



ECO-TransH

WEBINAR

**PRODUCTS AND CRAFTS FROM
TRANSHUMANT COMMUNITIES
IN FRANCE, PARTICULARLY IN THE
PYRENEES**



“Promoting Transhumance: Cultural Heritage and Opportunities for Young People in Rural Areas”

• WEBINAR OBJECTIVES

To raise awareness among young people, particularly students in agricultural high schools, of the value of transhumance as UNESCO Intangible Cultural Heritage and its benefits for the development of rural areas.

This 1.5-hour webinar gave students the opportunity to become involved in promoting local traditions and associated agricultural products by exploring concrete examples from Erasmus project partner countries (Italy, Greece, France, Morocco and Mongolia), as well as comparisons with other practices and products already inscribed on UNESCO's Intangible Cultural Heritage lists.

• WEBINAR PROGRAMME

Introduction by the Students

1. Presentation of the Webinar and the Erasmus Project

- Introduction by two students from the Italian agricultural school, who present the webinar topic and the context of the Erasmus project.
- Introduction of the speakers (experts, producers and other young participants from the partner countries).
- Explanation of the webinar format and participation guidelines (microphones, questions and speaking time).

2. Introduction to Transhumance and Its Inscription on UNESCO's Intangible Cultural Heritage List

- The students briefly introduce the practice of transhumance and the importance of its recognition by UNESCO.
- Presentation on the role of transhumance in ecosystems, landscapes and the cultural identity of rural areas.

UNESCO Inscription and Its Benefits for Local Communities

1. Presentation by an Italian Cultural Heritage Expert (Ministry of Culture)

- Explanation of the inscription criteria and the cultural and economic benefits for practices recognised by UNESCO.
- Reference to other similar inscribed practices, such as the Mediterranean diet (Greece, Italy) and the gastronomic meal of the French, and their impact on local communities.

2. Testimonials from the Erasmus Project Partner Countries

- **Italy** : Testimonial from a shepherd or local producer from the Abruzzo region or the Italian Alps on the impact of transhumance on regional products (e.g. Pecorino cheese).
- **Greece** : Presentation by a Greek livestock farmer on products associated with transhumance (e.g. feta cheese, sheep meat) and Greek pastoral traditions.
- **France** : Testimonial from a representative from southern France on transhumance and the promotion of PDO/AOC products, such as cheese or Agneau des Pyrénées (Pyrenean Lamb).
- **Morocco** : Presentation by a Moroccan livestock farmer from the Atlas Mountains, highlighting transhumance and its products, including the dromedary hump.
- **Mongolia** : Presentation by a nomadic herder on transhumance and pastoral life in Mongolia, with a focus on fermented dairy products (e.g. Airag) and the impact of nomadic traditions on the rural economy.

Promotion of Traditions and Agricultural Products Associated with Transhumance

1. Presentation by a Specialist in the Promotion of Local Products

- Explanation of quality labels (PDO, PGI) and other initiatives that promote products derived from transhumance – what currently exists and why Intangible Cultural Heritage (ICH) is important for a territory.
- Strategies to increase the visibility and sales of local products, particularly through cultural tourism, marketing and social media.

2. Testimonials and Examples of Promotion in Partner Countries

- **Italy** : Presentation by a teacher from the Italian agricultural school on local initiatives to promote transhumance among young people, in connection with sustainable tourism. Screening of a video clip produced by the students to promote a local recipe : urlr.me/REtjef
- **Greece & France** : Presentation of local cooperatives or livestock farmer groups that promote pastoral products through quality labels and transhumance festivals. (Slideshow in the appendix).
- **Morocco & Mongolia** : Testimonials from young people on innovative projects to sell or export products derived from transhumance, such as farmers' markets or cultural events designed to attract visitors, as well as the cashmere and argan oil sectors (co-products – exhibitions available on the website).

3. Comparison with Other Practices and Products Inscribed by UNESCO

- Comparison with similar cultural practices, such as the Mediterranean diet (Greece, Italy, Spain), the gastronomic meal of the French, and traditional Moroccan weaving.
- Discussion of their impact on traditions and the local economy.

Questions and Answers with Participants

- The students moderate a question-and-answer session based on questions submitted in the chat and invite the speakers to respond.
- Young people from the partner countries also had the opportunity to ask questions to the speakers and other students.

Conclusion and Call to Action

1. Summary of Key Points by the Students

- A reminder of the importance of transhumance as a living heritage, and of the opportunities it offers for local development and the promotion of local products.

