



LA XARXA BY AETHNIC

**SINGULAR**  
**EXPERIENCES**  
**TO REDISCOVER**  
**THE TERRITORY**

Do you want to be part of the *marketplace*?





**INDEX**

# What will you find here?

[Who are we?](#)

[What is La Xarxa?](#)

[Who is part of it?](#)

[Our experiences](#)

[We want you there!](#)

[Ways to participate](#)

[Seal of quality by La Xarxa](#)

[Get in touch with us](#)

# Who are we?

Since its foundation in 2006, the Aethnic Association has been working on the development and promotion of initiatives based on **Responsible and Sustainable Tourism** criteria, with the aim of transforming conventional tourism models by moving towards **more fair, responsible, and inclusive forms of travel**.

In 2021, **La Xarxa** was born. The goal of this initiative is to promote a new way of **experiencing the cultural and associative fabric of the Catalan land**, by promoting a tourism committed to local culture and identities. La Xarxa relies on the principles of global justice and respect of the environment.

We are a group of people from all over the associative sector, who wants to ensure that tourism leaves the smallest possible ecological footprint, and on the contrary, benefits local communities and their inhabitants as much as possible. But we can't do it alone. Therefore, we can already count on the support and collaboration of social entities, public administrations, organizations and collectives of good governance.

**And you too can play a fundamental role.**



# What is La Xarxa ?

Experiences that inspire, educate,  
impact and promote the common  
good.



**The meeting point between society and the different local agents, public entities, companies, associations and initiatives of the social economy that collaborate and make La Xarxa by Aethnic a reality.**

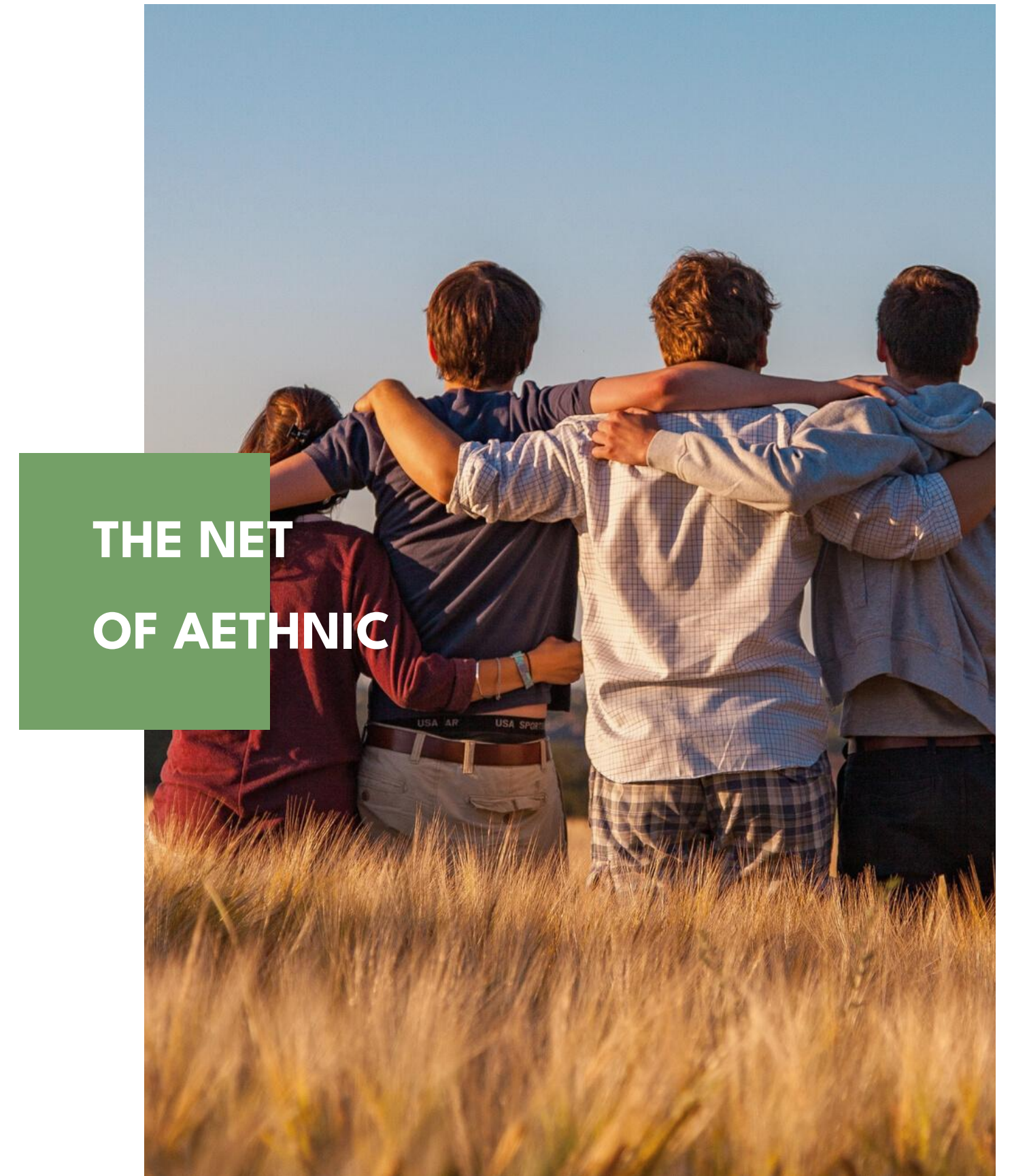
# What is La Xarxa?

