

Pilots:

CREATOUR co-researchers

CREATOUR promotes innovative, interactive, creative tourism activities, building from local cultural traditions, skills, knowledge, and emerging artistic practices. It aims to contribute to the sustainable development of local communities across Portugal. The development of a network of creative tourism projects is central to CREATOUR, where pilots play a leading role. By implementing a series of creative tourism offers, these entities are co-researchers in CREATOUR, actively contributing to the success of this project.

Within the CREATOUR project, 40 pilot organizations, located in four regions of Portugal, have been developing a wide range of creative tourism offers, inspired by and embedded within the cultures and locales in which they are operating. All activities were conceived, designed, and implemented locally. This document presents a brief overview of these pilots, organized by region (north to south), with the title and a brief description of their initial creative tourism projects. As an experimental learning and development experience, the pilot organizations were encouraged to evolve, adapt, and develop new offers as they go forward.

What is CREATOUR?

CREATOUR - Creative Tourism Development in Small Cities and Rural Areas is a national creative tourism incubator and multidisciplinary research project. CREATOUR develops new knowledge on creative tourism in Portugal and provides a networking and capacity-building platform for creative tourism activities in small towns and rural areas of Portugal. The three-year project (2016-2019) focuses on small cities and rural areas in the Norte, Centro, Alentejo, and Algarve regions. It is funded under the Joint Activities Programme of PORTUGAL 2020, by COMPETE2020, POR Lisboa, POR Algarve, and Fundação para a Ciência e Tecnologia.

What is creative tourism?

CREATOUR's approach to creative tourism involves four dimensions: active participation, creative self-expression, learning, and community engagement. Creative tourism offers visitors the opportunity to develop their self-expression and creative potential through active participation in workshops in an array of areas, such as visual arts, performing arts, traditional crafts, gastronomy, and spirituality—each characteristic of the destination where they take place. To foster meaningful connections to place, essential features of these experiences are strong links between the creative activity and the place, and engagement with the local culture and community.

What are CREATOUR's objectives?

(Summary overview)

- To strengthen links between the cultural/creative and tourism sectors
- To catalyze the development of a network of 40 creative tourism initiatives in small cities and rural areas throughout the Norte, Centro, Alentejo, and Algarve regions
- To design and implement professional development and co-learning events through regional and national IdeaLabs
- To monitor the development of the creative tourism initiatives, and evaluate their engagement with, and socio-economic impacts on, the local communities
- To widely disseminate research and experiential findings through a range of publications directed to researchers, practitioners, and policymakers—in Portugal and internationally

Who is working in CREATOUR?

CREATOUR involves five research centres and 40 pilot organizations. The project is coordinated by the **Centre for Social Studies** (CES) of the University of Coimbra (PI: Nancy Duxbury) and involves the following other research centres:

- **CIDEHUS** - Centro Interdisciplinar de História, Culturas e Sociedades, University of Évora
- **CIEO** - Centro de Investigação sobre Espaço e Organizações, University of the Algarve
- **DINÂMIA'CET-IUL** - Centro de Estudos sobre a Mudança Socioeconómica e o Território, Lisbon University Institute (ISCTE-IUL)
- **Lab2PT** - Laboratório de Paisagens, Património e Território, University of Minho

Beyond...

CREATOUR Azores

Launched in 2019, **CREATOUR Azores** is an integrated research-and-application project that aims to advance research on creative tourism in island regions, to diversify tourism offers in the Azores, and to strengthen links with other Portuguese regions where this model has already been implemented through CREATOUR. CREATOUR Azores is coordinated by OTA – Observatory of Tourism of the Azores and the University of the Azores, in partnership with the Centre for Social Studies (CES) of the University of Coimbra. It is funded by FEDER through the operational program Azores 2020 and by regional funds through the Regional Directorate of Science and Technology.

CREATOUR International

Launching in 2020, **CREATOUR International** is an informal network to further knowledge exchange and capacity-building among creative tourism researchers and small-scale practitioners internationally. It aims to build closer research–practice relations through providing a platform for sharing experiences, practice-based knowledge, and insights from research; articulating and discussing issues and solutions; and learning from one another to inform the growing field of creative tourism internationally. CREATOUR International builds upon the numerous international connections made through CREATOUR’s conferences and other activities, emails, Skype conversations, participation in events, and the relationships formed in the course of producing publications. CREATOUR International aims to further both research and practice in the field of creative tourism, with special attention to initiatives in smaller places, and to foster and inform progressive connections between culture, tourism, and holistic local development.