2. Call to Action for Young People

- Encouragement to get involved in local projects promoting transhumance and agricultural traditions, including a presentation of the WhatsApp group “Youth on the Road to Transhumance”.
- Reminder of the speakers’ contact details, available resources and Erasmus+ initiatives in which students can participate.

3. Closing of the Webinar

- The students thank all participants and encourage them to continue exchanging through the Erasmus project networks.

• DETAILED SCHEDULE

Durée	Activity
0-10'	Introduction by the Students
10-40'	UNESCO Inscription and Testimonials from Partner Countries
40-70'	Promotion of Traditions and Local Products
70-80'	Questions and Answers with Participants
80-90'	Conclusion and call to action

• TYPE OF PRESENTATION

- Presentation and Facilitation by Students: The students lead the webinar to develop their communication, foreign language and project management skills.
- Intercultural Testimonials: Young people from the Erasmus project partner countries share their experiences to highlight the diversity of practices.
- Discussion of UNESCO Examples: Comparison of transhumance with other practices inscribed on the Intangible Cultural Heritage lists, in order to demonstrate the importance of traditions and their promotion for the future.

By incorporating transhumance into an Erasmus project for agricultural students, this webinar helped raise young people’s awareness of heritage issues and provided them with the tools to become ambassadors for their territories and local products.



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**Campus
Pyrénées
Comminges**



« Référence du projet : 2023-1-FR01-KA220-VET-000155390 »

Programme Erasmus+ action clé 2 - Partenariat de coopération dans l'enseignement et la formation professionnelle .

**Webinaire -
14 Février 2025**

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Les produits et artisanats issus des transhumants en France
et précisément dans les Pyrénées



Transhumant products and crafts in France and the Pyrenees
in particular

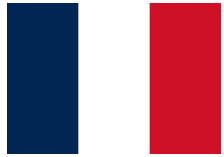


I prodotti e l'artigianato dei pastori transumanti in
Francia e in particolare nei Pirenei



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Sommaire



1. Les produits en démarche qualité
2. L'artisanat
3. Les fêtes traditionnelles
4. Les plats à partir des produits des transhumants

Summury



1. Quality products
2. Craftsmanship
3. Traditional festivals
4. Dishes made from the products of transhumants

Contenuti



1. Prodotti di qualità
2. Artigianato
3. Feste tradizionali
4. Piatti realizzati con i prodotti dei transumanti

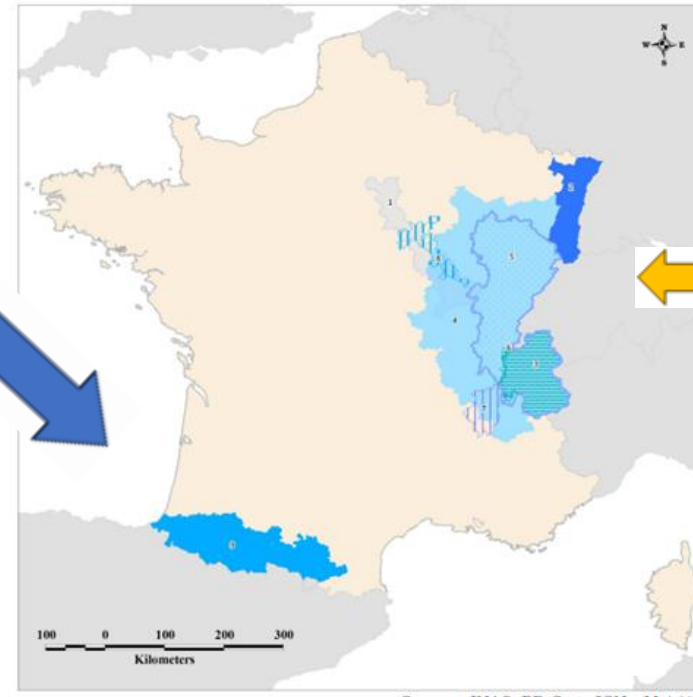
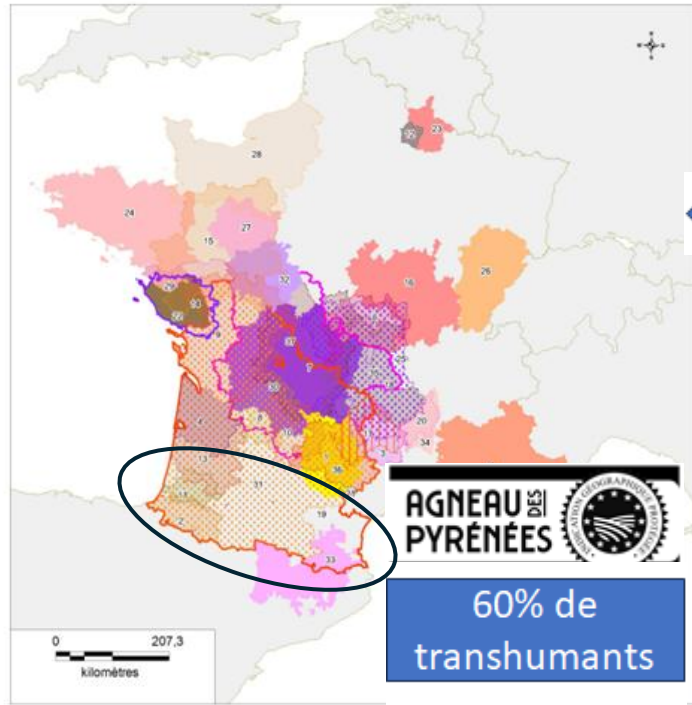
1. Les produits en démarche qualité

