



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: The 7 faces of Pedraforca mountain

Destination Name: *(include any state, province or region)*

El Berguedà, Barcelona province, Catalonia

Country: Spain

Submitter name: Imma Espel

Email address: espelci@adbergueda.cat

Position: Tourism manager

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

Pedraforca is a very know mountain located into the natural park of Cadí Moixeró at the very north of Berguedà county. Plenty of people come every year to climb the mountain and they can suppose a problem due to erosion and because it's a fragile ecosystem that must be preserved. On the other hand tourism is an important economic source for the area and so we created an ecojourney for people to visit the area surrounding the mountain without the need to climb it.

Our project is part of a bigger project called Emblematic Mediterranean Mountains network. We have been working together with 9 other emblematic mountains located in Italy, Greece, France, Albany and Spain in order to offer a more intensive, authentic and sustainable travel experience, the ecojourneys. Each ecojourney offers a route or a group of routes across the hinterland area of these mountains. Whilst enjoying this journey on foot, biking or riding, or using public transports, visitors have a chance to explore the areas' singularities and to discover activities, creations and festivities offered by locals. All routes are perfectly integrated in landscapes that still preserve the footprints and the spirit of their ancient cultures and gorgeous nature.

Our ecojourney has been called The 7 faces of the Pedraforca and it's a proposal for a seven-day journey to discover everything about this emblematic mountain. We propose seven days to learn seven aspects that have always been closely related to this mountain: Remedies, herbs and women who wandered the world; The art of Pablo Picasso in Gósol; Earth, coal and dinosaurs; Cathars and troubadours; The waters of the Pedraforca; The mountain itself; and Active tourism in the valleys and mountains.

Download the quality referential here: <http://ves.cat/evj9>

Methods, steps and tools applied

To implement each ecojourney we developed a common methodology. This methodology is explained in a transfer guide adressad to any other Destination Management Organisation or similar local public or private entities willing to implement the scheme of the EMbleMatiC project and its product , the Ecojourneys to their territory.

Download the transfer guides here: <http://ves.cat/evj7>.

The steps we follow to implement the ecojourneys were:

- To involve the local stakeholders from the beginning of the project and take into consideration all opinions to evolve**
- To desing the ecojourney following the 30 attributes agreed between all mountains and**



distributed in 5 different topics

- To implement the ecojourney on the ground according the specific needs and rules of each territory
- To create a product tourism addressed to different targets: the ecojourneys
- To improve and monitor continuously the ecojourney

Key success factors

The touristic experience that we propose:

- Is located in hinterland areas that are outside of the usual (and overcrowded) touristic routes;
- Has been conceived and developed mainly using and placing value on already existing infrastructure;
- Is a result of participatory processes with local stakeholders who are aware of environmental good practices related to water and energy consumption, waste management, fostering local and seasonal products, and obtaining ecolabels;
- Is conceived to favour interaction with local people and producers;
- Will allow visitors to live for a while the essence of a Mediterranean mountain area, its nature, its culture and its people and traditions.

Lessons learned

What we have learnt from the process is:

- Not to underestimate the power of human relationships
- The path towards sustainability is long and tortuous
- To work in a network requires an extra effort but allows to go further

Results, achievements and recognitions



In relation to the results, we have produced brochures, a travel guide (translated to Catalan, Castilian, French and English), several videos and a mpa. We have had several articles published in different tourism magazines as well as several articles explaining the experience as a good practice. There have been as well several presentations of the project in Conferences and Touristic Fairs: Fiets en Wandelbeurs in Utrecht, Fahrrad und Wanderreisen in Stuttgart, III CETT Smart Tourism Congress Barcelona and the Bleutourmed's Kick-off Meeting in Salou.

Additional references

<http://www.elbergueda.cat/ca/files/doc1039/guia-les-7-cares-del-pedraforca-baixa-eng.pdf>

<https://www.youtube.com/watch?v=BmROADoIXgc&t=2s>

<https://emblematic.interreg-med.eu/>

