projects.
- **Familiarisation visits:** visits to specific experiences, producers, private initiatives, family initiatives, initiatives promoted by women, etc.

All these elements allows for **complete programmes**, optimising time and resources. The following pages describe some of the possible visits and contacts available, as a means of shaping the final programme.

All and every activity will be assessed by **satisfaction questionnaires** given to participants.

The organization will maintain a totally **flexible attitude** with regard to introducing new visits at the request of participants.

**The study visit has been planned as follows:**

- ✓ **Duration.** 3 days, which means 2 ½ days of work in Navarre. Arrival in Spain on a Sunday and departure on the following Wednesday.



- ✓ **Transfers.** By plane, Bruselas –Madrid - Pamplona. Visitors will be met at the Pamplona's airport and be permanently accompanied by a member of the company. Transfers in Spain will be in comfortable vans – a more flexible system than the bus.
- ✓ **Documentation.** Previously, EUREKA LOCAL DEVELOPMENT will design and send a program of the study visit with the itinerary, chronogram of the activities and visits, summary of their contents and names of the persons in charge. Once approved, the program, together with the pertinent documentation, will be translated and sent with enough time in advance, in order to be copied and handed to the participants. Each participant will also receive tourist and practical information about Navarre.
- ✓ **Accommodation.** The 3 nights will be split into 2 blocks, alternating between hotels and rural accommodation, as a way of gaining experiences in local development. Accommodation will be on a bed and breakfast basis.
- ✓ **Meals.** Lunch and dinner have been included in the programme as another part of the study visit. Thus, for instance, the presence at lunches of producers from the area, technicians...is expected.
- ✓ **Insurance.** All participants will be covered by insurance.
- ✓ **Flexibility.** In order to find out the expectations of those attending the study visit, a questionnaire will be given to possible participants so that visitors may take full advantage of their stay in Spain. The organization will maintain a totally flexible attitude with regard to introducing new visits at the request of participants.
- ✓ **Coordination.** In addition to the coordination work carried out by Eureka Local Development (which is explained below), there will also be technical assistance provided by a retail travel agency specializing in in-coming tourists.
- ✓ **Assessment.** All and every activity will be assessed by means of customer satisfaction questionnaires.



- ✓ **Miscellaneous.** Participants will have some hours free and some guided tours will be arranged as another from of study.





## PROGRAM

A specific area would be visited each day in order to optimise time and resources, and experiences with different points of interest would be combined.

Main points of the study visit:





Visits and experiences by **thematic areas**:

|  |
|--|
| <b>(INS) INSTITUTIONAL CONTACTS</b>                                  |
| Cederna Garalur Assotiation (GAL) (Spain)                            |
| Consorcio de Desarrollo de Zona Media (GAL) (Spain)                  |
| Consorcio de Bertiz (Spain)  |
| <b>(CP) SPECIFIC CROSS-BORDER COOPERATION PROJECTS</b>               |
| Xareta Project (Spain – France)                                      |
| RETO and VULTOURIS: ornitologic tourism (Spain – France)             |
| Eurovelo Project (Spain – France)                                    |
| <b>(RT) RURAL TOURISM DEVELOPMENT EXPERIENCES</b>                    |
| Witch Museum and Caves of Zugarramurdi (Spain)                       |
| Commune of Osses (France)  |
| Saint Jean Pied de Port (France)                                     |
| Wine Route   |
| <b>(NAT) MANAGEMENT OF PROTECTED AREAS AND ASSOCIATED FACILITIES</b> |
| Canyon Interpretation Centre   |
| Nature reserve of Bertiz   |
| <b>(AP) AGRIFOOD PRODUCTION</b>                                      |
| Agrotourism, dairy farming and cheese making “Jauregia” (Spain)      |
| Josenea medicinal plant nursery (Spain)                              |