The Responsible and Sustainable Tourism Network (La Xarxa) is a project that aims to co-create, from proximity, interesting experiences for visitors and travelers that allow them to discover the true essence of Catalonia from a responsible and sustainable perspective.

We want to strengthen the link between the different initiatives of the Social and Solidarity Economy (ESS) of the territory and that are committed to the Sustainable Development Goals (ODS) of the UN.

La Xarxa makes available its digital marketplace, a catalog of creative and unique experiences to rediscover the territory.

We promote Responsible and Sustainable Tourism (TRS) in Catalonia as a key tool to strengthen and grow the Social Economy.



**La Xarxa's marketplace**

**A NETWORK THAT SUPPORT EACH OTHER AND THAT PROMOTES, WITH ITS UNION, THE ACHIEVEMENT OF ECOSOCIAL TRANSITION OBJECTIVES.**

**WE REINFORCE RESPONSIBLE SUSTAINABLE TOURISM AND THE ACHIEVEMENT OF THE SDGs**





## **PROXIMITY**

We promote a model of proximity tourism that answers the ecological transition.



## **SUSTAINABILITY**

We take responsibility of valuing natural resources and its conservation.



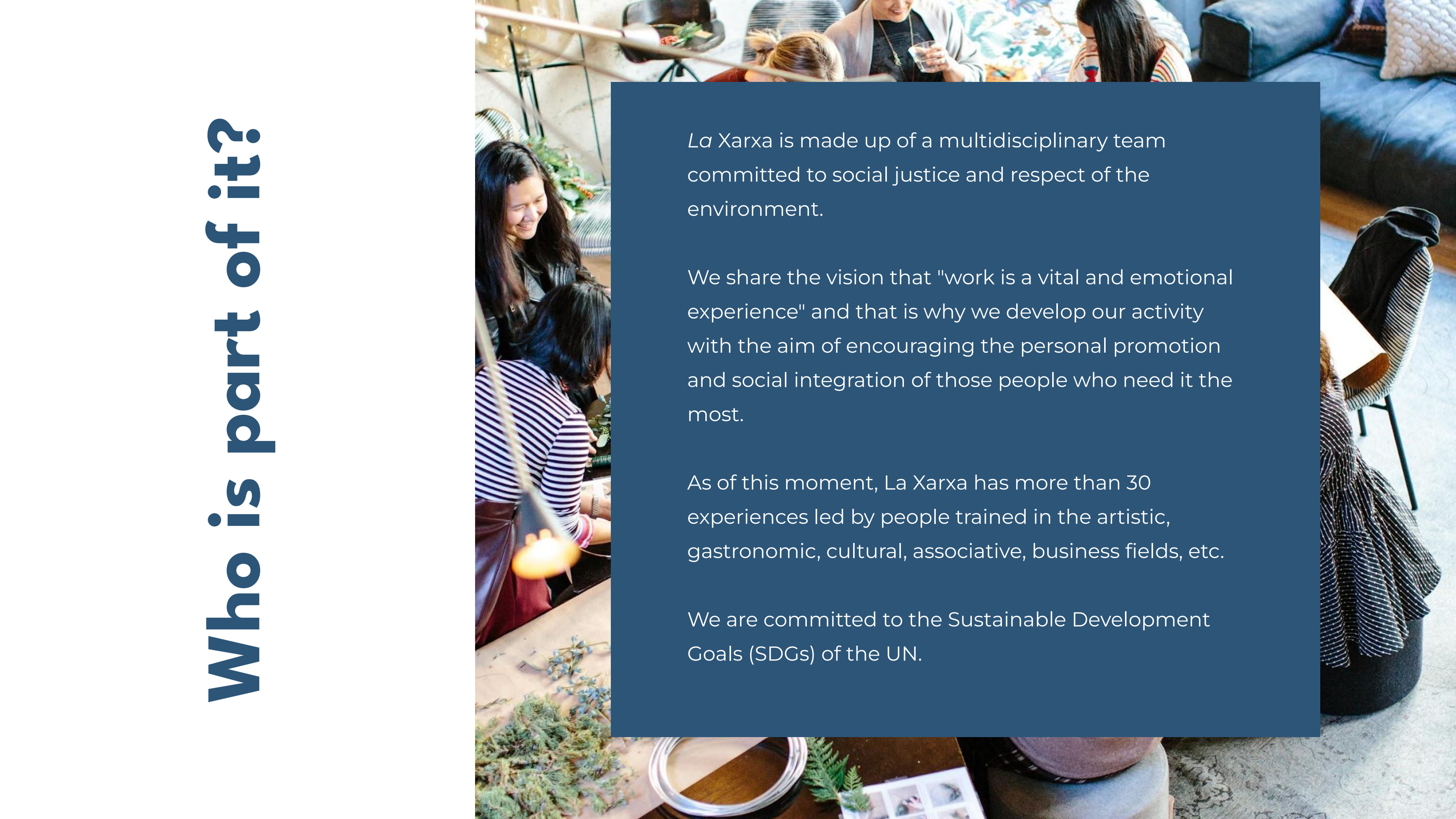
## **SOCIAL JUSTICE**

Together we create new imaginatives tourism fundamentals based on the social and solidarity economy.

A large green rectangular overlay with white text, set against a background of a mountain landscape with a hiker. The text reads: 

**A NEW WAY OF  
EXPERIENCING  
THE TERRITORY**

# Who is part of it?



*La Xarxa* is made up of a multidisciplinary team committed to social justice and respect of the environment.

We share the vision that "work is a vital and emotional experience" and that is why we develop our activity with the aim of encouraging the personal promotion and social integration of those people who need it the most.

