



# RURACTIVE



## Diputación Zamora, Spain

### D3 - Local Action Plan



Co-funded by  
the European Union

#### Authors:

- **Diputación de Zamora**  
Ana Sánchez Iglesias,  
José Ángel Casas Barrigón
- **Fundación CARTIF**  
Francisco Barrientos García
- **University of Bologna Mentors:**  
Alessia Bertuca,  
Francesco Vettore



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



UK Research  
and Innovation

# 0. Reading This Local Action Plan

This Local Action Plan (LAP) documents the co-development process of solutions undertaken by each Dynamo to establish and empower its local Multi-Actor Rural Innovation Ecosystem (RIE). It is the result of a 12-month participatory and inclusive community-led process from May 2024 to May 2025, and contains both the description of the four steps taken to activate the RIE as well as the co-developed, innovative, place based solutions that will be implemented to support the just, sustainable and smart transition of the Dynamo's territory.

The solutions described in the LAP target one or more core Rural Development Drivers (RDDs, namely: Sustainable multimodal mobility; Energy transition and climate neutrality; Sustainable agrifood systems and ecosystem management; Nature-based and cultural tourism; Culture and cultural innovation; Local services, health and wellbeing) and integrate aspects from the three RURACTIVE crosscutting priorities (climate change mitigation and adaptation, social justice and inclusion, and biodiversity), and take into account gender considerations. During the co-development phase, Dynamos activated, engaged and empowered the local community through four Local Workshops (LWs) that provided support in defining their place-based solutions. This LAP presents the results of these four LWs, highlighting the crucial role of the local community in creating each solution proposal. For further reference to the methodology to activate the RIE and to the conceptual framework of RURACTIVE, the full documents are [available on the website](#).

Each LAP is organised into six main sections:

- Background and Strategic Vision – Introduces the territory, its cultural identity, socio-economic profile, and key development challenges. Further, it outlines the chosen RDDs that guided the focus of local action.
- Step 0: Getting Started – Describes the early activities to set up the foundational elements of the RIE and frame the work, including the selection of the RDDs and territories where the LAPs will be implemented, mapping of previous participatory processes, and a review of relevant local and regional policies.
- Step 1: Identification – describes the activities undertaken for brainstorming, analysing and prioritising local stakeholders
- Step 2: Engagement – explains how local actors were involved through events like Open Days and the creation of Local Task Forces (LTFs).
- Step 3: Empowerment – summarises the series of Local Workshops (LWs 1–4), the recruitment of Local Community Trainers (LCTs) for capacity building and training of local communities, how local challenges were identified, and how solutions were co-designed and refined through structured participation.
- Place-Based Solutions – Lists the key challenges identified and introduces detailed breakdowns of the main place-based solutions co-developed with RIE stakeholders to be carried forward into the implementation stage starting from September 2025

This LAP serves as both a strategic roadmap and a practical implementation tool. It is intended to guide the co-implementation of local solutions and to support replication efforts by other rural communities across Europe in the future. The LAP has been collaboratively developed by the Dynamo partner in close cooperation with their RIE stakeholders, with support and guidance from mentors at the University of Bologna and RURACTIVE project partners.

# 1. Background Information

Zamora province, located in western Spain, is known for its rich cultural heritage and diverse landscapes, including plains, fertile valleys, and mountain ranges bordering Portugal. It consists of 520 population centres across 248 municipalities, balancing vibrant community life with tranquil rural settings. With 31% of its population over 65, Zamora is actively addressing ageing-related challenges through innovative solutions.

The province's economy is largely driven by the services and primary sectors, with many micro-enterprises providing local and personalised services, particularly within the Silver Economy. Diputación de Zamora, the governing body, fosters sustainable development through collaboration and community engagement.

## Uniqueness & Cultural Identity

Zamora stands out for its natural conservation efforts and historical heritage. It is home to protected areas such as Sanabria Lake Natural Park, Arribes del Duero Natural Park, and Villafáfila Lagoons Natural Reserve. Additionally, the Iberian Plateau Biosphere Reserve, shared with Salamanca and Portugal, highlights its commitment to biodiversity. Other notable protected regions include Sierra de la Culebra and Sierra de la Cabrera, known for their special hunting regimes.

The province also preserves its cultural identity through Romanesque churches, castles, and monasteries. Traditional industries such as wine and cheese production have been revitalised, with some products receiving official recognition for their quality. Zamora hosts the "Fromago Cheese Experience" Biennial International Exhibition.

Popular traditions and festivals play a crucial role in Zamora's cultural landscape. Holy Week, declared an International Tourist Interest Event, is one of Spain's most unique celebrations, marked by its solemnity and historical depth. Additionally, many villages maintain ancient pre-Roman traditions, featuring masked celebrations where colourful characters engage in playful antics, enriching the province's cultural heritage.

## Strategic Vision & Key Challenges

Supported by Cartif Technological Centre and the International Silver Economy Congress (held in Zamora with six editions), Zamora is tackling depopulation and ageing by integrating advanced technologies such as the Internet of Things (IoT) and Artificial Intelligence (AI) to enhance healthcare access and elderly services. The focus is on promoting active lifestyles and improving quality of life. Additionally, sustainable territorial development is a priority, with initiatives in agroecology and energy transition aimed at preserving rural livelihoods through environmentally friendly agricultural practices and energy systems.



Zamora aspires to be a model of innovation and resilience, leveraging technology in agri-food, agroecology, cultural innovation and energy transition. The goal is to create a sustainable, inclusive, and high-quality living environment through cross-sector collaboration and community-driven solutions.




Figure 1. IV edition of the Silver Economy Congress, Zamora



## 2. Step 0: Getting started

### 2.1. Chosen RDDs

 <p><b>Sustainable agri-food systems and ecosystem management</b></p>	<p>It is in line with the Code of Good Agricultural Practices, the Circular Economy Strategy 2021/2030, and the Sectoral Habitat Plan of Castilla y León. These strategies endeavour to promote sustainable development, environmental stewardship, and circular economic practices in agriculture, aiming for sustainability and resilience in food production while contributing to the ecological and digital transition of the province.</p>
 <p><b>Culture and cultural innovation</b></p>	<p>Zamora’s rural areas are harnessing their rich cultural heritage as a driver for innovation and territorial identity. Local and regional strategies promote cultural revitalization through digital tools, creative industries, and community participation. Traditional events such as the internationally renowned Holy Week in Zamora and the ancestral winter masquerades in rural villages are being reinterpreted and preserved through cultural tourism, audiovisual documentation, and educational initiatives. These efforts not only protect intangible heritage but also support local economies, particularly through gastronomy-linked festivals and crafts. Cultural innovation is increasingly tied to rural development policies, fostering intergenerational transmission,</p>

	inclusive participation, and new cultural entrepreneurship. Such initiatives align with broader European priorities for rural cohesion and contribute to the resilience and attractiveness of Zamora's villages.
 <p><b>Local Services, Health and Well-being</b></p>	<p>This RDD is directly supported by the Integral Strategy of the Silver Economy (local level) and other health-related strategic plans such as the "Castilla y León Health Research and Innovation Plan 2023-2027" and the Law on Care and Protection of the Elderly of Castilla y León. These policies collectively aim to enhance the quality and innovation in elderly care, health research, and service delivery, which are crucial for addressing the aging population and demographic challenges of the province.</p> <p>Also, this RDD is also supported by the new "Long-term care strategy and promotion of active and healthy ageing for the period 2025-2027" promoted by Regional Authority.</p>

## 2.2. Starting to set up the RIE

A previous stakeholders' identification and analysis was already carried out before the RURACTIVE project due to the preparation of the Silver Economy Strategy in 2020 by Diputación de Zamora. It was implemented through a participatory process involving more than 100 stakeholders (i.e.: Local Action Groups, Rural Development Agents, Associations in different areas, many municipalities of the province, banks, SMEs representatives, Unions, university faculties, local organizations in the field of health and disability, Youth Council, etc. ).

This previous identification was relevant for RURACTIVE project purposes as most of them contribute to boost the rural areas of the province and also know the challenges Zamora is facing. Moreover, most of them are keen to participate and be involved in the implementation of RURACTIVE solutions.

**RIE Coordinator:** Ana Sánchez. Head of the European Funds and Entrepreneurship Department (Diputación de Zamora).

**RIE Sub-Coordinator:** José Ángel Casas. Project Manager at European Funds and Entrepreneurship Department (Diputación de Zamora).

**RIE sites:** taking into account that the province is large, we have chosen different venues in the city of Zamora in order to facilitate transport issues to LTF members and stakeholders:

- Ramos Carrión Theatre: Open Day
- "Parador" National Tourism Hotel (16<sup>th</sup> century Palace): LWS1

- “La Vinícola” (Old wine factory): LWS2 and LWS3
- “La Encarnación” Palace (DZ’s Headquarters): LWS4

## 2.3. Local Policy Analysis Results

For many years, Zamora province and Castilla y León region have aligned local and regional policies to steer economic growth through sustainability, innovation and social inclusion.

Economic and environmental agendas centre on the circular economy: cutting raw-material use, boosting local commerce and promoting renewable energy, water and waste-management systems. Agriculture is a flagship sector.

Zamora is transforming into a hub for innovative services catering to older adults. Policies encourage entrepreneurship among the 55+ population, job creation, and the development of essential services to improve well-being. Retention of residents in rural areas is a key strategy to counteract depopulation. This aligns with the 2025 Strategic Plans for Social Services and Gender Equality and the 2027 Strategic Plan for Health Research and Innovation.