British Columbia and Yukon, Canada - “Creative economies: exploring the nexus of culture and tourism in rural and peripheral Canada”

This research project, coordinated by Patrick Brouder and Suzanne de la Barre at Vancouver Island University, pursues a sympathetic critique of creative tourism – highlighting both the potential and challenges it presents – focusing on cases from northwestern Canada (BC and Yukon). It will include detailed analyses of how place-specific governance structures support and/or restrict creative producers and community economic development, as well as how arts and culture producers find support in the growing tourism economy. The project builds on CREATOUR in Portugal and will highlight the contextual aspects of creative tourism in northwestern Canada, with outcomes including best practices for measuring emerging creative and cultural economies and lessons learned to be shared across Canada and beyond. The project is funded by the Social Science and Humanities Research Council of Canada.

Norte



Associação de Desenvolvimento da Região do Alto Tâmega (ADRAT) (regional development association), *Revitalizing Vilar de Nantes Black Pottery* – This project aims to preserve and promote the local black pottery-making, Barro Negro de Vilar de Nantes, that is unique to this area. ADRAT owns the 'Barro Negro de Vilar de Nantes' brand (National Industrial Property Institute, Portugal, no. 212/2011, July 11, 2011). The activities organized within the project aim to transfer know-how and to inspire the creativity of participants. They are designed for children and youth (for example, workshops to learn how to work with pottery clay and generate curiosity and interest in the craft) and for adults (for example, workshops to work the clay using a potter's wheel). The project promotes local and regional socio-economic activity and fosters a process of sustainable development through contact between visitors and the population of Vilar de Nantes and their culture.

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Associação de Desenvolvimento das Regiões do Parque Nacional da Peneda-Gerês (ADERE-PG) is a non-profit development entity, with activities in the five municipalities of the Peneda Gerês National Park (PNPG). The project *Creative Experiences with Sense(s)* has developed activities based on the five senses and connected to local traditions: 'Art in Transhumance' (Sense: Touch) in Castro Laboreiro, Melgaço; 'Discovering Folklore' (Sense: Hearing) in Lavradas, Ponte da Barca; 'Honey Secrets' (Sense: Taste) in São Jorge, Arcos de Valdevez; 'Natural Pantry' (Sense: Smell) in Covide, Terras de Bouro; and 'Ethnographic Photography: Linen Heritage and Memories' (Sense: Sight) in Cabril, Montalegre.

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Câmara Municipal de Bragança (municipal government), *'Cá se fazem cuscós': Homemade couscous workshop* – This weekend activity demonstrates the cycle of production and traditional cooking of couscous, a food particular to this area within the Portugal gastronomic landscape. Participants are actively involved in the production, cooking, and tasting of the couscous. The municipality organizes the overall project, with local artisans holding tours and implementing the production/preparation workshops.

Contacto: www.cm-braganca.pt | dsc@cmbraganca.pt



Desteque – Associação de Desenvolvimento da Terra Quente Transmontana (non-profit development entity), *'Unmasking the Careto through the thread of the costume': Weaving and tinwork workshops* – Based on the UNESCO-designated intangible heritage of the area, workshops have been developed to make the red tin masks, colourful woollen cloaks, and heavy animal bells that carnival figures ('Caretos') use during the Carnival festival. The project is organized by the Association in partnership with local artisans, and activities are held before the main day of Carnival.

Contacto: <http://desteque.com/> | geral@desteque.pt



Galandum Galundaina (cultural association), *'L Burro i L Gueiteiro' Festival* – This itinerant festival of traditional mirandese culture, which travels from village to village in the region, is based on two important signifiers of local cultural heritage: the Mirandese donkey and the Mirandese bagpipe. During the afternoons of this festival, there are workshops on themes as diverse as the Mirandese language, the construction of traditional musical instruments such as the bagpipe and pastoral flute, 'donkey knowledge' about the Asinine breed, the traditional dance 'Pauliteiros', and the traditional percussion. In the evenings, concerts are held, featuring lively music and dancing. The festival is organized in partnership with AEPGA (Associação para o Estudo e Proteção do Gado Asinino) and PALOMBAR (Associação de Conservação da Natureza e do Património Rural).

Contacto: <http://www.galandum.co.pt/> | burroigaitero@gmail.com

Norte



LRB – Investimentos e Consultoria, LDA / Município de Boticas, Município de Guimarães, and Município de Montalegre (a partnership between a technology company and three municipal governments), *Creative Tourism in the Territories of Montalegre, Boticas and Guimarães in Augmented Reality* – Through this project, several themed creative experiences incorporating augmented reality are being developed for tourists, building on the natural and traditional cultural resources of each location. For example, workshops focusing on the cycle of wool production in the Barroso region have been developed, highlighting topics such as pastoralism, village life, and community work.

