



# ATLANTIC GLOW #PortuGalicia

FUNDACIÓN UXÍO NOVONEYRA

(GALICIA- NORTH PORTUGAL WESTERN  
EURO-REGION + EO-NAVIA AND BIERZO)

8 FEBRUARY 2022

BRUSSELS



# REMEMBER. The last Roman finis terrae ("land's end")

- From Buenos Aires to Zurich, from San Paulo to Berlín, from Newark to México DF from Terranova that is a Galician name to any Zara shop worldwide or to many ship sailors all over the world...
- If you ear "GALician" and you should to visit me because as San Andres de Teixido pilgrimage learns us: *If you don't come alive you will come as when you dead turned reptile*
- And YOU STILL KNOW THAT our Santiago's Ways is the line that means Europe and we Will always your end, the other human being on the other said of the land. And in the middle, Europe.
- We await for you. Agardámosvos. Thank you. Grazas

# Why PortuGalicia?

- It is our culture that has **something to say to contemporary Europe just now.**
- **PortuGaliza is a crossborder community that share Language family (5th worldwide), Culture and Heritage (Ancient Suebi Kingdom, considered the ast of Europe and XX Unesco World Heritage now), History, the Atlantic Landscape and a worldwide diaspora.**
- **Windows of opportunity: Jacobus Year 2022, Eurovision festival will be celebrated on Portugal this 2022**
- 2nd Common crossborder RIS3 Specialization cross-region strategy with priority on CCI sector
- It is them, the unique lusophone linguistic territory (worldwide) without state administration that is fuelling the idea of a **cooperating, mutually communicating and freedom loving Europe.**
- **Example now: More tan 90% of people vaccinated. Europeist regions voting election by election from 1986**

# NOT ONLY THE NORTHWEST QUARTIER OF IBEIRIC PENINSULA: THE GALICIAN DIASPORA

- All the Latin Americans call the Spanish “Galicians” as example.
- Under the Ireland myth foundation we are their discoverers
- Today considered part of the 7th Celtic Nation
- Music with famous bagpipers as Cristina Pato or Carlos Nuñez, singers knowed crossborder as Uxía or Woyza, pandereiteiras now viralized with their Eurovision candidature, indie like Los Planetas
- Even #cheapestseafood...

# I. WHY FUN? – Description of the coordinator

- Founded on 2011 and declared with Cultural interest from Spanish Culture Ministry from.
- FUN it's considered the most active private cultural foundation of the Northwest of Iberic peninsula at European level.
- It combines the traditional lines of activity of literary heritage entities as its role of internationalization antenna to regional cultural projects and benchmarker of best European practices and as cultural diplomacy entity outside, having a long experience participating on European projects as ongoing Horizon Europe rurALLURE or Creative Europe BE(P)ART.
- Focused to historic, linguistic and public policies fostering the internationalization of cultural projects and promotion of Galician Culture, benchmarking the best European Practices, added to the traditional of conservation and promotion of its own literary legacy.
- Multiawarded and declared best practice from CCI and touristic sector and agencies by their innovative projects and internationalization
- **Assumes the role of the central coordinator of the LG Pilot project in the Atlantic Iberic península (ES-PT)**



# III. WITH WHOM – Description of the partners (WITH Expression of Interest still now)

1. FUN – COORDINATOR-
2. AGPXC – GALICIAN PROFESSIONAL ASSOCIATION OF CULTURAL MANAGERS
3. CONSELLO DA CULTURA GALEGA
4. 3 RESEARCH GROUPS: TERRITORIAL STUDIES & ESOMI (UDC) and ATLANTTIC (UVIGO)
5. MASTER ON CULTURAL MANAGEMENT – PORTO CITY – UCP
6. ALL PROVINCIAL COUNCILS: A CORUÑA, LUGO, OURENSE E PONTEVEDRA
7. VILA DO CONDE LOCAL COUNCIL
8. PAREDES DE COURA LOCAL COUNCIL
9. TOMIÑO LOCAL COUNCIL
10. PONTEVEDRA CITY COUNCIL
11. OBIDOS LOCAL COUNCIL- UNESCO CREATIVE CITY ON FIELD OF LITERATURE
12. FOLGOSO DO COUREL LOCAL COUNCIL
13. NOIA LOCAL COUNCIL
14. LUGO LOCAL COUNCIL
15. SANTIAGO LOCAL COUNCIL
16. PORTO LOCAL COUNCIL
17. INSTITUTO CAMOES
18. UNIVERSIDADE DE PORTO – FLIP [...]
19. SPANISH NETWORK OF CREATIVE ECONOMY
20. ACAMFE – IBERIC ASSOCIATION OF WRITERS MUSEUMS AND FOUNDATIONS
21. FUNDAÇOM MATEUS
22. CASA PESSOA
23. MESANL
24. [...]