Culture is treated as both heritage and industry. Regional schemes such as the Creative Industries Plan and “Cultura Diversa” invest in infrastructure, digital tools and training so rural communities can monetise assets like Zamora’s Holy Week processions and its winter masquerades. Cultural valorisation is framed as a driver of local development.

Three cross-cutting priorities run through every initiative: 1) promoting renewable energy, waste and water management, and population retention in rural areas as a climate strategy, contributing to the preservation of ecosystems and landscapes.; 2) promoting sustainable land use and conservation of local agri-food systems. Supporting generational renewal in farming; 3) emphasizing technological innovation in healthcare, tailored to the needs of older adults and rural populations. Addressing depopulation through housing and entrepreneurship incentives helps ensure social balance, while strategic regional plans in social services, gender equality, and health reinforce inclusive.

Please note that the local policy analysis addressed the RDDs: “Energy transition and climate neutrality”, “Sustainable agri-food and ecosystem management”, “Local services, health and well-being” and it has not been updated to reflect a change of RDD for the Dynamo. The current RDDs addressed by the Dynamo are “Sustainable agri-food and ecosystem management”, “Local services, health and well-being” and “Culture and cultural innovation”.

# What do our local policies tell us?

## D3 – LOCAL LEVEL



### Energy transition and climate neutrality

- Implementation, in Castilla y León region and specifically in Zamora, of a production model based on innovation that leads to the overall efficiency of production processes.
- Reduction of raw material consumption in production processes
- Encourage local consumption as a way of contributing to the sustainability of the province and as the main axis of the circular economy and social well-being
- Preserving Zamora's natural heritage as the key element in achieving climate neutrality



### Sustainable agri-food and ecosystem management

- Position Zamora, a predominantly agricultural territory, as a reference for the creation of sustainable ecosystems.
- Promote organic and sustainable agriculture.
- Encourage rural people with the conservation of organic food gardens in Zamora municipalities in order to maintain the diet of seasonal products and contribute to «zero waste».
- Support generational renewal in the primary sector, especially among the youth of Zamora province, by promoting equality and advocating for technological innovation that ensures the maintenance and development of the rural economy.
- Encourage the commercialization of products that respect waste management practices and avoid contamination of arable land



### Local services, health and wellbeing

- Implement the Silver Economy in Zamora, transforming the province into a leader in innovative and quality services for older adults.
- Advocate for technological innovation in the design of prevention programs, health care, and physical activities for people over the age of 55.
- Stimulate economic growth by creating jobs and promoting entrepreneurship, leveraging the knowledge and experience of people over 55.
- Encourage the maintenance and creation of basic services and businesses that meet the needs of people over 55 in the municipalities of Zamora.
- Highlight the importance of residing in municipalities and incentivize population retention as a contributing measure to sustainable development.
- Combat the demographic challenge by implementing actions related to housing and entrepreneurship in depopulated areas of Zamora province to address the issue of depopulation.

Figure 2. Local policy factsheets based on the chosen RDDs.



## Climate change mitigation and adaptation



- Mitigate climate change through the implementation of a circular economy in Zamora.
- Encourage consumption trends by promoting local commerce as a contribution to the sustainable development of territories.
- Combat depopulation in the Zamora region through the implementation of a sustainable population distribution model in the territory.

## What do our local policies tell us?

D3 – LOCAL LEVEL

## Biodiversity



- Create jobs associated with the development of renewable energy sources, waste and water management, as well as the conservation of natural resources.
- By settling populations in rural areas, the ecosystem and landscape of these regions are preserved.
- Promote sustainable ecotourism across the diverse landscapes that make up the province of Zamora.
- Ensure the conservation of agricultural and livestock products found in the province of Zamora.

## Social justice and inclusion



- Ensure equal opportunities in any project developed in the province of Zamora.
- Support families in matters of health, education, and equal opportunities.
- Promote technological development and innovation in health as a strategic priority to ensure social, healthcare, and economic progress in Zamora, as well as to improve citizens' quality of life and well-being.
- Pay special attention to the inclusion of older adults in rural areas by bringing services within their reach.
- Encourage the settlement of new populations in small municipalities of Zamora to prevent their exclusion and the loss of services for residents, fostering social balance in these areas.

2025 Strategic Plan for Social Services in Castilla y León region

2025 Strategic Plan for Gender Equality

2027 Strategic Plan for Research and Innovation in Health sector of Castilla y León region

2030 Integrated National Plan for the Energy, Climate and Air Quality improving

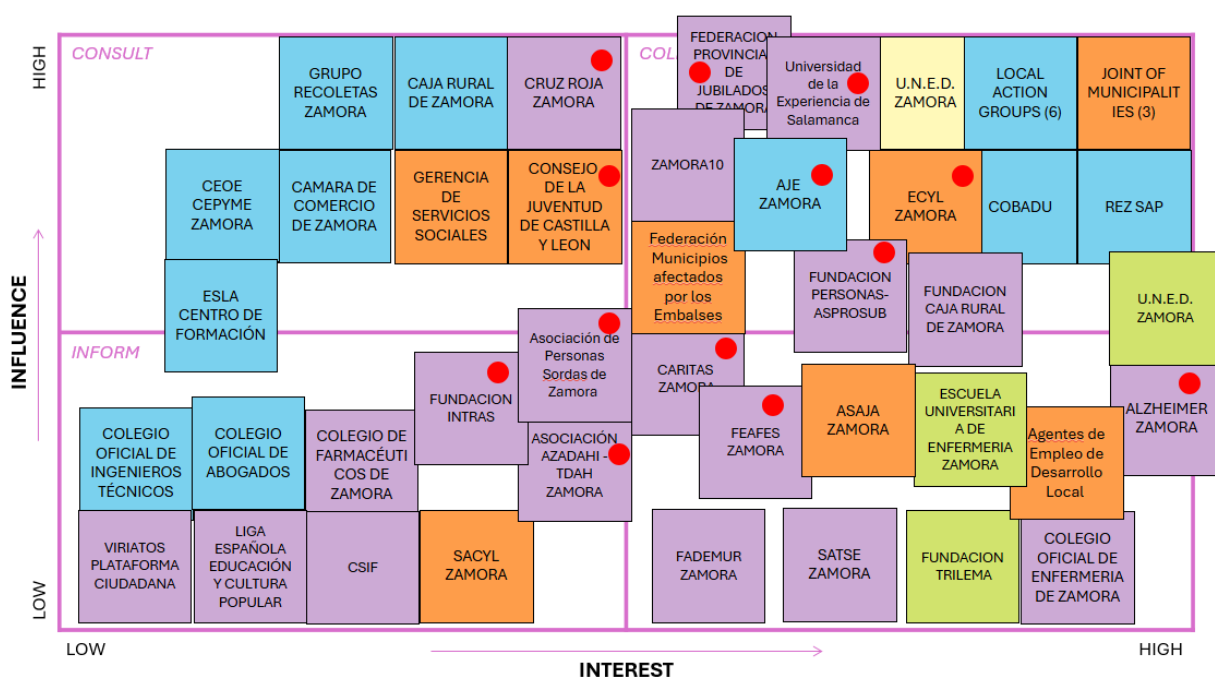


Figure 3. Local policy factsheets based on the the crosscutting priorities.

### 3. Step 1: Stakeholders Identification: brainstorming, analysing and prioritizing

#### 3.1. RIE composition

A previous stakeholders' identification and analysis was already carried out before the RURACTIVE project due to the preparation of the Silver Economy Strategy in 2020 by Diputación de Zamora. Thanks to this previous work, it was easy to have a list of more than 100 stakeholders in the province, so that Diputación de Zamora identified those ones who both are more interested in collaborating in the activities of RURACTIVE project and can support the implementation of the solutions.



- 13 L.A.G. ADATA
- 14 L.A.G. ADISAC LA VOZ
- 15 GRUPO RECOLETAS ZAMORA
- 16 REZ SAP
- 17 ESLA Centro de Formación
- 18 COBADU
- 19 Campos-Pan-Lampreana
- 20 Tierras de Aliste
- 21 Tierra del Vino
- 22 ASAJA ZAMORA
- 23 Federación de Municipios afectados por los Embalses
- 24 ECYL ZAMORA
- 25 CONSEJO DE LA JUVENTUD DE CASTILLA Y LEON
- 26 SACYL ZAMORA
- 27 GERENCIA DE SERVICIOS SOCIALES
- 28 ALZHEIMER ZAMORA
- 29 FEDERACION PROVINCIAL DE JUBILADOS DE ZAMORA
- 30 Universidad de la Experiencia de Salamanca (Zamora)
- 31 ASOCIACIÓN AZADAHI - TDAH ZAMORA
- 32 FUNDACION CAJA RURAL DE ZAMORA
- 33 VIRIATOS PLATAFORMA CIUDADANA
- 34 FUNDACION INTRAS
- 35 FUNDACION PERSONAS-ASPROSUB
- 36 FUNDACION TRILEMA
- 37 ZAMORA10
- 38 CEOE CEPYME ZAMORA
- 39 AJE ZAMORA
- 40 Asociación de Personas Sordas de Zamora (APSZ)
- 41 Agentes de Empleo de Desarrollo Local
- 42 LIGA ESPAÑOLA DE LA EDUCACIÓN Y CULTURA POPULAR
- 43 CARITAS ZAMORA
- 44 FADEMUR ZAMORA
- 45 FEAFES ZAMORA
- 46 CSIF
- 47 ESCUELA UNIVERSITARIA DE ENFERMERIA DE ZAMORA
- 48 U.N.E.D. Zamora - Universidad Nacional de Educación a Distancia

## 4. Step 2: Stakeholders Engagement: local task force and involving stakeholders

### 4.1. LTF composition

The Local Task Force is a multidisciplinary team composed of experts from various sectors and representing the Quadruple Helix. The team includes professionals from economic, environmental, educational, and social sectors, ensuring a good base to addressing local challenges focused on 3 RDDs. Currently, 50% of the members are female.

