

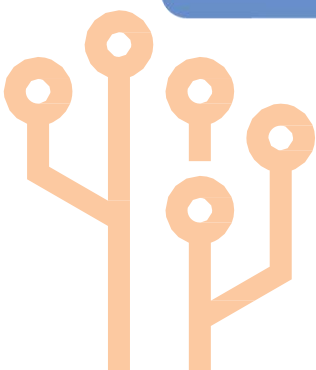


ENGINE

Education for Rural
Entrepreneurship
& Innovation



D2.03. Rural
Development
Potential Map
Alto Minho Region



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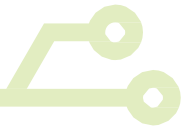
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1. Socio-economic profile of the region and its rural areas

1.1 Socio-economic profile of the Alto Minho region

The territory of the destination area considered in this study is part of NUTS II North of Portugal and is embodied in NUTS III—Alto Minho, which covers 10 municipalities: Arcos de Valdevez, Caminha, Melgaço, Monção, Paredes de Coura, Ponte da Barca, Ponte de Lima, Valença, Viana do Castelo and Vila Nova de Cerveira.

Alto Minho, which coincides with the district of Viana do Castelo, stretches from the Atlantic Ocean, on the coastal strip of Viana do Castelo and Caminha, to the border of Galicia, in the municipalities of Arcos de Valdevez, Melgaço and Ponte da Barca. Alto Minho is located between two large population areas, to the south is the triangle formed by Porto, Braga and Guimarães and to the north is the metropolitan area of Vigo (Eiriz & Miranda, 2018).

The region has a remarkable heritage diversity. Natural heritage is one of the main assets of the region's tourism offering. The mountains, valleys and rivers form a verdant landscape that culminates in the white sands of the beaches and the Atlantic Ocean (Consortio Minho IN, 2022).

It is a very heterogeneous territory, stretching from the Atlantic Ocean to the high mountain ranges of Peneda and Soajo in the heart of the Peneda Gerês National Park. The territory is divided into two distinct zones, separated by the valley of the River Vez (national road 101 that connects Ponte da Barca, Arcos de Valdevez and Monção). In the easternmost part, an area clearly marked by the large mountain ranges of Peneda, Soajo and Amarela, unproductive and uncultivated soils predominate. In the westernmost part, an area clearly marked by the valleys of the Lima and Minho rivers, agricultural and forestry lands predominate (Eiriz & Miranda, 2018).

With a gross area of 2,219 km² and a resident population of 234,215 (Ministry of Economy, 2023), with an average annual growth rate (2011/2023) of -0.3%, Alto Minho has a population density of 105.6 inhabitants per km². Population density varies significantly across its municipalities. Only 4 out of the 10 councils exceed a density of 100 inhabitants per km², with Viana do Castelo leading at 272. In contrast, Melgaço has the lowest population density, with just 31.9 inhabitants per km². (CCDR-Norte, 2023). The Alto Minho region is predominantly rural, with remote areas largely uninhabited. In contrast, urban areas, which account for only one-third of the territory, concentrate over 75% of the population (Miranda, 2017).

There is also a progressive aging of the population with a rate of 28.9% of the



resident population over 65 years of age (Ministry of Economy-Portugal, 2023). In 2023, there are 263 residents aged 65 or older for every 100 young people under 15, compared to 188.1 in Portugal. This ratio has been steadily increasing over the years (CCDR-Norte, 2023). The region is aging faster than the national and northern averages, driven by widespread population aging across all municipalities and challenges in population renewal. The two youngest age groups (up to 24 years old) represent only a modest share of the total population. Additionally, Alto Minho faces low educational attainment levels, and a less pronounced entrepreneurial spirit compared to regional (Northern Region) and national benchmarks (Miranda, 2017).

GDP per capita has generally shown positive growth in recent years, reaching an index of 80.4 in 2020 (Portugal index = 100). However, it declined to 78.6 in 2022 due to the impact of COVID-19 (CCDR-Norte, 2023). In 2021, the distribution of the active population by sector of activity has a higher incidence in the tertiary sector with 52.9%, followed by the secondary sector with 45,5% and the primary sector with 1.6% (Ministry of Economy, 2023).

The following section presents a summary of the most important rural resources identified through the studies analyzed in the Alto Minho region.

1.2 Rural local resources

This section highlights the rural resources of the Alto Minho region, identified in the first phase through secondary data collected from various studies, reports, scientific articles, case studies, and relevant websites. In the second phase, these resources were further refined based on discussions held in two focus groups conducted by the Portuguese Engine team with the region’s stakeholders (personal communication, March 10 and 12, 2025).

While not an exhaustive inventory, this selection represents key resources that can foster entrepreneurship and innovation, contributing to the region's development (see tables 1 and 2).

Table 1 – Universal Resources

Group	Resources
RLR 1 – Human capital: universal knowledge and skills	<ul style="list-style-type: none"> • Qualified and competitive network of business reception and incubation spaces: 6 million m² of industrial land; low cost and good support services (CIM Alto Minho, 2019) • IPVC, with 3 internal Research Units: CISAS (Mediterranean agri-food systems and sustainability issues); proMetheus, (materials, energy, and environment for sustainability); ADiT-Lab's (digital transformation); and associated with: <ul style="list-style-type: none"> – UNIAG – Applied Research Unit in Management – CIMO – Mountain Research Center – UICISA:E – Research Unit in Health Sciences: Nursing



	<ul style="list-style-type: none"> - CIDESD – Research Center in Sports, Health, and Human Development - CITUR – Centre for Tourism Research, Development and Innovation - CIAUD – Research Center in Architecture, Urbanism and Design of the Faculty of Architecture of the University of Lisbon - SPRINT-IPVC – Research Center in Sports Performance, Recreation, Innovation and Technology - InED - Center for Research and Innovation in Education <ul style="list-style-type: none"> • In addition to the IPVC, within the 60 minutes hinterland: <ul style="list-style-type: none"> • Excellent Higher and Professional Education network (we have three Universities included in the ranking of the 800 best Universities in the World according to the “Times Higher Education” – Univ. Porto, Univ. Minho and Univ. de Vigo) • Regional network of innovation, research and technological development (INEGI, INESC, CEEIA (Automobile), INL (nanotechnology), Fraunhofer, I3S (health), PIEP (polymers), CETMAR (Vigo-Galicia), CTAG Automóvel (Porriño - Galicia) or CETNAGA Naval (Vigo - Galicia); • CiTin: located in Arcos de Valdevez, it is a scientific, technological, and technical assistance association, non-profit and of private nature. It aims to develop Applied R&D, Technology Transfer and Advanced Training Activities, operating as a driving force for innovation in the industrial ecosystem, at a regional, national and international level. • In.Cubo: Incubator of Innovative Business Initiatives created by ACIBTM – Association for the Technological Base Incubation Center of Minho and located in Arcos de Valdevez. Project “Amar o Minho” aims to support endogenous tourism businesses in the Minho region.
RLR 2 - Physical capital and technologies	<ul style="list-style-type: none"> • Key Transport and Communications Infrastructures in the 60-minute hinterland: Porto and Vigo International Airports, Viana do Castelo, Leixões, and Vigo Seaports, and excellent Road Network • Technologies in: ship building and repair; automotive components manufacturing; manufacturing of components for wind energy production • Floating offshore wind farm: wind turbines installed offshore, 18 kilometers off the coast of Viana do Castelo • Hospitality and restaurant infrastructure on regional beaches, aligned with coastal management plans. Development of beach support infrastructure (e.g., APM, APS, APC) (Focus Group, 2025)

Table 2 – Specifically rural resources

Group	Resources
RLR 3 - Natural resources: <ul style="list-style-type: none"> • RLR 3.1- Mineral 	<ul style="list-style-type: none"> • Due to its mountainous terrain and geographical location, the region experiences strong and consistent wind currents, making it an ideal area for wind energy production. Over the past decades, several wind farms have been established, contributing to the



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<p>resources and renewable energy</p> <ul style="list-style-type: none"> • RLR 3.2- Natural productive assets • RLR 3.3 Raw materials of agricultural or forestry origin 	<p>region's reputation as a hub for renewable energy. Focus Group, 2025)</p> <ul style="list-style-type: none"> • Use of seawater for thalassotherapy • Mineral resources: clay, kaolin, ornamental stones (granite, schist), sand • Exploitation of mineral and spring waters (Focus Group, 2025) <ul style="list-style-type: none"> • Alto Minho has 36 km of coastline; 290 km of large rivers and 12 Atlantic beaches distinguished with the "Gold Quality" award (CIM Alto Minho, 2019) • The presence of the sea promotes maritime activity, the focus on water sports and recreational boating, the encouragement of more sustainable fishing, support for shipbuilding and repair activities, the improvement of operational conditions and road and sea access to the seaport and the most recent implementation of ocean renewable energy projects (CMVC, 2024) • Pluma fishing and river-based activities on rivers Minho, Coura, Âncora, Afife, Pêgo, Lima, Rodanho and Neiva (Focus Group, 2025) • Marine and estuarine resources for aquaculture (e.g., oysters, fish farming) (Focus Group, 2025) <ul style="list-style-type: none"> • Fruits, vegetables, meat, and fish (in eg.: Barrosã, Cachena da Peneda, and Garrana Beef; Bísaro pigs; Alto Minho Kid (Goat); Ermelo Orange; Tarreste Bean; Alvarinho Wine; Loureiro Green Wine; Minho River Lamprey) • High-quality fish and seafood resources: sea bass, conger, sea bream, octopus, squid, crabs, shrimp, sea urchins, mussels, oysters, limpets (Focus Group, 2025) • Valorisation of marine algae and microorganisms for food, pharmaceutical, and industrial uses (Focus Group, 2025) • Products with certification as: PDO - Protect Designation of Origin (eg Mel das Terras Altas do Minho; PGI - Protected Geographical Indication (eg Cabrito das Terras Altas do Minho (Focus Group, 2025) • Maritime pine and eucalyptus represent 82% of the total forest area, allowing to produce a relevant value of biomass in the future (Alves et al., 2022)
<p>RLR 4 - Natural heritage</p>	<ul style="list-style-type: none"> • Region characterized by the richness of its natural landscapes, distinguished by the harmony of its diverse ecosystems: maritime, river and terrestrial. • The natural landscape is of significant importance in Alto Minho, firstly because it includes a large part of the territory of the Peneda-Gerês National Park, due to the use of natural resources and built heritage (reservoirs, marinas, parks, trails, viewpoints, eco-paths, gardens and tracks) but also because there is a complementary network of natural areas (Network of Protected Areas of National Interest and the Natura 2000 Network): Protected Landscape of Lagoa de Bertandos and São Pedro de Arcos (Ponte de Lima); Protected Landscape of Corno do Bico (Paredes de Coura); Site of Community Importance of the River Minho and Special Protection Zone of the Minho and Coura