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VERde NOVO is a small enterprise that focuses on the cycle of linen as one of the ancient traditional activities in two small villages, Cerva and Limões, which are set in a very unique and inspiring rural landscape. In the CREATOUR pilot project *'Linho de Cerva e Limões': weaving the future*, visitors are guided to participate actively in several steps related to the linen cycle, from sowing, harvesting, and dying, to weaving. The workshops and other activities involve local weavers who work in the communities using traditional techniques.

VERde NOVO is also involved in organizing events related to heritage, tourism, and sustainable development.

Contacto: www.linhocervalimoes.pt | steixeira@verdenovo.pt

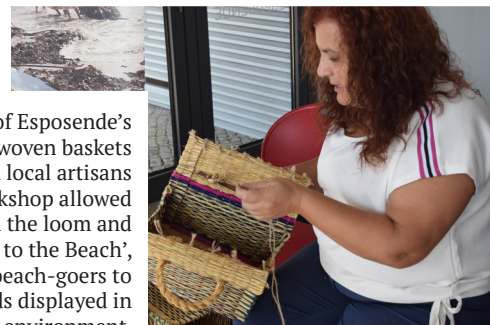


The **Municipality of Amares** has offered, biannually since 2009, *EncontrArte Amares*, a pluridisciplinary Festival of Visual Arts and Animation Cinema which brings together the radicality of contemporary artistic thought with the traditional heritage of the Minho region. The CREATOUR pilot, *ARA – Artistic Residencies Amares: Co-creation Project*, offers visitors an experience of active participation in artistic creation processes. For six days, national and international artists, the local community, and visitors – inserted in a very unique context – share, collaborate, and create artistic interventions rooted in the *Amarense* heritage, forming a cooperative moment of reflection and creation, gastronomy, art, and heritage.

Contacto: <http://www.encontrarte.pt/> | direccao@encontrarte.pt

Município de Esposende (municipal government), *The Art of Reed* – The core of Esposende's creative tourism initiative centres on traditional workshops to make colourful woven baskets from local reeds. The municipality organizes and promotes the project in which local artisans teach. Within World Tourism Day celebrations, the 'Basket of Reed' Creative Workshop allowed participants to learn two parts of the reed basket-making process: working on the loom and sewing the reed panels into boxes or handbags. The workshop 'The Reed Goes to the Beach', held at Suave Mar beach, Esposende, took advantage of the presence of many beach-goers to develop a creative workshop and hold a fashion show, with items made from reeds displayed in the sandy environment.

Contacto: www.municipio.esposende.pt | turismo@cm-esposende.pt



Turismo Industrial de S. João da Madeira – Município de S. João da Madeira (municipal government), *Creative Industrial Tourism* – Bringing together an established programme of 'industrial tourism' with 'creative tourism' activities, the municipality organizes and promotes a variety of workshops in an industrial context within municipal buildings/factories, where visitors can learn industry-related techniques from former factory employees in areas such as shoe-making, hat construction, pencil-making, and making cookies in a commercial bakery.

Contacto: <http://turismoindustrial.cm-sjm.pt/> | turismoindustrial@cm-sjm.pt

Centro



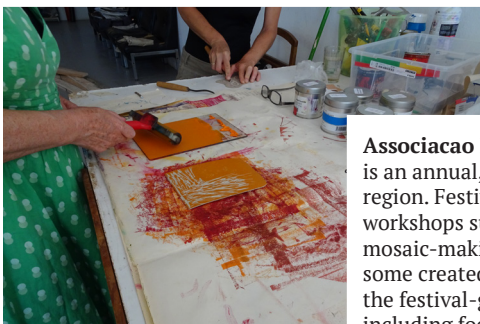
ADXTUR – Agência para o Desenvolvimento Turístico das Aldeias do Xisto (regional development association), *Schist Villages* – Pottery, wood sculpture, and miniature ‘schist houses’ workshops are held at a traditional schist village, Cedreira Village, with the local proprietor-and-sculptor organizing and providing some of the workshops herself. Workshops are also available on an ongoing basis to both people who stay at the accommodation in Cedreira Village and to others outside the village. Advanced training events are also offered for people who want to hone their skills in ceramic-making and sculpture techniques. Activities are promoted by ADXTUR through its online platform BookInXisto. Artistic residencies and additional creative activities/workshops at other schist villages are planned.

Contacto: www.aldeiasdoxisto.pt | marketing@aldeiasdoxisto.pt

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Associação Destino Caldas (non-profit association), *Caldas Creative Tourism* – The CREATOUR pilot project consists of three different thematic tours of the city relating to the specific culture and history of Caldas, with each including workshops to make objects related to the tour theme, such as paintings, ceramics/design, and local market-related objects. For example, an interactive tour of the historic centre of the city includes a creative itinerant theater experience featuring the sites most closely identified with the master artist Rafael Bordallo Pinheiro and culminates in a workshop of modeling and painting of tiles with the colors and designs typical of Caldas da Rainha ceramics.

