Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes

Fact Sheet

Project Information

rurALLURE
Grant agreement ID: 101004887

DOI
10.3030/101004887

Funded under
SOCIETAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies

Total cost
€ 2 999 205

EU contribution
€ 2 999 205

Coordinated by
UNIVERSIDAD DE VIGO
Spain

Project description

Spreading the benefits of pilgrimages in Europe

Pilgrimage routes are a significant cultural, economic and political asset for Europe. For instance, the economic impact of Santiago de Compostela – one of the most famous pilgrimage sites in Europe – was estimated to exceed EUR 300 million in 2019. While some routes already benefit from strong support from regional, national and European institutions, the EU-funded rurAllure project will help ensure that nearby provinces and regions of a predominantly rural nature (which are facing significant economic and demographic challenges) also benefit from the flows of
pilgrims. The project will establish a network of cultural institutions, such as museums and natural heritage sites, that could benefit from increased visibility among those who travel along the pilgrimage routes.

**Objective**

The rurALLURE action aims to leverage the state-of-the-art in information technologies in order to promote rural museums and heritage sites in the vicinity of major European pilgrimage routes. The goal is to foster symbiosis between the rural environment and the pilgrimage routes, so that the ongoing investment in the latter permeates to the nearby rural areas and, the other way round, the cultural experience of the pilgrimage is enriched by the vast cultural heritage that most often goes unnoticed. rurALLURE will connect cultural heritage collections and venues to present Europe’s cultural heritage in the wider historical and geographical context, leveraging the role of museums in preserving and managing cultural heritage, and collaborating with national and transnational associations to develop and promote cultural tourism. It will also foster sustained cooperation between museums and heritage sites to increase European public interest, cultural tourism and the innovation potentials of these institutions for heritage sciences and the cultural and creative sectors. Finally, it will conduct work to identifying gaps and obstacles, as well as best practices and fields where research and innovation can develop new solutions for successful cooperation.

**Fields of science**

natural sciences › biological sciences › biological behavioural sciences › ethology › biological interactions

**Programme(s)**

H2020-EU.3.6. - SOCIETAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies  [MAIN PROGRAMME]

H2020-EU.3.6.2.4. - Promote coherent and effective cooperation with third countries
H2020-EU.3.6.3.1. - Study European heritage, memory, identity, integration and cultural interaction and translation, including its representations in cultural and scientific collections, archives and museums, to better inform and understand the present by richer interpretations of the past

**Topic(s)**
TRANSFORMATIONS-19-2020 - Culture beyond borders – Facilitating innovation and research cooperation between European museums and heritage sites

Call for proposal


See other projects for this call

Sub call

H2020-SC6-TRANSFORMATIONS-2020

Funding Scheme

CSA - Coordination and support action

Coordinator

UNIVERSIDAD DE VIGO
Net EU contribution
€ 371 320,00

Address
Lg Campus Lagoas Marcosende
36310 Vigo Pontevedra
Spain

Region
Galicia > Pontevedra

Activity type
Higher or Secondary Education Establishments

Links
Contact the organisation Website Participation in EU R&I programmes HORIZON collaboration network

Other funding
€ 0,00
GVAM GUIAS INTERACTIVAS SL
Spain

Net EU contribution
€ 257 500,00

Address
Calle Esquilache 2 1d
28003 Madrid

SME
Yes

Region
Comunidad de Madrid > Comunidad de Madrid > Madrid

Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links
Contact the organisation
Participation in EU R&I programmes
HORIZON collaboration network

Other funding
€ 0,00

UNIVERSIDAD AUTONOMA DE MADRID
Spain

Net EU contribution
€ 182 500,00

Address
Calle Einstein 3 Ciudad Univ Cantoblanco Rectorado
28049 Madrid

Region
Comunidad de Madrid > Comunidad de Madrid > Madrid

Activity type
Higher or Secondary Education Establishments

Links
FUNDACION UXIO NOVONEYRA
Spain
Net EU contribution
€ 250 000,00
Address
Calle Parada Do Courel 1
27325 Folgoso Do Courel/lugo
Region
Galicia > Lugo
Activity type
Other
Links
Contact the organisation Website Participation in EU R&I programmes HORIZON collaboration network
Other funding
€ 0,00