Day 0

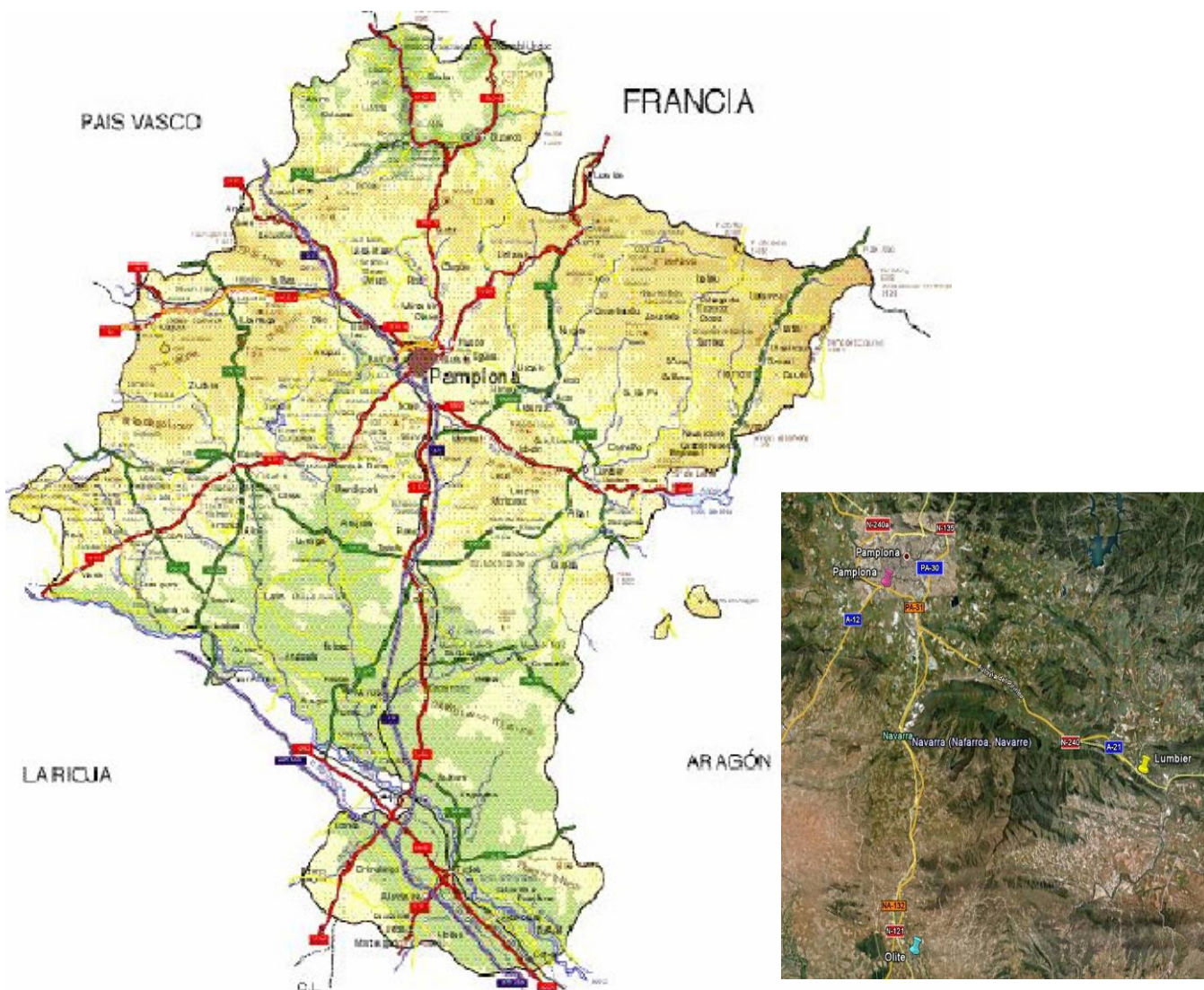
| Sunday |  |          |
|--------|--|----------|
| Hour   | Visit - experience                         | Interest |
| pm     | Flight                                     | -        |
|        |  | -        |
|        | Reception and general presentation (Spain) | -        |
| 20:30  | Accommodation: Pamplona / Ekai             |          |