# COMMON LANGUAGE FAMILY: PORTUGUESE AND GALICIAN

- PORTUGUESE IS AN OFFICIAL LANGUAGE OF EUROPEAN MEMBER (NUTS PT)
- GALICIAN IS CONSTITUTIONALLY COOFFICIAL WITH SPANISH ON GALICIA REGION (ES NUTS 111) AND IS PROTECTED AND BE STUDIED TOO ON LEON PROVINCE (ES NUTS XXX) AND EXTREMADURA (NUTS ESXX) and soon on Asturias (NUTS ESXX).
- RECOGNIZED ON EUROPEAN CHARD OF MINORITY LANGUAGES
- IF YOU EAR A PORTUGUESE TALKING WITH A GALICIAN YOU CAN'T SEEM WHO IS WHO!

## II. WHAT – Description of the envisaged projects / actions / events



# EIDOSFEST 2023: ATLANTIC DOUBLE EDITION

- SALVADOR SOBRAL (PORTUGAL NORTH REGION NUTS PT)
- TANXUGUEIRAS (GALICIA REGION NUTS ES 111)
- RODRIGO CUEVAS (ASTURIAS REGION-NUTS ES)
- JAMES RHODES (Galician naturalized)
- ERIN MOURE (Canadian)
- CARLOS BARRAL
- MARIA SANCHEZ BASED IN GALICIA
- MANOLO RIVAS
- OLGA NOVO: SPANISH WARD POETRY 2020 (NUTS ES 112)

# #VIGOBOOK FAIR AND CONGRESS

- LAUNCHED ON 2023 UNDER THE CENTURY OF BIRTH OF POET CARLOS OROZA
- LITERARY TOURISM PLAN “GALICIA VERNE”
- SEA’S AUDITORY
- INTERNATIONAL LITERATURES CONGRESS
- CROSSBORDER BOOKFAIR WITH INTERNATIONAL GUESTS

# HORIZON EUROPE RURALLURE.EU AS FRAMEWORK

- THE WP4 PILOT PROJECT IS INNOVATING ABOUT TOURPILGRIMS ATTRACTING FROM UNESCO WORLD HERITAGE PORTUGUESE, FRENCH AND WINTER SANTIAGO'S WAYS TO PERIMETER CULTURAL HERITAGE

# MYTHIC AMBIT 2022-25 ON PORTUGUESE SANTIAGO'S WAY

- ITINERANT RESIDENCES ON UNESCO WORLD HERITAGE SANTIAGO'S WAY: FROM VILA DO CONDE TO SANTIAGO AND RETURNING BY BIERZO AND RIBEIRA SACRA
- 10 WRITERS AND POETS: 5 ATLANTIC AND 5 FROM THE REST OF EUROPEAN PARTNERSHIP COUNTRIES
- III EDITION: MATURE RESIDENCES CONSIDERED BEST PRACTICE BY XACOBEO AGENCY AND SUPPORTED BY REGIONAL GOVERNMENT ON FRAMEWORK OF HOLY YEAR ON 2020 AND 2021. LASTS DEVELOPED BY FRENCH WAY

# GALICIAN FILM FESTIVAL ON VILA DO CONDE SOLDI AND AGAL DOCUMENTARIES

- FIRST IMAGE: THE ARRIVING: “THE GALICIAN IS THE MOST BEATIFUL  
LENGUAGE ALL OVER THE WORLD”

# CAMIÑO ATLÁNTICO – SCENIC CROSSBORDER NETWORK

- Expression of Interest of Professional Scenic Association Escena Galega and previous agreements with Portuguese and Galician first Theatre cities of Euroregion

# PAZ ANDRADE LAW

- Regional Galician Law to Foster the study of Portuguese Language not developed yet
- Armonization on other Spanish territories

# 2022-2025 fairs

- Event and/or stand each year
- CULTURGAL FAIR (PONTEVEDRA CITY CCI FAIR)
  - Last week of October 2022
  - Public presentation of first strategy
- MUMI CROSSBORDER MUSIC FAIR
- FITUR (INTERNATIONAL TOURISM FAIR): MADRID JANUARY 2023
- INTUR (INTERNATIONAL RURAL TOURISM FAIR, VALLADOLID CITY)
- XANTAR (INTERNATIONAL GASTROTOURISM FAIR, OURENSE CITY)
- BERLIN ITM FAIR



## IV. HOW – Description of the tools / instruments

- Management structure: Foundation Board (Integrated as members by entities as Royal Academy of Galician Language-RAG-, Galician Writers Association-AELG-, A Coruña University, Lugo Province Council, Courel Local council, between others)+ Staff of 7 workers. It's represented on the directorate of Galician Professional Association of Cultural Managers-AGPXC- and treasurer of Iberic Association of Writers Foundation and Museums. Member of European ENCC, TEH and ICLCM ICOM Comitee. its board integrates first representatives of Galician Literature, Arts and Thought and cultural managers members of networks as Europeana or Icomos .

