



MEET & MATCH forum

Together we move mountains!

21-22 March 2017 | Milan | Italy

Results of thematic session E



“Name your mountain” session

The aim of this session was to start an **exchange among participants** on the status of activities and initiatives in the Alpine area in each of the seven specific objectives of the programme, and to **identify challenges and needs** for cooperation.

Based on a **mountain-shaped template**, the participants were invited to fill in their name, institution and field of expertise, as well as to formulate the challenge they identified for the Alps. The participants then took turns to introduce themselves and their “mountain“, before placing it close to another mountain with a related challenge so as to constitute a mountain range on similar topics.



“Name your mountain” session

My mountain (Challenge for the Alpine Space)	Untapped resources for green growth	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
JS Interreg Alpine Space		Environmental management

My mountain (Challenge for the Alpine Space)	Alpine community Least developed peripheral areas	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Education and cultural sport institutions		

My mountain (Challenge for the Alpine Space)	Create an Alpine Identity	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Polo Poschiavo		Education, culture, tourism

“Name your mountain” session

My mountain (Challenge for the Alpine Space)	Valorisation and activation of Walser’s cultural tradition and values	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Maria Giusani Bernasconi Foundation (Varese Italy)		Local public funding, Erasmus+, Creative Europe

My mountain (Challenge for the Alpine Space)	Valorisation of cultural assets for local development	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Piemonte Region		Cultural assets

My mountain (Challenge for the Alpine Space)	Urgent need for young people to be better informed and made more aware of their natural heritage	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Regionalmanagement Burgenland – Austria		Development of nature park schools in Burgenland

“Name your mountain” session

My mountain (Challenge for the Alpine Space)	Develop new value chains with enterprises from diff. sectors (tourism + others)	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Veneto Region + University of Venice		<ul style="list-style-type: none"> - Economics of tourism - Sustainability

My mountain (Challenge for the Alpine Space)	Available and clear touristic route link to cultural heritage	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Municipality of Vercelli		Project manager

My mountain (Challenge for the Alpine Space)	Anti mountain depopulation goal: sustainable tourism through sport	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Comune Biella, Agenda digitale Biella		Coordinating planning projects

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My mountain (Challenge for the Alpine Space)	Increase tourism flow in low season or in less-known destinations	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Chambre de commerce italienne de Lyon (FR)		Destination management training, business cooperation with touristic operators

My mountain (Challenge for the Alpine Space)	Respect and enhancement of Alpine culture(s) and identities by tourist businesses	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Auvergne-Rhône-Alpes Tourisme		Tourism development

My mountain (Challenge for the Alpine Space)	Depopulation of mountains, adaptation of tourism sector, big predators & local population	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Euknow		EU funds, best practices, networking/coordination

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My mountain (Challenge for the Alpine Space)	Diffused and sustainable development of touristic artifacts and experiences	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Istituto Superiore Mario Boella (ISMB)		Design thinking, living lab, digital development, service design

My mountain (Challenge for the Alpine Space)	Adaptation tourism sector	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
JS Interreg Alpine Space		Environmental management

My mountain (Challenge for the Alpine Space)	Avoid marginalisations of rural area in the Alps	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Foundation Grand Paradis		Sustainable tourism in protected area

“Name your mountain” session

My mountain (Challenge for the Alpine Space)	Use of natural/by-products materials	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Veneto Region		Rural development

My mountain (Challenge for the Alpine Space)	Better awareness through a better education	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Lombardy Foundation for the Environment		Environ. protection, climate change, environ. education

My mountain (Challenge for the Alpine Space)	Building alliance among tourism players in the Alps to face worldwide competition	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Auvergne-Rhône-Alpes Region Coleader AG EUSALP		

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My mountain (Challenge for the Alpine Space)	Valorisation of rural areas attractiveness of mountain territories	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Olos Group		

My mountain (Challenge for the Alpine Space)	Valorisa natural inheritance	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Fondazione E. Mach		Vegetal biodiversity

My mountain (Challenge for the Alpine Space)	Sustainable tourism: creating of quality nature-oriented touristic offers in protected areas	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Regionalmanagement Burgenland		Managing of protected areas

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My mountain (Challenge for the Alpine Space)	Find was to grow tourism in a sustainable way and focus on cultural heritage and identity	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
Touring Club Italiano		Tourism

My mountain (Challenge for the Alpine Space)	Sustainable trails and bikers education	
Expedition team (Institution represented)	Name of mountaineer (Representative)	Summits climbed (Field of expertise)
IMBA Italia and IMBA Europe		Mountain bike trails and tourism



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