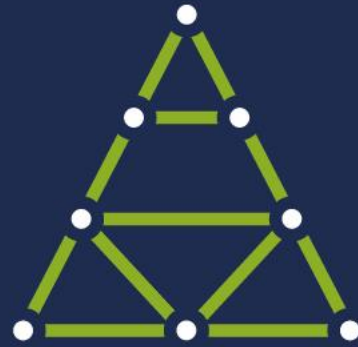
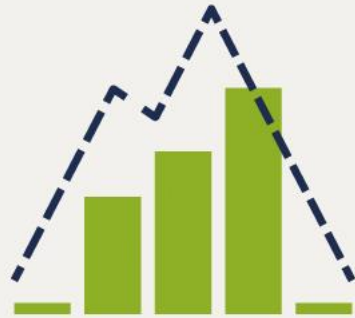
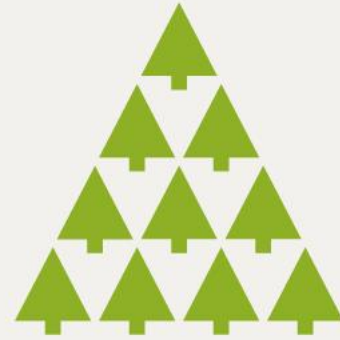


# XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia



## Laia Ciuraneta Martí

Member of the Rural Women Alliance -  
PIMEC Foundation | ADR

**Women and generational  
replacement in mountain  
economies: challenges and  
opportunities.**

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# Rural Women Alliance - PIMEC Foundation



- 2022 → creation of the **Rural Women Alliance**.
  - 9 entities and more than 55000 members.
  - Goals:
    - Promote the **new rurality** and **female entrepreneurship**.
    - Generate **synergies** and **partnerships** between rural women.
    - Provide **resources** and **tools** for personal and professional development.



# ADR amb Mirada de Dona.






- 2023 → creation of ADR.

- Goals:

- **Empower** women to contribute to the **improvement** of our communities.
- Personal and professional **growth**, promoting the creation of **support systems**.

- Pillars:

-  **WORK**: support self-confidence, empowerment and entrepreneurship.
-  **COMMUNITY**: active, alive and attractive communities.
-  **VOICE**: decide and have an impact in our communities.



# Tools for Growth and Development of Mountain Economies



# My own experience.

- Born and raised in **La Palma d'Ebre** (Ribera d'Ebre).
- Graduated in **Archaeology** and with a Masters in Prehistory, Antiquity and Middle Ages by Autonomous University of Barcelona.
- Worked in research teams of the Autonomous University of Barcelona and Lyon University.
- **2022** → back to my roots.



# Generational replacement: a 10-Generation legacy



# Challenges in Mountain Economies



- **Critical challenge:** retaining and attracting young talent to revitalize and sustain these areas.
- **Difficulty of accessing resources:** financing and training programs.
- Other key issues: **infrastructure** deficiencies (roads, schools), poor **connectivity** (digital access), and limited **services** (healthcare, education).



# Opportunities in Mountain Economies

- Significant potential: **community-driven** life, **wellness**, and higher **quality of living**.
- Opportunities: **entrepreneurship**, **tourism**, **agriculture**, and sustainable **development**.
- The strong sense of **belonging** and **identity** in rural settings.





# The importance of youth in our communities



- Drivers of **innovation** and **talent**.
- Potential to **revitalize** traditional economies through new **ideas**, **technology**, and business models.
- Need for **support systems**.



# Conclusion: the path forward for Mountain Economies

- **Youth** as the motor for change, innovation and **economic growth**.
- **Entrepreneurship, training** and **development** programs.
- Importance of **creating** attractive, dynamic **environments** for women and young people to foster long-term **sustainability** in mountain economies.



Gràcies  
Gracias  
Thank you  
Merci