	NAME	RDD	Type
1	AGROBERRY (Agriculture Company)	Agrifood and Ecosystem	Companies
2	University UNED in Zamora	Transversal	Research
3	REZ SAP (Centres for the Elderly Association in Zamora)	Health and Wellbeing	Companies
4	Joint of Municipalities affected by Dams	Transversal	Policy / Public
5	Joint of Municipalities "Tierra de Campos-Pan-Lampreana"	Transversal	Policy
6	Cáritas Zamora (Catholic NGO)	Transversal	Public
7	Foundation ICSCYL (Regional Health Authority)	Health and Wellbeing	Policy
8	Nursing Order SATSE	Health and Wellbeing	Public
9	Nursing Faculty (University of Salamanca)	Health and Wellbeing	Research
10	Daniel Lorenzo (Local Sculptor)	Culture and cultural inn.	Companies
11	CARTIF	Transversal	Research

### 4.2. Open Day

On 24th June, 2024, the Open Day of the RURACTIVE project at the Ramos Carrión Theatre (Zamora) was held with great success. More than 50 attendees, coming from various organisations, companies, associations, local action groups and social agents from the province of Zamora, gathered to address key issues such as sustainable agriculture, health and wellbeing, local services, energy transition and water management. The event was also covered by local television and press. The event began with welcoming remarks by Ms. Amaranta Ratón Fresno, Deputy of the European Funds, Entrepreneurship and Equality Area of the Zamora Provincial Council. Then, Ms. Ana Isabel Sanchez Iglesias and Mr. José Angel Casas, both from Diputación de Zamora, introduced the context of the project and how it was forged, followed by a video about the objectives of RURACTIVE, accompanied by testimonies of the members of our Local Working Group who also supported the event.



After some notes on the objectives and the need for the participatory process for the sustainability of future actions of the project, a presentation of several innovative solutions that have already been implemented in the rural areas of the province, as well as future ones, followed.



*Figure 5. Ramos Carrión Theatre, Zamora*



*Figure 6. Open Day*

After the presentations, a catering was offered, which facilitated networking among attendees and a more informal sharing of innovative solutions applicable in our province of Zamora.

## 5. Step 3: Stakeholders Empowerment

### 5.1. LCT Recruitment



*Figure 7. Patricia Martín*

**Patricia Martín** was selected by one of the members of the Local Task Force (UNED University of Zamora) following the first Local Workshop Session (LWS1), during which the Diputación de Zamora emphasized the importance of involving a young person as the Local Community Trainer (LCT) for the RURACTIVE project in the province of Zamora. From the very beginning, they had a clear candidate in mind: Patricia Martín. She had previously worked for other project run by UNED Zamora and stood out for her motivation and her potential to contribute meaningfully to the project's goals. Patricia Martín studied is currently pursuing an undergraduate degree in Art History at UNED. She has also completed extracurricular internships at UNED Zamora, where she

demonstrated initiative and commitment. In addition, she has experience working directly with the public, which has allowed her to engage with a wide range of audiences and develop strong interpersonal skills. She is proficient in computer tools and essential software programs.

Also, other second LCT was chosen to participate in LCT training sessions in case Patricia Martin couldn't continue with the LCT tasks in the second semester of 2025. Also chosen by UNED Zamora, her name is **Ángela Cidón**, who has an extensive experience working as a tutor, supporting learners of all ages and backgrounds, particularly younger people in rural areas.



*Figure 8. Ángela Cidón*

## 5.2. LWs1 Vision and Challenges

The first Local Workshop (LWs1) of the RURACTIVE project in Zamora was held on October 4, 2024, at the Parador de Zamora. The event brought together a diverse group of stakeholders and local actors to explore a shared vision for the province's rural future and identify key territorial challenges. The session began with a welcome and an introduction to the RURACTIVE project from the Diputación de Zamora, followed by participant presentations, a vision-building exercise, and group discussions focused on defining strategic challenges for the region.

A total of 27 participants attended the workshop, including 17 new contributors who had not participated in previous events. The group was diverse in age, with the majority between 35 and 65 years old, and fairly balanced in gender (14 men and 12 women, 1 didn't point out the gender). Some participants identified as being part of at-risk groups, including migrants, people with disabilities, and the long-term unemployed. The discussion drew input from a wide range of domains, with significant representation from the fields of health and wellbeing, culture and cultural innovation, and sustainable agri-food systems. Stakeholders came from policy, research, industry, and civil society sectors, providing a rich mix of perspectives. The collective vision for Zamora in 2030



*Figure 9. Parador de Zamora*



*Figure 10. Working table during LWs1*

highlighted the desire to build a vibrant, inclusive rural province grounded in sustainability, tradition, and innovation. Participants envisioned a future where community participation is central, and cultural heritage is enhanced through digital tools and intergenerational collaboration. The vision emphasized sustainable agriculture, adoption of modern irrigation systems, and circular economy principles that support local businesses and job creation. Public transport was identified as a key element for improving access to education, healthcare, and employment. Health services would be expanded through digital platforms and mobile units, ensuring care even in the most remote villages. Finally, the vision included new, immersive cultural tourism formats and better access to services through digital platforms, enhancing the quality of life and reinforcing rural vitality. Several challenges were identified particularly in three domains: culture, agri-food, and health and wellbeing. In terms of culture and innovation, low community participation and unengaging cultural experiences were seen as barriers to cultural tourism, and the lack of digitization and intergenerational accessibility of cultural heritage. In sustainable agriculture, issues included

inefficient water management, declining profitability for farmers, competition from cheaper imported products, and difficulty in transitioning to climate-resilient crops. As for ecosystem management, it was pointed out the poor management of forests and brushland leading to fire risks. In the health and wellbeing domain, challenges included geographic isolation that limits real-time healthcare access, growing social isolation, fragmented or insufficient healthcare services, outdated regulations unsuited to rural realities, undertrained professionals, and limited digital health access for older and disadvantaged populations.



*Figure 11. Representation of innovative solutions for Zamora' challenges (AI generated)*

List of challenges	
Challenge 1 – Place based solution	<b>Lack of community participation in cultural activities</b>
Challenge 2 – Place based solution	<b>Difficulty in making cultural offerings attractive to tourists</b>
Challenge 3 – Place based solution	<b>Rural areas face difficulties in optimizing water use for agricultural and recreational purposes, especially in the context of water scarcity and changing water quality.</b>
Challenge 4 – Place based solution	<b>Farmers are finding it difficult to adopt resilient crops and move away from traditional agricultural practices that are no longer viable under current climate conditions.</b>
Challenge 5 – Place based solution	<b>Local agricultural products are displaced by cheaper, lower-quality imported goods, which reduces their visibility and accessibility in supermarkets.</b>
Challenge 6 – Place based solution	<b>Need for comprehensive primary care with a focus on continuous and specialized care beyond local partial solutions</b>
Challenge 7 – Place based solution	<b>Healthcare and wellness workers in rural areas are often undertrained and lack the necessary resources to address the unique needs of their communities.</b>



Challenge 8 – Place based solution	<b>Limited access to technological tools for health, particularly among older and disadvantaged populations, which limits their ability to access and use digital health services</b>
Challenge 1 - For open call for innovators	<b>Digital Revitalization of Rural Medieval Heritage</b>
Challenge 2 - For open call for innovators	<b>Innovative Tools for Fire Risk Monitoring</b>
Challenge 3 – For open call for innovators	<b>Digital Healthcare for Dispersed Rural Population</b>

### 5.3. LWs2 Learning from others

The second Local Workshop (LWs2) of the RURACTIVE project in Zamora took place on January 24, 2025, at “La Vinícola” in Zamora city. The session brought together 23 participants, 15 of whom were new to the process, reflecting the project’s growing reach. The agenda included a project update, an introduction to the workshop dynamics, and a collaborative session to discuss and prioritize place-based solutions. Attendees then selected specific challenges to address, concluding the workshop with a review of next steps and setting dates for upcoming activities.

The participants represented a wide demographic and sectoral range, including young people, senior citizens, long-term unemployed individuals, and members of underrepresented groups such as migrants and people with disabilities. A balanced gender representation was also noted, with 12 female attendees and 11 males. Stakeholders came from diverse domains such as policy, research, industry, health, and the public sector. The workshop focused on five key rural development challenges and shaped corresponding solution proposals through group discussions that integrated local knowledge with innovation-oriented thinking.

Each of the five solutions discussed integrates RURACTIVE's cross-cutting priorities—climate change adaptation and mitigation, biodiversity, and social justice and inclusion—with practical, community-driven approaches.

