





EXperiential **T**Ourism for sustainable **R**ural development


Project number: 2023-1-IT01-KA220-VET-000154283

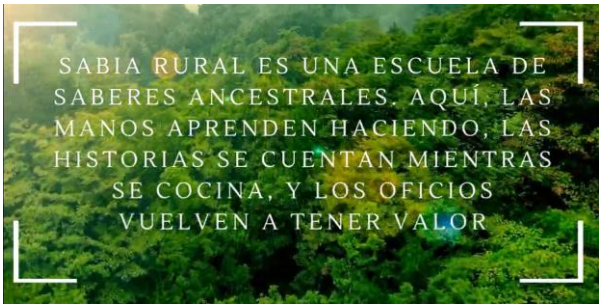



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Factsheet

<p>1. Business name & logo</p>	<p>Sabia Rural (Rural Wisdom) School of Ancestral Knowledge</p> 
<p>2. Brief description</p>	<p>Sabia Rural is an educational and regenerative rural tourism initiative that offers hands-on experiences rooted in ancestral wisdom. Through immersive workshops in small historic villages, it revives and shares traditional knowledge such as herbalism, pottery, weaving, ancestral cooking, and ecological self-sufficiency. It aims to reconnect people with their roots and promote sustainable learning and living in rural areas</p> 

<p>3. Key services/products/ experiences</p>	<ul style="list-style-type: none"> ● Weekend workshops and seasonal residencies on rural crafts and knowledge ● Courses on herbalism, natural cooking, adobe building, traditional weaving, etc. ● Cultural immersion experiences with local rural communities ● Intergenerational learning events connecting elders and youth ● Thematic festivals celebrating rural culture 
<p>4. Target audience</p>	<p>Eco-conscious travelers, educators, families, rural activists, young people seeking meaningful reconnection with nature and craft, and cultural tourists interested in community-based learning.</p>
<p>5. Sustainability aspects</p>	<p>Sabia Rural promotes sustainability by:</p> <ul style="list-style-type: none"> ● Reviving traditional, low-impact lifestyles ● Generating employment for rural elders and craftspeople ● Revaluing cultural heritage and intangible rural knowledge ● Encouraging slow tourism and local economies ● Offering eco-educational alternatives to conventional travel

<p>6. Key Statistics & achievements</p>	<ul style="list-style-type: none"> ● Active in over 6 villages in Castilla y León ● More than 30 workshops held since 2021 ● 200+ participants, aged 15 to 70 ● Collaborations with rural associations, VET schools, and cultural centers 
<p>7. Contact information</p>	<p>Email: info@sabiarural.org Website: www.sabiarural.org Location: Castilla y León, Spain</p> 



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