	<p>Estuaries; Site of Community Importance of the River Lima; Site of Community Importance of Serra de Arga; Site of Community Importance of the North Coast (Viana do Castelo and Caminha).</p> <ul style="list-style-type: none"> • Viana do Castelo Coastal Geopark, a project based on the conservation of geological sites of significant importance and undeniable beauty, with evident historical-cultural interest and biodiversity. Among the 36 geosites (320 km²), five stand out in the coastal area, whose scientific exceptionality of the preserved geological elements allowed their classification as Natural Monuments. The Litoral Geopark project and its classification actions were awarded the 2016 ProGEO Geoconservation Prize. • Rich in natural spaces, ranging from the mountains to the countryside, including long stretches of rivers and beaches, this region also stands out for its variety and richness of fauna and flora, characterized by vegetation cover: scrubland, oak forests, cork oaks, chestnut trees, strawberry trees, holly and pine forests, birch or birch woods, abundant vegetation bordering water courses, cultivated fields and pastures. As for the fauna community, the presence of wild boar, deer, badger, wolf, golden eagle, red kite, falcon and the region's native breeds: Garrana, Barrosã, Cachena and Bísaro pigs stands out in the mountain areas. The rivers are home to an abundance of shad, lamprey and trout, among other fish species, which have enormous potential for local gastronomy and for enhancing the landscape ("Recursos Naturais", 2025).
<p>RLR 5 - Tangible cultural, historical and architectural heritage</p>	<ul style="list-style-type: none"> • Alto Minho also has a rich heritage and cultural heritage, with highlights including the 871 archaeological sites identified and intervened by IGESPAR - Institute for the Management of Architectural and Archaeological Heritage (rock art, castrejo villages, dolmens, burial mounds, necropolis, milestones, various remains) • The rural settlements integrated into the "Aldeias de Portugal" network, namely the villages of Lindoso, Soajo, Germil, Cabração, Sistelo, Branda da Aveleira, Covas, Castro Laboreiro, Bico e Vascões, Porreiras and Serra d'Arga (Arga de Baixo, Arga de Cima and S. João d'Arga), which preserve a unique environmental and built heritage. • The region also has 173 properties classified by IGESPAR, the vast majority of which are Properties of Public Interest and National Monuments, with special emphasis on civil heritage (fortresses, castles and forts, the 19th Roman road, the Roman mining complex, bridges, pillories, palaces, mansions, towers, palaces and manor houses) and religious heritage (churches, chapels, crosses, monasteries, convents). <p>("Recursos Culturais e Patrimoniais", 2025)</p>
<p>RLR 6 - Intangible cultural resources</p>	<ul style="list-style-type: none"> • Food products based on traditional recipes: sausage products (blood sausage, sausage and ham), cornbread, bolas de Berlim, pão de ló, torta de Viana. Chouriça de Crane de Melgaço, Chouriça de Sangue de Melgaço, Presunto de Melgaço, Salpicão de Melgaço); TSG - Traditional Speciality Guaranteed (eg Arroz de Sarabulho à Moda de Ponte de Lima) • Traditional production methods for handicraft: Viana embroidery



	<ul style="list-style-type: none"> • Traditional design of Viana jewelry (eg. Heart of Viana, other Filigree jewels) • Portuguese Saint James Way (Lima Way, Northwest Way, Northern Way, Celanova Way, Roman Geira Way and Coastal Way). All these routes cross the Alto Minho through sections of the three main routes, providing very interesting experiences in terms of cultural, natural and religious heritage ("Caminho Português de Santiago de Compostela", 2025) • Pilgrimages involve participation in religious rituals, such as mass, processions, listening to sermons and scrupulously fulfilling promises made. They are also a celebration, a festival, and the exuberance of Catholic Christian culture, lived to the fullest ("Santuários e Romarias", 2025) • "100% Alto Minho" brand, launched and registered by CEVAL - Alto Minho Business Confederation and its Associates, within the scope of the "Alto Minho Km Zero" project, to identify and promote the endogenous resources of the Alto Minho region ("100% Alto Minho", 2025) • Traditional Folk songs from the Alto Minho region, traditional Legends and traditional Folklore Groups (Alto Minho, 2025). Minho Folklore Groups have deep roots in the history of the Minho region. Originating as a way to preserve and celebrate local traditions, these groups play a vital role in maintaining the cultural identity of the Minho region. Their performances are an enchanting fusion of music, dance and traditional customs, captivating spectators of all ages. In Alto Minho, they are characterized by: Colorful and elaborate costumes, with detailed embroidery and traditional accessories such as scarves and aprons. The dances are vigorous and energetic, often involving quick steps and jumps. Some examples of typical dances are the "Chula" and the "Vira". Traditional music is marked by the use of instruments such as the concertina, bass drum and flute, creating a lively and festive sound ("Ranchos Folclóricos do Minho", 2025).
RLR7 - Resources of agriculture, forestry and other typical rural activities	<ul style="list-style-type: none"> • Region's native breeds: Garrana, Barrosã, Cachena and Bísaro pigs
RLR8 - Local, traditional knowledge and skills	<ul style="list-style-type: none"> • Knowledge of traditional recipes for food production • Knowledge of traditional production methods for handicraft: Viana embroidery • Knowledge of traditional design of Viana jewelry (eg. Heart of Viana, other Filigree jewels)
RLR9 - Social networks	<ul style="list-style-type: none"> • <u>Business associations</u>: CEVAL; AEPL; AEVC • <u>Winery</u>: Alvarinho Producers Association; Avitiminho - Minho Valley Winemakers Association; Quintas de Melgaço - Agriculture and Tourism, S.A.; AVITILIMA - Lima Valley Winemakers Association; Cooperative Winery of Ponte de Lima; Cooperative Winery of Ponte da Barca and Arcos de Valdevez, CRL;



	<ul style="list-style-type: none"> • <u>Agricultural</u>: AGRESTA - Minho Farmers Association; Vessadas - Association for the Agricultural and Rural Development of Terras de Coura; ADAM - Monção Farmers' Association; COOPALIMA - Agricultural Cooperative of Farmers of the Lima Valley, CRL • <u>Forestry</u>: Minho Valley Forestry Producers Association; ACEB - Association for Cooperation between Common Lands; AFL - Lima Forestry Association • <u>Nature</u>: ADERE - Peneda Gerês, Association for the Development of the Regions of the Peneda Gerês National Park; ICNF-PNPG • <u>Cooperatives</u>: Adegas Cooperativas Regionais de Monção; COOPECOURA - Farmers' Cooperative of the Municipality of Paredes de Coura • <u>Tourism and entertainment</u>: TURIHAB - Housing Tourism Association Melgaço Radical Cultural, Recreational and Sports Association; Mostra Coura - Association for the promotion of regional products from Alto Minho; AACPS - Association of Friends of the Portuguese Way of St. James • <u>Local development</u>: ADRIMINHO; ADRIL; ARDAL; Valdelima, CRL
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Next section describes the identified development potentials of the region's rural areas.

1.3 Rural development potentials of the Alto Minho region

According to Gonçalves et al. (2022), various studies highlight that Alto Minho's offer is deeply rooted in its endogenous resources, with distinctive elements such as Gastronomy and Wine, Nature, Water, Heritage, Living in Minho, and People. These elements shape the region's identity and economic potential. Four anchor poles are identified: Viana do Castelo, shaped by its strong connection to the sea, with key industries including shipbuilding, recreational and fishing activities, as well as renewable energy (wind). The city also stands out for its service sector and higher education institutions. Ponte de Lima, with a particular emphasis on wine tourism and rural tourism. Valença, a prominent border town, characterized by tourism, gastronomy, and services, alongside a small but notable industrial presence. Arcos de Valdevez–Ponte da Barca, a dynamic hub for active and nature tourism, largely due to the presence of the Peneda–Gerês National Park. The area also supports significant agricultural activity, closely linked to local handicrafts and gastronomy.

Furthermore, Alto Minho has developed key sectors of specialization that exhibit high technological intensity and strong internationalization potential. These include automotive components, mechanics and metalworking, shipbuilding and repair, the maritime economy, energy, forestry, timber and furniture, agri-food and winemaking, and tourism (CIM Alto Minho, 2019a).



The combination of traditional and advanced industries demonstrates the region’s ability to leverage its natural and cultural assets for economic growth.

In addition, one of the region’s most valuable endogenous resources is water. Its high rainfall sustains an extensive network of rivers and streams, which, together with international rivers, reinforce Alto Minho’s strong potential in water resources (Eiriz & Miranda, 2018). This natural asset not only supports the region’s ecological balance but also contributes to key sectors such as energy, tourism, and agri-food production, further driving innovation and internationalization. Furthermore, the presence of the sea promotes maritime activity, the focus on water sports and recreational boating, the encouragement of more sustainable fishing, support for shipbuilding and repair activities, the improvement of operational conditions and road and sea access to the seaport and the most recent implementation of ocean renewable energy projects (CMVC, 2024). As priorities in the field of competitiveness, innovation and entrepreneurship for “Alto Minho 2030, within the scope of the “Dynamization of Collective Actions to Enhance Territorial Competitiveness Factors”, the Dynamization of a Collaborative Laboratory in the field of Renewable Energies stands out in articulation with EDP Innovation, enhancing the renewable energy cluster in Alto Minho (marine, hydro and wind energy) (CIM Alto Minho, 2019a).

Table 3 categorizes the rural development potentials for entrepreneurship and innovation in Alto Minho, considering both universal and region-specific rural resources. Additionally, it references the research (studies, reports, strategic documents, etc.) that support these identified potentials, as well as the information collected by the focus groups conducted with the region's stakeholders (personal communication, March 10 and 12, 2025).