## Day 1

| Monday |   |          |
|--------|---|----------|
| Hour   | Visit - experience  | Interest |
| 9:00   | Josenea medicinal plant nursery (Spain)   | AP       |
| 11:00  | Canyon Interpretation Centre (Spain)  | NAT      |
| 11:30  | Cross-border projects and local entities:<br><ul style="list-style-type: none"> <li>RETO an VULTOURIS: ornitologic tourism (Spain – France)</li> <li>Cederna Garalur Assotiation (Spain)</li> </ul> |          |
|        |   | CP       |
|        |   | INS      |
| 14:00  | Meal  |          |
| 16:30  | Cross-border projects and local entities:<br><ul style="list-style-type: none"> <li>Consorcio de Desarrollo de la Zona Media RETO</li> <li>Wine Route</li> </ul>                                    |          |
|        |   | INS      |
|        |   | RT       |
| 20:00  | Accommodation : Rural Jauregia (Anitz– Navarra - Spain)   |          |






| Josenea medicinal plant nursery   | Lumbier (Navarra – Spain)   |
|---|---|
|  | <p>An outstanding experience, awarded several sustainable-development prizes and co-funded by the European Union, this nursery <b>grows herbs and ornamental plants (more than 60 different species) in greenhouses and the open air.</b></p> <p>It is notable for its <b>bioclimatic building system</b>, 100% self-sufficient energy-wise, with solar panels and a wind turbine, and zero pollution, thanks to a composter connected to the wash facilities.</p> <p>It applies a vision of <b>social economy</b> based on employing people with difficulties to find work (older people, women, the long-term unemployed, etc.).</p> <p>It also <b>manufactures secondary products</b>: ointments, soap, creams, etc. and has its own shop to sell straight to the public. It runs guided tours for the general public and school trips.</p> <p><b>More info:</b> <a href="http://josenea.com/">http://josenea.com/</a></p> |

| Canyon Interpretation Centre   | Lumbier (Navarra – Spain)  |
|--|--|
| <p>The Canyon Interpretation Centre, located in Lumbier (Navarre) belongs to the environmental centres network of the Government of Navarre.</p> <p>It is tool to sensitize visitors and local population on the importance of preserving the natural resources. From these centers there are articulated different activities directed all kinds of public: students, local population, ornithologists and naturalists...</p> |  <p><b>More info:</b> <a href="http://www.focesdenavarra.es/portada.php">www.focesdenavarra.es/portada.php</a></p> |

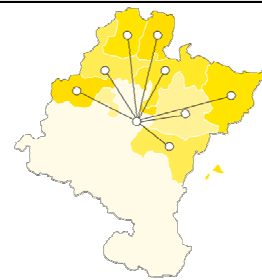






| RETO and VULTOURIS Projects   | Spain - France  |
|---|---|
|  | <p>RETO (transnational project) and VULTOURIS (cross-border project) are <b>projects to exploit a shared natural resource: birds and the development of a new trend in tourism: ornithological tourism.</b></p> <p>Both projects have French and Spanish partners, who have developed different tools in their respective territories to back this new trend: training, accommodation improvements, theme-based itineraries, fitting-out of reception and information centres, publicity and promotion material, etc. In the case of VULTOURIS, work centres more on environmental education and the installation of interpretation and information equipment.</p> <p><b>More info:</b> <a href="http://www.retoeurope.com/">http://www.retoeurope.com/</a></p> |

| Cederna – Garalur Association  | Based in Pamplona (Navarra – Spain)   |
|--|---|
| <p>Founded in 1991, Cederna-Garalur is a non-profit Association which <b>works to boost social, economic and cultural development in Navarra's mountainous area</b> (north of the Community) through local cooperation and the work relevant to a Local Action Group, like the ones which will have to be developed in Albania.</p> <p>When it started, the territory of action was characterised by an elderly population and a process of rural exodus, with few job opportunities for sectors such as young people and women, and a lack of local participation and business initiative. The complete opposite of the current situation, making the work of CEDERNA an excellent example of local development.</p> <p>The association has wide experience in cooperation projects and European financing tools for rural development.</p> |    cederna garalur <p><b>More info:</b> <a href="http://www.cederna.es">www.cederna.es</a></p> |



