



## ``CONTREBANDIERS`` : A cross-border route steeped in history

A sports project aimed at promoting mountain biking and trail running, as well as shared culture and heritage between the regions of Sobrarbe, Aure and Louron, using historic cross-border routes.













## Partners

### **Asociación Empresarial Zona Zero.**

En Avda. Ordesa, 5, 22330 Aínsa (Huesca).

[https://zonazeropirineos.com/Association Saint-Lary Aure Athlétisme.](https://zonazeropirineos.com/Association Saint-Lary Aure Athlétisme)

At the Tourist Office, 37 Rue Vincent Mir, 65170 Saint-Lary Soulan (France).

<https://www.saintlary.com/ete/offres/club-des-sports-saint-lary-soulan-fr-ete-3757051/>

## Objectives

- Develop cross-border cooperation between the valleys of Sobrarbe, Aure and Louron through the creation of a sporting event.
- Create an internationally recognised sporting event based on environmental sustainability values, with the participation of public and private organisations from the regions.
- Generate economic value in the region through existing sporting facilities and infrastructure.
- Promote sports and nature tourism on both sides of the border.

**Dates** : 01/06/2022 – 30/06/2023

**Budget** : 25 000 €

## Project actions

- **BRANDING:** creation of a logo for the event, along with promotional videos and branded materials.
- **RACE MANAGEMENT:** ensure the deployment of safety and logistics teams on both sides of the Pyrenees.
- **CULTURAL NARRATIVE:** conduct a research study to define the narrative and its historical and/or cultural context.

## Results

- Creation and development of a sporting event delivered across two editions (October 2022 and June 2023).
- Engage public stakeholders (11 municipalities) and private actors (4 sports associations and clubs) on both sides in delivering a cross-border event. Generate an estimated economic impact of around €200,000.
- Promote sports and nature tourism on both sides of the border