

Curricular note

Rui Simão

Rui Simão has been the Executive Director of the Aldeias do Xisto Tourism Development Agency (ADXTUR) and Coordinator of the Network's Endogenous Resources Economic Enhancement Program (PROVERE) since 2009.

He has been a councillor on the Pampilhosa da Serra City Council since 2021, taking on the roles of Territorial Innovation, Forestry, Tourism and Cooperation Networks, among other areas.

He graduated in Regional and Urban Planning from the University of Aveiro in 2002, where he was a researcher in Strategic Territorial Planning for 8 years.

Among many projects launched over the last 20 years, the following stand out:

- the creation of the Aldeias do Futuro Network, a village revitalization project supported by the New European Bauhaus.
- the creation of the Travessa Integrated Landscape Management Operation in Pampilhosa da Serra.
- the certification of the Schist Villages as a Starlight Tourist Destination by the Starlight Foundation of the Canary Islands Astrophysics Institute.
- the creation of the Geoscope project - Fajão Astronomical Observatory.
- the coordination of the Agricultura Lusitana project, a Craft+Design project with which the Schist Villages represented Portugal in various international forums.
- the creation of Bookinxisto, the first platform for booking accommodation, experiences and restaurants, exclusive to the territory, with fair trade and no intermediaries.