List of challenges	
Challenge 1 - Place based	<b>Need to adopt climate-resilient agricultural practices</b>
Challenge 2 - Place based	<b>Social isolation among older adults in rural communities</b>
Challenge 3 - Place based	<b>Lack of continuity and accessibility of primary health care services in rural areas</b>
Challenge 4 - Place based	<b>Need to improve training and availability of resources for rural health personnel</b>





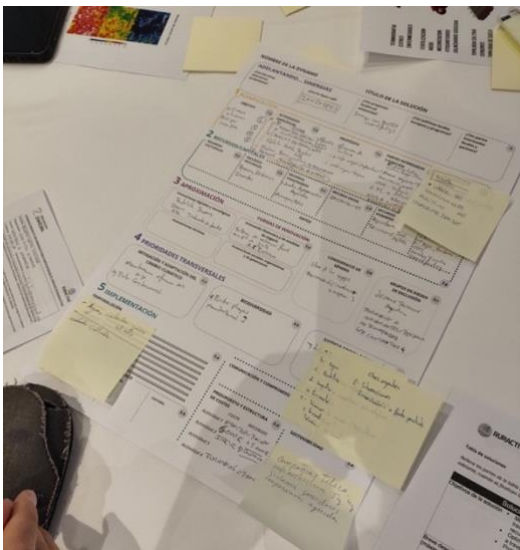
*Figure 12. Activities during LWs2*

List of solutions proposals	
Proposal 1	<b>Smart Crop Management for All</b>
Proposal 2	<b>Silver Corners</b>
Proposal 3	<b>Smart Pharmacies for Rural Well-being</b>
Proposal 4	<b>eHealth Rural Hub</b>
Proposal 5	<b>Open Camino (later named Silver Camino)</b>

## 5.4. LWs3 Fine-Tuning

The third Local Workshop (LWs3), that took place on April 4<sup>th</sup> 2025 at “La Vinícola” in Zamora city, brought together a diverse group of 21 participants, including 10 individuals who were new to the RURACTIVE process. The attendees represented a wide age range, with a balanced distribution across age groups. Gender balance was nearly equal, with 10 men and 10 women participating. The workshop also included individuals from socially vulnerable groups, such as one migrant and one long-term unemployed person. Participants came from various rural development domains, with representation in local services, health and wellbeing (9 participants), sustainable agri-food systems (6), and cultural innovation and tourism (7).

The workshop began with a presentation on the project's current status, including an introduction of new participants such as the Local Community Trainer. Participants were divided into three thematic panels—sustainable agriculture, health and well-being, and cultural innovation—and spent



**Figure 13.** RURACTIONE Canvas Model



**Figure 14.** Activities during LWS3

the core of the workshop working directly on the RURACTIONE Canvas templates. These templates helped transform previous ideas into actionable projects, fostering shared ownership and realistic implementation planning. The session concluded with a group reflection and upcoming milestones, followed by a networking lunch.

The solutions developed through the Canvas were:

- “Smart Crop”, aimed at supporting small farmers in Zamora’s eastern territories to adapt to climate change using precision agriculture.
- “Silver Smart Corners for Rural Wellbeing,” addressed social isolation and limited healthcare access among older adults.
- “Silver Camino”—focused on revitalizing cultural heritage along the Camino Vía de la Plata by fostering intergenerational engagement through digital storytelling and improved access to heritage sites.

## 5.5. LWS 4 Co-Tuning

Between 19 and 23 May 2025, the Diputación de Zamora hosted a series of three local workshops (LWS4) aimed at showcasing innovative solutions developed by expert consortia to address previous challenges released in RURACTIONE Open Call. These workshops brought together regional and local authorities, local stakeholders, associations, universities, beneficiaries and technological innovators to explore strategic responses in culture, environmental management, and digital health.

The first workshop focused on cultural innovation, presenting ZMXR – Zamora Medieval XR, a digital solution designed to revitalise rural medieval heritage through immersive technologies. The second session addressed the growing threat of wildfires with ZAFIRE, a real-time fire alert and monitoring

system integrating satellite data and AI. Finally, the third workshop introduced V.Y.V.A., an AI-powered telehealth solution aimed at improving healthcare access for older adults in dispersed rural communities.

These sessions, held in the Diputación's headquarters, continued the collaborative format, enabling direct dialogue between developers and local actors.

Open Call for innovators: Selected Solutions		
Proposal 1	<b>Zamora Medieval XR – A Digital Renaissance of the Past</b>	<b>ZMXR</b>
Proposal 2	<b>Fire Alert and Monitoring System in Zamora (Spain)</b>	<b>ZAFIRE</b>
Proposal 3	<b>AI-Powered Telehealth for Rural Seniors: Enhancing Accessibility, Independence, &amp; Healthcare Equity</b>	<b>V.Y.V.A.</b>

## LWS4 Proposal 1

RDD. Culture and Cultural innovation

Challenge 6: Digital revitalisation of rural medieval heritage

Solution: ZMXR - Zamora Medieval XR. A Digital Renaissance of the Past

Day of presentation: 19/05/2023

Venue: Diputación de Zamora Headquarters (Sala de Comisiones)

Attendees: 2 innovators (1 per each company involved in the consortium) 4 people from Dynamo (2 from Diputación de Zamora and 2 from CARTIF), 17 people representing local stakeholders and beneficiaries (regional authority in local heritage, Local Action Groups, municipalities, rural tourism association, rural women association, local media, etc.).

## LWS4 Proposal 2

RDD. Sustainable agri-food systems and ecosystem management

Challenge 7: Innovative tools for fire risk monitoring

Solution: ZAFIRE - Fire Alert and Monitoring System in Zamora

Day of presentation: 21/05/2023

Venue: Diputación de Zamora Headquarters (Salón de Plenos)

Attendees: 3 innovators (1 from lead company and 2 from the 2<sup>nd</sup> organization involved in the consortium) 3 people from Dynamo (2 from Diputación de Zamora and 1 from CARTIF), 9 people representing local stakeholders and beneficiaries (regional and local authorities in fire prevention, municipalities, rural companies, local university, etc.).



## LWS4 Proposal 3

RDD. Local services, health and wellbeing

Challenge 8: Digital healthcare for dispersed rural population

Solution: V.Y.V.A. - AI-Powered Telehealth for Rural Seniors: Enhancing Accessibility, Independence, & Healthcare Equity

Day of presentation: 23/05/2023

Venue: Diputación de Zamora Headquarters (Sala de Comisiones)

Attendees: 3 innovators (2 per lead company and 1 online from the company involved in the consortium) 4 people from Dynamo (2 from Diputación de Zamora and 2 from CARTIF), 13 people representing local stakeholders and beneficiaries (caregivers, nurses, municipalities, centres for the elderly, older people, Local Action Groups, etc.).



*Figure 15. The three sessions held for LWS4*



## 6. List of solutions and action plan for implementation

Led by Diputación de Zamora and Cartif, through a series of participatory workshops, local actors have united and discussed around a single ambition: to revitalise rural life through low-cost (digital, technical, financial and innovation designed, to be implemented and steered by the communities themselves. The result has been the co-creation of three pilot solutions. Each tackles a different facet of rural development drivers, but all follow the same recipe: start with what already exists, layer on accessible technologies, and build in regular feedback.

The resulting portfolio directly counters Zamora's most acute rural challenges. Smart Crop answers climate change, farmer knowledge gaps and the sliding viability of traditional crops by putting easy-to-use digital tools and data in farmers' hands. Silver Smart Corners restores continuity of primary health care and breaks the social isolation of older villagers by turning local rooms and pharmacies into lively, tech-enabled meeting points that link elders, caregivers and families. Silver Camino rescues fading customs and forges new bonds between elders and youth along the Vía de la Plata. Together these three, community-owned pilots form a practical, low-cost template for resilient farming, healthy ageing and living heritage that any rural territory can adapt with minimal investment and strong local will.

Solutions N.	Solutions' title	Related challenge/s
1	<b>SMART CROP</b>	<ul style="list-style-type: none"> <li>Climate change.</li> <li>Knowledge gaps.</li> <li>Viability of traditional agriculture</li> </ul>
2	<b>SILVER SMART CORNERS FOR RURAL WELLBEING</b>	<ul style="list-style-type: none"> <li>Lack of continuity and accessibility of primary health care services in rural areas</li> <li>Social isolation among older adults in rural communities</li> <li>Foster interaction between elderly people and community workers, silver caregivers and their families.</li> </ul>
3	<b>SILVER "CAMINO"</b>	<ul style="list-style-type: none"> <li>Cultural sites along the "Camino de Santiago" (pilgrims' path) are not available for visits.</li> <li>Loss of centuries-old traditions due to lack of involvement of younger generations.</li> <li>Lack of intergenerational connections between older people (who still preserve part of the traditions) and young people</li> </ul>

### 6.1. SMART CROP – action plan

#### Solution 1 - SMART CROP

<b>Objectives of the solution</b>	<ul style="list-style-type: none"> <li>• Improve profitability and sustainability for farmers through data insights and resource efficiency.</li> <li>• Optimize resource use (water, fertilizers, agrochemicals) through data-driven precision.</li> <li>• Protect biodiversity by minimizing ecological impact and preserving habitats.</li> <li>• Empower local communities (especially women, young and unemployed) with training and new job opportunities.</li> </ul>
<b>Brief Description (max 250 words)</b>	<p>The solution would integrate some of the following IT devices: satellite imagery, drone usage, data analysis by AI, or on-the-ground sensors to monitor crop conditions in real time in order to help optimize fertilizer and agrochemical application.</p> <p>With artificial intelligence, the collected data (i.e: soil moisture, temperature, plant growth) are transformed into clear insights that guide decision-making. This system can also enable practical actions such as automated irrigation and targeted product application, contributing to climate change adaptation and boosting biodiversity through more efficient resource use.</p> <p>There will be training for small farmers to learn the use of the new technologies implemented in the solution.</p>
<b>Relevant RDD and RDD subcategory</b>	<p>Sustainable agri-food systems and ecosystem management</p> <p>Local services, health and wellbeing</p>
<b>Relevant Challenge/s</b>	<p>Climate change: Droughts, irregular rainfall, and rising temperatures reduce crop yields and threaten traditional farming in Zamora.</p> <p>Knowledge Gaps: Many producers need training and guidance to adopt climate-resilient, technology-driven practices.</p> <p>Viability of traditional agriculture: Ongoing profitability challenges make it difficult to sustain longstanding agricultural methods without strategic support.</p>
<b>Specific Activities</b>	<p><b>1. Digital landscape review</b></p> <p>To gather and analyse apps and other digital solutions to monitor both crops (wheat, barley, corn, ...), ensuring informed decisions on resource allocation and practices.</p> <p><b>2. Good Practices Manual for crop monitoring</b></p> <p>To develop a Good Practices Manual that serves as a reference throughout the project with special focus on monitoring crops, updated with each new phase completed of the project implementation. The final manual version will conduct a comprehensive review of project results, integrating lessons and feedback for broader use</p>

### **3. Capacity building on digital tools and tech-driven approaches**

Deliver on-going training for farmers on free digital tools (e.g., Sativum) and climate-resilient, tech-driven approaches, including carbon footprint measurement. Local Community Trainer will be involved in this training.