| Consorcio de Zona Media   | Based in Olite<br>(Navarra – Spain) |
|---|-------------------------------------|
| <p>Agencia de desarrollo y consorcio turístico, dirigido a 24 municipios de la Zona Media de Navarra.</p> <p>El Consorcio de Desarrollo de la Zona Media de Navarra se constituyó en Olite, el 10 de diciembre de 1996. Es una asociación de carácter voluntario que tiene la consideración de entidad pública con personalidad jurídica propia y potestad plena para el cumplimiento de sus fines, fundamentalmente impulsar el desarrollo rural armónico e integrado de la comarca y servir de foro de convergencia y representación a los agentes económicos y sociales públicos y privados implicados en el desarrollo de la misma.</p> <p>Entre sus áreas prioritarias de actuación destacan: <b>el área de igualdad y el patrimonio como motor de desarrollo.</b></p> |                                     |
| <p><b>More info:</b> <a href="http://www.navarramedia.org">http://www.navarramedia.org</a></p>  |                                     |

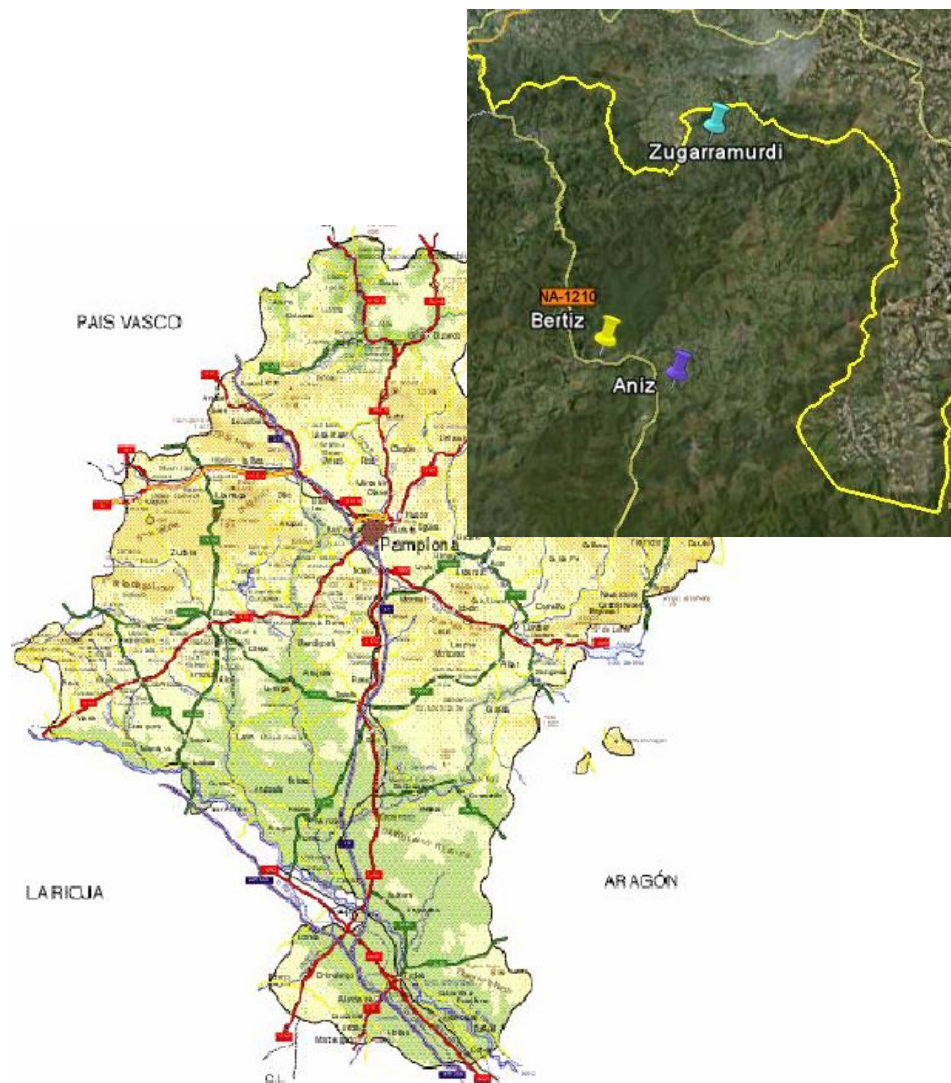


| Wine Route  | Based in Olite<br>(Navarra – Spain) |
|---|-------------------------------------|
| <div data-bbox="272 1073 402 1203">  </div> <div data-bbox="277 1276 394 1373">  </div> <div data-bbox="431 1073 630 1386">  </div> <div data-bbox="250 1404 428 1606">  </div> <p>La Ruta del Vino de Navarra recoge una cuidada selección de bodegas y establecimientos turísticos de esta tierra que, por su calidad y profesionalidad, le ayudarán a sumergirse en la cultura del vino y a saborear los placeres de la buena vida.</p> <p>Puede organizar su propia ruta: pasear por bodegas centenarias y entrañables, por las modernas o por las más pequeñas y familiares; degustar en restaurantes exquisitos vinos. Hospedarse en municipios, situados en enclaves vitivinícolas de gran belleza, en medio de un paisaje típico de viñedos, donde se sentirá como en casa.</p> <p>Disfrute de actividades de ocio ligadas al vino: realice paseos entre viñedos, bien a pie, en bicicleta o a caballo, descubriendo los colores de las viñas; observe la riqueza de esta tierra desde sus miradores; participe en catas para conocer los matices y singularidades de nuestros vinos...</p> |                                     |
| <p><b>More info:</b> <a href="http://www.rutadelvinodenavarra.com/">http://www.rutadelvinodenavarra.com/</a></p>  |                                     |



## Day 2

| Tuesday 6 <sup>th</sup> October |   |          |
|---------------------------------|---|----------|
| Hour                            | Visit - experience  | Interest |
| 9:30                            | Agrotourism, dairy farming and cheese making “Jauregia” (Spain) | AP       |
| 11:30                           | Xareta Project (Spain – France)                                 | CP       |
|                                 | Witch Museum and Caves of Zugarramurdi (Spain)                  | RT       |
| 14:00                           | Meal (Spain)  |          |
| 16:30                           | Consorcio de Bertiz   | INS      |
|                                 | Nature reserve of Bertiz  | NAT      |
| 18:30                           | Eurovelo Project (Spain – France)                               | CP       |
| 21:00                           | Accommodation: Rural Jauregia (Anitz– Navarra - Spain)          |          |





| Jauregia   | Aniz (Navarra - Spain)   |
|--|--|
| <p>Jauregia is a <b>family experience</b> involving <b>Agro-tourism, Dairy farming and Cheese making</b>.</p> <p>The Rural B&amp;B – Agro-tourism centre is an old mediaeval palace where customers, in addition to spending the night, can also take part in different farm activities.</p> <p>In 2004, the Jauregias, a family of dairy farmers, decided to <b>diversify their activity</b> by opening a cheese-making facility where they could make cows' cheese and yoghurt from the milk from their own cows.</p> <p><b>More info:</b> <a href="http://www.jauregia.es">www.jauregia.es</a> / <a href="http://www.jauregia.net">www.jauregia.net</a></p> |  |