Table 3 Key rural development potential

Category	Group	Resource	Studies
RDPI Tourism & recreation	Recreation & adventure tourism	RLR 3.2 - Natural productive assets RLR 4 - Natural heritage RLR 9 - Social networks	Martins, H. (2022) Neiva, M. (2021) CMVC (2024) Engine Focus Group (2025)
	Cultural & heritage tourism	RLR 4 - Natural heritage RLR 5 - Tangible cultural, historical and architectural heritage RLR 9 - Social networks RLR 6 - Intangible cultural resources RLR 8 - Local, traditional knowledge and skills	Gonçalves et al. (2022) Gonçalves, M. O., & Gonçalves, E. (2022) Oliveira, M., & Silva, G. (2023) Remoaldo, P. C. A. et al. (2024) Bettencourt & Boas (2021)



			Engine Focus Group (2025)
	Agritourism	RLR 3.3 - Agricultural and forestry resources RLR 4 - Natural heritage RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks RLR 7 - Resources of agriculture, forestry and other typical rural activities	Bento et al. (2022) Engine Focus Group (2025)
	Wellness tourism	RLR 3.2 - Natural productive assets RLR 4 - Natural heritage RLR 9 - Social networks	Esteves, A. (2014) Engine Focus Group (2025)
RDP2 Bio & circular economy	Natural fibers and bio-based materials	RLR 3.2 - Natural productive assets RLR 3.3 - Agricultural and forestry resources RLR 7 - Resources of agriculture, forestry and other typical rural activities	Engine Focus Group (2025)
	Health and wellness products	RLR 1 - Human capital: universal knowledge and skills RLR 7 - Resources of agriculture, forestry and other typical rural activities	Engine Focus Group (2025)
	Circular economy	RLR 1 - Human capital: universal knowledge and skills RLR 2 - Physical capital and technologies RLR 3.2 - Natural productive assets RLR 9 - Social networks RLR 7 - Resources of agriculture, forestry and other typical rural activities	Consórcio Minho In (2022) Ferraz et al. (2023) Engine Focus Group (2025)
RDP3 Agri business	Food production and processing	RLR 1 - Human capital: universal knowledge and skills RLR 3.2 - Natural productive assets RLR 3.3 - Agricultural and forestry resources RLR 4 - Natural heritage RLR 7 - Resources of agriculture, forestry and other typical rural activities RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	Gonçalves et al. (2022) CIM Alto Minho (2019) Santos, M. (2021) Aguiar, L. (2020) Engine Focus Group (2025)



	Specialist food	RLR 1 - Human capital: universal knowledge and skills	
	Organic food	RLR 1 - Human capital: universal knowledge and skills RLR 3.3 - Agricultural and forestry resources RLR 4 - Natural heritage RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	
	Crop cultivation and livestock farming	RLR 3.3 - Agricultural and forestry resources RLR 4 - Natural heritage RLR 7 - Resources of agriculture, forestry and other typical rural activities RLR 9 - Social networks	
	Advanced processing of agricultural inputs	RLR 1 - Human capital: universal knowledge and skills RLR 3.3 - Agricultural and forestry resources RLR 9 - Social networks	
	Food sale and distribution	RLR 3.3 - Agricultural and forestry resources RLR 7 - Resources of agriculture, forestry and other typical rural activities RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	Kusio et al. (2022)
RDP4 Bio & renewable energy	Bioenergy	RLR 1 - Human capital: universal knowledge and skills RLR 2 - Physical capital and technologies RLR 3.2 - Natural productive assets RLR 3.3 - Agricultural and forestry resources	Alves et al. (2022) Engine Focus Group (2025)
	Solar and wind energy	RLR 1 - Human capital: universal knowledge and skills RLR 2 - Physical capital and technologies RLR 3.2 - Natural productive assets	Fontes et al. (2022) CMVC (2024) Engine Focus Group (2025)
	Hydropower and geothermal energy	RLR 9 - Social networks	CMVC (2024)
RDP5 Education, skills & sport	Heritage education	RLR 4 - Natural heritage RLR 5 - Tangible cultural, historical and architectural heritage RLR 6 - Intangible cultural resources RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	Alto Minho (2025) Engine Focus Group (2025)



	Handicraft education	RLR 5 - Tangible cultural, historical and architectural heritage RLR 6 - Intangible cultural resources RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	Alto Minho (2025)
	Vocational training	RLR 9 - Social networks	
	Ecological education	RLR 3.2 - Natural productive assets RLR 9 - Social networks	
	Sport	RLR 1 - Human capital: universal knowledge and skills RLR 4 - Natural heritage	CMVC (2024)
RDP6 Cultural, historical, architectural & natural heritage	Cultural, historical and architectural heritage preservation	RLR 1 - Human capital: universal knowledge and skills RLR 5 - Tangible cultural, historical and architectural heritage RLR 6 - Intangible cultural resources RLR 9 - Social networks	Bettencourt & Boas (2021) Engine Focus Group (2025)
	Natural heritage preservation	RLR 1 - Human capital: universal knowledge and skills RLR 3.2 - Natural productive assets RLR 3.3 - Agricultural and forestry resources RLR 4 - Natural heritage RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	CIM Alto Minho (2019b) CMVC (2024) Engine Focus Group (2025)
RDP7 Health & care services	Rehabilitation and therapy	RLR 1 - Human capital: universal knowledge and skills	Engine Focus Group (2025)
	Health centres	RLR 1 - Human capital: universal knowledge and skills	
	Elderly care	RLR 1 - Human capital: universal knowledge and skills RLR 9 - Social networks	
RDP8 Universal production & services	Manufacturing	RLR 1 - Human capital: universal knowledge and skills RLR 2 - Physical capital and technologies RLR 9 - Social networks	CMVC (2024) Engine Focus Group (2025)
	Services	RLR 2 - Physical capital and technologies RLR 5 - Tangible cultural, historical and architectural heritage RLR 8 - Local, traditional knowledge and skills RLR 9 - Social networks	CMVC (2024) Engine Focus Group (2025)
	Resource-based businesses	RLR 1 - Human capital: universal knowledge and skills RLR 3.2 - Natural productive assets RLR 9 - Social networks	CMVC (2024) Engine Focus Group (2025)



	Forestry	RLR 1 - Human capital: universal knowledge and skills RLR 3.2 - Natural productive assets RLR 9 - Social networks	CIM Alto Minho (2019) Engine Focus Group (2025)
	Digital-savvy enterprises	RLR 1 - Human capital: universal knowledge and skills RLR 2 - Physical capital and technologies RLR 9 - Social networks	Engine Focus Group (2025)

Based on Tables 1, 2, and 3, we identified not only the region's abundant resources but also key development potentials with significant economic (wealth creation), social (reducing disparities, promoting local culture and heritage), and environmental (minimizing negative impacts and promoting sustainable resource use) benefits.

Considering the synergies among these potentials, the opportunities for entrepreneurial and innovative initiatives, and the region's development trends and policies, we propose the following list of priority Rural Development Potentials for the Alto Minho region:

- RDP1 - Tourism & recreation
- RDP2 - Bio & circular economy
- RDP3 - Agribusiness
- RDP4 - Bio & renewable energy
- RDP5 - Education, skills & sport
- RDP6 - Cultural, historical, architectural & natural heritage
- RDP7 - Health & care services
- RDP8 - Universal production & services



2. Visualization of the development potential of rural areas in the region of Alto Minho

Alto Minho

RLR – Rural Local Resources

- RLR 1** Human Capital
- RLR 2** Physical Capital & Technologies
- RLR 3** Natural Resources
- RLR 4** Natural Heritage
- RLR 5** Tangible Cultural, Historical and Architectural Heritage
- RLR 6** Intangible Cultural Heritage
- RLR 7** Resources of Agriculture, Forestry and others typical rural activities
- RLR 8** Local, traditional knowledge skills
- RLR 9** Social Capital

RDP – Rural Development Potentials

- RDP 1** Tourism and recreation
- RDP 2** Bio & Circular Economy
- RDP 3** Agribusiness
- RDP 4** Bio & Renewable energy
- RDP 5** Education, Skills & Sport
- RDP 6** Cultural, Historical, Architectural & Natural Heritage preservation
- RDP 7** Health & Care Services
- RDP 8** Universal Production & Services



I – Entrepreneurial & Innovative Initiatives

- 1** Lima Escape Camping & Glamping
- 2** Coudelaria Fernando Bezerra
- 3** Enhancement of the Ways of ST. James – Portuguese Coastal Way
- 4** Terra Rosa Country House & Vineyards
- 5** Melgaço Whitewater
- 6** Feiras Novas de Ponte do Lima
- 7** The Grape Tissue
- 8** Project WindFloat Atlantic
- 9** Alto Minho Wind Farm
- 10** Confraria da Foda
- 11** Alvarinho Dona Paterna
- 12** Aromáticas Vivas
- 13** Coastal Geopark of Viana do Castelo
- 14** Ethnografical/Historical Parade of Romaria d'Agonia
- 15** CITin



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3. Overview of E&I Initiatives in the region's rural areas

3.1. Initiative 1

1. Initiative characteristics:

1.1. Name of the initiative:

Lima Escape Camping & Glamping

1.2. Location of the initiative:

Ponte da Barca

1.3. Type of stakeholder involved:

Medium company

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Small

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Private company, limited liability company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Lima Escape is a tourism initiative with camping areas prepared for stays in tents, caravans or motorhomes, and glamping. It also offers adventure activities like kayaking, hiking, and cultural experiences such as wine tastings. Its main objectives are to promote sustainable tourism, support the local economy, and highlight the region's natural beauty and heritage.



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3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR 3.2 - Natural productive assets – soil, water and climate

RLR 4 - Natural heritage – landscape, vegetation, natural moments, natural reserve

RLR 5 - Tangible cultural, historical and architectural heritage – visiting historical and architectural heritage

RLR 8 – Local, traditional knowledge and skills – knowledge of the past

RLR 9 – Social networks- contacts with local stakeholders

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	x

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- **Outdoor & Camping Expertise:** Knowledge of campground management, and environmental education, with a focus on eco-friendly practices.
- **Adventure Activity Facilitation:** Ability to organize and guide kayaking, hiking, and cycling, with a focus on safety and customer engagement.
- **Sustainability & Conservation:** Expertise in sustainable camping, Leave No Trace principles, and promoting environmental conservation.
- **Tourism & Hospitality:** Strong customer service, booking systems management, and tourism promotion to attract visitors.
- **Event Planning:** Coordination of special events, workshops, and themed experiences to enhance the camping offerings.
- **Community Engagement:** Building partnerships with local businesses and fostering cultural exchange with the community.
- **Financial & Strategic Management:** Budgeting, cost management, and creating sustainable revenue streams for the campsite.
- **Legal & Regulatory Compliance:** Knowledge of necessary permits, health and safety regulations, and insurance for camping operations.
- **Marketing & Branding:** Developing a strong brand identity, digital marketing, and content creation to promote the camping experience.