UNIVERSIDADE DA CORUNA
Spain
Net EU contribution
€ 151 102,50
Address
Calle De La Maestranza 9
15001 La Coruna
Region
Galicia > A Coruña
Activity type
Higher or Secondary Education Establishments
MUNICIPIO DE VILA DO CONDE

Portugal

Net EU contribution

€ 81,250,00

Address

Praca Vasco Da Gama
4480-454 Vila Do Conde

Region

Continente > Norte > Área Metropolitana do Porto

Activity type

Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

KORMANYZATI INFORMATIKAI FEJLESZTESI UGYNOKSEG

Hungary

Net EU contribution

€ 316,202,50

Address

Vaci Ut 35
1134 Budapest

Region

Közép-Magyarország > Budapest > Budapest
MARIA UT KOZHASZNU EGYESULET

Hungary
Net EU contribution
€ 153 750,00

Address
Hazgyari Ut 7
8200 Veszprem

Region
Dunántúl > Közép-Dunántúl > Veszprém

Activity type
Other

Links
Contact the organisation
Participation in EU R&I programmes
HORIZON collaboration network

Other funding
€ 0,00

SLOVENSKA TECHNICKA UNIVERZITA V BRATISLAVE

Slovakia
Net EU contribution
€ 112 007,50

Address
Vazovova 5
81243 Bratislava

Other funding
€ 0,00

Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Links
Contact the organisation
Website
Participation in EU R&I programmes
HORIZON collaboration network

Other funding
€ 0,00
UNIVERZITA KOMENSKEHO V BRATISLAVE

Slovakia
Net EU contribution
€ 83 610,00
Address
Safarikovo Nam 6
814 99 Bratislava

Region
Slovensko > Bratislavský kraj > Bratislavský kraj
Activity type
Higher or Secondary Education Establishments
Links
Contact the organisation Website Participation in EU R&I programmes HORIZON collaboration network

Other funding
€ 0,00

UNIVERSITA DEGLI STUDI DI PADOVA

Italy
Net EU contribution
€ 78 040,51
Address
FONDAZIONE HOMO VIATOR - SAN TEBALDO

Net EU contribution
€ 108,392.50

Address
Piazza Duomo 10
36100 Vicenza

Region
Nord-Est > Veneto > Vicenza

Activity type
Other

Other funding
€ 0,00

ASSOCIAZIONE EUROPEA DELLE VIE FRANCIGENE

Net EU contribution
€ 220,775.00
Piazza Duomo 16
43036 Fidenza
Region
Nord-Est > Emilia-Romagna > Parma
Activity type
Other
Links
Contact the organisation
Participation in EU R&I programmes
HORIZON collaboration network
Other funding
€ 0,00

ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA
Italy
Net EU contribution
€ 186 712,50
Address
Via Zamboni 33
40126 Bologna
Region
Nord-Est > Emilia-Romagna > Bologna
Activity type
Higher or Secondary Education Establishments
Links
Contact the organisation
Website
Participation in EU R&I programmes
HORIZON collaboration network
Other funding
€ 0,00

NORGES TEKNISK-NATURVITENSKAPELIGE UNIVERSITET NTNU
Norway
Net EU contribution
Universita Iuav Di Venezia
Italy
Net EU contribution
€ 55 601,99

Address
Santa Croce Tolentini 191
30135 Venezia

Region
Nord-Est > Veneto > Venezia

Activity type
Higher or Secondary Education Establishments

Links
Contact the organisation
Website
Participation in EU R&I programmes
HORIZON collaboration network

Other funding
€ 0,00

EC signature date: 28 October 2020