Contacto: <https://www.facebook.com/AssociacaoDestinoCaldas/> | destinocaldaspre@gmail.com

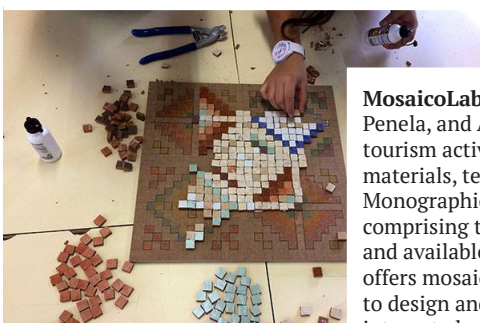


Associação Dominio Vale do Mondego (cultural association), *Mondego Art Valley* – ‘Estival’ is an annual, week-long arts festival held at a biodynamic farm in the Serra da Estrela region. Festival participants (artists, volunteers, and visitors) actively participate in creative workshops such as theatre, stand-up comedy, singing, dancing, wood sculpture, felting, mosaic-making, and graphic design/animation. Each evening there are artistic performances, some created within the workshops. One night is devoted to community engagement, where the festival-goers interact with local residents in the nearby village through an outdoor event including food, performances, and dancing.

Contacto: <https://www.faiacollective.org/> | info@dominiovaledomondego.com

Associação Luzlinar (cultural organization), *Campus Jardim das Pedras* – based in the village of Feital, Luzlinar uses the Beira Alta rocky and mountainous landscape as the inspiration and setting for contemporary art workshops (based on, for example, photography, video, sketching/painting, and music-creation) and develops creative tourism workshops to promote the preservation and revitalization of shepherds’ shelters and routes in the region (in which visitors participate). In this sense, Luzlinar promotes culture-based, creative activities that will bring visitors to the local villages and also preserve and disseminate local heritage.

Contacto: www.campus.luzlinar.org | comunicacao@luzlinar.org



MosaicoLab.pt (non-profit association) – Spanning three municipalities – Condeixa-a-Nova, Penela, and Ansião – the *Mosaico – Conímbriga and Sicó* project involves an array of creative tourism activities based on the Roman mosaic heritage present in the Sicó territory, rich in materials, techniques, decorative motifs, images and narratives. *MosaicoLab* is held at the Monographic Museum of Conímbriga – National Museum, located near an archeological site comprising the ruins of a Roman town, with many of the building’s floor mosaics still intact and available to be visited. Inspired and informed by the mosaics at this site, MosaicoLab offers mosaic workshops that allow participants to learn about materials and techniques and to design and make their own small mosaic to take home. MosaicoLab has also developed an integrated creative programme with local schools, teaching students and training teachers to deepen the connection between the communities and their cultural heritage.

Contacto: <http://mosaicolab.pt> | contact@mosaicolab.pt

Centro



Município de Abrantes and Canal 180 (formal hiring of an online cultural broadcaster from a municipal government), *180 Abrantes Creative Camp* – This partnership has created a week-long creative summer ‘bootcamp’ for young people, which promotes and organizes a series of activities under the theme ‘Creative Collaborations in Media Arts’. Invited national and international artists provide an array of creative workshops for the participants. Creative Camp participants also make urban art installations based on elements of the local identity, which remain within public spaces.

Contacto: www.cm-abrantes.pt ; www.180.camp | luis.dias@cm-abrantes.pt ; luis.fernandes@ostv.pt



Quico – Turismo, Lda. (tourism company), *Nazaré Criativa* – Inspired by both past and present cultural expressions and ways of life in Nazaré, and working with local artisans and creators, a variety of creative activities have been organized. For example, a photography expedition, with a cultural-historic focus, visits the fishermen’s area and the city’s historic space. Another activity is a sewing workshop based on local traditions, adapting the shape of the carapau (dried horse mackerel) to make a fish-shaped keychain.