### **4. Identification and implementation of pilot smart farms**

Select a representative group of farmers, at least 2 and 10-20 Ha in total, in line with budget constraints, to adopt advanced monitoring methods (drones or other digital devices) and assess efficiency gains.

### **5. Real-time monitoring and adaptive support**

A dedicated monitoring phase will gather real-time data, allowing updates to the Good Practices Manual and continuous support for trained farmers. Before starting, a establish baseline data on current crop health across the selected pilot farms. This will serve as a reference point for evaluating the impact of interventions

### **6. Stakeholder Review & Manual Consolidation**

Conduct a comprehensive review of project results through 2 focus groups (including farmers and other stakeholders)  
Afterwards, the integrating lessons will be included into a final version of the Good Practices Manual

### **7. Dissemination activities and Knowledge Sharing**

In parallel, a transversal activity will involve publishing information, training materials, and data on the DZ European Funds Department's website or others as UNED Zamora training platform, ensuring broad access and transparent project communication.

## **Targets**

### **1. Digital landscape review**

To compile comprehensive, up-to-date information of at least ... digital tools (applicable to wheat, barley, corn, ...) that can guide farmers in making data-driven decisions, ultimately increasing efficiency and profitability, including possible AI integration. Alignment of selected tools with the project objectives.

### **2. Good Practices Manual for crop monitoring**

To create a clear, adaptable Good Practices Manual that farmers can reference for immediate guidance in the use of new technologies to monitor their crops as well as climate-resilient strategies, while also allowing space for new updates throughout the project cycle.

### **3. Capacity building on digital tools and tech-driven approaches**

To ensure ongoing, accessible training for farmers in digital and climate-resilient practices—including at least 50% women—so they can effectively adopt free digital tools and climate-resilient strategies.

### **4. Identification and implementation of pilot smart farms**

To engage at least 10 farmers and equip and monitor their farms with selected technologies, setting an example for others and generating concrete evidence of the benefits of precision agriculture.

### **5. Real-time monitoring and adaptive support**

To systematically track real-time data, using it to refine and update the Good Practices Manual and provide timely support for farmers, thereby driving continuous improvement.

Before starting, a baseline data on current crop health across the selected pilot farms will be established. Indicators will be related to the number of farms assessed (100%) and to cross-cutting priorities and other more specific regarding the crop health

### **6. Stakeholder Review & Manual Consolidation**

To consolidate feedback from all stakeholders, integrating it into a final version of the Good Practices Manual that reflects practical, field-tested approaches for sustainable farming.

This will be carried out through at least 2 focus groups (including farmers and other stakeholders, at least 15 per group),

Afterwards, their feedback will be included into a final version of the Good Practices Manual that will be released in both printed and online version

### **7. Dissemination activities and Knowledge Sharing**

To ensure all project materials, data, and training content are accessible via the DZ European Funds Department's website, facilitating transparency, broad engagement, and long-term reference. Also, at least 24 monthly posts (related with the project) will be released

<b>Location of implementation</b>	Some municipalities from Campos-Pan county (Eastern part of Zamora province)
<b>Geography and territorial context</b>	Flat River
<b>Integration of relevant crosscutting</b>	By using precision agriculture tools, farmers can minimize excessive pesticide and fertilizer use, thereby preserving beneficial insects and local wildlife habitats (biodiversity), and also support them to cope with



	<p>droughts and irregular rainfall, while reduced chemical inputs lower the overall carbon footprint (climate change adaptation and mitigation). On the other hand, training programs will empower small-scale farmers and vulnerable groups—such as young and the long-term unemployed—by giving them new technical skills (social justice and inclusion).</p>
<b>Forms of Innovation considered</b>	<ul style="list-style-type: none"> <li>• <b>Digital &amp; Technological Innovation:</b> the solution relies heavily on data (satellite imagery, drone footage, sensor readings devices) to optimize agricultural practices. Through digital platforms and AI-driven analytics can significantly enhance resource efficiency (water, fertilizers, etc.) and reduce environmental impact.</li> <li>• <b>Financial Innovation:</b> To study new forms of Farmers associations to reduce taxes on benefit.</li> </ul>
<b>Gender Sensitive Planning aspects</b>	<p>The solution will implement awareness campaigns encouraging women farmers—underrepresented in Zamora’s agriculture—to participate in precision-farming training and leadership roles.</p> <p>Additionally, we can take advantage of the fact that, in many small-scale farming households, women often have the strongest familiarity with mobile applications and digital tools.</p>
<b>Resources/Capitals needed</b>	<p><b>Natural Resources:</b></p> <p>Soils, crops, water sources to be monitored and managed more sustainably.</p> <p><b>Cultural Resources:</b></p> <p>Potentially combine traditional know-how with modern tech to maintain local agricultural heritage.</p> <p><b>Buildings / Infrastructure:</b></p> <p>Local Action Group (LAG) venues, municipal premises, or former Agrarian Joints for training sessions and workshops.</p> <p><b>Human Resources:</b></p> <p>Farmers (pilot group)</p> <p>Trainers in climate-resilient practices and digital tools</p> <p>Technological staff/IT company to oversee drone regulations and data management, IA tools, etc.</p> <p>LCT to train in the use of basic digital tools</p> <p>DZ’s and other LTF members to disseminate the activities of the project.</p> <p><b>Financial Resources:</b></p> <p>Potential exploration of crowdfunding or cooperative structures to finance further IT adoption.</p>

<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• Farmers in Campos-Pan County: Pilot and test the project's main aims and provide feedback on the Good Practices Manual and recommended tools</li> <li>• Joint / Union of famers in the province.</li> <li>• Technology Company: Train farmers and staff on the digital solutions, handle drone regulations (if drones are used), flight permits, data analysis</li> <li>• Local Action Groups Disseminate info among the rural community. Engage farmers in training and workshops</li> <li>• U.N.E.D. Zamora (University) Host/Include training modules on their online platform for remote learning. Potentially provide certification for participants</li> <li>• Rural Savings Bank: Invite their farmer clients to join the project and training sessions Offer financial advice on implementing technology in crops Discuss possible microcredit or low-interest loans for equipment</li> </ul>
<b>Main and other Beneficiaries</b>	<p>Small farmers will benefit the most, as they gain access to practical, low-cost monitoring tools and training on climate-resilient practices. Women in these farming households play a key role in implementing digital solutions.</p> <p>Young, migrants or long-term unemployed individuals can also acquire valuable technical skills, improving their job search and contributing to rural development.</p>
<b>Target groups at risk of exclusion</b>	<p>Women</p> <p>Young people</p> <p>Migrants and minorities</p> <p>Long-term unemployed</p>
<b>Timeframe (M to M)</b>	<p>June–September 2025 (Months 1–4)</p> <ul style="list-style-type: none"> <li>- Collection of data, apps, other tools to monitor crops and write up the Draft initial Good Practices Manual (Version 1).</li> <li>- Select pilot farmers<sup>2-3</sup> and identify up to 30 farmers for general training.</li> <li>- Formalize agreements (Famers, tech company, municipalities, etc).</li> </ul> <p>September–November 2025 (Months 4–6)</p> <ul style="list-style-type: none"> <li>- Manual of Good Practices (version 1) finished and published</li> <li>- Implementation of piloting farmers</li> <li>- Conduct first training session (focus on free tools like “Sativum”, basic climate-smart methods, carbon footprint reduction).</li> <li>- Begin data collection in pilot farms (soil data, weather info).</li> <li>- Start website updates: share initial resources, schedule.</li> </ul>

	<p>December 2025–February 2026 (Months 7–9)</p> <ul style="list-style-type: none"> <li>- Monitor pilot farms’ progress with more advanced tools (if renting drones or using sensors).</li> <li>- Gather feedback to update the Good Practices Manual.</li> <li>- Continue trainings with 2<sup>nd</sup> training session (including new participants if possible).</li> </ul> <p>March–June 2026 (Months 10–13)</p> <ul style="list-style-type: none"> <li>- Updates on Good Practices Manual.</li> <li>- Continuity of monitoring phase across pilot farms.</li> </ul> <p>July–September 2026 (Months 14–16). Crops harvest.</p> <ul style="list-style-type: none"> <li>- End of the monitoring and final data gathering, reviewing all results from pilot, focused mainly on the evaluation of farmland efficiency gains,</li> </ul> <p>October–December 2026 (Month 17-19)</p> <ul style="list-style-type: none"> <li>- Final report on monitoring</li> <li>- Prepare final draft (Version 2) of Good Practices Manual.</li> </ul> <p>January–June 2027</p> <ul style="list-style-type: none"> <li>- Conduct 2 final round of training sessions (possibly advanced or specialized topics).</li> <li>- Finishing the Good Practices Manual (final version)</li> </ul> <p>July 2027- onwards</p> <ul style="list-style-type: none"> <li>- Presentation and release off final Good Practices Manual, lessons learned.</li> <li>- Replication phase in other farms</li> </ul>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>- Training &amp; Capacity Building (3,000€)</li> </ul> <p>Trainer fees, materials, venue costs, partial reimbursement for travel</p> <ul style="list-style-type: none"> <li>- Data Collection / Monitoring (7,000€)</li> </ul> <p>Satellite data analysis through free apps/solutions, and, if feasible: renting or substituting drone use, basic sensors, data analytics software, etc.</p>
<b>Indicative funding sources</b>	<p>Some part of RURACTIVE budget for place-based solutions</p> <p>LCT trainer for use of digital tools,</p> <p>UNED University (Research support)</p>
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic: More efficient resource use, cost savings for farmers, potential for increased yields or diversification.</li> <li>• Environmental: Reduced chemical inputs, improved soil health, possible decrease in water usage. Lower carbon footprint through data-driven decisions.</li> </ul>
<b>Communication and Engagement</b>	<p>LTF will communicate the project in all the stages and will try to engage as many farmers, and other potential beneficiaries, as they can. Also, LAGs and Union farmers will be involved in these activities.</p>