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6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- **Local Government:** Provides permits, regulations, and infrastructure support.
- **Tourism Sector:** Hotels, guesthouses, restaurants, and tourism agencies collaborate for marketing and accommodation.
- **Local Communities:** Residents, artisans, and producers contribute to cultural experiences and services.
- **Outdoor Activity Providers:** Experts offering guided adventures like kayaking, hiking, and cycling.
- **Environmental Organizations:** Ensure sustainable practices and eco-friendly operations.
- **Educational Institutions:** Offer expertise on sustainable tourism and environmental education.
- **Tourism Associations:** Promote the region and connect with other local initiatives.
- **Investors:** Provide financial backing for development and infrastructure.
- **Regulatory Bodies:** Ensure compliance with environmental and safety regulations.
- **Media & Influencers:** Raise awareness and attract visitors through promotion.
- **Local Suppliers:** Supply necessary goods and services for the campsite.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- **Environmental Impact:** Managing resources sustainably and minimizing ecosystem disruption can be challenging with increasing visitors.
- **Weather and Seasonality:** Unpredictable weather and fluctuating seasonal demand can affect operations and revenue.
- **Infrastructure and Accessibility:** Limited transportation options and the high cost of infrastructure development could hinder accessibility.
- **Competition:** Other tourism destinations and global eco-tourism trends may create strong competition.
- **Regulatory Compliance:** Navigating licensing, permits, and health and safety standards can be complex.
- **Financial Sustainability:** High initial investment and inconsistent revenue, especially in off-peak seasons, could strain finances.
- **Marketing and Visibility:** Building brand recognition and maintaining a strong online presence may require significant effort and resources.
- **Labor Force:** Seasonal labor shortages and an aging workforce could impact staffing.
- **Visitor Experience:** Balancing rustic experiences with modern comfort.



3.2. Initiative 2

1. Initiative characteristics:

1.1. Name of the initiative:

Coudelaria Fernando Bezerra

1.2. Location of the initiative:

Correlhã, Ponte de Lima

1.3. Type of stakeholder involved:

Small company

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Small

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Private company, limited liability company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Coudelaria Fernando Bezerra, located in Ponte de Lima, Portugal, is dedicated to breeding Garrano horses, an indigenous Portuguese breed. These horses are known for their robustness and versatility. They have been breeding pure Garranos from carefully defined lines for 40 years. In addition to breeding and training, the stud farm also offers horses for sale. They are entering the world of Dressage with the Garranos.

3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR 3.2 - Natural productive assets – soil, water and climate

RLR 7 - Resources of agriculture, forestry and other typical rural activities

RLR 8 - Local and traditional knowledge skills



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RLR 9 – Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	X
Cultural, historical, architectural & natural heritage preservation	X
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Equine Breeding and Genetics: Expertise in horse genetics, selective breeding techniques, and lineage documentation, specifically focused on the Garrano breed.
- Animal Husbandry and Care: Daily care, health monitoring, disease prevention, and veterinary practices, with a focus on maintaining the well-being of Garrano horses.
- Equestrian Training and Dressage: Training horses for dressage, understanding horse behavior, and preparing for national and international competitions.
- Business Management and Marketing: Strategic planning, financial management, and marketing the unique qualities of the Garrano breed to potential buyers.
- Cultural and Heritage Promotion: Advocacy for the preservation of the Garrano breed and promotion of its cultural significance.
- Legal and Regulatory Compliance: Adherence to animal welfare regulations, breeding certifications, and accurate record-keeping.
- Customer Service and Client Relations: Building strong relationships with clients, handling sales, and providing after-sale support.
- Event Management and Participation: Organizing and presenting horses at equestrian events and competitions.
- Sustainability and Environmental Awareness: Implementing eco-friendly practices and promoting biodiversity within horse breeding operations.



6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Internal Stakeholders: Owner/Management, Horse Trainers, Caretakers, Veterinarians.
- External Stakeholders: Customers/Buyers, Breeding Associations, Sponsors, Competitors, Event Organizers.
- Community and Local Stakeholders: Local Government, Tourism Bodies, Local Community.
- Industry and Professional Networks: Equine Experts, Equestrian Federations.
- Educational and Research Institutions: Universities, Veterinary Schools, Equine Training Institutes.
- Environmental and Conservation Groups: Biodiversity and Animal Welfare Organizations.
- Media and Communication Partners: Local Media, Social Media Influencers, Equestrian Bloggers.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Financial Challenges: High operational costs, market fluctuations, and difficulties securing funding.
- Breeding and Health Issues: Genetic problems, disease outbreaks, and animal welfare concerns.
- Market and Competition Risks: Competition from popular breeds and changing consumer preferences.
- Environmental and Sustainability Challenges: Land management, waste management, and climate change impacts.
- Regulatory and Compliance Issues: Adherence to animal welfare laws and breeding certifications.
- Cultural and Heritage Barriers: Limited recognition of the Garrano breed and challenges in preserving its characteristics.
- Operational and Logistical Issues: Skilled workforce shortages and logistical challenges in transporting horses.
- Community and Stakeholder Engagement: Local resistance and alignment issues among stakeholders.
- Marketing and Brand Positioning: Building visibility and maintaining a positive public perception.



3.3. Initiative 3

1. Initiative characteristics:

1.1. Name of the initiative:

Enhancement of the Ways of St. James - Portuguese Coastal Way

1.2. Location of the initiative:

Joint application by 10 municipalities (4 of them - Viana do Castelo, Caminha, Vila Nova de Cerveira e Valença from the Alto Minho region)

1.3. Type of stakeholder involved:

Municipalities of Alto Minho

1.4. Initiative type: (business, social, mixed)

Social

1.5. Scale of activity: (small, medium, large)

Medium

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

n.a.

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

The “Valorização dos Caminhos de Santiago - Caminho Português da Costa” is the result of a joint application by the 10 municipalities of Alto Minho to Norte 2020, with the aim of valuing and officially recognizing this Way as a pilgrimage route to Santiago. This intermunicipal network presents a brand image considered unique and integrated communication that aims to enhance the intrinsic value of the Caminho Português da Costa.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 5 - Tangible cultural, historical and architectural heritage
- RLR 6 - Intangible cultural resources - traditions and customs
- RLR 9 - Social networks- contacts with local stakeholders

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	x
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Cultural and Historical Knowledge: Understanding the history, heritage, and significance of the Caminho Português de Santiago to promote its cultural value.
- Project Management: Strong planning, organization, and coordination skills to manage resources, timelines, and stakeholder engagement.
- Sustainability and Environmental Awareness: Expertise in sustainable tourism practices to preserve the natural and cultural environment of the Camino.
- Tourism and Marketing Skills: Ability to develop promotional strategies, attract visitors, and collaborate with tourism agencies.
- Community Engagement: Building partnerships with local communities, businesses, and municipalities to foster support and ensure long-term success.
- Infrastructure Development: Knowledge in improving and maintaining paths, facilities, signage, and accommodations along the route.
- Stakeholder Relations: Ability to engage government bodies, local authorities, NGOs, and businesses for funding and collaboration.
- Language and Communication Skills: Proficiency in multiple languages to communicate effectively with both international and local tourists.
- Fundraising and Financial Management: Skills in securing funding, managing budgets, and ensuring financial sustainability for the project.



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- **Health and Safety Management:** Ensuring that the infrastructure and services along the route meet safety standards for pilgrims.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- **Local Municipalities and Government Bodies:** Essential for providing infrastructure support, funding, and ensuring regulatory compliance.
- **Tourism Agencies:** Vital for promoting the Camino, attracting visitors, and organizing related events.
- **Local Communities and Businesses:** Key for offering accommodations, services, and creating a welcoming environment for pilgrims.
- **Cultural and Heritage Organizations:** Important for preserving the historical and cultural significance of the route.
- **Pilgrims and Tourists:** The primary participants whose experiences and satisfaction drive the initiative's success.
- **Environmental and Sustainability Groups:** Critical for ensuring the conservation and sustainable development of the Camino.
- **Non-Governmental Organizations (NGOs):** Supportive in terms of advocacy, fundraising, and maintaining the cultural and spiritual values of the Camino.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- **Infrastructure Maintenance:** Ensuring that the path, accommodations, signage, and facilities are well-maintained and accessible year-round can be challenging, especially in remote areas.
- **Environmental Impact:** Over-tourism could lead to environmental degradation, including damage to natural landscapes and local ecosystems along the route.
- **Funding and Financial Sustainability:** Securing sufficient funding for ongoing maintenance, promotional efforts, and infrastructure development may be difficult, especially in economically challenging times.
- **Balancing Modernization with Preservation:** Striking a balance between enhancing amenities for pilgrims and preserving the historical and cultural integrity of the Camino can be complex.
- **Stakeholder Coordination:** Managing the diverse range of stakeholders, including local authorities, businesses, NGOs, and the community, may result in conflicts or lack of alignment in objectives.
- **Safety and Health Concerns:** Ensuring the safety of pilgrims, especially in areas with limited healthcare services or challenging terrain, can present risks.



3.4. Initiative 4

1. Initiative characteristics:

1.1. Name of the initiative:

Terra Rosa Country House & Vineyards

1.2. Location of the initiative:

Ponte Lima

1.3. Type of stakeholder involved:

Medium company

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Small

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Private company, limited liability company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Terra Rosa Country House & Vineyards in Ponte de Lima, located in northern Portugal, is a rural property that blends a country house experience with wine production. It is situated in the Minho region, known for its lush landscapes and Vinho Verde. The property includes: Vineyards: Producing local wines, likely focusing on Vinho Verde; Rural tourism: Offering visitors a chance to stay in a charming country house and participate in wine tastings, vineyard tours, and local events; and accommodation and events: The estate provides a peaceful environment for relaxation and private events, such as weddings or celebrations.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 3.1- Natural productive assets
- RLR 3.2 - Agricultural and forestry resources
- RLR 4 - Natural heritage
- RLR 6 - Intangible cultural resources
- RLR 7 - Resources of agriculture, forestry and other typical rural activities
- RLR 8 - Local, traditional knowledge and skills with a traditional method
- RLR 9 - Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	x

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Viticulture and Winemaking: Knowledge of grape cultivation, vineyard management, and sustainable farming practices; Expertise in winemaking processes, fermentation, and aging techniques to produce high-quality wines.
- Hospitality and Tourism Management: Skills in managing guest services, accommodation, and event coordination; Knowledge of the wine tourism industry, including organizing tours, tastings, and cultural events.
- Sustainability and Environmental Management: Expertise in sustainable agricultural practices and eco-friendly business operations; Understanding of environmental impact assessment and resource management.
- Business and Financial Management: Strong financial planning, budgeting, and resource management to ensure profitability; Marketing skills to promote the brand, attract tourists, and manage partnerships with local businesses.
- Cultural and Community Engagement: Understanding of local culture and traditions to integrate community involvement and create authentic experiences for visitors; Communication skills for engaging with local stakeholders and fostering partnerships.



