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ACADEMY

## **DRAFT AGENDA**

### ***HER VOICE (Her Power, Our Future! Women Leading the Way to Sustainability)***

"Her Voice, Her Power, Our Future! Women Leading the Way to Sustainability" aims to empower women to lead the way towards a sustainable future for Europe.

## **NOT LETTING NO ONE BEHIND, THE CHALLENGE OF RURAL AREAS**

**Cuacos de Yuste and Comarca de la Vera (Cáceres-  
Spain)**

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**European and Ibero-American Academy of Yuste  
Foundation**

**<https://www.fundacionyuste.org/>**

**\* \* \***

***October 1<sup>st</sup> – 4<sup>th</sup> , 2025***



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## Objectives of WP7 (SDG 5, 10, 11 & 12 (+ 4 & 16))<sup>1</sup>

- Increase awareness about main challenges lived by European rural areas, specifically depopulation and young women emigration.
- Reflect about role of women on European strategies for rural development, including "Smart Villages", "from farm to fork" or "LEADER approach".
- Exploring ideas and initiatives for rural sustainable development, taking into account gender mainstreaming.

We ask participants to pay special attention to the text in red and highlighted in yellow, with some "homework" to do to be presented during the workshops

Prepare yourself for interacting during the professionals' visits, outdoor cultural walks, open discussions.

Bring with you Information materials of your organization - flyers, posters, business cards.

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<sup>1</sup> - SDG 5: Gender Equality  
- SGD 10: Reduce Inequalities  
- SGD 11: Sustainable Cities and Communities.  
- SGD 12: Responsible Consumption and Production  
-SGD 4 (Quality Education) & 16 (Peace, Justice and Strong Institutions)



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**OCTOBER 1<sup>st</sup> 2025 - WEDNESDAY**

- **16h00** Bus transfer from Madrid Airport (Madrid Adolfo Suarez) to Jarandilla de la Vera, in Cuacos de Yuste, Extremadura, Spain.

Please, when organizing your flight from your country to Madrid, take into account that the airport is at 3 hours driving (by bus) from Jarandilla de la Vera, where you will lodge so better to book your flight back in the morning arriving not later than 15h30 if the afternoon, so you will be on time to take the bus transfer we will organise, otherwise you will have to organise your arrival by yourself and own means to Jarandilla de la Vera by public transport which is not an easy thing (train or bus from Madrid to Naval Moral de la Mata, and from there to Jarandilla de la Vera by taxi). There is a daily bus from Madrid to Jarandilla de la Vera, but it takes almost 5 hours at it stops in many little towns in the middle of the trip.

- **Arrival and accommodation of participants at Don Juan de Austria Hotel (TBC).**
  - <https://www.hoteldonjuandeaustria.com/>
  - <https://goo.gl/maps/UM4BDwNRe75aWrTq9>
- **20.30: Welcome Dinner at Dinner at “Laurel” restaurant, in Jarandilla de la Vera.** <https://laureljarandilla.com/>



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**OCTOBER 2<sup>ND</sup>. 2025 – THURSDAY**

**“WOMEN IN RURAL AREAS. FROM THEORY TO  
PRACTICE”**

**Yuste Foundation. Monastery of Yuste. Cuacos de Yuste**

- **08h30** Meeting at the reception of the hotel and transfer by bus to the Monastery of Yuste – Headquarters of the Yuste Foundation.
- **9h00-9h30. Yuste Foundation. Monastery of Yuste. Opening** by the Head of the Yuste Foundation in Brussels, **Miguel Ángel Martín Ramos**; the mayor of Cuacos de Yuste, **José María Hernández**; the president of the Federation of Women’s Association of the County of La Vera, **Marta Martín Fabian**; and the president of ADICOVER, the Association for the Development of the County of La Vera, and Mayor of Jarandilla de la Vera, **Fermín Encabo Acuña**.
- **09h30-10h00 Conference & Open debate with experts (T7.1)<sup>2</sup>: Women and rural areas. The European approach. (SDG 5, 10, & 11)**
  - **Miguel Ángel Martín Ramos**. Head of the Yuste Foundation in Brussels.
- **10h00–11h00 Open debate with experts (T7.1)<sup>3</sup>: Exchange of Experiences with women Mayors of La Vera county: Women strategies for rural development. (SDG 5, 10, 11 & 16) .**
  - **Marta Martín Fabian**. President of the Federation of Associations of Women of La Vera County. Mayor of Robledillo de La Vera, Extremadura, Spain.
  - **Clara Jiménez Santos**, Mayor of Guijo De Santa Barbara

<sup>2</sup> Open debate about current challenges of European Rural Areas and current European strategies for Rural Sustainable development, including “Smart Villages” and “From farm to fork strategy”.

<sup>3</sup> Open debate about current challenges of European Rural Areas and current European strategies for Rural Sustainable development, including “Smart Villages” and “From farm to fork strategy”.