<b>Sustainability consideration</b>	<p>Social – Farmers gain hands-on practice with free satellite dashboards and mobile apps, so the know-how — and the confidence to keep using it — stays with them after the pilot.</p> <p>Economic – The model is essentially cost-neutral once the project ends: the selected monitoring tools run on free licences and farmers already own the smartphones needed to access the data.</p> <p>Environmental – Because the solution relies on open satellite imagery and decision rules instead of new hardware, it has no additional material footprint.</p> <p>Institutional – The Good Practices Manual and tutorial videos will be hosted long-term on the Diputación de Zamora website</p>
<b>Synergies with other solutions</b>	<p>Our intention is to use Sativum a multiplatform software solution developed by the Agrarian Technological Institute of Castilla y León region that allows (free of charge) to access and manage information on agricultural plots and a tool to support decision-making in agricultural crops. Other free apps/solutions will be added/evaluated during the monitoring phase.</p> <p>Also, to incorporate solutions implemented by GUARDIANS, Horizon Europe project be implemented in 2 provinces that have border with Zamora province) that empowers small- and medium-sized farms through smart solutions, bridging the technological gap with larger food producers.</p>
<b>Synergies with local policies</b>	<p>Regional level:</p> <ul style="list-style-type: none"> <li>• Royal Decree 1051/2022, of December 27, establishing standards for the sustainable nutrition of agricultural soils.</li> <li>• CyL Digital Agro</li> <li>• Agricultural Training Service of Castilla y León</li> <li>• Agricultural and agri-food training guide of the Consejería de Agricultura, Ganadería y Desarrollo Rural (Regional Ministry of Agriculture, Livestock and Rural Development)</li> <li>• Support program for the application of precision agriculture and 4.0 technologies in the agricultural and livestock sector</li> <li>• National level:</li> <li>• Law 10/2021, of July 9, 21, on urgent measures for the digitalization of the agri-food and fishing sector.</li> <li>• Royal Decree 1311/2012, of September 14, on the sustainable use of phytosanitary products.</li> <li>• Law 42/2007 of December 13, 2007, on Natural Heritage and Biodiversity</li> <li>• Law 24/2015, of July 24, which establishes the legal regime for the control of the production and marketing of fertilizer products.</li> </ul>

	<ul style="list-style-type: none"> <li>• Law 7/2021, of May 20, on Climate Change and Energy Transition</li> <li>• Law 22/2011, of July 28, 2011, on waste and contaminated soils.</li> <li>• Royal Decree 1311/2020, on the control and certification system for organic agriculture.</li> </ul>
<b>Synergies with EU policies when relevant</b>	<ul style="list-style-type: none"> <li>• Directive 2009/128/EC of the European Parliament and of the Council of 21 October 2009 establishing a framework for Community action to achieve a sustainable use of pesticides.</li> <li>• Strategic Plan for the Common Agricultural Policy (CAP) 2023-2027</li> <li>• European Green Deal</li> <li>• Farm to Fork Strategy</li> </ul>

## 6.2. SILVER SMART CORNERS FOR RURAL WELLBEING – action plan

Solution 2 - SILVER SMART CORNERS FOR RURAL WELLBEING	
<b>Objectives of the solution</b>	<ul style="list-style-type: none"> <li>• Address social isolation providing regular opportunities for older adults to gather in inviting “Silver Corners,” fostering meaningful interactions and community engagement.</li> <li>• Improve healthcare accessibility by equipping selected pharmacies and/or community spaces with resources for basic health screenings and follow-up, ensuring continuous care in remote areas.</li> <li>• Promote preventive care through health checkups (e.g., mental health, chronic disease management), catching potential issues early and supporting overall well-being.</li> <li>• Leverage existing municipal infrastructure: Repurpose municipal premises, pharmacies, or other public locations as social and healthcare hubs, minimizing investment costs and reducing travel needs.</li> <li>• Train caregivers and pharmacy staff so they can effectively support older adults with emotional and healthcare-related needs.</li> </ul>
<b>Brief Description (max 250 words)</b>	<p>This initiative addresses both social isolation and limited healthcare access in rural areas. Local spaces—such as municipal premises or pharmacies—serve as dual-purpose hubs for both community interaction and essential health services. On designated days, older adults (and others at risk) can receive basic health screenings (like blood pressure, cholesterol, and mental health checks—and digital self-</p>



	<p>monitoring stations), medication guidance, and preventive checkups. At the same time, they can socialize with other elderly people, join informal gatherings facilitated by trained “Silver Caregivers” or community workers and participate in community events.</p> <p>Building on the concept of “Silver Corners,” older adults can come together regularly in welcoming spaces to socialize, share experiences, and receive basic healthcare by trained pharmacists or “Silver Caregivers” who already have experience through projects led by Diputación de Zamora.</p> <p>By consolidating healthcare and social support under one roof, the initiative ensures that rural populations stay connected, informed, and actively engaged in maintaining their well-being and reduces the need for long-distance travel to health facilities and ensures regular, personalized care close to home.</p>
<b>Relevant RDD and RDD subcategory</b>	Local services, health and wellbeing
<b>Relevant Challenge/s</b>	<ul style="list-style-type: none"> <li>• Lack of continuity and accessibility of primary health care services in rural areas</li> <li>• Social isolation among older adults in rural communities</li> <li>• Foster interaction between elderly people and community workers, silver caregivers and their families.</li> </ul>
<b>Specific Activities</b>	<p><b>1. Vulnerability mapping</b></p> <p>To assess location-based risk of extreme temperatures, considering the number of elderly, existing local temperature records, , etc</p> <p><b>2. Set-up phase</b></p> <p>Choose three pilot venues in 3 municipalities (1pharmacy, 1 municipality room, and 1 centre for the elderly), based on the results of the vulnerability mapping, sign cooperation agreements, recruit staff and install basic screening equipment. Also, pharmacies, nursing homes, administrations, businesses, and associations will be integrated into a coordinated local care network: “Red Local de Cuidados Silver e Inteligentes”. Include a planning phase for climate emergency procedures and procure required kits for use during temperature extreme events.</p> <p><b>3. Create welcoming “Silver Corners”</b></p> <p>Adapt accessibility of pharmacies / municipal rooms and provide them with light medical equipment (1 blood pressure monitor, 1 glucometer,</p>

	<p>etc.) with different devices/tools provided by Diputación de Zamora and other stakeholders.</p> <p><b>4. Run regular programmes</b></p> <p>To combat social isolation facilitated by trained nurses and/or caregivers," strengthening mutual support networks.</p> <p><b>5. Train local agents</b></p> <p>Deliver a modular course for pharmacists, carers, nurses, others social workers, that includes a climate-health module on recognizing symptoms and response to adopt.</p> <p><b>6. Piloting with smart-health tools</b></p> <p>Pilot with different digital tools and devices (already implemented by DZ in other projects and other ones to be tested with the collaboration of Tech Companies), collect user feedback and fine-tune the service.</p> <p><b>7. Scale-out and share lessons</b></p> <p>Road-show (transfer knowledge) the concept in new villages/towns, run workshops and host a local closing conference.</p>
<b>Targets</b>	<p><b>1. Vulnerability mapping</b></p> <p>Results of the mapping exercise as desk research to assess location-based risk. Considering the number of elderly, existing local temperature records, , etc create an index to help identify pilot venues.</p> <p><b>2. Set-up phase</b></p> <p>Three pilot venues formally contracted and staffed by at least one pharmacist and/or one caregiver in each of the three municipalities. In addition, cooperation protocols will be signed in each town and half-year meetings will be held within the “Red Local de Cuidados Silver e Inteligentes”</p> <p><b>3. Create welcoming “Silver Corners”</b></p> <p>Each pilot venue is fitted with fully equipped with screening devices like telehealth medicine (suitcase), VR Headsets for ... and temperature/humidity monitoring tools.</p> <p><b>4. Run regular programmes</b></p> <p>Every site hosts a minimum of 40 “Silver-Health Days” and 12 social-interaction workshops, involving at least 10 older adults in each municipality.</p>