- Event Planning and Coordination: Skills in organizing private and public events

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Property Owners and Management – Responsible for overall decision-making, strategy, and day-to-day operations.
- Local Farmers and Agricultural Workers – Essential for vineyard management, grape harvesting, and sustainable farming practices.
- Wine Distributors and Retailers – Key partners for marketing and distributing the wines locally and internationally.
- Tourists and Guests – Their engagement through bookings, wine tastings, and events directly impacts the business's success.
- Local Government and Tourism Authorities – Provide support in terms of regulations, promotion, and community development.
- Local Suppliers and Service Providers – Contribute goods and services (e.g., food, materials, maintenance) for hospitality and events.
- Environmental and Sustainability Organizations – Support for implementing eco-friendly practices and maintaining environmental standards.
- Investors and Financial Partners – Provide capital and financial guidance for business growth and development.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Climate and Environmental Risks – Unpredictable weather, pests, or diseases could impact grape production and quality, affecting wine output.
- Market Competition – The wine tourism industry is competitive, and standing out in the global market may require significant marketing efforts and investment.
- Financial Sustainability – Ensuring consistent revenue from wine production, tourism, and events can be challenging, especially during off-peak seasons.
- Regulatory and Legal Barriers – Compliance with local regulations regarding land use, tourism, and environmental impact may present administrative hurdles.
- Changing Consumer Preferences – Shifting trends in wine consumption or tourism preferences could impact demand for the winery's products or services.
- Operational Costs – High upfront costs for vineyard establishment, property maintenance, and marketing can strain cash flow in the early stages.
- Community and Cultural Integration – Building strong relationships with the local community and stakeholders may take time and effort, especially if there are conflicting interests.



3.5. Initiative 5

1. Initiative characteristics:

1.1. Name of the initiative:

Melgaço Whitewater

1.2. Location of the initiative:

Melgaço

1.3. Type of stakeholder involved:

Small company

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Small

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Limited liability company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Melgaço WhiteWater was created in 2016 as a response to the growing need for outdoor sports in Melgaço. The main focus is on water sports, but it also offers complementary activities. These activities may vary, depending on the resources available and the preferences of the clients. They may include hiking trails, climbing, cycling, canoeing, rafting, among other options. The aim is to provide experiences, promoting interaction with nature and exploring the beauty and natural resources of Melgaço.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 3.2 – Natural, productive assets – importance of water and climate
- RLR 4 – Natural heritage
- RLR 9 – Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	x
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Technical & Engineering Skills: hydraulics, hydrodynamics, and whitewater course design; safety and risk management in water sports; environmental engineering for eco-friendly design
- Environmental & Sustainability Knowledge: water management and conservation; biodiversity and ecosystem protection; compliance with environmental regulations
- Sports & Tourism Expertise: whitewater sports and event management; tourism development and hospitality services; marketing and international promotion
- Project Management & Stakeholder Engagement: planning, budgeting, and execution; public-private partnerships and community involvement; securing funding and grants
- Legal & Administrative Competencies: contract negotiation and regulatory compliance; permitting and land use policies

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Local & National Government – Municipality of Melgaço, Portuguese Ministry of Tourism, Environment, and Sports.
- Environmental Agencies & NGOs – Organizations focused on river



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- conservation and sustainable tourism.
- Sports Federations & Associations – International Canoe Federation (ICF), Portuguese Canoeing Federation.
- Tourism Boards & Businesses – Local hotels, tour operators, and adventure sports companies.
- Local Community & Residents – Ensuring social acceptance and economic benefits.
- Investors & Funding Bodies – EU grants, private sponsors, and public-private partnerships.
- Athletes & Sports Enthusiasts – Kayakers, rafters, and outdoor sports professionals

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Environmental & Regulatory Challenges: Ecological Impact: Potential disruption to local ecosystems and biodiversity; Water Management Issues: Ensuring sustainable water flow and preventing pollution; Regulatory Hurdles: Compliance with environmental laws, permits, and land use policies.
- Financial & Economic Constraints: High Initial Investment: Infrastructure, safety measures, and environmental protections require substantial funding; Funding & Sponsorship: Difficulty securing public or private investments; Economic Viability: Ensuring long-term financial sustainability and profitability.
- Technical & Infrastructure Challenges: Engineering Complexities: Designing and constructing a safe, efficient, and natural-looking whitewater course. Maintenance & Upkeep: Long-term operational costs and technical upkeep of facilities. Access & Transportation: Ensuring good connectivity for tourists and athletes.
- Social & Community Concerns: Local Resistance: Potential opposition from residents due to environmental or economic concerns. Balancing Tourism & Local Life: Managing tourist influx without disrupting local communities.
- Competitive & Market Risks: Attracting International Attention: Competing with well-established whitewater destinations. Seasonal Dependence: Weather and river conditions affecting year-round usability. Marketing & Promotion: Effectively positioning Melgaço as a premier whitewater destination



3.6. Initiative 6

1. Initiative characteristics:

1.1. Name of the initiative:

Feiras Novas de Ponte de Lima

1.2. Location of the initiative:

Ponte de Lima

1.3. Type of stakeholder involved:

Municipality

1.4. Initiative type: (business, social, mixed)

Mixed

1.5. Scale of activity: (small, medium, large)

Large

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

n.a

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Annual event

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

The Feiras Novas is a popular festival held in the town of Ponte de Lima. The event takes place annually, more precisely on the second weekend of September, and lasts for three to four days. At the heart of the celebrations, a solemn mass is celebrated in honor of Our Lady of Guia and Saint John the Baptist, the patron saints of the parish. The mass is an important community event, and is usually decorated with traditional songs, accompanied by a solemn procession that runs through the streets of the town. This festival in Ponte de Lima has its origins in 1826 and, since then, has been an annual celebration of the cultural and spiritual heritage of the region. The main tradition is the procession, a moment of devotion and faith, but also parades of folk groups and concertinas that fill the streets with music and joy, reflecting the rich cultural traditions of the Minho region: from parades of traditional costumes to games and competitions.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 5 – Tangible cultural, historical and architectural heritage
- RLR 6 – Intangible cultural resources
- RLR 8 – Local, traditional knowledge and skills
- RLR 9 – Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	x
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Event Planning & Logistics - Large-scale festival organization and scheduling; Crowd management and public safety measures; Infrastructure setup (stages, booths, transportation)
- Cultural & Historical Knowledge - Deep understanding of local traditions and heritage; Coordination with folklore groups, musicians, and artisans; Preservation and promotion of authentic cultural elements
- Tourism & Hospitality Management - Visitor experience enhancement and accommodation planning; Collaboration with local businesses and tourism boards; Marketing and promotion for national and international audiences
- Public Relations & Stakeholder Engagement - Communication with local authorities, sponsors, and vendors; Community involvement and volunteer coordination; Media relations and digital marketing strategies
- Financial & Administrative Competencies - Budget planning and fundraising strategies; Sponsorship acquisition and partnership management; Legal compliance and permits for public events.



6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Municipality of Ponte de Lima – Local government for permits, funding, and infrastructure.
- Tourism & Cultural Organizations – Portuguese Tourism Board, cultural heritage institutions.
- Local Businesses & Hospitality Sector – Hotels, restaurants, and shops benefiting from increased tourism.
- Event Organizers & Logistics Providers – Companies managing event setup, security, and transportation.
- Community & Volunteer Groups – Local residents, associations, and folklore groups preserving traditions.
- Sponsors & Private Sector Partners – Businesses investing in event promotion and infrastructure.
- Media & Communication Channels – Local and national press, digital influencers, and broadcasters.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Logistical & Infrastructure Challenges – Crowd Management: Ensuring safety and smooth movement of large crowds; Traffic & Transportation Issues: Managing parking, road congestion, and public transport. Event Setup & Maintenance: Coordinating stages, stalls, and security in a historic town.
- Financial & Economic Constraints – Funding & Sponsorship: Securing adequate financial support from public and private sources; High Operational Costs: Managing expenses for infrastructure, performers, and security; Economic Impact on Local Businesses: Balancing benefits and potential disruptions.
- Cultural & Community Concerns – Preserving Authenticity: Maintaining traditions while adapting to modern expectations; Community Acceptance: Addressing concerns of local residents regarding noise, waste, or tourism impact.
- Environmental & Sustainability Issues – Waste Management: Handling large amounts of festival-generated waste; Sustainability Practices: Reducing environmental impact while maintaining festival quality.
- Weather & Unpredictable Factors – Weather Conditions: Outdoor events are vulnerable to rain or extreme temperatures; Health & Safety Risks: Managing potential emergencies, from medical incidents to security threats.



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3.7. Initiative 7

1. Initiative characteristics:

1.1. Name of the initiative:

The Grape Tissue (project between the wine producer Soalheiro and the textile company Tintex)

1.2. Location of the initiative:

Melgaço and Vila Nova de Cerveira

1.3. Type of stakeholder involved:

Project between companies

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Small

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Private companies, limited liability company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

"Tecido da Uva" is a sustainable initiative that uses by-products from grape production, such as skins, seeds, and stems, to create textiles. Wine producer Soalheiro and textile company Tintex, both based in Alto Minho, have created an alternative fabric to leather that is made with organic cotton and grape pomace and that can be used in products such as clothing and bottle labels. The project aims to reduce waste in the grape industry and promote the circular economy. Activities include developing innovative textile materials, partnering with wineries for raw materials, and creating sustainable fashion and design products. Its main goals are to promote sustainability, reduce the environmental impact of textile production, and create new economic opportunities, particularly for grape growers.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 1 - Human capital: universal knowledge and skills
- RLR 2 - Physical capital and technologies
- RLR 3.3 - Agricultural and forestry resources
- RLR 7 - Resources of agriculture, forestry and other typical rural activities
- RLR 9 - Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	x
Bio & renewable energy	
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Sustainable Textile Development: Knowledge of converting grape by-products into functional, eco-friendly fibers and materials, along with expertise in textile engineering and production processes.
- Agricultural and Grape Processing: Understanding of grape cultivation and efficient management of by-products, including waste reduction and sustainable farming practices.
- Circular Economy & Waste Management: Expertise in applying circular economy principles, recycling, and upcycling agricultural waste to create sustainable products.
- Business and Entrepreneurship: Skills in starting and scaling a business, building partnerships with local vineyards, and managing the commercialization of sustainable textile products.
- Design and Fashion: Ability to incorporate grape-based fabrics into marketable, aesthetically appealing designs for fashion and interiors.
- Environmental Impact Assessment: Proficiency in measuring the environmental impact of production processes and conducting life cycle analysis to ensure sustainability.
- Marketing and Consumer Education: Expertise in sustainable marketing and educating consumers about the environmental benefits of grape-based



textiles.