As of this moment, *La Xarxa* has more than 30 experiences led by people trained in the artistic, gastronomic, cultural, associative, business fields, etc.

We are committed to the Sustainable Development Goals (SDGs) of the UN.





**The experiences that  
make up La Xarxa are  
co-created by locals from  
Catalonia and have the  
common goal of  
enhancing the cultural  
and natural heritage of  
the territory.**

## **Our experiences**

We show you a glimpse of the  
diversity of experiences that make  
up the Aethnic Network.



**Workshop on deep  
ecology and artistic  
expression at Celler  
de Ter.**

# Nature's messages

***Unique experience in Les Guilleries (Girona)  
that unites nature and artistic expression.***

This begins with a walk in a very special environment, the Torrent de Becdejú chestnut grove (the Celler de Ter).

Surrounded by nature, exercises of sensory perception, communication and artistic expression are carried out to connect with the environment from the conscience, while getting to know an emblematic natural area of Catalonia.


The activity is completed with a final artistic work, to embody the emotions that nature awakens and the chromatic spectacle of the area.

# Discover the Battle of the Ebro

*A guided tour that will take you into one of the most decisive historical moments of the Spanish Civil War.*

The experience takes place in Corbera d'Ebre, the town most affected by the bombing and Franco's artillery. During the day, the visitors will get to know the most emblematic places of the Battle, see the ruined houses and pine forests full of shrapnel, and learn about the cruelty of the conflict and the legacy it has left on the people and the land.

At the end of the visit, the participants will be able to enjoy a taste of local products.