<p><b>5. Train local agents</b></p> <p>At least 3 local agents per each village will be trained and certified with a modular course with at least 3 topics, one of them addressing climate-health module on recognizing symptoms and response to adopt.</p> <p><b>6. Piloting with smart-health tools</b></p> <p>At least 20 consultations/checks a month will be carried out in each municipality.</p> <p><b>7. Scale-out and share lessons</b></p> <p>Provide at least 5 knowledge-transfer workshops in additional villages, closing conference that attracts at least 30 participants and include the modular course in Diputación de Zamora website.</p>	
<b>Location of implementation</b>	Village/town (3 to be chosen in May)
<b>Geography and territorial context</b>	<p>Hilly</p> <p>Flat</p> <p>River</p> <p>Flood plain</p>
<b>Integration of relevant crosscutting</b>	<p>The solution itself addresses isolated individuals to receive consistent health monitoring and social interaction (social and justice inclusion)</p> <p>Silver corners will be equipped with furniture aligned with the New Bauhaus Europe through the use of local, regenerative, or biodiverse materials (biodiversity).</p> <p>The solution will involve pharmacy staff in creating “heatwave kits” or “cold-weather kits” with tips on staying healthy during extreme weather (climate adaptation).</p>
<b>Forms of Innovation considered</b>	<ul style="list-style-type: none"> <li>• Social, Organizational &amp; Governance Innovation by bringing and coordinating together municipalities, pharmacies, and caregivers.</li> <li>• Digital &amp; Technological Innovation with the use of simple digital tools that will improve the access to healthcare in rural areas.</li> </ul>
<b>Gender Sensitive Planning aspects</b>	The solution will ensure programs address conditions particularly affecting women (e.g., osteoporosis, post-menopausal health)

<b>Resources/Capitals needed</b>	<p><b>Human:</b> Local pharmacists, caregivers, itinerant nurse, project coordinator, social workers, external trainers, municipal staff.</p> <p><b>Infrastructure:</b> Three multipurpose rooms, accessible furniture</p> <p><b>Digital tools:</b> basic medical devices (BP, glucose, cholesterol), tablets, tele-health mobile station, internet connections, VR headsets, etc.</p> <p><b>Training and social materials:</b> printed manuals and recreational materials, cognitive stimulation resources, memory or creativity workshops.</p> <p><b>Logistics:</b> shared vehicle mileage for itinerant staff, small travel budget for the roadshow, webhosting for the online toolkit.</p>
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• Pharmacy association – provides premises, pharmacists and medicine-review expertise.</li> <li>• Municipal councils – supply rooms, utilities, local promotion and staff.</li> <li>• Diputación de Zamora / European Funds Department – overall coordination and link to regional policy.</li> <li>• Health-service nurses (Nursing Faculty of University of Salamanca) – periodic clinical supervision and training by nurses and nursing students.</li> <li>• Tech suppliers – install and maintain health digital tools.</li> <li>• Centres for the elderly.</li> </ul>
<b>Main and other Beneficiaries</b>	<p>Primary: older adults in the three pilot towns, especially those with limited mobility or living alone.</p> <p>Secondary: relatives, caregivers, local pharmacists, trained local people, Additionally: rural municipalities that adopt the model.</p>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Young people</li> <li>• Older people</li> <li>• People with disabilities</li> <li>• People without access to the internet</li> <li>• General public</li> </ul>
<b>Timeframe (M to M)</b>	<p>Months 1-3: preparation—audits, signing cooperation protocols, staff recruitment, training, equipment purchase.</p> <p>Months 4-13: core pilot—weekly health days, monthly workshops, health devices pilot, ongoing data collection.</p> <p>Months 14-15: mid-term review—analyse data, adjust manuals, modular course and protocols.</p>



	<p>Months 16-22: scale-out—roadshow to other villages that are more exposed to heatwaves and / or are more isolated, train-the-trainer sessions, online toolkit launch, regional policy roundtable.</p> <p>Months 23-24: final evaluation—third survey, impact report, closing conference.</p>
<b>Indicative cost</b>	<p>Pilot phase (M-1→13) = 9.000€</p> <ul style="list-style-type: none"> <li>- Personnel (including travel and subsistence) = 7.000</li> <li>- Basic health equipment = 1.500€</li> <li>- Communication materials: 500€</li> </ul> <p>Scale-out phase (M-14→24): 1.000€</p> <ul style="list-style-type: none"> <li>- Workshops / Transfer knowledge = 500€</li> <li>- Final event = 500€</li> </ul> <p>Total project cost: approximately € 10.000€</p>
<b>Indicative funding sources</b>	<p>12 000 requested from the RURACTIVE place-based-solution budget.</p> <p>In-kind from Diputación de Zamora personnel and municipal councils and pharmacies providing venues, utilities).</p>
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic: new rural jobs for carers and trainers; reduced travel costs for seniors; shared use of local infrastructure.</li> <li>• Environmental: fewer car trips to urban clinics; re-use of existing buildings; low-power digital kit.</li> <li>• Social: lower loneliness scores, stronger inter-generational ties, better adherence to medication.</li> <li>• Cultural: greater visibility of older adults as knowledge-holders; community events that celebrate local traditions.</li> </ul>
<b>Communication and Engagement</b>	<p>Priority is given to engaging, accessible, and visually appealing communication, with the goal of actively engaging the community and strengthening the commitment of all stakeholders (pharmacies, nursing homes, associations, administration).</p> <p>Local: posters in pharmacies and town halls, word of mouth, community gatherings.</p> <p>Digital: quarterly blogposts and downloadable toolkit on a dedicated web page, WhatsApp and Facebook rural groups.</p> <p>Institutional: policy roundtable, briefing notes to municipalities, final conference livestreamed and archived online.</p>
<b>Sustainability consideration</b>	<p>Social: skills and confidence remain with local carers, pharmacists and volunteers after funding ends.</p> <p>Economic: low-cost model—once equipment is in place, running costs can be met by a small municipal stipend or pharmacy association fund.</p> <p>Environmental: relies on refurbished spaces and minimises transport, aligning with green-deal goals (Bauhaus).</p>

	Institutional: embedded in regional Silver-Economy strategy; protocols allow easy replication in neighbouring municipalities.
<b>Synergies with other solutions</b>	<p>The <a href="#">FACENDERA</a> project is a program developed since 2023 by the Association of Zamora Pharmacies in collaboration with Diputación de Zamora, to promote and raise awareness of rural and semi-urban pharmacies in Zamora by funding the Personalized Dosing System service for selected rural patients in the province.</p> <p><a href="#">Silver Digi</a> project is run by Diputación de Zamora to involve Silver Caregivers in monitoring elderly people through IoT devices and Video-assistance.</p> <p><a href="#">SILVER JOBS</a>: Interreg project (Main beneficiary is Diputación de Zamora) to provide care training to caregivers and the use of health digital tools to both caregivers and elderly people.</p>
<b>Synergies with local policies</b>	<p>Local level (Diputación de Zamora):</p> <ul style="list-style-type: none"> <li>• Zamora Silver Economy Strategy</li> </ul> <p>Regional level:</p> <ul style="list-style-type: none"> <li>• Law 5/2013, of June 12, 2013, on the rights of the elderly in Castilla y León.</li> <li>• Strategy for the elderly of the Junta de Castilla y León (2025-2027)</li> <li>• Castilla y León Digital Strategy 2021-2027</li> </ul> <p>National level:</p> <ul style="list-style-type: none"> <li>• Law 39/2006, of December 14, 2006, on the Promotion of Personal Autonomy and Care for Persons in a Situation of Dependency.</li> <li>• Digital Health Strategy (2023-2026)</li> <li>• Telecare Program (IMSERSO)</li> <li>• Digital Spain Agenda 2025</li> <li>• Recovery, Transformation and Resiliency Plan (PRTR)</li> </ul>
<b>Synergies with EU policies when relevant</b>	<ul style="list-style-type: none"> <li>• EU Ageing Strategy</li> <li>• Digital Decade</li> <li>• The Riga Declaration on Innovation for Active and Healthy Ageing</li> </ul>

### 6.3. SILVER “CAMINO”– action plan

Solution 3 - SILVER “CAMINO”	
<b>Objectives of the solution</b>	<ul style="list-style-type: none"> <li>• Protect and promote centuries-old traditions along the Camino Vía de la Plata (one branch of Camino de Santiago pilgrims’ way).</li> <li>• Encourage active youth participation through digital tools and creative approaches to showcase and sustain local customs.</li> <li>• Provide user-friendly access to historical sites and cultural events.</li> </ul>

	<ul style="list-style-type: none"> <li>• Connect older community members with younger people, passing on valuable knowledge and keeping traditions alive.</li> </ul>
<b>Brief Description (max 250 words)</b>	<p>“Silver Camino” is designed to safeguard and promote the cultural heritage of the Camino Vía de la Plata. Using a digital platform recently implemented (Semtayr), travellers and locals can easily access information about the route, traditional festivals, and artisanal crafts. The main feature of the platform (that differs from others) is a scheduling system—Virtual Clerk—that allows visitors to arrange entry times for churches or monuments that normally remain closed, ensuring respectful and well-organized visits.</p> <p>By integrating social media and simple online tools, the solution encourages young people to become key contributors in documenting local stories, highlighting festive traditions, and sharing unique aspects of the region. At the same time, older residents are encouraged to share their memories, skills, and historical insights. This exchange helps preserve ancestral wisdom while keeping it relevant for new generations. “Silver Camino” aims to keep Zamora’s deep-rooted customs alive, blending technology with cultural pride so that future generations can continue to learn from—and build upon—its centuries-old traditions.</p>
<b>Relevant RDD and RDD subcategory</b>	<p>Culture and cultural innovation Nature-based and cultural tourism</p>
<b>Relevant Challenge/s</b>	<ul style="list-style-type: none"> <li>• Cultural sites along the “Camino de Santiago” (pilgrims’ path) are not available for visits.</li> <li>• Loss of centuries-old traditions due to lack of involvement of younger generations.</li> <li>• Lack of intergenerational connections between older people (who still preserve part of the traditions) and young people.</li> </ul>
<b>Specific Activities</b>	<p><b>1. Baseline audit</b></p> <p>Baseline audit of the resources about the Camino “Vía de la Plata” (apps, websites, print info, etc.) and others related to the towns / villages in the proposed area, showing what heritage (cultural, natural, etc.) data exist and where the gaps are: opening times of churches / monuments / cultural sites, festival/market dates, artisans, and other events. During this phase, also the new data collected will be uploaded (continuously throughout the whole lifetime project) into Semtayr app. and DZ website. Also the “virtual clerk” will be created with those monuments interested in pre-arrange visits.</p> <p><b>2. Contest for elderly people</b></p> <p>In order to engage them to tell stories or create sculptures about old traditions associated with the “Camino”.</p>

### **3. Youth-led storytelling**

The writings / stories collected in the previous contest will be the base for young people to publish one tradition-focused post each month on DZ social feeds and others. In order to engage young people to tell those stories there will be another contest for them.

