



Round table on

**CLIMATE AND DEMOGRAPHIC CHANGE:
DEBATING SOLUTIONS TO MULTIPLE CHALLENGES**

TUESDAY 6TH OCTOBER 9H00 - 12H30

NORWAY HOUSE, RUE ARCHIMEDE 17, 1000 BRUSSELS

PROGRAMME

- 9h00 - 9h20 Registration and coffee
- 9h20 - 9h30 Welcome from moderator- Fabian Zuleeg, European Policy Center
- 9h30 - 10h15 Demographic Changes in Europe - vision for 2020, action for today
- Dr. Paul Cosford- Regional Director of Public Health, NHS East of England
 - Ms. Ana Abrunhosa- Vicepresident of the Development and Coordination Commission for the Central Region of Portugal
 - Ms. Marta López de la Cuesta- General Director for Analysis and Planning Castilla y León Regional Government
- 10h15 - 11h00 Climate Change in Europe - vision for 2020, action for today
- Mr. Dan Griffiths- Climate Change Manager at the NorthWest Development Agency
 - Ms. Agnieszka Pawlicka- Environment Protection Department, Head of the Ecological Policy Office- Marshall Office of Warminsko-Mazurskie Voivodship
 - Ms. Ellen Margrethe Basse- Professor in Environmental Law and Head of the Climate Secretariat- University of Aarhus
 - Ms. Lisbeth Iversen- Commissioner and deputy chair of the City Government of Bergen- responsible for environment, climate, cultural heritage, transport and water
- 11h00 - 11h30 Coffee break
- 11h30 - 11h45 Regions 2020 - Multiple Challenges for European Regions - Peter Berkowitz- Head of Unit C1, Conception, Forward Studies and Impact Assessment, DG Regio
- 11h45 - 12h15 Debating solutions to multiple challenges
- 12h15 Conclusions from Moderator



Workshop «Climate and demographic change»



Workshop «Climate and demographic change»



CENTRAL REGION OF PORTUGAL

A REGION THAT PROMOTE THE COMPETITIVINESS OF LOW DENSITY AREAS

- Extensive and diversified territory
 - Abundant and valuable natural resources
 - Unique cultural heritage and way of life
 - Easily mobilised and attractive tourist resources
- Strong forestry and small farm tradition
 - Low density of rural areas
 - Strong potential for attracting people
 - Partnerships to promote development
 - Financial and technical support to invest



CENTRAL REGION OF PORTUGAL

Competitiveness and endogenous resources

- Sustainable tourism in natural areas
 - SPAS and thermal water
 - Schist Villages network
 - Historical Villages network
 - Romanized patrimony
 - Côa Valley
 - Tejo markets
 - Beira Baixa land products



PROVERE

PROGRAMMES FOR THE ECONOMIC
ENHANCEMENT OF ENDOGENOUS
RESOURCES

A fresh look at intervention in low density areas

- A Strategy of Collective Efficiency for rural territories in the interior of Portugal's Centre Region
- Whose goal is to foster competitiveness
- By instigating economic activity linked to endogenous resources
- Creating jobs and helping population renewal

A innovator intervention model

- Clearly defined thematic focus: an distinctive and incomparable endogenous resource
- Clear strategy of economic exploitation of the endogenous resource
- Broad partnership embracing specific public bodies and – crucially – private enterprises
- Implementation via a integrated action plan
- Anchor projects to drive achievement of the strategy
- Supplementary projects that consolidate the dynamics underlying exploitation of the resources
- Funding the action plan through the contribution of different operational programmes from the National Strategic Reference Framework (NRSF) for Portugal

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mais
CENTRO
Programa Operacional Regional do Centro