**The Battle of the Ebro,  
as never seen before,  
explained to you.**

# Trip to Grandma's Shop

Learn about the trade of 1900 on the Carretera de Sants and Creu Coberta.

*Dramatized route through the old trade of Hostafrancs-Sants (Barcelona).*

Through this experience, participants will learn about the history of the neighborhood and its most representative and symbolic shops.

It is a pleasant, fun and dynamic activity outside of the touristic areas of the city, that promotes local exchange and Barcelona culture.

All along the way, visitors will be able to taste local products made in the said establishments.





**Introduction to the world of domestic sustainability.**

# ***Your Integral House***

***A whole experience, taking place in a cheerful and relaxed atmosphere, to dive into the world of domestic sustainability, regenerative development and learn to apply the principles of Permaculture in the personal, familial and domestic sphere.***

This experience lasts a day, and combines workshops on the use of water, food, biomaterials and energy, and several "mini workshops" showing the importance of a regenerative design in a family home.

This also includes a sampling of local products, and the option to extend the experience with a lunch in amazing surroundings.



**Wild plants and snacks  
between forests.**

# **An Ethnobotanical excursion**

**Excursions around the territory to identify, in a relaxed and calm environment, seasonal edible wild plants and learn about their medicinal, gastronomic and nutritional uses.**

Strolls for all kinds of public, to walk and get to know the territory better, understanding its particularities and its needs in order to act accordingly.

The participants will live a transformative experience in the woods and enjoy a vegan snack at the end the day, or cooking workshop in the wild.

# Craft Beers' tasting

Local beers committed  
to culture and the  
environment.

*Discover Barcelona's first workshop on craft and  
organic beers.*

Through this experience, visitors will dive into the world of beer and learn about the raw materials, machinery and processes used to achieve a top quality product.

At the end of the presentation, they will taste 3 types of beers and learn to differentiate the nuances of their aromas and flavors.



# Regenerative experience in the Delta

Discover the essence  
of the Ebro Delta.

## *How did our ancestors grow rice?*

Through this experience, visitors will attend different activities to learn about the history, formation and geology of the Delta, and will enjoy workshops linked to the traditional cultivation of rice and basic resources used by our ancestors.

They will learn how to make rice by hand, perform popular games and step on the rice with their bare feet.