Contacto: www.casasdoquico.pt | nazarecriativa@casasdoquico.pt

Ó DE CARAPAU DE PANO



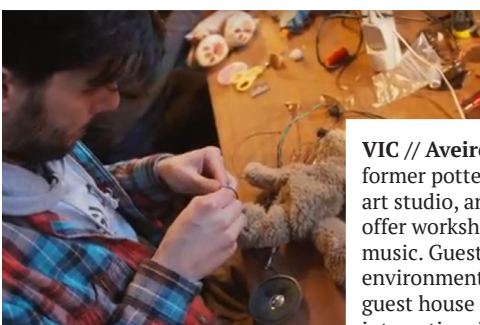
Ruralidades e Memórias (cultural association), *Tourism 3B* – Focusing on the recovery and continuance of three important local artisanal activities in the village of Covão do Lobo, a series of workshops has been designed based on ancestral traditional techniques of processing resin, reeds and basket-weaving, and making clay bricks and traditional housing construction (with clay and sand). Offered by local residents who still hold this knowledge, the project aims to instill pride in these local traditions and provide an avenue to inspire younger generations and international craftspeople to learn these techniques.

Contacto: <https://www.facebook.com/people/Ruralidades-Memórias/> | ruralidades.memorias@gmail.com



New Hand Lab (Tecitex) and Museu Lanifícios UBI (partnership of cultural entrepreneur/association and museum operated by the University of Beira Interior), *Coolwool: Creative Weekend at Covilhã* – This partnership aims to hold creative weekends (and smaller events) which will include an array of activities organized within the museum of wool and artist ateliers within the old wool factory. Steeped in the historic and more contemporary industrial wool processing traditions of Covilhã, participants will have the opportunity to participate in a range of workshops, including some involving interactive fabrics and historical textiles.

Contacto: <https://coolwool.pt/>



VIC // Aveiro Arts House (cultural association), *Ossos do Ofício* – The Aveiro Arts House, a former pottery and cinema artist’s house and atelier, includes a guest house, mini-cinema, art studio, and art gallery with its own collection. It also hosts artists in residence, who offer workshops in ceramics, serigraphy, kinetic sculptures, travel writing, film-making, and music. Guests and workshop participants have close contact with artists within the artistic environment that the house provides. The workshops are offered for people staying in the guest house as well as others in Aveiro (visitors or residents), offering creative points of interaction, inspiration, and possible co-creation.

Contacto: www.aveiroartshouse.com | vic@aveiroartshouse.com

Alentejo



CACO Associação de Artesãos do Concelho de Odemira (cultural association), *Mãos de Cá* – Located in the Alentejo Coast region of Portugal, this association of locally based artisans organizes and promotes workshops featuring both traditional and contemporary crafts. Through these activities, CACO aims to both attract new visitors to the municipality of Odemira and introduce sustainability and innovation in traditional arts and crafts. From its Arts and Crafts Center, the organization launches creative activities that take place in the studios of its associates for the production and/or creation of products in weaving, sewing, jewellery, sculpture, pottery, and carpentry.

Contacto: www.cacoartesanato.pt | geral@cacoartesanato.pt



Câmara Municipal de Mértola (municipal government), *Creative Walks* – Within a renowned natural setting, a variety of thematic and interpretive nature-based walks are offered, to discover the resources within the local natural environment and participate in interconnected nature photography workshops and wild herb picking. They also organize astronomy observation in a UNESCO-certified Dark Sky reserve where there is no light pollution, during which professional photographers offer participants guidance and advice on night photography. During 'Nights in the Market', at Mértola's traditional market, gastronomy workshops offer participants opportunities to get to know products of Mediterranean cuisine.

Contacto: www.visitmertola.pt | gabineturismo@cm-mertola.pt



Centro de Estudos de Cultura, História, Artes e Patrimónios (CECHAP) (cultural and development association), *Marble Route of the Estremoz Anticline* – Focusing on the 'Zona dos Mármore' ('Zone of Marbles') area in which it is located, CECHAP is an active player in safeguarding the cultural identities of the area's communities and awakening younger generations to their culture. Embedded within local marble traditions, CECHAP organizes workshops to teach visitors about how to work the stone: with the support of a master artisan who explains the different facets of the marble stone (i.e., its textures, colours, densities, etc.) and shows different ways of working the stone with diverse tools, with visitors learning through experimentation and using traditional techniques. Re-using 'waste' marble, visitors are challenged to create marble panels that they can take home.

Contacto: www.rotadomarmoreae.com | geral@rotadomarmoreae.com

Genuine Alentejo – Portugal's Remarkable Tourist Experiences (tourism animation agent), *Genuine Alentejo* – Operating within the Alentejo region, this company designs and organizes tourism products and programmes based on 'hands-on' experiences linked to themes of history; heritage and culture; wines and gastronomy; arts and crafts; nature, landscapes, and sports; and contemporary performing arts. Within CREATOUR, Genuine Alentejo operates as a mediator with organizations offering creative tourism workshops and other activities, bringing them within broader tourism programmes. Through integrating visitors into the identity and true essence of local communities and facilitating opportunities to participate in creative learning experiences, Genuine Alentejo aims to contribute to the sustainable development of the region, respecting and helping to preserve its ethnographic, natural, historical, and cultural heritage.

