

## NATIONAL AWARD FOR INNOVATION FOR RURAL WOMEN IN SPAIN

[The Riojania initiative](#) in Munilla, directed by Esther Lorente, has won the National Award of Excellence for Innovation for Rural Women. This award, created in 2010, is organized by the Ministry of Agriculture of Spain to promote the visibility of the activities carried out by women, given their importance for the population to remain in the territory.

In granting the award, the Ministry of Agriculture considered that this activity is focused on biodiversity preservation, on economic boost to job creation and the promotion of cultural and social aspects of territorial development.



Young company in the tourism sector, located in Munilla in the Biosphere Reserve of La Rioja, Riojania is dedicated to high level of rural tourism. It offers facilities created in rehabilitated folds and different outdoor initiatives. Its innovative character comes from its exclusive spaces, associated activities related to culture, gastronomy, divulgation and sustainability and a franchise model that has created various trademark registrations. Among the offered products, the company also organizes various courses: language immersion, advertising photography, Reiki and painting. Its brand Riojania increased the quality of life of the rural population through its tourist and cultural offer.



Declared as Biosphere Reserve by UNESCO in 2003, the Rioja Region which includes the valleys of Leza, Jubera, Cidacos and Alhama, in 2013 met the tenth anniversary and the local actors involved are doing balances in view of renewed commitments. The great innovative value of MAB UNESCO Programme (Man and Biosphere) in fact, that promotes an important international network of biosphere reserves, is the focus on local communities developing the valorisation and the protection of natural resources in their territories.



In this framework the rural women award granted to the company Riojania emphasizes the leading role that women play around the world to enhance the resources of the territories, to make them attractive and contrast the phenomena of abandonment and emigration.



The Award of the Ministry of Agriculture of Spain, which could be easily replicated in other interested countries, contribute to sustainable development of rural areas and valorise original and innovative initiatives implementing business models based on sustainable management of rural resources and



creating new sources of employment. Moreover, the winning initiatives are formally associated with the National Rural Network, which promotes innovative and successful experiences in rural areas, to spread his approach both nationally and internationally.

**To know more**

[Riojania webpage](#)

[Article in Conciencia Eco](#)

[Article in Ministry of Agriculture webpage](#)

[La Rioja planning](#)

[La Rioja brand and sectors](#)

[Rioja photos in Flickr](#)

[Man and the Biosphere UNESCO Programme](#)

