

# MOUNTAIN WALKS IN THE ARAGON REGION

Approximately 40% of the Aragon region is mountainous, especially in the Provinces of Huesca and Teruel. The region is traversed by the Pyrenees and the Iberian mountains and is characterized by a rich natural heritage. Many tourists come here to do different sports, walk in the mountains, enjoy the fresh air and pure water, or simply to enjoy the scenery.

This region has a sparse and ageing population. With an average of less than 10 inhabitants/km<sup>2</sup> and a large number of small villages, the provision of qualitative and adapted public services is a key challenge for education, health care, transport and for the maintenance of businesses such as groceries and bars.

The Province of Teruel is committed to keeping its region alive and dynamic. For this reason, it has developed several initiatives to support local entrepreneurs, sustainable tourism and green mobility in the mountains through the funds of the European Cohesion Policy.



This brochure is produced in the framework of the communication campaign Montana174- How does the Cohesion Policy shape mountains?

This brochure illustrates how the Cohesion Policy has a tangible impact on the daily life of mountain citizens, using concrete examples from Aragon Region.

[www.montana174.org](http://www.montana174.org)



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# ANABEL - MOUNTAIN WALK



## 3 SILVER ECONOMY

The SILVER SMEs project organized a workshop on the opportunities arising from the silver economy for mountain businesses. **Anabel tailored the services of her rural property to meet the needs of older adults. The number of bookings quickly increased.**



## 2 FINANCING

The SMART FINANCE project created a platform that gathers all sources of finance for local businesses. Thanks to the new platform, **Anabel was able to access the funds she needed to renovate the roof of her rural property.**

## 1 ONLINE SALES

Training on online marketing and digital sales was organized for local entrepreneurs. Anabel used what **she learnt to create her own website to advertise her rural property and to manage the room bookings and payments online.**



### NAME

Anabel

### PROFILE

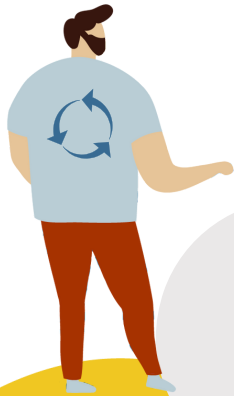
Entrepreneur in a rural property in Montoro de Mezquita

### AMBITION

To grow her rural business and make it more competitive



# CARLOS - MOUNTAIN WALK



## 3 CIRCULAR ECONOMY

A group of citizens, entities and companies in the region was created to develop the circular economy plan of the Cultural Park. **Carlos was involved in shaping the plan and the Park has now launched flagship initiatives to reduce waste and energy consumption and to create repair and reuse stations.**

## 2 RURAL REVITALIZATION

A project to revitalize mountainous areas through sustainable tourism brought together stakeholders from various mountainous regions of Europe, including Carlos. **Inspired, he committed to improve tourism flows in the Cultural Park while doing more to preserve mountain biodiversity. New actions are now in place.**



## 1 CULTURAL HERITAGE

A project to revitalize heritage sites with neglected fortresses and castles was developed. **Carlos launched a Live the Castle festival and a volunteer-based restoration to rehabilitate the most ancient fortress in the Cultural Park.**

### NAME

Carlos

### PROFILE

Director of the Cultural Park in Ariño

### AMBITION

To ensure a balance between environmental protection and the socio-economic development of the Park



# CLAUDIA - MOUNTAIN WALK

## 3 GREEN MOBILITY

New mobility solutions based on hydrogen and electric vehicles were developed in the region. **Instead of systematically taking her car, Claudia can now use shared green vehicles when she goes to other villages to deliver products for her business.**



## 2 ENERGY EFFICIENCY

The PrioritEE project helped local actors to increase the energy efficiency of public buildings. **Claudia is thrilled: her energy bills have decreased thanks to the energy renovation and certification of the public building that houses her rural multiservices shop.**



## 1 SOCIAL INTEGRATION

A new programme was developed to integrate new families in less populated regions. **Claudia relocated from Madrid to Corbalán, where she was supported in her integration process.**

### NAME

Claudia

### PROFILE

Owner of a rural multiservice shop

### AMBITION

To continue living in the small mountain village that welcomed her when she left Madrid