### **4. Low-cost promotion**

With paid social media to widen reach (basically tourists interested in “Vía de la Plata”, plus regular organic shares linked to general Camino events.

### **5. Local events to promote the project.**

For replication purposes, other municipalities / Local Action Groups not involved in the solution will be invited to attend the events.

### **6. Monitoring & wrap-up**

With issue mid-term and final analytics dashboards; survey custodians; compile a closing report for stakeholders.

## **Targets**

### **1. Baseline audit**

Finished for 90 % of Camino towns in Campos-Pan-Lamprena county. At least 20 new churches / monuments opening info, festivals, markets or other events to be uploaded, as well as at least 10 natural heritage components (flora and fauna, ecosystems and geological structures) During this phase, also the new data collected Opening-time accuracy maintained with quarterly checks until the end of the project.

### **2. Contest for elderly people**

At least 30 elderly participants in the writing and sculpture contest with 3 prizes.

### **3. Youth-led storytelling**

At least 24 youth stories about old traditions published over the project. At least 2 young people (under 30) will be involved.

### **4. Low-cost promotion**

Pay social media publications to reach a combined audience of  $\geq 25\,000$  social-media users.

### **5. Local events**

3 local events (at the beginning of the release of the stories, mid-term and final project) to present the project and updates with at least 25 participants per event (local inhabitants, municipalities’ representatives,



	<p>Local Action Groups staff and experts in Camino de Santiago and Via de la Plata path).</p> <p><b>6. Monitoring &amp; wrap-up</b></p> <p>Mid-term and final surveys / reports to show <math>\geq 80\%</math> of beneficiaries are satisfied with the project.</p>
<b>Location of implementation</b>	Village/town: those related to Camino de Santiago in Campos-Pan-Lampreana County)
<b>Geography and territorial context</b>	<p>Flat</p> <p>River</p>
<b>Integration of relevant crosscutting</b>	<p>The platform will integrate a section highlighting natural heritage associated to the “Camino” and activities in nature already implemented (biodiversity)</p> <p>The platform will ensure accessible features (large text options, high-contrast design, audio guides, etc.) so people with disabilities can fully participate (social justice and inclusion).</p>
<b>Forms of Innovation considered</b>	<ul style="list-style-type: none"> <li>Digital &amp; Technological Innovation through the creation of a platform and booking system that allows visitors to access closed heritage sites, learn about local traditions, and stay connected with community events.</li> </ul>
<b>Gender Sensitive Planning aspects</b>	The solution will ensure that at least the 50% of contributors (both young and elderly people) are women.
<b>Resources/Capitals needed</b>	<p><b>Human:</b></p> <ul style="list-style-type: none"> <li>1 tourism expert and 1 journalist from Diputación de Zamora who coordinates, uploads data and edits posts and who gather stories and publish one post per month.</li> <li>Staff from Association Camino de Santiago in Zamora and Cáritas to support activities.</li> <li>LAG “ADRI Palomares” staff.</li> </ul> <p><b>Digital:</b> existing Semtayr platform, DZ website.</p> <p><b>Cultural infrastructure:</b> churches, monuments, festivals and markets themselves (no physical works, information capture only).</p> <p><b>Financial:</b> RURACTIVE budget for place-based solutions</p>
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>Diputación de Zamora: overall coordination; data audit; uploads; brand design; creation of posts, payment of promotional boosts.</li> <li>Local Action Group “ADRI Palomares”: providing access to Semtayr app; support to the collection of data</li> <li>Amigos del Camino de Santiago en Zamora (Association): route knowledge; networking, contacts.</li> <li>Cáritas NGO and local parishes: supply verified opening times; connect the team with older residents.</li> </ul>

	<ul style="list-style-type: none"> <li>• Young collaborators: create monthly tradition posts after interviewing elders; supply photos and short videos.</li> <li>• Municipal councils: To confirm festival and market dates; share content on their own channels</li> </ul>
<b>Main and other Beneficiaries</b>	<p>Primary: pilgrims and cultural tourists who gain up-to-date information and more open monuments.</p> <p>Secondary: local youth (digital-media skills), older residents (recognition of their heritage knowledge), small businesses along the route, municipal custodians who gain visibility, artisans.</p> <p>General public: anyone accessing Camino information online.</p>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Young people</li> <li>• Older people</li> <li>• People with disabilities</li> <li>• General public</li> </ul>
<b>Timeframe (M to M)</b>	<p>M1-M3 – gap audit and baseline; first teaser post on DZ social media.</p> <p>M4-M6 – collection and upload of new assets (monuments, festivals, markets); Start of the contest for young promoters of posts related to elderly stories. One post published each month. Contest for the elderly and event to award the winners.</p> <p>M7-M12 – continuous updates; monthly youth stories continue and social-media boost; mid-term analytics and stakeholder survey.</p> <p>M13-M18 – social media boosted posts; monthly youth stories continue; quarterly accuracy checks with opening times of venues. Ceremony awards for the contest for youth promoters.</p> <p>M19-M24 – final round of updates; satisfaction survey and debrief; wrap-up report delivered in M24 with final local event</p>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>• Social-media promotion: 500€.</li> <li>• Contests for elderly and young people: 1.500€</li> <li>• Press releases: 500€</li> <li>• Local events: 1.000€</li> </ul> <p>In-kind contributions:</p> <ul style="list-style-type: none"> <li>• 24 months of part-time work by the DZ personnel.</li> <li>• Support to the activities by stakeholders' staff</li> <li>• Hosting, maintenance and Semtayr support (by L.A.G. ADRI Palomares).</li> </ul> <p>TOTAL BUDGET: 3.500€</p>
<b>Indicative funding sources</b>	RURACTIVE place-based-solution budget
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic – increased visitors at monuments and local markets; higher tourist spending along the route.</li> </ul>

	<ul style="list-style-type: none"> <li>• Environmental – reduced need for printed leaflets thanks to centralised digital information.</li> <li>• Social – stronger inter-generational ties; youth gain digital skills; older people feel valued.</li> <li>• Cultural – preservation and dissemination of traditions, festivals and other cultural and natural heritage of the Vía de la Plata Camino de Santiago.</li> </ul>
<b>Communication and Engagement</b>	<ul style="list-style-type: none"> <li>• Main dissemination via existing DZ and partner social-media accounts; minimum one tradition-focused post per month.</li> <li>• Low-cost paid campaigns to amplify key publications in order to reach both local habitants and tourists interested in Camino de Santiago “Vía de la Plata”</li> <li>• Press releases timed with milestones (launch, mid-term, closure).</li> <li>• Collaboration with other parts of the Camino-related events to share content.</li> </ul>
<b>Sustainability consideration</b>	<ul style="list-style-type: none"> <li>• Social posts and continuous updates become part of DZ staff routines.</li> <li>• Institutional – data and brand identity hosted within permanent structures of DZ and ADRI Palomares, ensuring durability and easy replication in other Camino stretches.</li> </ul>
<b>Synergies with other solutions</b>	<ul style="list-style-type: none"> <li>• The <u>“Camino de Santiago” Zamora Association</u> has a web platform with (outdated) information on the services offered in the different municipalities along the "camino" that could serve as a starting point for the future platform.</li> <li>• In <u>"Caminos Jacobeos"</u>, run by Diputación de Zamora, and in line with the previous platform, there is more detailed information accessible in PDF format. To incorporate in the platform <u>Zamora360</u>, where some churches and cultural sites (located along the Way of St. James) can be visited through Virtual Reality.</li> <li>• Šemtayr Project (national level) is creating a Virtual Management, Monitoring, and Communication System to Improve the Pilgrim Experience on the Camino de Santiago: <i>Vía de la Plata – Camino Mozárabe</i></li> <li>• In case this RDD Open Call solution is finally chosen to be implemented, it will be easy to incorporate it in the platform (via external link or embedding the virtual visits created).</li> </ul>
<b>Synergies with local policies</b>	<p>Regional level:</p> <ul style="list-style-type: none"> <li>• The Territorial Tourism Sustainability Plan 2023-2026</li> <li>• Castilla y León Cultural Heritage Action Plan (2020-2030)</li> <li>• Camino de Santiago Digital project of the Junta de Castilla y León (Regional Government of Castilla y León).</li> </ul>

- Law 4/2007, of April 16, 2007, on the Cultural Heritage of Castilla y León.

National level:

- Spanish Historical Heritage Law (Law 16/1985)
- Law 10/2015, of May 26, 2015, on Culture.
- Royal Decree 260/2003, of March 7, 2003, approving the National Youth Action Plan.
- Law 5/2007, of April 20, 2007, on the Pilgrims' Road to Santiago de Compostela