Quality products

Prodotti di qualità



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De nombreux produits viandes et fromages en démarches qualité officielles européennes
Many meat and cheese products under official European quality schemes
Molti prodotti a base di carne e formaggio rientrano nei sistemi di qualità ufficiali europei.





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Exemples de démarches privées en circuits courts
Private initiatives in short circuits
Iniziativa private in cortocircuito

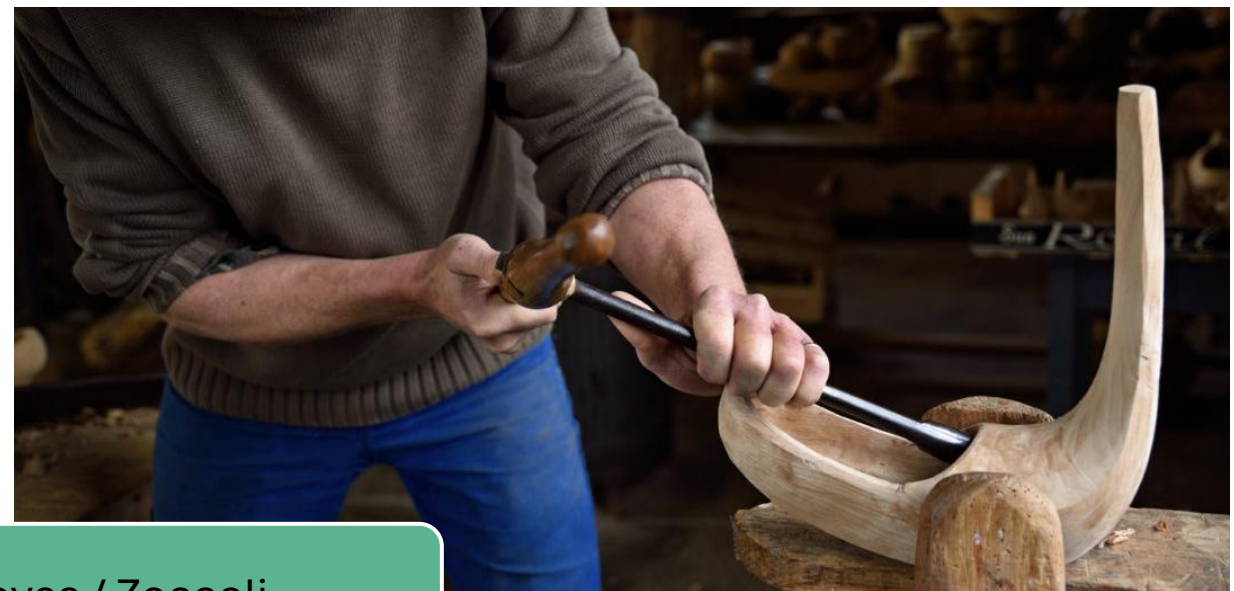
2. L'artisanat

Craftsmanship

Artigianato

Parapluies et capes / Umbrellas and capes /
Ombrelli e mantelli





Sabots / Hooves / Zoccoli



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Cloches / Bells / Campane





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3. Fêtes traditionnelles et décorations

*traditional festivals and
decorations*

feste tradizionali, decorazioni

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Fêtes traditionnelles / traditional
festivals / feste tradizionali







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4. Les plats à partir des produits des transhumants

*Dishes made from the products
of transhumants*

*Piatti realizzati con i prodotti dei
transumanti*

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Recettes et alliances/ Recipes and alliances / Ricette e combinazioni





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Merci – Thank you - Grazie

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