# IV. HOW – Description of the tools / instruments

- Management team linked: “Ith workgroup repowered”
- Orestes Suarez
- @UxioNovo
- Gisela Díaz
- @BrancaNovoneyra
- Eudosio Álvarez
- Lía Pérez
- Xosé Aldea (Cultural ICC Fair Director)
- José Manuel Sande
- Afonso Becerra
- María Díaz
- Mónica Maneiro
- Antonio Gonçalves
- Xaime Casas
- Crecho

# IV. HOW – Naming Atlantic ambassadors: *“Gallego tenía que ser” Eduardo Galeano*

- Embassadors:

- Luís Tosar
- Cristiano Ronaldo
- Carlos Núñez
- Cristina Pato
- Foxo
- Aki Kaurismaki (n)
- James Rhodes (n)
- Oliver Laxe
- O que xoga no Madrid
- Iago Aspas
- Tanxugueiras
- Salvador Sobral

- Olga Novo
- Yolanda Castaño
- Carmen Moreira
- Kirenia Martinez Acosta
- Genaro del Valle
- Nieves Neira
- Antón Lamazares
- Antón Patiño
- Antón Reixa
- Menchu Lamas
- Davide Salvado
- David Loira
- Pablo Fidalgo

- Ari G. Chas
- Gonzo
- Manuel Jabois
- Gabriela Jabois
- Suso do Dezaseis
- Silvia Jato
- Manolo Rivas
- Woyza
- Ana Peleteiro
- Maria Sánchez
- Rodrigo Cuevas (n)

# IV. HOW – Cultural heritage Atlantic ambassadors: Following the Santiago's Ways

- World heritage
  - Hércules Tower
  - Lugo Roman Wall
  - Santiago City historic Center
  - Torre de Óbidos – Porto
  - Douro wine river
  - 2 candidates: Sacre River and Atlantic Islands
  - Others
    - Óbidos City of Literature
    - Dry Stone Wall technique
- Courel Mountains Geopark
- 6 Biosphere's reserves
- 3 European Capitals of Culture
- XX Cities on eurobarometer of Creative Cities

# CREATIVE INDUSTRIES AND CULTURAL SPONSORS EMBASSADORS

- ZARA
- SARGADELOS
- KALANDRAKA
- ESTRELLA GALICIA
- GRUPO CUEVAS
- GADIS
- ABANCA
- CAIXA RURAL GALEGA
- ZELTIA
- PESCANOVA
- CELTA DE VIGO
- BREOGÁN
- GRUPO MARTIN CODAX
- GURES
- DELEITE
- NORDÉS
- ELENA FERRO
- ADOLFO DOMINGUEZ
- PURIFICACIÓN GARCÍA
- TORRE DE NUÑEZ
- Cabreiroa
- Únicla/Feiraco

## IV. HOW – Description of the tools / instruments

- Network structure: Comittee Board (Integrated as key stakeholders turned collaborators first through EOI and then with Letter of Agreement.
- Paritary on Galician and Portuguese members and women and men

## VI. WHEN – Timing (estimated)

- 3 year strategy (2022/11 to 2025/12)
- Preparation until November on team and board 2 committees.
- Resilient: Context of Strategy to rescue culture and tourism from Covid19 on Galicia and Portugal
- Disruptive: 2.4 M€ on touristic-cultural agenda (annual media rate based on European Capital of Culture of Guimaraes City 2013)

# VII. HOW MUCH – Budget (estimated needs)

- 2.4M € on cultural programme
- 0,5 € on cross-border exchanges and residences from other cultural agents and artists from all Europe searching the excellence
- 0,5 on cross-border weekend mobility between citizens
- 0,6 Project design, networking, implementation, monitoring and execution (including accountancy and transparency)
- 1m Communication
- 5M € total budget



# V. WHERE – Description of the logistics / structure

- All over the crossborder region
- Priority to rural, border zones. We have special colalboraton with the 25 local and city council members of Atlantic Axis network

# ADDRESS of the coordinator

- Location of the Headquarters: Uxío Novoneyra Museum; Parada village, number 1, PC 27325 Lugo Province (NUTS ES112), Galicia Region, Spain, into the UNESCO Geopark and Biosphere's reserve of Courel Mountains
- We will establish pilot headquarters on Ourense and Pontevedra Provinces