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- **Nuria Mateos Perianez**, Mayor of Torremenga
  - **María Esperanza Mayero Sánchez**, Mayor of Valverde De La Vera
  - **Feliciana Muñoz Fernández**, Mayor of Gargüera De La Vera
  - **María Dolores Paniagua Timón**, Mayor of Tejada de Tietar
- 
- **11h00-11h30** Coffee break
  
  - **11h30–13h30 Open Workshop with local stakeholders (T7.2)<sup>4</sup>:**  
**Main challenges in rural areas: Facing gender equality, depopulation, demographic change, women emigration and more. (SDG 5, 10, 11 & 12 )** coordinated with the support of Rosa María Salas García (ADICOVER).  
*(We ask partners of the project to be ready to interact and exchange good practices from their territories related with rural challenges and gender mainstreaming)*
    - **Beatriz Fadon**. Head of Asociación Paisaje, Ecología y Género and the initiative VERATÍSIMAS. **Cultivando Igualdad (and other initiatives in La Vera promoted by women).**
    - **Emma Simón Rodríguez y Raquel de la Calle Hidalgo**. Technicians of the Oficina de Igualdad Mancomunada de La Vera (Joint Equality Office. **How to eliminate all forms of discrimination against women and give effect to the right to equal treatment and opportunities for women and men in rural areas.**
    - **María Calero Riveiro**. ADICOVER (ASSOCIATION FOR THE DEVELOPMENT OF THE COUNTY OF LA VERA) – Smart Rural Living. **Inequalities and TIC.**
    - **Clara Jiménez Santos**. Head of the Psychological Support Centre for Victims of Gender-Based Violence in the Community

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<sup>4</sup> Creative workshop with local stakeholders about rural challenges and gender mainstreaming. Participants will exchange good practices from different territories in order to face common challenges.



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of La Vera . Mayor of Guijo de Santa Barbara in the county of  
La Vera. **Facing Gender-Based Violence in Rural Areas.**

- **13h30 Lunch Break. Abadia Restaurant and visit to the municipality of Cuacos de Yuste**  
(<https://www.abadiadeyuste.com/?ref=milanostyle>)
- **15h15 Guided visit of the Monastery of Yuste** – Patrimonio Nacional (National Heritage) & European Heritage Label Site, and to the War German Cemetery of Cuacos de Yuste Cuacos de Yuste. **By Ana Moreno.**
- **17h20 Transfer to El Guijo de Santa Barbara.**
- **18h00 Rural Deep Dive (T7.4)<sup>5</sup> – and Workshop: From Farm to Fork -Responsible Consumption and Production & Other projects promoting equal gender opportunities in La Vera.**  
**Assembly hall of the Town Hall of Guijo de Santa Bárbara**  
(Salón de actos del Ayuntamiento de Guijo de Santa Bárbara) **(SDG 5, 11 & 12).**
  - **Laura Arroyo & Susana Dauden.** Technicians of the Foundation Entretantos. Proyecto La Vera nos Alimenta.
- **20h30 Rural Deep Dive (T7.4)<sup>6</sup> - Dinner at "Laurel" restaurant, in Jarandilla de la Vera.** <https://laureljarandilla.com/>

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<sup>5</sup> Exploring and visiting rural area of La Vera, including good practices about social innovation and gender equality.

<sup>6</sup> Exploring and visiting rural area of La Vera, including good practices about social innovation and gender equality.



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## WOMEN'S GOOD PRACTICES AND STRATEGIES FOR RURAL DEVELOPMENT

Palacio de los Manrique de Lara. Pasarón de la Vera

- **09h00.** Meeting at the reception of the hotel and transfer to Palacio de los Manrique de Lara, Pasarón de la Vera. Activities **coordinated with the support of Julia Martín Herrero.**
- **09h30–11h30** Palacio de los Manrique de Lara. Pasarón de la Vera. Round Table and Open Workshop with local stakeholders (T7.2)<sup>7</sup>: **Women entrepreneurs in La Vera. (SDG 4, 5, 10, & 11)**
  - **IDIOMATUR - Tourism for rural development.** Ana Moreno.
  - **DOP Pimentón de la Vera (Paprika from La Vera) and Cereza de La Vera (Cherries from La Vera) – Natural resources for Rural Development –** Pilar Díaz Flores.
  - **AL NORTE – Slow food in rural areas and sustainable consumption.** Ruth Vicente.
  - **AUPEX – Developing Digital Competences for (women) employment in rural areas & other business.** María de los Ángeles Martín.
  - **LAS GALLICOLAS - Crafting & Designing. Hands for rural happiness and development.** Elisabeth Muñoz y Virginia Muñoz.
- **11h30-12h00** Coffee Break offered by the woman collectives of Pasarón de la Vera.
- **12h00-13h30** Rural Deep Dive (T7.4): **Leather Craft Workshop**

<sup>7</sup> Creative workshop with local stakeholders about rural challenges and gender mainstreaming. Participants will exchange good practices from different territories in order to face common challenges.