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QUADRO
DE REFERÊNCIA
ESTRATÉGICO
NACIONAL
PORTUGAL 2007-2013



UNIÃO EUROPEIA

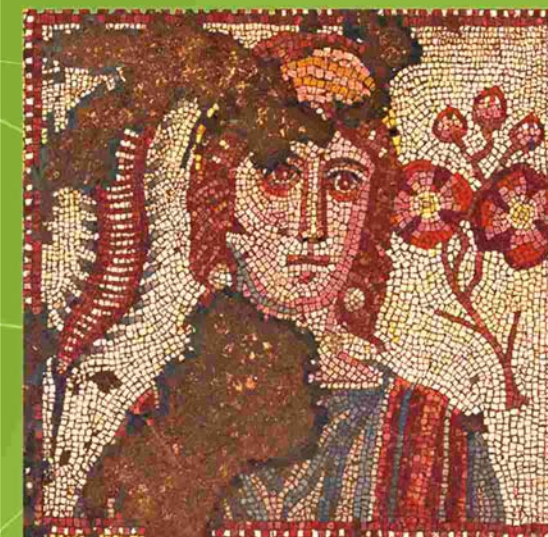
Fundo Europeu
de Desenvolvimento Regional

PROVERE

PROGRAMMES FOR THE ECONOMIC
ENHANCEMENT OF ENDOGENOUS
RESOURCES

An initiative to foster competitiveness in low density areas of Portugal

PROGRAMMES IN CENTRE REGION OF PORTUGAL



 **ccdrc** centre region's coordination
and regional development
commission

PROVERE

PROGRAMMES FOR THE ECONOMIC ENHANCEMENT OF ENDOGENOUS RESOURCES

PORTUGAL



1 SCHIST VILLAGES

Schist Villages network

2 HISTORIC VILLAGES

Historic Villages network and exploitation of Jewish heritage

3 BUY NATURE

Sustainable tourism in protected areas

4 CÔA VALLEY

Tourism and heritage in Côa Valley

5 TEJO RIVER

Markets of the Tejo river

6 VILLA SICÓ

Programme for the economic exploitation of Romanised areas

7 BEIRA BAIXA

Land of excellence

8 SPAS

Exploitation of Spas in the Centre Region

"The initiatives to foster competitiveness in low density areas of Portugal's Centre Region"



Workshop

«Territórios de baixa densidade: que futuro?»

PROVERE: UM PROGRAMA PARA PROMOVER A COMPETITIVIDADE DOS ESPAÇOS DE BAIXA DENSIDADE DA REGIÃO CENTRO

Auditório do Convento dos Frades, Trancoso

28 e 29 de Outubro de 2009

PROGRAMA

Dia 28

9h30 m – Recepção dos participantes

10h00 m – Sessão de abertura

Câmara Municipal de Trancoso

Comissão de Coordenação e Desenvolvimento Regional do Centro

10h30 m – Programa PROVERE: agenda de trabalho

Grupo de Trabalho PROVERE – Luís Centeno

11h00 m – A estratégia nacional para o turismo em espaços de baixa densidade

Turismo de Portugal – Maria José Catarino

11h30 m – *Pausa para café*

11h45 m – O PROVERE no contexto da estratégia regional de turismo

Entidade Regional de Turismo do Centro - Pedro Machado

Entidade Regional de Turismo da Serra da Estrela - Jorge Patrão

12.45 – Debate

13h00 m – Almoço

Dia 28 (cont.)

14h30 m – PROVERE *Valorização das Estâncias Termais da Região Centro*

14h50 m – PROVERE *Buy Nature: Turismo Sustentável em Áreas Protegidas*

15h10 m – PROVERE *Beira Baixa: Terras de Excelência*

15h30 m – PROVERE *Villa Sicó: Valorização Económica dos Espaços da Romanização*

15h50 m – PROVERE *Mercados do Tejo*

16h10 m – *Pausa para café*

16h30 m – PROVERE *Rede das Aldeias do Xisto*

16h50 m – PROVERE *Aldeias Históricas - Valorização do Património Judaico*

17h10 m – PROVERE *Turismo e Património no Vale do Côa*

17h30 m – Fim dos trabalhos

Dia 29

9.00 - Partida de Trancoso

9.30/10.30 - Marialva - Casas do Côro

11.00/12.30 - Visita ao Museu do Côa

13.00/15.00 - Almoço em Ervamoira

15.30 - Visita ao núcleo da Penascosa

16.30 - Partida de Castelo Melhor. Passagem por Almendra/Algodres/Vale

Afonsinho

17.30 - Visita ao Centro Difusor de Cidadelhe

19.00 - Chegada a Trancoso



Name of the partner organiser & name of the venue city:

Centre Region's Coordination and Regional Development Commission.
Trancoso, Portugal.

Type of the event & Title:

Workshop: "Low-density territories: what future?"

Date & time:

28-29th of October 2009

Organiser(s):

Centre Region's Coordination and Regional Development Commission, Portugal.

Chair:

Alfredo Marques, President of Centre Region's Coordination and Regional Development Commission (CCDRC).





Speakers:

Luís Centeno, Coordinator of PROVERE Group.

Maria José Catarino, Tourism of Portugal.

Pedro Machado, Regional Tourism Authority of Centre.

Jorge Patrão, Regional Tourism Authority of Serra de Estrela.

Pedro Maranhã, PROVERE: Exploitation Spa Resorts in the Central Region.

Armindo Jacinto, PROVERE: Buy Nature: Sustainable Tourism in Protected Areas.

Heitor Gomes, PROVERE: Beira Baixa: Lands of Excellence.

Susana Loureiro, PROVERE: Villa Sicó: Economic exploitation of Landscape of Romanization.

Margaret Grácio, PROVERE: Markets of Tejo River.

Rui Simão, PROVERE: Network of Schist Villages.

Armindo Jacinto, PROVERE: Historical Villages network- Exploitation of Jewish Heritage.

Antonio Abrantes, PROVERE: Tourism and Heritage in the Coa Valley.

Participants:

Municipalities and Associations of Municipalities: 31

Local Development Associations: 14

Enterprises: 20

Business Associations: 6

Other: 21

Total: 92





Quote(s):

The Central Region will promote the economic exploitation of local resources through the PROVERE program.

This is an initiative to promote the competitiveness of low-density territories of Central Portugal.

Outline:

The first session of the presentation of strategic lines for the tourism sector was at national and regional level. The low density areas of Central Region in the context of national strategy for tourism, should give priority to cultural and scenic touring and Nature Tourism, with an additional supply of food and wine and health and wellness.

In the context of the regional strategy for tourism, in addition to those four areas, in the Center include the beach and sun, golf, nautical tourism and business tourism. However, the territory of the mountain, has gained a strong momentum of investment that gives it a capacity of today are highly important to support new tourism products.

The second session was focused on the presentation of the 8 programs PROVERE:

- *Valuation of Spa Resorts in the Central Region;
- *Buy Nature: Sustainable Tourism in Hazardous Areas;
- *Villa Sicó: Program for the Economic Area of the Romanization
- *Network of Schist Villages
- *Tourism and Heritage in the Coa Valley;
- *Historical Villages - Recovery of Jewish heritage;
- *Markets do Tejo
- * Beira Baixa - Lands of Excellence



Debate (if appropriate):

The debate in this workshop focused on the problems that arising from the themes under discussion: the role of tourism in economic dynamization of the territories, the relationship between different levels of strategy definition and intervention planning in the tourism sector, tourism products and new emerging trends in tourism markets.

Conclusions:

In conclusion of this workshop can be held the following ideas:

1. The areas of low density and, specifically, the regression population trends in these areas need active development policies and comprehensive: in terms of areas of intervention in terms of targeted sectors in terms of the recipients involved.
2. Since PROVERE programs privilege the tourism sector to dynamize the economic activity, is vital to ensure consistency and complementarity between the different levels of intervention in the sector: national, regional and local levels.
3. It is necessary to promote rapprochement and dialogue between the different programs PROVERE because they share in many cases, territories, agents or resources.
4. The PROVERE is an innovative intervention model to promote the competitiveness of low density in the Central Region, by dynamizing the economic activity associated with endogenous resources, generating employment and helping to secure and renew the population.
5. Involving entities of different nature, including private companies, is an experience of building partnerships and networks for regional development.





Pictures' legend:

Picture 1: Workshop «Low-density Territories What future» I

Picture 2: Workshop «Low-density Territories What future» II

Picture 3: Trip to business initiatives in low-density areas: Enotourism in Quinta da Ervamoira

More information:

<http://www.ccdrc.pt/>

<http://www.maiscentro.qren.pt/index.php?accao=comum&id=50>





Picture 1: Workshop «Low-density Territories What future» I



Picture 2: Workshop «Low-density Territories What future» II



Picture 3: Trip to business initiatives in low-density areas: Enotourism in Quinta da Ervamoira