Contacto: www.genuinealentejo.com | info@genuinealentejo.com



Atelier João Cutileiro, a cultural association, works on issues and activities relating to ornamental stone waste and access to culture. In the *Pedra+* project for CREATOUR, the art centre offers artistic residencies and workshops for professionals and amateurs with some knowledge of stone work techniques. Visitors can use the stone carving machines of the artist João Cutileiro, in his own atelier, and try stone drawing. *Pedra+* also organizes visits with creative studio activities for the general public.

Contacto: pedra+@gmail.com

Alentejo



Nova Tradição (a culture and tourism grassroots project of the designer Tania Neves), *New Tradition: Craft-based textile workshops* – Inspired by an appreciation for traditional skills and techniques as well as the contemporary ‘slow fashion’ movement, Nova Tradição organizes guided tours and creative workshops related to textile history and the traditional wool cycle, including fabric weaving, plant stamping, and natural dyeing. The project cooperates with the tourism company InEvora, the weavers in Mertola, and local artisans in Évora to offer the wool cycle and wool weaving workshops.

Contacto: <http://novatradicao.com> | info@novatradicao.com



Marca – Associação de Desenvolvimento Local (local development association), *Saídas de Mestre* – Operating in Montemor-o-Novo, and with a desire to bring together the cultural and natural resources of their area, MARCA organizes community-based creative activities carried out in two formats: artistic residencies accompanied by masters of knowledge, and workshops.

Initial workshops included traditional arts and crafts such as stamping, *Talegos* patchwork sewing (traditional cloth bags for storing bread), basketry, rag-dolls, and ceramics. MARCA ADL cooperates with Oficinas do Convento in the ceramics workshops and VAGAR Walking Tours in the promotion of its activities. In addition, MARCA organizes specific activities that merge ecological sustainability issues with arts and crafts.

Contacto: www.marca-adl.pt | marca@marca-adl.pt



Município de Beja (municipal government), *Beja Experience* – With the development of a local network of traditional creators/makers, *Beja Criarte* offers a regular stream of workshops on arts and crafts (such as making pottery and chairs), traditional singing (Canto Alentejano), gastronomy, bread-making, and folktales/storytelling. Activities are hosted at the UNESCO Centre for the Safeguarding of Intangible Cultural Heritage in Beja, local restaurants, and a windmill.

Contacto: <https://cm-beja.pt/pt> | centro.unesco.beja@cm-beja.pt



Município de Reguengos de Monsaraz (municipal government), *Casa do Barro* – In Reguengos de Monsaraz, the traditional Casa do Barro (Clay House) provides visitors with the opportunity to engage with the traditional pottery craft specific to this locale. At this pottery interpretation centre, visitors meet local potters, learn about the clay processing cycle and the importance and role of this activity in the local and regional ways of life, and are provided with the opportunity to paint or make their own ‘Alentejo-inspired’ plates, with the pieces sent to the participants’ homes afterward. While visitors are on-site, they are also introduced to local food preparation traditions relating to this craft and participate in food and wine tastings together with the potters.

Contacto: <http://www.cm-reguengos-monsaraz.pt> | cultura@cm-reguengos-monsaraz.pt



VAGAR Walking Tours (tourism animation agent) has developed *Play Évora*, a game kit that has been designed for families to support their self-guided, creative discovery of Évora and its many unique historical and artistic features. The kit includes a variety of child and teenager (and parent)-friendly activities such as artistic point of view games, creative writing, and sketching, as well as other incentives to interact with local residents around themes of heritage and gastronomy. VAGAR Walking Tours also cooperates with the CREATOUR project MARCA ADL.

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Algarve



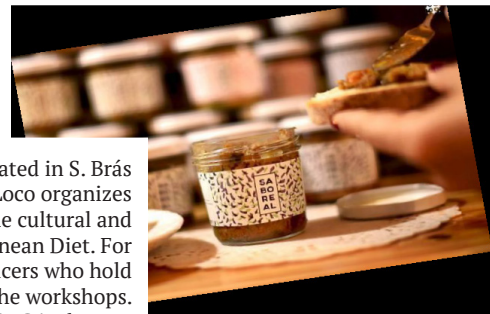
Associação Backup (cultural association), *AlGharb.Come-from the sea to the heritage* – Based in Vila Real de Santo António, Backup aims to bring local heritage into the future through engaging younger generations in their heritage and sharing it with visitors. The organization is designing and will lead cultural tours which include workshops (held by local residents) regarding the local fish tinning industry and traditional fishing techniques, the re-creation of handicrafts, and the memories and testimonies of the local people.