**We want you  
there!**

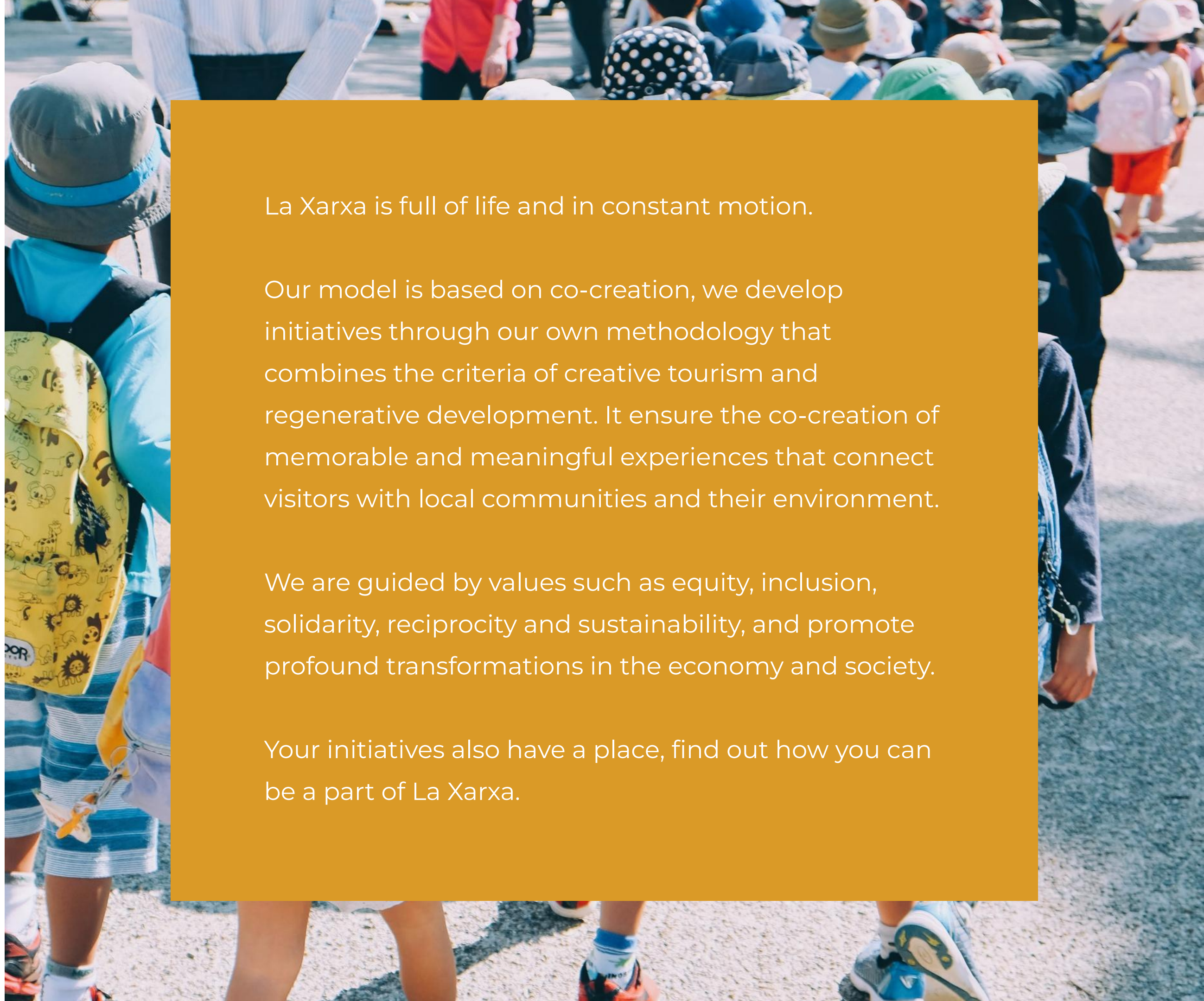
**We want you there!**

La Xarxa is full of life and in constant motion.

Our model is based on co-creation, we develop initiatives through our own methodology that combines the criteria of creative tourism and regenerative development. It ensure the co-creation of memorable and meaningful experiences that connect visitors with local communities and their environment.

We are guided by values such as equity, inclusion, solidarity, reciprocity and sustainability, and promote profound transformations in the economy and society.

Your initiatives also have a place, find out how you can be a part of La Xarxa.





# Participate

## **COOPERATION**

The experiences of La Xarxa must allow the production of dynamics of inter-cooperation between organizations in order to improve scalability, and promote the achievement of common goals.

## **COMMITMENT TO THE ENVIRONMENT**

The experiences of La Xarxa must promote the active participation of local communities and value the specificities of the place in which they are developed, both tangible and intangible elements. They must acknowledge, respect and promote the identity of the place in which they develop, whether it is at the neighborhood, district or city level.



# Participate

## **ORGANIZATIONAL MODEL**

The collaborating members of La Xarxa must operate in a democratic and participatory manner, and must promote models of self-management and self-determination in the economic field.

They must have a clear purpose of social transformation and must promote the diversity of relationships, interculturality and good governance.

## **GENDER MATCH**

The experiences of La Xarxa must include a gender perspective, they must support the reconciliation of women's work with their personal and family life.

They also must ensure the full participation of women and equal opportunities in the organization, the development and leadership of initiatives



# Participate

## **WORK QUALITY**

The experiences of La Xarxa must contribute in reducing economic inequalities, they must take place in protected and safe working environments, and they must promote the respect of the human rights and fundamental freedoms of all the people involved.

## **NATURAL ENVIRONMENT**

Practices for improving environmental sustainability and for the preservation and regeneration of natural ecosystems.

The experiences of La Xarxa must promote the change of paradigm towards the ecological transition.

# Seal of quality

We have our own Quality Seal which guarantees that the proposed experience meets all the aforementioned criteria.