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- **13h30 Rural Deep Dive (T7.4): Lunch of “Migas Veratas & More”**, at hotel/restaurant **La Casa de Pasarón** (<https://pasaron.com/es/>) , and good practice example by **Susana Ayala Lanciano**, of a rural business lead by a woman. **(SDG 5 & 12)**.
- **15h30** Return to Jarandilla de la Vera.
- **16h00-17h00 Ideas Market (Exploring ideas and initiatives for rural sustainable development, taking into account gender mainstreaming. (SDG 5, 10, 11 & 12 )**. Interpretation Center and Museum “Los Escobazos”<sup>8</sup>:

Ideas generation workshop about generating ideas for rural sustainable development with an special emphasis on the gender mainstreaming.

(We ask partners of the project to prepare a short 5 minutes presentation and over all main projects and strategies developed in their countries, regions or municipalities to face challenges faced by women in rural areas: depopulation, demographic change, women immigration, development of Smart Village approach (and development of digital competences for women) and sustainable communities, promoting responsible and sustainable consumption, development of women employment, or fostering active women participation on decision making processes **in rural areas**, and LEADER projects mainly focused on women participation and empowerment <sup>9</sup>.

- **17h00-18h00 Development of Practical guidelines on how to include the gender perspective in sustainable development initiatives. (T7.4 & MS1)<sup>10</sup> Interpretación Center and Museum “Los Escobazos”<sup>11</sup>. Coordinated by Lorena Pérez Sánchez. UNED Denia.**

These guidelines will be developed collaboratively by all project partners, drawing on the conclusions of WP4, 5, 6 and 7."

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<sup>8</sup> <https://losescobazos.com/museo/>

<sup>9</sup> The LEADER approach is a European Union initiative for rural development that uses a participatory, bottom-up methodology to empower local communities to shape their own development strategies.

<sup>10</sup> Ideas generation workshop about generating ideas for rural sustainable development with an special emphasis on the gender mainstreaming.

<sup>11</sup> <https://losescobazos.com/museo/>



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- **18h00 Presentation of the Interpretation Center of the Museum “Los Escobazos” by Almudena Pérez Sánchez, Technician of the Center.**
- **18h15 – 19h15. Rural Deep Dive (T7.4): Encounter with the Asociación de Mujeres de Jarandilla de la Vera – Flor de la Jara (SDG 5, 10, 11 & 12). (María Eloísa Trancón y Nicole María Plante). Best practices in training and support for municipal cultural projects, including the Routes of Emperor Charles V.**
- **19h15 19h35 Coordination Meeting of the project. (SDG 5, 10, 11 & 12)**
- **19h35. Free time.**
- **20h30 Rural Deep Dive (T7.4): Dinner at Restaurante El Labrador in Jarandilla de la Vera**  
(<https://laveracaceres.com/restaurantes/casa-de-comidas-el-labrador-jarandilla-de-la-vera/> ).



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## OCTOBER 4<sup>TH</sup> - SATURDAY

- **08h30** Departure of the participants by bus to Madrid airport (arrival estimated around 11h30).

Please, when organizing your flight back, take into account that the airport is at 3 hours driving (by bus) from Jarandilla de la Vera, where you will lodge so better to book your flight back in the late morning (after 13h00) or in the afternoon.



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## CONTACT PERSONS AND ORGANISERS

### **MIGUEL ÁNGEL MARTÍN RAMOS (EN-ES-FR-PT)**

Yuste Foundation. Head of Brussels Delegation  
Vicepresident of the Jean Monnet Association  
+34 630843821  
[miguel.martin@fundacionyuste.org](mailto:miguel.martin@fundacionyuste.org)

### **ROSA M<sup>a</sup> SALAS GARCÍA (EN-ES-FR)**

ADICOVER  
Association for the Development of La Vera County. Cuacos de Yuste,  
(Cáceres)  
Extremadura - SPAIN  
Tfno: / +34 +34 661 65 38 61 / +34 927 172264  
Email: [rosa@adicover.com](mailto:rosa@adicover.com)

### **JULIA MARTÍN HERRERO (ES)**

Vicepresident of the Federation of Associations of Women of La Vera county  
in Extremadura region, Spain  
Tlf. +34 617 09 43 57  
Email: [julygrena3@gmail.com](mailto:julygrena3@gmail.com)

### **MARTA MATÍN FABIEN**

Vicepresident of the Federation of Associations of Women of La Vera county,  
and Mayor of Robledillo de La Vera, in Extremadura region, Spain  
Tlf. +34637858374

### **MARIA JOSÉ MURIEL**

Yuste Foundation. Activities  
+34 657 28 42 35  
[mariajose.muriel@fundacionyuste.org](mailto:mariajose.muriel@fundacionyuste.org)



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## PARTNERS OF THE PROJECT



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UNIVERSITATEA DE ARTE  
DIN TÂRGU MUREŞ  
MĂROSVÁSÁRHELYI  
MŰVÉSZETI EGYETEM



## COLLABORATORS FOR THIS ACTIVITY