Contacto: www.yourbackup.pt | info@yourbackup.pt

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Associação In Loco (cultural and development association), *MEDSouth* – Located in S. Brás de Alportel, and working with a wide network of independent collaborators, In Loco organizes gastronomic routes throughout the Algarve featuring experiences based on the cultural and natural resources of the region and strongly connected with the Mediterranean Diet. For example, they organize cooking and tasting experiences together with local producers who hold the workshops.

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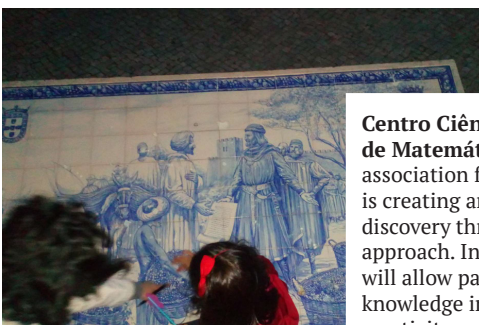


Associação Odiana – Associação para o Desenvolvimento do Baixo Guadiana (regional development association), *Traditional Knowledge Workshops* – Aging of the population has played a harmful role in the disappearance of secular trades and traditions in the Baixo Guadiana region and it is essential that actions are developed to minimize this decline. In this context, Odiana's 'Workshops of Traditional Knowledge' aim, in a dynamic and interactive way, to revitalize and promote some of the Baixo Guadiana traditions and ancestral know-how, with local artisans holding the workshops. For example, a workshop focusing on traditional salt-making involves participants in all aspects of the process, with visits to active salt pans and a high-salinity floating pool.

Contacto: www.baixoguadiana.com | geral@odiana.pt

Barroca, produtos culturais e turísticos (tourism and culture company), *Tempero* – Barroca develops creative tourism activities embedded in the cultural heritage of the Algarve region. These activities promote the application of contemporary visual culture (design and photography) as a vehicle of promotion and development for local traditions, with a special emphasis on places of gastronomy. For example, 'Sharpening the perspective' is a design experience consisting of an interpretive tour in the streets of small villages inspired by carob, an important local and regional gastronomy element, followed by a creative experience of constructing a visual map through the processes learned during the activity. Each of Barroca's activities includes tasting experiences with local products.

Contacto: <http://barroca-culturaeturismo.pt> | geral@barroca-culturaeturismo.pt



Centro Ciência Viva do Algarve and Núcleo do Algarve da Associação de Professores de Matemática (public agency to promote science to the public in partnership with the association for mathematics teachers), *Routes that count* – Within CREATOUR, this partnership is creating an urban walk to transform the city of Faro into a learning space and a place of discovery through challenges that combine science and culture with a playful/game-like approach. Instructions on the route and the challenges will be included in a booklet that will allow participants to explore the city making use of scientific, artistic, and historical knowledge in an informal learning environment and in a relaxed way that stimulates their creativity.

Contacto: <http://www.ccvalg.pt/public/> | info@ccvalg.pt : apmnucleodoalgarve@gmail.com

Algarve



Eating Algarve Food Tours (tourism company), *Food and Cultural Tour* – Immersive tours mixing gastronomy, culture, and heritage are organized in the small towns of Loulé and Tavira guided by a local resident, who explains certain objects and traditions related to local eating and culture, thus creating immersive experiences for participants. The Food and Cultural Tours are walking based (pedestrian), accompanied by local residents, and feature places in the daily lives of local residents (e.g., restaurants, heritage buildings, and places outside tourism circuits), combining tasting experiences and storytelling.

Contacto: www.eatingalgarvetours.com | info@eatingalgarvetours.com

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Espírito da Terra & Co. (a partnership that includes a non-profit association, a parish council, and an organic farm), *3Cs – Colher, Caminhar, Criar (Harvest, Walk, Create)* – Based at an organic garden and farm (that is also hosting a Waldorf school) in Boliqeime, participants have the opportunity to visit and explore this territory while participating in three different activities that can be completed together or separately: collecting organic products from the farm and then tasting and learning more about them ('colher'); observing the landscape and the natural life surrounding the farm through sensory experience routes ('caminhar'); and creating objects from local materials (e.g., wood, leaves, stone, or straw) in creative experience workshops ('criar').

