



## CASTILLA Y LEÓN

RESINEXPERIENCE

# CONNECTING WITH THE EARTH AND ITS CAREGIVERS

SHARING EXPERIENCE WITH RURAL PEOPLE AND RESIN PRODUCERS

1. Lack of economic dynamization, increasing rural depopulation and youth unemployment are only some of the challenges that rural agricultural municipalities face. Moreover, the hidden socioeconomic value of natural resins is often unknown to those local administrations that directly own it.



3. Through an online platform and trees mobile sensors, the user can create routes, obtaining live information on the environment (resin practice, environmental issues, culture of the territory, hospitality information, shopping ...) as well as sharing and planning trips with the platform community.

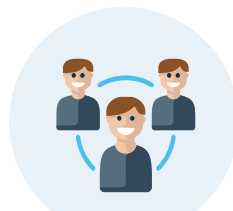
2. RESINexperience aims to recognize and promote the fragile figure of the resin producer, offering marketing support so that their activity is stable in the territory and over time.

## HOW TO IMPLEMENT TECHNOLOGIES IN THE RESIN SECTOR: TIPS FOR SUCCESS!



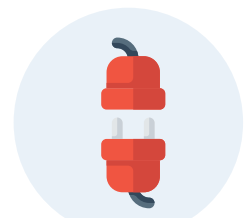
### ATTRACTIVE DESTINATIONS

The resin sector is uniquely connected with local natural landscapes and traditional village history. However, it is often unknown to outsiders. Resinexperience aims to promote the importance of traditional resin extraction by creating attractive tourist destinations.



### LOCAL TEAM

The team is local, made up of people directly linked to the local territory such as village inhabitants, environmental officers, resin workers and technology experts. Resinexperience support local employment halting rural depopulation.



### TRADITION AND TECHNOLOGY

Connecting tradition and technology help in revitalizing resin areas and in creating an economically and environmentally sustainable future.

**RESINexperience aims to provide a stable work opportunity for local residents, offering support to resin municipalities that wish to valorize their resin tradition through sustainability and local tourism branding .**



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