- **Regulatory and Legal Knowledge:** Understanding of environmental regulations and intellectual property rights to ensure compliance and protect innovations.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- **Local Vineyards and Grape Growers:** Essential for providing the raw materials (grape by-products) needed for textile production.
- **Textile Manufacturers:** Required for processing grape-based materials into usable fabrics and products.
- **Fashion Designers and Product Developers:** Key to integrating grape-based textiles into marketable designs for fashion and interiors.
- **Local Government and Regulatory Bodies:** Important for ensuring compliance with environmental regulations and offering potential funding or support for sustainable initiatives.
- **Consumers and Sustainable Brands:** Their demand for eco-friendly products drives market success and supports the growth of sustainable fashion.
- **Research Institutions and Universities:** Needed for technological innovation, material testing, and process optimization in creating sustainable textiles.
- **Environmental Organizations:** Offer expertise in sustainability practices and help ensure the initiative aligns with environmental goals.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- **Supply Chain Limitations:** Ensuring a consistent and high-quality supply of grape by-products from local vineyards could be challenging, especially if grape production fluctuates.
- **Technical Challenges:** Developing scalable, efficient methods to process grape by-products into viable textile materials may require significant research and investment in new technologies.
- **Market Acceptance:** Educating consumers and convincing them to adopt new, sustainable fabrics may take time, especially in a market dominated by conventional textiles.
- **Cost of Production:** Sustainable materials may have higher production costs compared to traditional fabrics, which could make the final products more expensive for consumers.
- **Regulatory Barriers:** Complying with environmental and industry regulations could pose difficulties, especially when scaling production or introducing new materials.
- **Competition:** Competing with established, large-scale textile companies that use traditional or synthetic materials might make market penetration challenging.



3.8. Initiative 8

1. Initiative characteristics:

1.1. Name of the initiative:

Project WindFloat Atlantic

1.2. Location of the initiative:

Viana do Castelo

1.3. Type of stakeholder involved:

WindPlus, S.A. is the company responsible for the development, construction and operation of the WindFloat Atlantic project

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Large

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Shareholders are Ocean Winds (a joint venture between ENGIE and EDP Renováveis, dedicated to offshore wind), Repsol and Principle Power Inc. (PPI)

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

WindFloat Atlantic is the first floating offshore wind farm in Continental Europe, located off the coast of Viana do Castelo, Portugal. Since February 2020, WindFloat Atlantic has been supplying the Portuguese electricity grid with innovative clean energy. In operation in 2020, this offshore wind farm uses cutting-edge technology, which has enabled the installation of floating platforms at previously inaccessible sea depths, where the abundant wind resources can be harnessed.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 1 - Universal knowledge and skills
- RLR 2 - Physical capital and technologies – machinery and equipment
- RLR 3.2 - Natural, productive assets – importance of water and climate
- RLR 9 - Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	
Bio & renewable energy	x
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Renewable Energy Expertise: In-depth knowledge of offshore wind technology, wind turbine systems, and energy production.
- Engineering and Technical Skills: Expertise in marine, structural, and electrical engineering to design and maintain floating wind platforms.
- Project Management: Strong planning, coordination, and execution skills to manage timelines, budgets, and resources across various stages of the project.
- Environmental and Regulatory Knowledge: Understanding of environmental impact assessments, regulations, and compliance related to offshore energy projects.
- Sustainability Practices: Ability to implement eco-friendly solutions, minimizing the environmental footprint while promoting clean energy.
- Risk Management: Identifying, assessing, and managing potential risks related to construction, operation, and environmental factors.
- Stakeholder Engagement: Skills in managing relationships with governments, investors, local communities, and environmental organizations.
- Financial Management: Ability to secure funding, manage budgets, and ensure the financial viability of large-scale renewable energy projects.
- Innovation and Research: Keeping up with advancements in renewable energy technologies and integrating innovations to improve project



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outcomes.

- Logistics and Supply Chain Management: Ensuring efficient transportation, installation, and maintenance of offshore infrastructure.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Government Bodies: Essential for providing regulatory approvals, permits, and funding support, as well as ensuring alignment with national energy policies.
- Investors and Financial Partners: Critical for securing funding for the large-scale offshore wind project and ensuring financial sustainability.
- Engineering and Technical Teams: Responsible for the design, construction, and maintenance of floating wind platforms and related infrastructure.
- Environmental Organizations: Ensure that the project adheres to environmental regulations and works towards sustainability, minimizing ecological impact.
- Local Communities: Their support is necessary for the project's social acceptance, as well as for creating job opportunities and promoting regional development.
- Energy Suppliers and Utilities: Important for integrating the wind energy into the national grid and ensuring long-term energy supply agreements.
- Supply Chain Partners: Include companies responsible for manufacturing and delivering the necessary materials, turbines, and equipment.
- Research and Academic Institutions: Provide expertise, innovations, and research on renewable energy technologies, environmental impact, and operational improvements.
- International Organizations: Especially those in the offshore wind energy sector, to share knowledge, best practices, and collaborate on technological advancements.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Regulatory and Permitting Delays: Navigating complex environmental and governmental regulations can cause delays in approvals and construction.
- Environmental Impact: Potential environmental concerns, such as effects on marine life, local ecosystems, and biodiversity, could delay or complicate the project.
- High Capital Costs: The initial investment required for research, development, construction, and installation of floating wind platforms is substantial, and securing sufficient funding may be challenging.
- Technological Challenges: Floating wind technology is still relatively new, and unforeseen technical issues during design, installation, or maintenance could disrupt operations.
- Supply Chain and Logistics: The transportation and installation of large-scale offshore wind equipment can be complex and costly, especially in remote or harsh sea conditions.



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- **Weather and Operational Risks:** Adverse weather conditions, such as storms and extreme oceanic conditions, can delay construction or affect the operation of the turbines.
- **Stakeholder Alignment:** Coordinating and gaining support from various stakeholders (government bodies, local communities, investors) can be difficult and time-consuming.
- **Energy Integration:** Integrating the generated power into the national grid while ensuring stability and reliability of energy supply can present technical challenges.

3.9. Initiative 9

1. Initiative characteristics:

1.1. Name of the initiative:

Alto Minho Wind Farm, from Ventominho, SA

1.2. Location of the initiative:

Paredes de Coura, Melgaço, Valença e Monção.

1.3. Type of stakeholder involved:

Ventominho is the promoting company, located in Melgaço

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Large

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Public limited company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Opened in November 2008 in the municipality of Monção, the Alto Minho I Wind Farm represents an infrastructure consisting of 120 wind turbines, which has made



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Alto Minho one of the main exporting regions of renewable energy in the country. It is an investment of 320 million euros, for an installed capacity of 240 megawatts. The wind energy produced in the region is equivalent to the electricity consumption of 140 thousand inhabitants, saving around 500 thousand tons per year in CO2 emissions into the atmosphere.

3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 1 - Universal knowledge and skills
- RLR 2 - Physical capital and technologies - machinery and equipment
- RLR 3.2 - Natural, productive assets - importance of water and climate
- RLR 9 - Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	
Bio & renewable energy	x
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Renewable Energy Expertise - Knowledge of wind power generation, turbine technology, and grid integration.
- Environmental and Regulatory Compliance - Understanding of environmental impact assessments, licensing, and sustainability practices.
- Project Management - Skills in coordinating large-scale infrastructure projects, budgeting, and timeline management.
- Engineering and Technical Skills - Competence in wind farm construction, maintenance, and operational efficiency.
- Stakeholder Engagement - Ability to collaborate with local communities, government agencies, and investors.
- Logistics and Infrastructure Planning - Expertise in site selection, transport, and installation of wind turbines.
- Financial and Risk Management - Knowledge of funding sources, investment strategies, and mitigation of financial risks.
- Operations and Maintenance - Ensuring long-term efficiency through



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predictive maintenance and troubleshooting technical issues.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Government and Regulatory Bodies – Entities like the Portuguese government, environmental agencies, and energy regulators oversee compliance, permits, and incentives.
- Renewable Energy Companies – Developers and operators responsible for the construction, maintenance, and management of the wind farm.
- Local Municipalities and Communities – Essential for securing local support, addressing environmental and social concerns, and promoting economic benefits.
- Environmental Organizations – Ensure that wind farm operations align with sustainability and biodiversity protection goals.
- Investors and Financial Institutions – Provide funding and financial backing for the development and expansion of the wind energy project.
- Electricity Transmission Operators – Manage grid integration and distribution of generated wind power.
- Research and Academic Institutions – Contribute studies on wind energy efficiency, environmental impact, and technological innovation.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Regulatory and Environmental Constraints – Obtaining permits and ensuring compliance with environmental protection laws can be complex and time-consuming.
- Community Opposition – Concerns over noise, landscape impact, and effects on local biodiversity may lead to resistance from environmental groups.
- Grid Integration Challenges – Ensuring that the electricity generated is efficiently integrated into the national grid without instability or energy losses.
- High Initial Investment – The significant costs of wind turbine installation, infrastructure, and grid connection can be a financial challenge.
- Maintenance and Operational Costs – Long-term efficiency depends on regular maintenance, requiring skilled labor and ongoing investment.
- Intermittency of Wind Power – Wind energy depends on weather conditions, requiring backup systems or energy storage solutions to maintain reliability.
- Supply Chain and Logistics Issues – Transporting and installing large wind turbines in remote or mountainous areas can pose logistical difficulties.
- Technological Advancements – Rapid developments in renewable energy may require continuous updates to maintain efficiency and competitiveness.



3.10. Initiative 10

1. Initiative characteristics:

1.1. Name of the initiative:

Confraria da Foda

1.2. Location of the initiative:

Monção

1.3. Type of stakeholder involved:

Junta de Freguesia of Pias, Restaurants, Wine Producers and/or Bottlers and Cooperative Wineries, Rural Development Associations and other gastronomes

1.4. Initiative type: (business, social, mixed)

Mixed

1.5. Scale of activity: (small, medium, large)

Medium

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Private law, non-profit, regional cultural association founded by the Junta de Freguesia of Pias, Restaurants, Wine Producers and/or Bottlers and Cooperative Wineries, Rural Development Associations and other gastronomes.

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

The aim is to promote the cultural and gastronomic values of the region. It aims to raise awareness of “Foda” (lamb prepared in a wood oven), as a dish that is part of the traditional and regional recipes and preserve its quality and age-old characteristics, promote the municipality and region, and encourage tourism.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR 3.3 – Agricultural and forestry resources – lamb

RLR 7- Resources of agriculture, forestry and other typical rural activities – lamb farming

RLR 8 – Local, traditional knowledge and skills – lamb prepared in a wood oven with a traditional method

RLR 9 – Social networks- contacts with local stakeholders

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	x
Cultural, historical, architectural& natural heritage preservation	x
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Culinary Expertise: Knowledge of traditional cooking techniques, meat preparation, and food presentation to maintain authenticity and quality.
- Agricultural & Livestock Management: Understanding sustainable farming practices, local meat sourcing, and supply chain management.
- Business Competencies: Expertise in cost management, restaurant operations, and product development to ensure profitability and quality.
- Marketing & Branding: Skills in brand development, digital marketing, storytelling, and event promotion to increase visibility and attract consumers.
- Tourism & Hospitality Knowledge: Understanding wine pairing, creating immersive experiences, and leveraging Monção's cultural tourism.
- Community Engagement: Collaboration with local producers, tourism agencies, and stakeholders to build a strong support network.
- Regulatory & Legal Knowledge: Compliance with food safety standards, certifications.
- Financial & Strategic Planning: Ability to secure funding, invest in local infrastructure, and create a long-term strategic plan.
- Sustainability: Commitment to eco-friendly practices and managing the carbon footprint associated with the dish.



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6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Local Farmers & Meat Producers: Goat & Lamb Farmers – Ensure the supply of high-quality meat, traditionally raised in the region; Local Agricultural Cooperatives – Support livestock farmers with resources and marketing.
- Restaurants & Gastronomic Establishments
- Tourism & Hospitality Sector
- Gastronomic Events & Festivals – Annual events dedicated to Monção's cuisine help boost awareness.
- Local & Regional Government Bodies: Câmara Municipal de Monção – Supports and promotes Monção's gastronomic heritage; Turismo do Porto e Norte de Portugal – Highlights the dish in regional tourism campaigns.
- Wine Industry (Vinho Verde & Alvarinho Producers)

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Supply & Costs – Limited availability of high-quality local meat, rising production costs, and strict animal welfare regulations.
- Market & Competition – Seasonal demand, high pricing, and competition with other well-known Portuguese dishes.
- Cultural & Tourism Issues – Low international recognition, reliance on local tourism, and challenges in branding the dish.
- Changing Consumer Trends – Growing preference for vegetarian diets and health-conscious eating.
- Logistics & Distribution – Difficulties in large-scale production, dependence on restaurants and festivals, and lack of retail presence.

3.11. Initiative 11

1. Initiative characteristics:

1.1. Name of the initiative:

Alvarinho Dona Paterna

1.2. Location of the initiative:

Melgaço

1.3. Type of stakeholder involved:

Medium company



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1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Medium

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Private company, limited liability company

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Dona Paterna wines are produced since 1974 on an area of 17.5 hectares, on gently sloping and semi-sloping granite land facing south, in order to obtain better sun exposure and thus benefit its maturation. Located in one of the most important sub-regions of the Demarcated Region of Vinhos Verdes, the sub-region of Monção and Melgaço, the Dona Paterna winery is located, specifically, in the northernmost municipality of Portugal, Melgaço, in Quinta da Carvalheira, in the centre of the parish of Paderne, a region strongly marked by the cultivation of vines, particularly the Alvarinho grape variety, one of the most illustrious white varieties and considered, by many, the best white variety grafted onto Portuguese vineyards.

3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR 1 - Universal knowledge and skills: both the owner and employees of the enterprise possess universal knowledge and skills

RLR 3.2 - Natural, productive assets - importance of soil, water and climate

RLR 3.3 - Agricultural and forestry resources - vine cultivation

RLR 8 - Local, traditional knowledge and skills - accumulating experience, contact with the vineyard, growing vines, exploring and getting to know the terroir and, finally, experience in winemaking

RLR 9 - Social networks- contacts with local cooperatives



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4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	x
Cultural, historical, architectural & natural heritage preservation	x
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Viticulture & Vineyard Management – Knowledge of terroir, proper pruning techniques, canopy management, and irrigation control.
- Pest & Disease Control – Identification and prevention of diseases like mildew and botrytis, and sustainable pesticide use.
- Basic Oenology – Understanding the ideal harvest time, fermentation techniques, and acidity control.
- Agricultural Management & Sustainability – Cost management, eco-friendly practices, and organic certification compliance.
- Market Knowledge – Awareness of consumer trends, commercialization strategies, and DOC Vinho Verde regulations.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Regulatory Bodies – CVRVV (DOC Vinho Verde regulation), IVV (national wine policies), and Câmara Municipal de Melgaço (local wine initiatives).
- Research & Education – Universidade do Minho and Instituto Politécnico de Viana do Castelo (viticulture and sustainability studies).
- Distributors & Retailers – National and international distributors, specialized wine shops, and export partners expanding Alvarinho's market.
- Tourism & Hospitality – Wine tourism operators, restaurants, and hotels promoting Alvarinho experiences.
- Consumers & Critics – Wine lovers, critics, and sommeliers shaping demand and reputation.



7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Climate & Environmental: Rising temperatures, erratic weather, pests, diseases, soil depletion, and water scarcity affect grape quality and yields.
- Market & Economic: High production costs, competition from other wines, and price sensitivity impact sales and profitability.
- Regulatory & Bureaucratic: Strict DOC Vinho Verde rules and export barriers complicate flexibility and global distribution.
- Labor & Workforce: Shortage of skilled workers and an aging workforce challenge vineyard operations.
- Sustainability: Demand for eco-friendly practices and reducing carbon emissions can be costly and complex.
- Changing Consumer Preferences: Shifting trends towards natural and low-alcohol wines, and limited global recognition pose challenges for Alvarinho's market position.

3.12. Initiative 12

1. Initiative characteristics:

1.1. Name of the initiative:

Aromáticas Vivas

1.2. Location of the initiative:

Viana do Castelo

1.3. Type of stakeholder involved:

Medium company

1.4. Initiative type: (business, social, mixed)

Business

1.5. Scale of activity: (small, medium, large)

Large

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Limited liability company



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1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long-term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

Aromáticas Vivas, founded in 2009, is the largest and most innovative national producer of fresh aromatic herbs. It currently has a production area of over 4ha, producing and selling a wide range of aromatic herbs in pots and cut throughout the year. It has the Organic Production Method in pots and Global G.A.P. certificates, constituting a guarantee of the best good agricultural practices for the consumer and for environmental sustainability.

3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

- RLR 1 - Universal knowledge and skills
- RLR 3.2 - Natural productive assets
- RLR 3.3 - Agricultural and forestry resources
- RLR 9 - Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	x
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Agricultural & Horticultural Skills - Organic farming, greenhouse management, and pest control; Harvesting and post-harvest handling for quality assurance.
- Business & Market Development - Supply chain management, sales strategies, and export knowledge; Retail partnerships and e-commerce expansion.



- Sustainability & Environmental Management - Water efficiency, renewable energy, and waste reduction; Compliance with organic and food safety certifications.
- Innovation & Technology: product innovation: Digital marketing and branding for global reach.
- Stakeholder Engagement: Partnerships with research institutions and government funding; Community involvement and local economic impact.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Agricultural & Research Institutions - Universities, agronomy experts, and innovation centers for R&D support.
- Retail & Distribution Partners - Supermarkets, organic food stores, restaurants, and online marketplaces.
- Environmental & Sustainability Organizations - Groups promoting sustainable farming, biodiversity, and eco-certifications.
- Investors & Funding Bodies - EU agricultural funds, private investors, and government grants for sustainable farming.
- Local Farmers & Community - Collaborations with small farmers and regional producers to strengthen the local economy

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Environmental & Agricultural Challenges - Pest & Disease Control: Managing pests and diseases without compromising organic certification
- Financial & Economic Constraints - High Initial Investment: Costs for setting up infrastructure, technology, and sustainable practices. Market Competition: Competing with larger, more established herb producers and global markets. Price Fluctuations: Vulnerability to changes in market demand or commodity prices.
- Regulatory & Compliance Issues - Certification & Standards Compliance: Adhering to organic certification and food safety regulations; Environmental Regulations: Ensuring that farming practices align with local and EU environmental laws.
- Operational & Logistics Challenges - Supply Chain Management: Efficient distribution and storage of fresh products while maintaining quality; Scaling Operations: Expanding production while maintaining sustainability and quality control.
- Community & Social Factors - Local Resistance: Potential pushback from traditional farmers or local communities unfamiliar with new agricultural practices. Workforce Availability: Recruiting skilled labor for sustainable farming and processing operations.



3.13. Initiative 13

1. Initiative characteristics:

1.1. Name of the initiative:

Coastal Geopark of Viana do Castelo

1.2. Location of the initiative:

Viana do Castelo

1.3. Type of stakeholder involved:

Municipalities

1.4. Initiative type: (business, social, mixed)

Social

1.5. Scale of activity: (small, medium, large)

Medium

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Association

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

The main goal of Geoparque Litoral de Viana do Castelo is to preserve and promote the unique geological heritage of the Viana do Castelo region, while fostering sustainable development through geotourism. The park aims to raise awareness about the region's geological history, landscapes, and biodiversity, and to integrate these natural resources into local economic development, particularly through tourism, education, and community engagement. It also focuses on conservation, research, and environmental education, with the intention of boosting local economic activity while ensuring the protection of the area's natural and cultural assets.



3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR1 - Universal knowledge and skills

RLR5 - Tangible cultural, historical and architectural heritage

RLR9 - Social networks

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	x
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	x
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- **Geological Expertise:** Knowledge of the region's geological history, formations, and biodiversity to effectively showcase its significance.
- **Environmental Conservation:** Skills in sustainable land use, habitat preservation, and biodiversity management to protect natural resources.
- **Tourism and Marketing:** Ability to develop and promote geotourism initiatives, attract visitors, and create engaging experiences around the park's unique features.
- **Project Management:** Strong skills in coordinating and managing resources, timelines, and stakeholders across different phases of the project.
- **Community Engagement:** Building relationships with local communities, stakeholders, and businesses to ensure their involvement and support for the Geopark.
- **Education and Outreach:** Developing educational programs, workshops, and materials to raise awareness about geological and environmental conservation.
- **Sustainability Practices:** Ensuring that tourism and development are aligned with environmental sustainability and responsible resource management.
- **Research and Scientific Knowledge:** In-depth understanding of geological research
- **Fundraising and Financial Management:** Securing funding and managing budgets for long-term operations and projects within the Geopark.
- **Cultural Sensitivity:** Understanding the cultural and historical significance.



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6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Local Government and Municipalities: Crucial for providing support, approvals, and funding for projects related to the Geopark.
- Environmental and Conservation Organizations: Important for ensuring the preservation and sustainable management of natural resources and biodiversity.
- Tourism Agencies and Operators: Key for promoting the Geopark as a geotourism destination and developing visitor experiences.
- Local Communities and Businesses: Their involvement is essential for creating a sustainable tourism model and benefiting from the economic opportunities generated.
- Educational Institutions and Researchers: Critical for providing scientific research, geological expertise, and developing educational programs about the park.
- Cultural and Heritage Organizations: Help integrate the region's cultural history and heritage into the Geopark's activities, ensuring a well-rounded visitor experience.
- National and Regional Government: Provide regulatory support and funding, ensuring the Geopark aligns with broader environmental and tourism policies.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Environmental Protection vs. Tourism Growth: Balancing conservation efforts with the need for tourism development can create tensions, risking environmental degradation.
- Sufficient Funding: Securing long-term financial support for infrastructure, conservation, and educational programs may be challenging, especially without consistent government investment.
- Stakeholder Coordination: Aligning interests and priorities among diverse stakeholders (local communities, businesses, government, and environmental groups) could lead to conflicts or delays.
- Infrastructure Development: Ensuring that the necessary infrastructure for tourism (accommodations, transport, and amenities) is developed without harming the region's natural resources.
- Raising Awareness and Engagement: Educating both locals and visitors about the importance of the Geopark and fostering sustainable practices can be a slow and ongoing process.
- Climate Change and Natural Disasters: Potential impacts from climate change or extreme weather events could threaten the park's natural resources and infrastructure.



3.14. Initiative 14

1. Initiative characteristics:

1.1. Name of the initiative:

Ethnographic/ Historical Parade of Romaria d' Agonia

1.2. Location of the initiative:

Viana do Castelo

1.3. Type of stakeholder involved:

Municipality of Viana do Castelo

1.4. Initiative type: (business, social, mixed)

Social

1.5. Scale of activity: (small, medium, large)

Large

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

n.a.

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term (annual event)

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

The Historical-Ethnographic Parade held as part of the Romaria d'Agonia is a true living museum, involving more than 3,000 participants who, through a hundred paintings and dozens of floats, show the best of Viana do Castelo. History and ethnography are combined to keep local traditions alive.

3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR 6 – Intangible cultural resources – history and ethnography

RLR 8 – Human and social capital: local traditional knowledge and skills

RLR 9 – Social networks



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4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	x
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	x
Health & care services	
Universal production & services	

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Cultural and Historical Knowledge – Deep understanding of the region’s traditions, folklore, costumes, music, and dances to ensure authenticity in the parade.
- Event Planning and Management – Strong organizational skills to coordinate logistics, participant schedules, venue setup, and security.
- Stakeholder Engagement – Ability to collaborate with local communities, cultural associations, government entities, and sponsors for successful execution.
- Marketing and Promotion – Skills in digital and traditional marketing to attract visitors, promote the event, and enhance tourism impact.
- Costume and Craftsmanship Expertise – Knowledge of traditional attire, textiles, and craftsmanship to ensure accurate and high-quality representations.
- Performance and Choreography – Competence in organizing traditional dance and music performances that reflect the cultural heritage of Viana do Castelo.
- Sponsorship and Fundraising – Ability to secure financial support from public and private entities to ensure the event’s sustainability.
- Communication and Public Relations – Effective storytelling and media engagement to highlight the cultural significance of the cortejo and reach a broader audience.
- Logistics and Crowd Management – Skills in handling large-scale public events, including safety measures and coordination of participants.
- Sustainability and Environmental Awareness – Ensuring that the event minimizes environmental impact, such as waste management and sustainable material use.



6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Local Government and Municipal Authorities – Provide financial support, logistical coordination, and official endorsements.
- Cultural and Folklore Associations – Ensure the authenticity of traditional costumes, music, dances, and performances.
- Tourism and Hospitality Sector – Hotels, restaurants, and tourism operators benefit from and help promote the event.
- Local Artisans and Craftspeople – Contribute traditional attire, accessories, and decorations essential for an authentic representation.
- Educational and Research Institutions – Help document, preserve, and promote the historical and cultural significance of the procession.
- Media and Marketing Agencies – Assist in promoting the event through digital campaigns, television, and print media to attract visitors.
- Sponsors and Private Sector – Provide funding and resources to ensure the financial sustainability of the event.
- Local Communities and Volunteers – Actively participate in the event, preserving traditions and ensuring its success.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Financial Sustainability – Securing sufficient funding for costumes, logistics, and event promotion may be challenging, especially if reliant on public funding and sponsorships.
- Stakeholder Coordination – Aligning the interests of various groups, including cultural associations, local government, and sponsors, can be complex and may lead to conflicts.
- Preservation of Authenticity – Ensuring that traditional elements (costumes, music, dances) remain true to their cultural roots while adapting to modern event requirements.
- Logistical and Infrastructure Challenges – Managing large crowds, traffic control, and accessibility for participants and visitors requires detailed planning and resources.
- Weather Conditions – As an outdoor event, adverse weather (rain, strong winds) could impact attendance and the overall experience.
- Declining Community Engagement – Maintaining interest and active participation from younger generations is essential to preserve traditions and keep the event vibrant.
- Competition with Other Events – Attracting a large audience may be difficult if similar festivals or cultural events take place around the same time.
- Environmental Impact – Managing waste, sustainability practices, and minimizing the event's ecological footprint is crucial for long-term success.



3.15. Initiative 15

1. Initiative characteristics:

1.1. Name of the initiative:

CiTIn

1.2. Location of the initiative:

Viana do Castelo

1.3. Type of stakeholder involved:

Private non-profit association. CiTin was the result of joint action by 12 private industrial companies, two public entities (CIM Alto Minho and Arcos de Valdevez City Council), two private institutions of public interest (CEVAL and In.Cubo) and a higher education institution (Polytechnic Institute of Viana do Castelo).

1.4. Initiative type: (business, social, mixed)

Mixed

1.5. Scale of activity: (small, medium, large)

Medium

1.6. Legal form: (e.g., sole proprietorship, social cooperative, association)

Association

1.7. Planned implementation period: (e.g., 1 year, 3 years, long-term project)

Long term project

2. Description of initiative:

(Please describe the initiative, including its scope, activities, and objectives)

CiTIN (Industrial Technological Interface Center) is a non-profit, private scientific, technological, and technical assistance association whose mission is focused on the development of Applied R&D, Technology Transfer and Advanced Training. It aims to operate as an engine of industrial innovation in a symbiotic and synergistic ecosystem.

3. The main rural local resources that form the basis of the initiative:

(Please indicate the main rural resources which are needed for the initiative)

RLR1 - Universal knowledge and skills



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RLR 2 – Physical capital and technologies – technologies

4. The development potential(s) of rural areas that the initiative utilizes:

(Please select the type of rural area potential that the initiative addresses)

Development potentials:	
Tourism & recreation	
Bio & circular economy	
Bio & renewable energy	
Education, skills & sport	x
Agribusiness	
Cultural, historical, architectural & natural heritage preservation	
Health & care services	
Universal production & services	x

5. Entrepreneurial and innovative knowledge, skills, and competencies required for the implementation of the initiative:

(please detail the specific skills, knowledge, and competencies that are essential for the successful implementation of the initiative)

- Advanced Production Systems: Automation, mechatronics, collaborative robotics, human-machine interaction, and flexible manufacturing.
- Cyber-Physical Systems: Industrial informatics, AI applications, Big Data management, IoT, and embedded systems.
- Mobility and Environment: Automotive components production, new material development, circular economy practices, and eco-innovation.
- Technology Transfer and Innovation Management: Intellectual property management, project management, stakeholder engagement.
- Advanced Training and Education: Curriculum development, training delivery, and program assessment.
- Business Development and Strategic Planning: Market analysis, strategic partnerships, financial management.

6. Key rural stakeholders supporting the initiative:

(Please provide a list of key stakeholders whose engagement or support is crucial for the success of the initiative)

- Internal Stakeholders: Management team, researchers, technical staff, trainers, and administrative personnel.
- External Stakeholders: Industrial partners (manufacturers, tech companies), academic and research institutions, innovation hubs.
- Government and Public Bodies: Local and regional government agencies, funding bodies, regulatory authorities.
- Educational Institutions: Universities, technical schools, and training centers for collaboration on research and education.
- Industry Networks and Associations: Professional associations, technology



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- clusters, and innovation consortia.
- Funding and Investment Entities: Public and private investors, grant agencies, innovation funding bodies.
 - Local Community and Society: Community groups, local businesses, environmental advocacy groups.
 - Media and Communication Partners: Local and national media, digital platforms, and technical publications for outreach and visibility.

7. Socio-economic barriers and challenges related to the initiative:

(Please describe the potential challenges and obstacles that may hinder the success of the initiative)

- Financial Challenges: High operational costs, funding limitations, and financial sustainability issues.
- Technological Barriers: Integrating advanced production systems, cybersecurity risks, and keeping pace with rapid technological changes.
- Human Resources Issues: Shortage of skilled professionals, training gaps, and staff retention.
- Market and Industry Dynamics: Competition from other innovation centers, changing industry demands, and market fluctuations.
- Stakeholder Engagement: Maintaining collaboration among industry partners, academia, and public bodies.
- Regulatory and Compliance Challenges: Navigating complex regulations related to innovation, intellectual property, and industry standards.
- Community and Environmental Concerns: Balancing technological development with sustainable practices and local community interests.

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