| Witch Museum – Caves of Zugarramurdi   | Zugarramurdi (Navarra - Spain)   |
|--|--|
|  <p>The Witch Museum was opened in 2007. Set up in an old, local hospital not far from the cave of Zugarramurdi (the main attraction), it covers everything to do with witchcraft and, more specifically, the Inquisition in this area in the Middle Ages. It portrays XVII-century Navarrese society through its myths and legends.</p> <p><b>More info:</b> <a href="http://www.zugarramurdi.es">www.zugarramurdi.es</a></p> | <p>Zugarramurdi is located in the north of Navarra, almost right on the French border, and has a population of 230. It is currently one of the main tourist attractions in the Community thanks to the tales and legends arising from witchcraft and the Inquisition of 1610.</p> <p><b>A good example of how a cultural, social and natural resource (the cave) can become the identity mark of a locality.</b></p> |



## Xareta Project

Ainhoa – Sare (France)  
Urdax – Zugarramurdi (Spain)



The first action aimed at developing and giving value to the territory known as "Xareta" got under way at the end of the 90s. "Xareta" covers 4 localities: Ainhoa (France), Sare (France), Urdax (Spain) and Zugarramurdi (Spain)

This process led to the signing of a Cooperation Agreement in 2002 and the creation in 2004 of the Asociación Xareta, which is responsible for the implementation of the action involved in the project.

One of the chief examples is the creation of a complete tourist product based on the caves of Zugarramurdi and Sare by improving the tourist services related to these resources and their unique history: witchcraft.

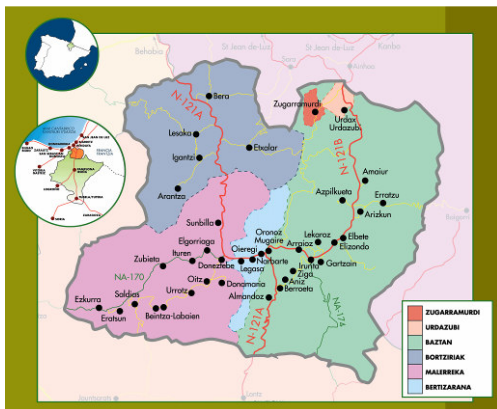
**More info:** <http://xareta.sare.fr/xaretaes/index.html>

## Consorcio de Bertiz

Europe

El Consorcio Turístico de Bertiz se creó en Diciembre de 1.992, con el objeto de promover el desarrollo turístico en los pueblos y valles de Urdazubi y Zugarramurdi, Baztan, Bertizarana, Malerreka y Bortzirriak

En la actualidad el Consorcio Turístico de Bertiz agrupa a 18 ayuntamientos: ocho asociaciones profesionales: Casas rurales, Hoteles, Campings, Restaurantes, Bares, Artesanos, Comercios y Servicios.





A lo largo de estos años, desde el Consorcio se han ido desarrollando diversos proyectos que han contribuido positivamente en el desarrollo del sector turístico de la comarca.

Además el desarrollo del turismo rural ha contribuido a la diversificación de la economía generando riqueza y empleo de alto valor social, ya que la mayoría de los puestos de trabajo están dirigidos a mujeres de mediana edad, con menos posibilidades en otros sectores.

**More info:** [http://www.ecf.com/14\\_1](http://www.ecf.com/14_1)



| Parque Natural de Bertiz   | Europe  |
|--|---|
|   | <p>Bértiz is located in the Atlantic Valleys of Navarra's Mountainous region, more specifically in <b>Oieregi-Bertizarana</b>. It is a unique spot. Its outstanding beauty, the presence of the forest animals corresponding to a mature wood and its great naturalness led to its being declared a Natural Park in 1984, thereby bringing to reality the dream of its previous owners, Pedro Ciga and Dorotea Fernández.</p> |
|  | <p>Bértiz is all this and also a must on the list of places to see for many of those visiting Navarra. And it is at this public that the actions and programmes carried out are directed so that their expectations may be met and Bértiz conserved. It is, therefore, a place which demonstrates that use and conservation are compatible.</p>   |
| <p><b>More info:</b> <a href="http://www.parquedebertiz.es/portada.php">http://www.parquedebertiz.es/portada.php</a></p> |   |

| Eurovelo Project   | Europe   |
|--|--|
| <p>Project to develop 12 long-distance cycle routes in Europe. Run by the European Cyclists' Federation, with the support of the EU. It aims to <b>promote long-distance cycling tourism and to take it into cities</b>. Another objective is to promote the bicycle as an everyday means of transport.</p> <p>This project is strongly linked in with the network of Green Routes set up in different European countries and particularly those in France.</p> <p>The Green Route of the Bidasoa (Navarra) has recently joined the programme.</p> |  |
| <p><b>More info:</b> <a href="http://www.ecf.com/14_1">http://www.ecf.com/14_1</a></p>   |  |




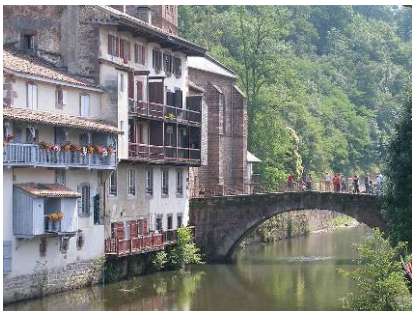
Day 3

| Wednesday 7 <sup>th</sup> October |   |          |
|-----------------------------------|---|----------|
| Hour                              | Visit - experience                            | Interest |
| 9:00                              | Comune of Osses (France)                      | RT       |
|                                   | Free time at Saint Jean Pied de Port (France) | RT       |
| 13:00                             | Meal (France)                                 |          |
|                                   | Flight  |          |





| Commune of Osses  | Osses (France)   |
|---|--|
| <p>In the suburbs of Osses's French locality there is located a set of traditional trades (ceramics, forge, footwear, wood ...) that have allowed to <b>put in value these trades and to support them, giving them a commercial impulse</b>. Some of these trades rely on recognition worldwide thanks to the management and commercial strategies that they have raised.</p> |  |

| Saint Jean Pied de Port  | Saint Jean Pied de Port (France)   |
|--|--|
|  | <p>Saint Jean Pied de Port (France) and Roncesvalles (Navarra) are both reference points at the start of the French route (the most popular) of the <b>Way of St. James (first European Cultural itinerary declared by UNESCO in 1987)</b>.</p> <p>Both places also have other factors of <b>tourist appeal</b>. Roncesvalles, its complex of monuments (Collegiate, old pilgrims' hospital, etc.), and St Jean, its mediaeval historical quarter. This small French town is also a reference point in small businesses based on local products and has a prominent role in the south of France and the north of Spain.</p> <p><b>More info:</b> <a href="http://www.turismo.navarra.es/esp/organice-viaje/recurso.aspx?masInf=1&amp;o=2495">http://www.turismo.navarra.es/esp/organice-viaje/recurso.aspx?masInf=1&amp;o=2495</a></p> |





## ACCOMMODATION

### CASTILLO DE JAVIER

Pamplona (Navarre – Spain)

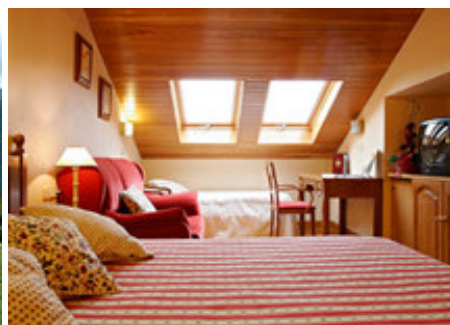


**More info:** <http://www.hotelcastillodejavier.com/flash/index.htm>

### EKAI RURAL HOTEL

Ekai (Navarre – Spain)

Hotel located in one of the zones with more experiences of rural development of Navarre.



**More info:** <http://www.hotelekai.com/>

### JAUREGIA

Anitz (Navarre – Spain)

Anitz: Small village of Baztán's Valley in a privileged environment. To scanty minutes of the border with France.



**More info:** <http://www.jauregia.es/> <http://www.jauregia.net/>