Contacto: <https://www.facebook.com/espirtodaterra.hortabiologica/> | espirtodaterra.hortabiologica@gmail.com



Município de Loulé (municipal government), *Loulé Criativo* – The Loulé Criativo initiative encompasses several aspects: Creative Tourism, offering a programme of experiences of immersion in the local traditional culture; *ECOIA – Area of Creativity Crafts and Arts*, a space with equipment for training; and *Loulé Design Lab*, which supports the incubation of entrepreneurs related to production and design and hosts artistic residencies. Within the Creative Tourism stream, *Loulé Criativo* has facilitated the development of a variety of traditional heritage-based workshops and activities that intertwine learning about heritage, traditional techniques, and trying them yourself to create an object to take home or a skill to reproduce at home. Within CREATOUR, workshops are held in the areas of coppersmithing, palm-weaving, and pottery.

Contacto: www.loulecriativo.pt | loulecriativo@cm-loule.pt

Proactivetur (tourism company), *Creative Experiences Program* – This tour operator and project manager of the TASA project (Ancestral Techniques Current Solutions) aims to bring strategic innovation to the craft industry by encouraging ancestral craft techniques to be used in modern product design. In partnership with a network of traditional artisans, the organization offers various half-day or full-day workshops on ancestral craft techniques such as cane basket weaving, palm weaving, and making traditional floor tiles.

Contacto: www.proactivetur.pt | joao.ministro@proactivetur.pt



Tertúlia Algarvia – Centro de Conhecimento em Cultura e Alimentação Tradicional do Algarve (culture and food company), *Algarve Cooking Vacations* – Within CREATOUR, Tertúlia Algarvia organizes single or multi-day programmes for tourists to learn how to make various traditional Algarve recipes in hands-on workshops. Each cooking class is preceded by complementary activities such as visits to local producers (such as an organic herb farm, a local greenhouse, an oil press, etc.), markets, historical sites (to learn about related local history and culture), and factories and artisans (the know-how).

Contacto: <http://www.tertulial-algarvia.pt> | info@tertulial-algarvia.pt

norte

ADERE-PG | *Experiências Criativas com Sentido(s)*
 Câmara Municipal de Amares | *Amares Residências Artísticas*
 LRB | *O Turismo Criativo nos Territórios de Montalegre, Boticas e Guimarães em Realidade Aumentada*
 Câmara Municipal de São Joao da Madeira | *Turismo Industrial Criativo*
 VERde NOVO | *Linho de Cerva e Limões: tecendo o futuro*

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ADXTUR | *Aldeias do Xisto*
 Associação Domínio Vale do Mondego | *Mondego Art Valley*
 Associação Luzlinar | *Campus Jardim das Pedras*
 Quico – Turismo, Lda. | *Nazaré Criativa*
 Mosaico – Conímbriga e Sicó | *Mosaico – Conímbriga e Sicó*

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CECHAP | *Rota do Mármore do Anticlinal de Estremoz*
 LOOM New.Tradition | *Oficinas têxteis de base artesanal*
 Câmara Municipal de Beja | *BEJA CRIARTE*
 Câmara Municipal de Mértola | *Caminhadas Criativas*
 Câmara Municipal de Reguengos de Monsaraz | *Casa do Barro*

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Associação Odiana | *Oficinas do Saber Tradicional Barroca, produtos culturais e turísticos* | *Tempo*
 Loulé Criativo | *Abertura de oficinas tradicionais*
 Proactivetur | *Programa de experiências criativas*
 Tertúlia Algarvia | *Algarve Cooking Vacations*

norte

Galandum Galundaina | *Festival "L.Burro i L.Gueiteiro"*
 ADRAT | *Revitalizar Vilar – Revitalização da Olaria Negra de Vilar de Nantes*
 Câmara Municipal de Bragança | *Cá se fazem cuscos*
 Câmara Municipal de Esposende | *Éscritativo*
 Desteque | *"Pelo fio da manta se conhece o Careto"*

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Ruralidades e Memórias | *Tourism 3B*
 Tecitex (New Hand Lab)+Museu de Lanifícios UBI (Parceria) | *COOLWOOL*
 VIC// Aveiro Arts House | *VIC// Ossos do Ofício*
 Câmara Municipal de Abrantes | *180 Creative Camp*
 Associação Destino Caldas | *Caldas Creative Tourism*

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Jorge Martins | *Genuine Alentejo – Portugal's Remarkable Tourist Experiences*
 Marca | *Saídas de Mestre*
 CACO | *Mãos De Cá*
 João Cutileiro | *Pedra +*
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Espírito da Terra & Co. | *3 Cs - Colher, Caminhar, Criar*
 Associação In loco | *Tasting Algarve*
 Centro Ciência Viva do Algarve | *Percursos que Contam*
 Eating Algarve Food Tours | *Tavira Food Tour e Loulé Food Tour*
 Associação BACKUP | *AlGharb.Come – Do MAR ao PATRIMÓNIO*



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