Som **Xarxa**  
Som **territori**

---

Experiència validada  
per **AETHNIC**

**All the experiences, projects, entities and initiatives that are part of La Xarxa have been validated by the entity and the multidisciplinary team that promotes the project.**

**We follow our own criteria that are based on values such as equity, inclusion, solidarity, reciprocity and sustainability, and all initiatives must promote profound transformations in the economy and society.**

# Get in touch with us

[laxarxaaethnic.org](http://laxarxaaethnic.org)

[laxarxa@aethnic.org](mailto:laxarxa@aethnic.org)

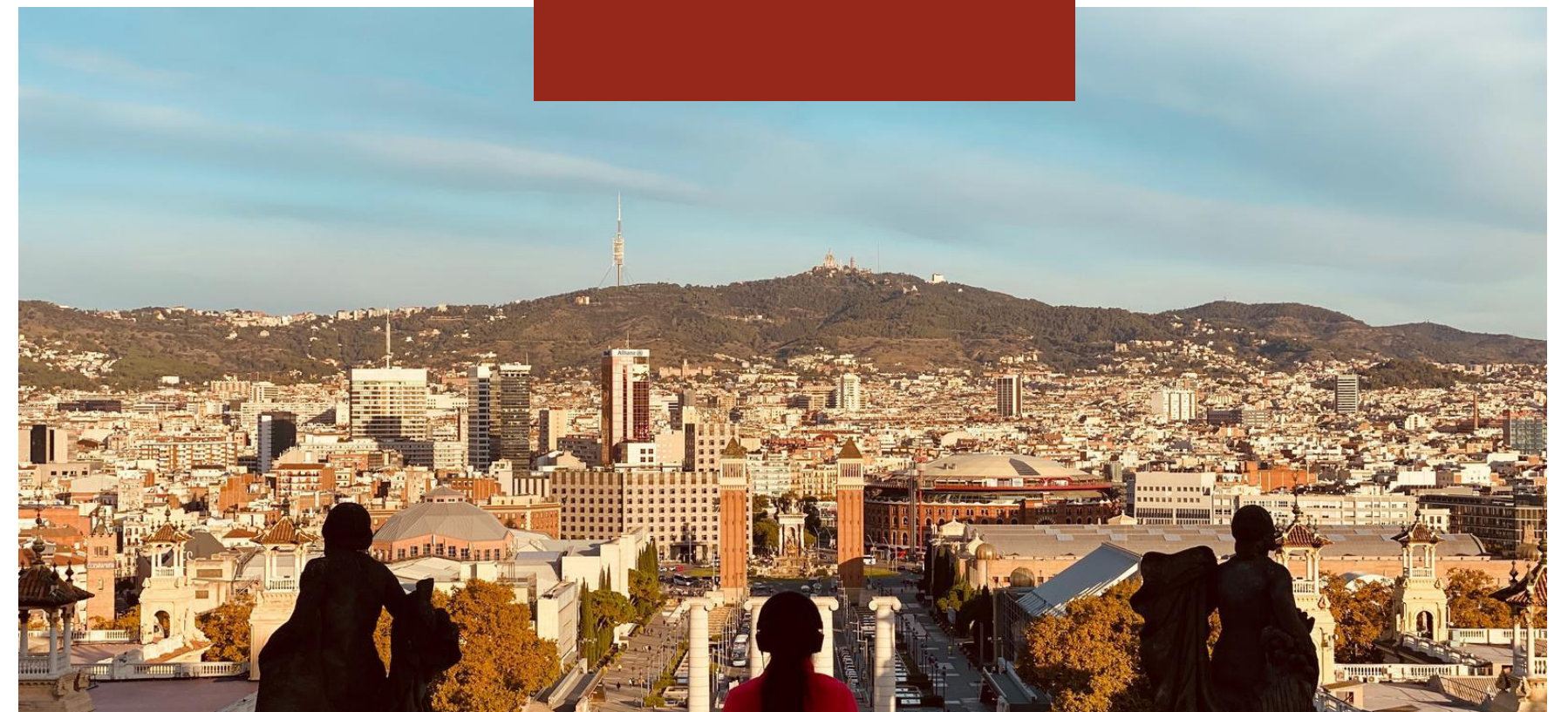
Contact us at +34 637 952 010 ,  
from Monday to Friday from 9 a.m. to 6 p.m.

Follow us on Instagram:

[instagram.com/laxarxadaethnic](https://www.instagram.com/laxarxadaethnic)



**THANKS!**





Supported by:



With the financement of:



Promoted by:

