

Interreg Alpine Space “BeyondSnow” project Kick-Off Meeting

23-24.01.2023 – Eurac Research, Italy

Andrea Omizzolo

Philipp Corradini

Institute for Regional Development - Eurac Research (LP)



Interreg



Co-funded by
the European Union

Alpine Space

BeyondSnow

WELCOME OF PROJECT PARTNERS

short round of presentations

Eurac Research

Institute for Regional Development

PP01 - Lead Partner - WP1 leader

ITALY
South Tyrol



Andrea Omizzolo
PM – OCP - COMM



Philipp Corradini
PM – COMM - SUPP



Stefania Lochmann
FM



Filippo Favilli
SUPP

OBSERVERS

Permanent Secretariat of the Alpine Convention

IDM Südtirol - Alto Adige

IER - Institute for Economic Research of the Chamber of Commerce of Bolzano

OITAF - International Organization for Transportation by Rope

Val di Fassa Tourism Board

Legambiente Lombardia Onlus

Regional office

PP02 - WP3 co-leader and communication coordinator

ITALY
Milano,
Lombardy



Marina Focarile
Project Manager



Simona Colombo
Project Coordinator



Cinzia Pescechera
Communication Manager



Andrea Causo
Financial Manager



Damiano Di Simine
Scientific Coordinator



Lorenzo Baio
PWA Manager

PWA

Piani d'Erna - Lecco is a mountain locality at an altitude of 1350 m. In the 1960s, ski lifts and slopes were built operated until 2005, but were dismantled in 2020. Today, the locality needs to develop its tourist potential and to enhance its position between the Lake Como and the Orobic mountains.

OBSERVERS

- **Cariplo Foundation**
- **CIPRA Italia** (International Commission for the Protection of the Alps)
- **ERSAF** (Regional agency for services to agriculture and forestry of Lombardy Region)
- **Lecco Municipality (LC)**

PWA

Piani d'Erna – Lecco





Politecnico di Torino



UNIVERSITÀ DI TORINO



Interuniversity Department of Regional and Urban Studies and Planning
Excellence MIUR 2018-2022

Interreg



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BeyondSnow

Alpine Space

DIST Department Polytechnic of Turin

PP03 - Project Partner - WP1 co-leader

ITALY
Piedmont
Region



Federica Corrado
Coordinator



Luigi La Riccia
Senior Researcher



Erwin Durbiano
Senior Researcher



Gemma Santoro
Junior Researcher



Politecnico di Torino



UNIVERSITÀ DI TORINO



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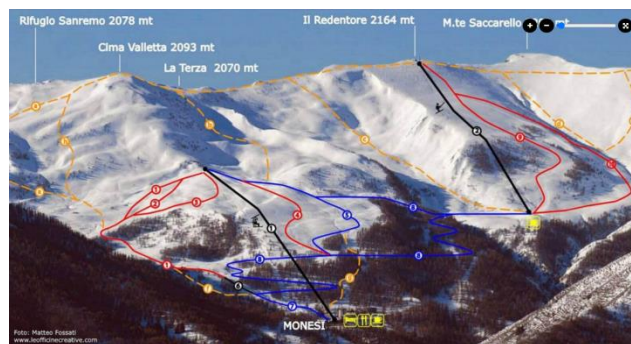
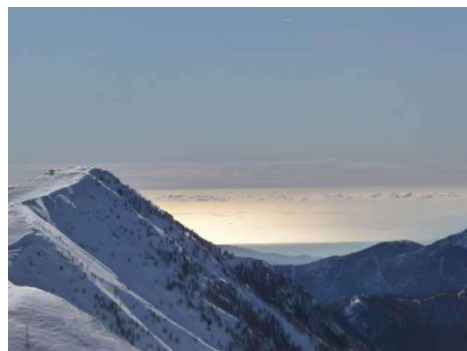
BeyondSnow

Alpine Space

PWA

Monesi di Triora (Alpi liguri)

A small ski resort (1400-2200 m a.s.l.), born in the 50s among the highest mountains of Liguria. Today there are problems with snow cover, fragmentation of governance and absence of a future vision.



OBSERVERS

Regional Natural Park of the Ligurian Alps



Città Metropolitana di Torino

Rural and Mountain Development Department

PP04 - Project Partner - WP2 Co-leader



Elena Di Bella
PM



Francesca Roagna
ADMIN, FINANCE



Alberto Pierbattisti
SUPPORT



Anna Rinaldi
SUPPORT

PWA

Ala di Stura & Balme

Ala di Stura and Balme are two small neighbouring towns in the Ala Valley, one of the three valleys that converge on Lanzo Torinese.

Ala di Stura (1 080 m. above sea level) is a popular tourist centre, equipped with various winter sports facilities.

Balme (1 432 m. above sea level) is known for the presence of water sources considered of great value, and there is also a ski lift.

The paved road that starts from Balme leads to the vast plateau of Pian della Mussa, with a view of the imposing peaks of Uia di Ciamarella and Uia di Bessanese.



OBSERVERS

- 1) Union of Municipalities "Valli di Lanzo and Casternone"
- 2) UNCEM (National Union of Mountain Municipalities Italy)



Mountain Community of Carnia

Local public administration

PP05 - Project Partner

ITALY

Friuli Venezia Giulia



Michele Colusso
PM



Patrizia Gridel
ADM

Giulia Pillinini
CM

Michel Zuliani
ADM



PWA

PRADIBOSCO ski area – PESARIIS/PRATO CARNICO

- between 1.135 and 1.245 mt asl;
- 0,8 km of slopes;
- 1 lift transports the guests;
- renewed in 2018



OBSERVERS

ARPA FVG - SOC OSMER e GRN:

Agency for Environmental Protection of Friuli Venezia Giulia

PROMOTURISMO FVG

Destination Management Organization
of Friuli Venezia Giulia

EGTC Alpine Pearls Ltd

PP06 – Project Partner

AUSTRIA
Carinthia

PWA

Hinterstoder

Hinterstoder is Upper Austria's only Ski World Cup resort and a pearl of the Alps. Alpine skiing is the jewel in the crown of Hinterstoder. Winters with less and less snow make plan B even more necessary for a resort like Hinterstoder, which has built its international reputation precisely around alpine skiing.

Development Agency for Upper Gorenjska

PP07 - Project Partner

SLOVENIA
Gorenjska



Klemen Klinar
OCP, PM, PWA



Neli Penič Slapšak
COMM, SUPPORT



???
FINANCE, ADMIN



PWA

Bohinj

- Julian Alps, Triglav National Park
- 4 small and 1 medium ski centres (550-1800 m)
- 1 abandoned ski centre
- heavy reliance on natural snow

OBSERVERS

Slovenian Tourist Board

Turizem Bohinj - Public Institute
for the Promotion of Tourism

Association of Slovenian Cable
Car Operators

Slovenian Hiking&Biking
Association

Arctur computer engineering

Tourism 4.0

PP08 – Technological partner

Main focus - RAM Resilience Decision-Making Digital Tool

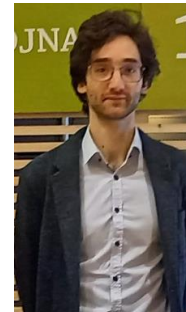
Slovenia
Goriška
region



**Dr Urška Starc
Peceny**
Tourism 4.0 lead
Project supervision



Katarina Ceglar
Deputy Head of
Tourism 4.0
Project manager



Andraž Orehar
TIM/AAT product
manager
Technology
development

Supporting PWA from Ragor

OBSERVERS

- 1) The University of Maribor,
Faculty of Tourism
(academia)
- 2) Alpine Association of Slovenia
(national cluster org.)
- 3) Skladnost d.o.o.
(SME in Alpine region)

Deggendorf Institute of Technology

European Campus Rottal-Inn / Tourism department

PP09 – Project Partner - WP2 leader

GERMANY
Lower Bavaria



Marcus Herntrei
Project responsible



Karmen Mentil
Project management



Nicole Stadtmüller
Project staff member

PWA

Ski area of “Großer Arber” in the destination Bavarian Forest

Altitude 1.456 m, 13 km slopes, 9 lifts, family-friendly, cross park, tobogganing 1.2 km, good snow conditions due to the geographical location, modern snow making system, 90 km cross-country skiing, winter walkways, restaurants, huts, ski services (courses, rental, storage)

OBSERVERS

- Tourism association of East-Bavaria with the destination Bavarian Forest
- Ministry of Economic Affairs of Bavaria

METABIEF SKI RESORT

Syndicat Mixte du Mont d'Or

PP10 - Project Partner

FRANCE
Jura



Philippe ALPY
President



Olivier ERARD
Director

PWA

METABIEF SKI RESORT

Mid-mountain resort (between 900 and 1,400 m altitude) impacted by global warming and engaged since 2016 in a transition process.

Metabief is a pilot site in France for its methods of systemic transformation of complex models applied to a tourist destination.

OBSERVERS

Région Bourgogne Franche-Comté

Banque des Territoires

Commissariat du Massif du Jura



Schweizerische Arbeitsgemeinschaft für die Berggebiete
Groupement suisse pour les régions de montagne
Gruppo svizzero per le regioni di montagna
Gruppa svizra per las regiuns da muntogna

Interreg



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Alpine Space

SAB Swiss centre for Mountain Regions

Institute for Regional Development

PP11 - Project Partner - WP3 leader

Switzerland



Peter Niederer



Thomas Egger

PWA Sattel Hochstuckli



OBSERVERS

Christian Vigne, Director

Ente Turistico Regionale del

Moesano

Community Network “Alliance in the Alps”

PP12 - Project Partner

GERMANY
Bavaria



Katharina Gasteiger
PM, PWA



Kathrin Holstein
Comm, PWA



Susanne Felzmann
Admin, Finance

PWA

Balderschwang / GER

- located in Allgäu, 387 inh.
- highest mun. in Germany
- known as very snow-secure destination in German Alps
- Cross-border cooperation with 3 mun. from AUT

OBSERVERS

- Bavarian Ministry of Economic Affairs, Regional Development and Energy
- Bavarian Centre for Tourism
- Municipality of Balderschwang
- CIPRA International
- ÖAV – Austrian Alpine Association

Association de Promotion de la Fabrique des Transitions (APFDT)

PP13 - Project Partner

FRANCE

APFDT will bring its expertise in methodology around systemic transition, thanks to a strong experience in accompanying territories since years. Methodology covers the following matters : territorial diagnosis, cooperation, citizens' involvement, elected people empowerment, learning communication, agora, peer-to-peer, leading the change, policies' evaluation, dissemination,...



Benoit Nenert
Mountain Project
Manager



Jean-François Caron
Director



Irwina Marchal
Communication
Manager



Anne-Louise Nègre
Resource Manager

PROJECT GOALS, ISSUES & COMMUNICATION

key aspects of the projects

Project main info

Project priority:

Climate resilient and green Alpine region

SO 1.1

Promoting climate change adaptation and disaster risk prevention, resilience, taking into account ecosystem-based approaches

Duration:

36 months

The project in a nutshell

Enhancing the Resilience of

Alpine Space small medium-altitude

Snow Tourism Destinations (STDs) and Communities

facing climate change (CC) issues,

especially regarding the diminishment of snow coverage.

In addition to the ecological impacts,
small medium-altitude **snow tourism destinations** (STDs)
and their communities must also consider the
socio-economic consequences of this change.

Aim

The project aims to

increase the socio-ecological climate resilience of STDs

to enable them to retain or even increase

their attractiveness for residents and tourists.

Transition paths

Thanks to awareness-raising activities,
citizens and decision-makers at different technical and
political levels will be involved in
socio-economic concrete transition paths.

The **13** project partners will develop
an innovative and easy to use

Resilience Decision-Making Digital Tool (RDMDT),

which will be made freely available and
publicly accessible for the Alpine community.

Project Outcomes

1. Final version of the Resilience Adaptation Model (RAM)
2. Pilot Actions for RDMDT implementation and resilience enhancement of the PWAs
3. Policy recommendations for Alpine Convention, EUSALP & EU

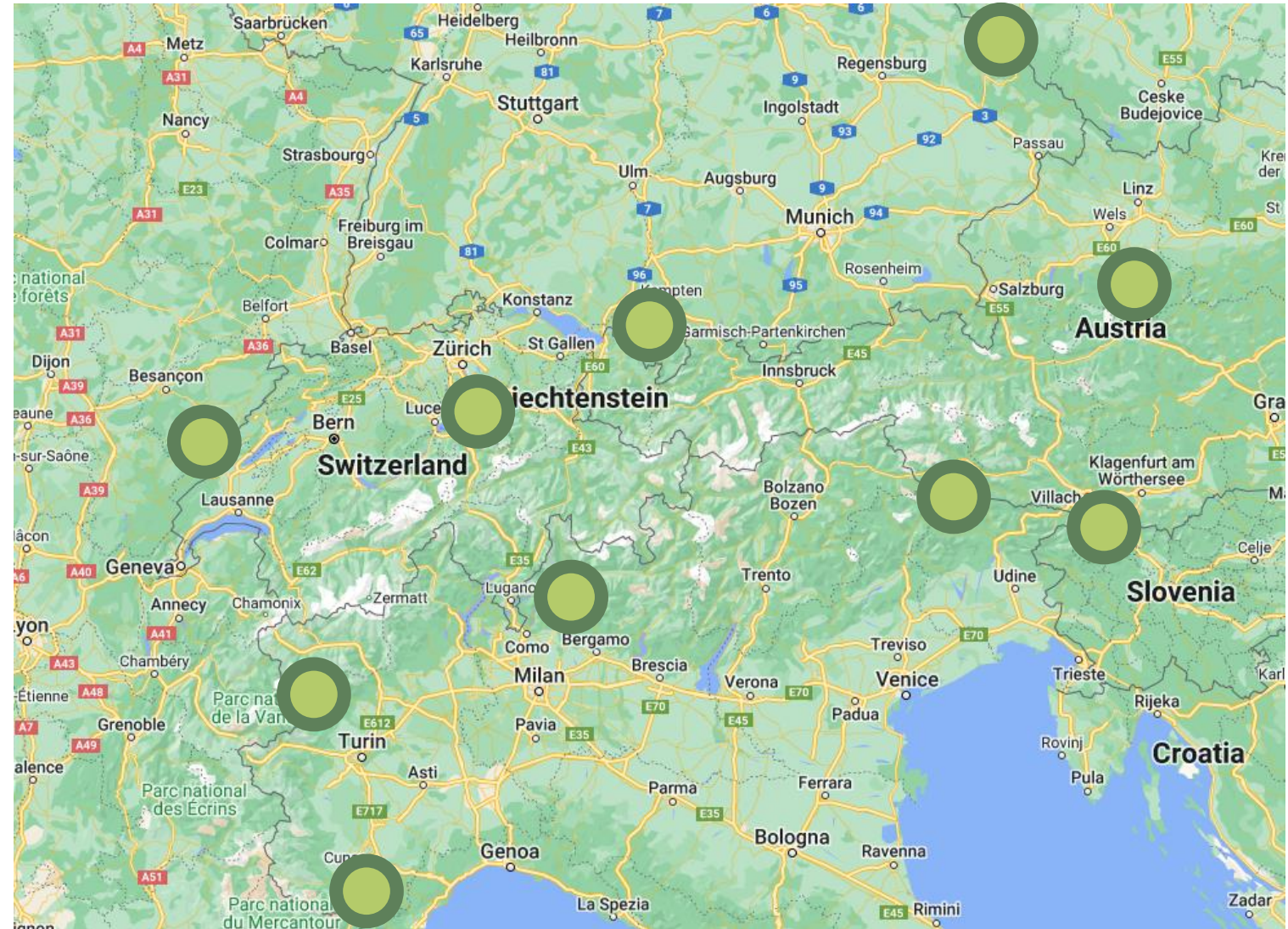
13 partners from 6 alpine countries

Nr.	ACRONYM	COUNTRY	NAME IN ENGLISH
LP	EURAC	IT	Eurac Research
PP2	LEGAMBIENTE	IT	Legambiente Lombardy Aps/Onlus
PP3	POLITO	IT	Polytechnic University of Turin
PP4	CMTO	IT	Metropolitan City of Turin
PP5	CARNIAMOUNT	IT	Mountain Community of Carnia
PP6	PEARLS	AT	EGTC Alpine Pearls
PP7	RAGOR	SI	Development Agency for Upper Gorenjska
PP8	ARCTOUR	SI	Arctur Computer Engineering d.o.o.
PP9	DIT	DE	Deggendorf Institute of Technology
PP10	METABIEF	FR	METABIEF Ski Resort
PP11	SAB	CH	Swiss Group for Mountain Regions
PP12	AidA	DE	Community Network “Alliance in the Alps”
PP13	FABTRA	FR	Fabrique de Transitions

10 Pilot Working Areas (PWA)

10

very different in
typology,
altitude, current
status...





public authorities, environmental associations, regional and local tourist boards, ropeway companies and associations, chambers of commerce, representatives of local economies , etc.

- Involved in all activities
- Invited to discussion and decision-making meetings
- Access to all relevant documents and data
- Recommendations
- Active involvement in PWAs

The **Permanent Secretariat of the Alpine Convention**
is one of our Observer

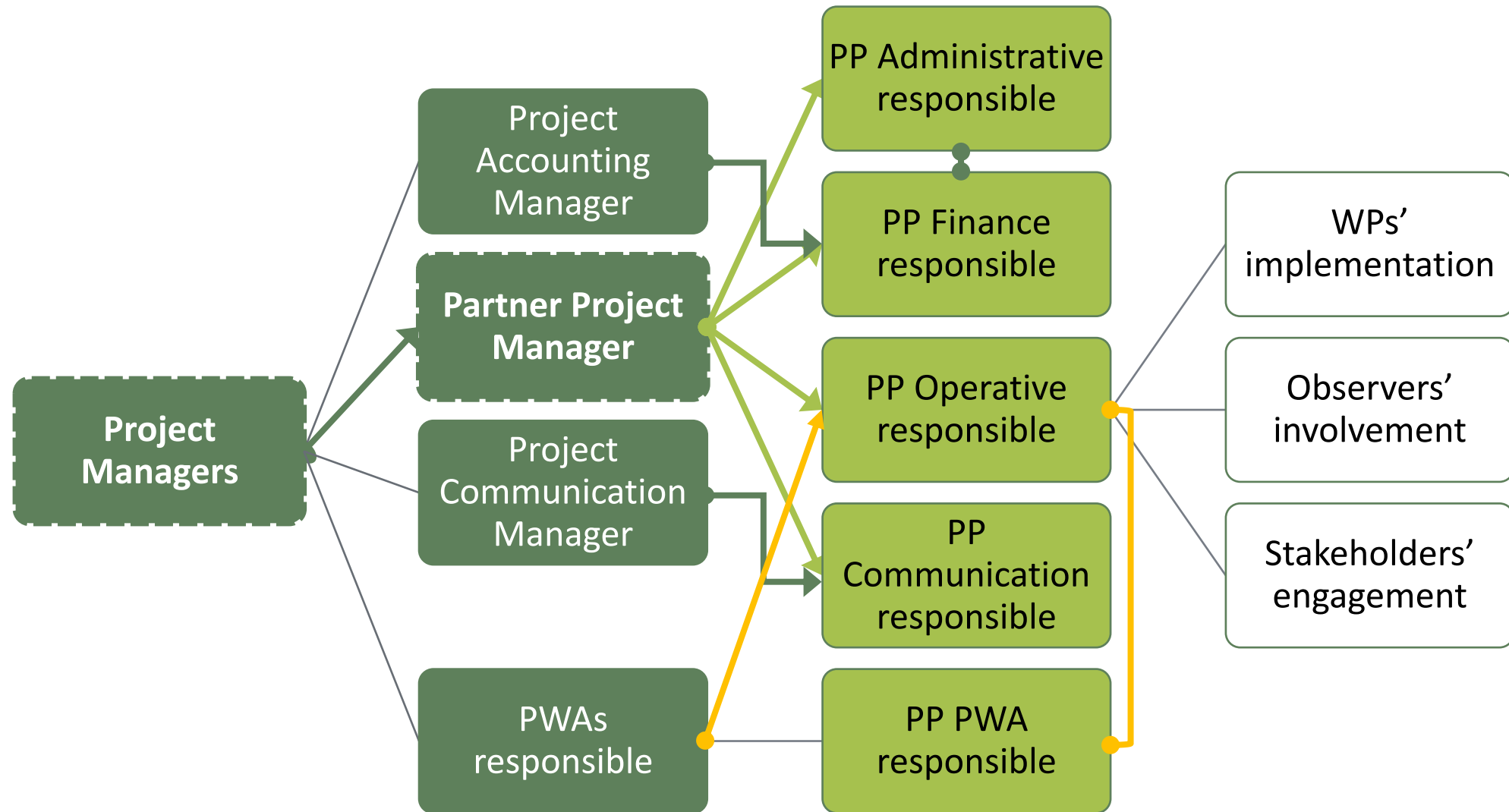
Strong connection with the **EUSALP AG2**

- Involved in all relevant activities
- Invited to discussion and decision-making meetings
- Sharing data and results
- Organisation of joint events

Next dates

DATE	Event
17/04/23	PPs Meeting
30/04/23	RP1 deadline
16/10/23	PPs Meeting
31/10/23	RP2 deadline
15/04/24	PPs Meeting
15/04/24	Mid-term meeting
30/04/24	RP3 deadline
14/10/24	PPs Meeting
31/10/24	RP4 deadline
14/04/25	PPs Meeting
30/04/25	RP5 deadline
26/09/25	Final Conference of the project
27/09/25	PPs Meeting
31/10/25	RP6 deadline – end of the project

Team structure



Work plan & PP Responsibilities

Workplan is based on AF

Per WP: 1 WP leader and 1 WP co-leader

Per Activity: 1 Activity leader and 1 Activity co-leader



WP leaders communicate with the Activity leaders and are responsible for the WP Outputs

Activity leaders communicate especially with all involved and interested PPs and are responsible for the deliverables

PPs Responsibilities

Project Manager: LP - EURAC

Project Finance Manager: LP - EURAC

Project Communication Manager: PP02 – LEGAMBIENTE

WP1: WPL LP – EURAC; WP Co-Leader PP03 - POLITO

WP2: WPL PP09 – DIT; WP Co-Leader PP04 - CMTO

WP3: WPL PP11 – SAB; WP Co-Leader PP02 - LEGAMBIENTE

beyondsnow @ eurac.edu

<https://www.alpine-space.eu/project/beyondsnow/>

  *coming soon*

Contacts

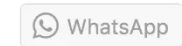
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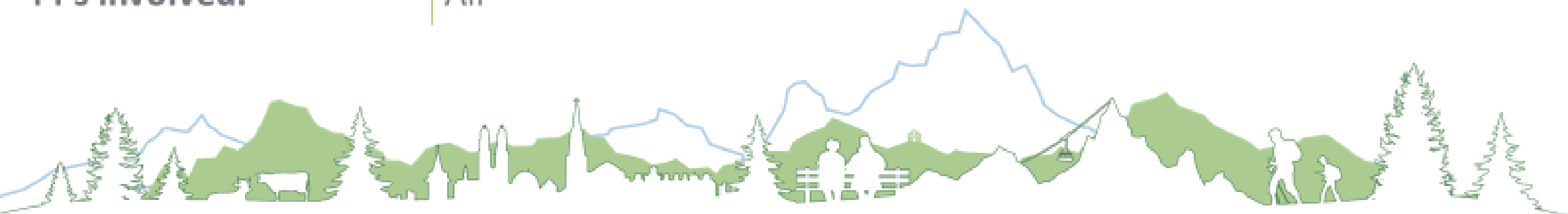


WP1/2/3

Communication & Dissemination

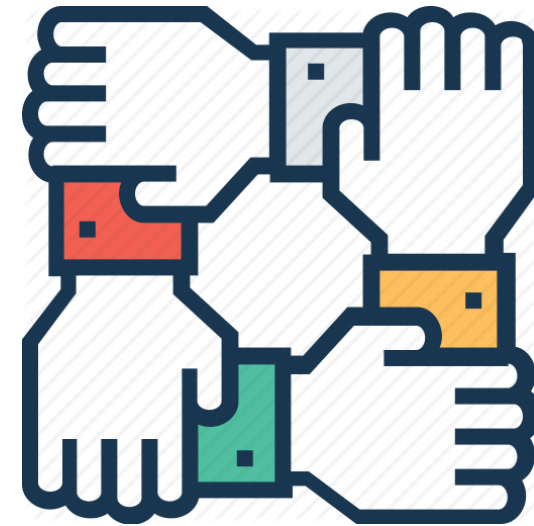
Communication Leader: PP2 (LEGAMBIENTE)

PPs involved: All



BeyondSnow Communication

In BeyondSnow, the interaction between project's activities and communication is very closed. Communication and dissemination have also a functional role, especially to **capitalise and share knowledge, facilitate local/regional networks creation, data collection, users' engagement** in the Pilot Working Areas and activities. Exchange of information will make alpine communities stronger and more resilient.

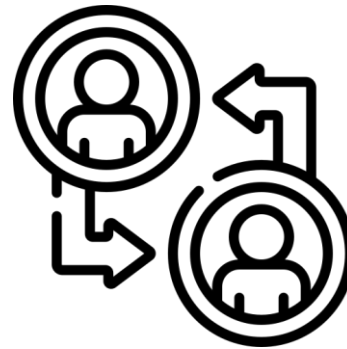


Our Communication Goals: a summary



RAISE AWARENESS

on CC issues, their effects on environment, social & economic fabric and especially on sustainable development alternatives.



SHARE KNOWLEDGE, EXPERIENCES & INFO

on CC issues, effects of lack of snow coverage, vulnerabilities indicators, sustainable development alternatives, use of data driven strategic planning.



PROMOTE ENGAGEMENT

within PWA and toward PA.



ADVOCATE & INFLUENCE POLICIES

and economical choices for the AS area promoting eco-system based approaches.

Visual Identity & coordinated image



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Alpine Space

BeyondSnow

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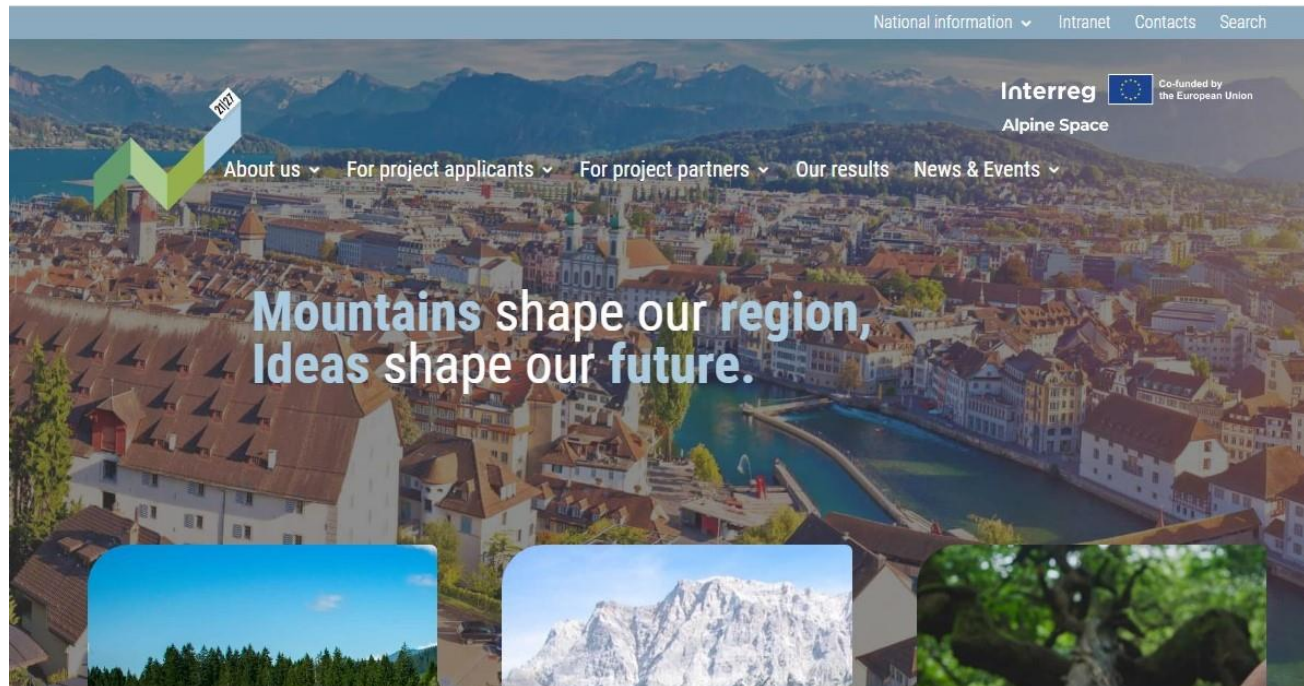
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BeyondSnow

Alpine Space



BeyondSnow Official Website



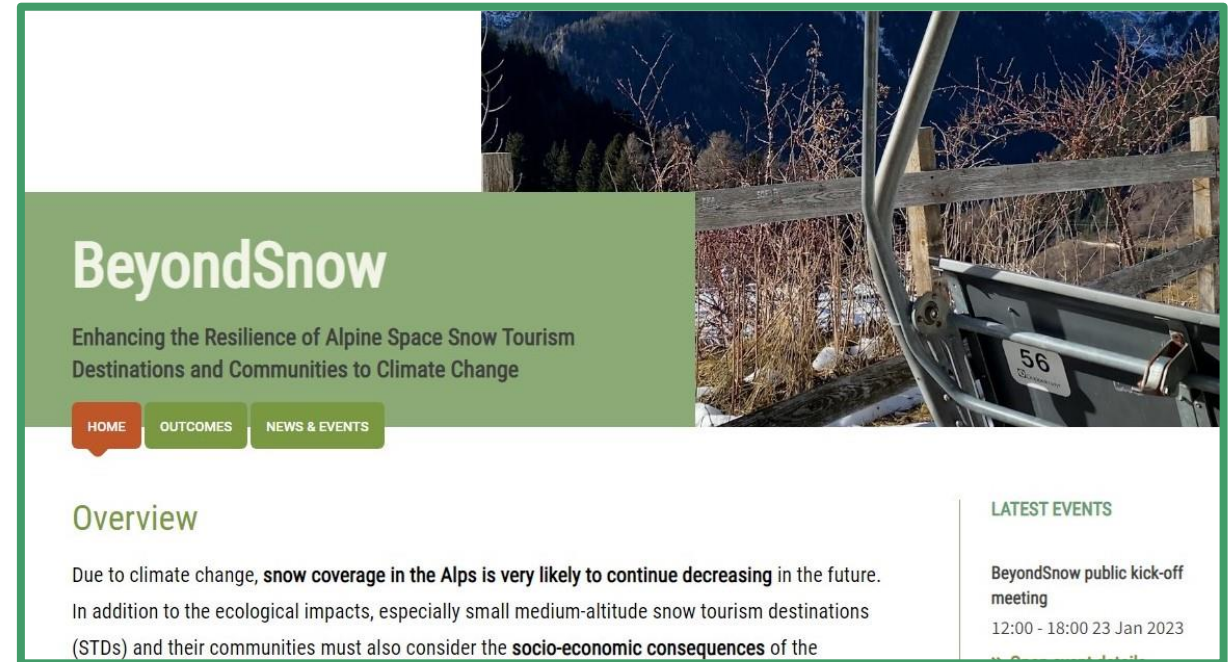
BeyondSnow website will be part of the Interreg Alpine Space platform.
(<https://www.alpine-space.eu/>)

It will be the common space in which information, news and resources by all BeyondSnow Partners will be shared.

BeyondSnow Official Website

What you will find

- > General information
- > Pilots information
- > Outputs
- > Resources (in English & Partners' languages)
- > News
- > Events calendar
- > Pictures and videos



<https://www.alpine-space.eu/project/beyondsnow/>

Press office activities

➤ **National/Institutional Press Releases**
Every year Partners will share in their own Country 2 press releases (6 in total) to update national media and interested stakeholders on BeyondSnow general project and findings.

➤ **Local Press Releases**
Each Partner will also share 2 press releases every year (6 in total) with local local and regional media on pilot areas or other specific topics.



Press office activities

Press Kit

A press kit will be available on request for journalist, bloggers and interested stakeholders by February.

- project's general presentation
- pilot activities information
- logos and useful images from project's area.



Press office activities

➤ Media Partnership, collaborations, digital PR

If you are a journalist, blogger or a social media creator interested in mountains and environment and want to follow BeyondSnow activities... let's keep in touch!



Newsletter

Every 6 months a **quality Newsletter** will be produced by **BeyondSnow Partners** to share important news, findings and updates with stakeholders, target groups, interested journalists and citizens.



Social Media

BeyondSnow will be on **Facebook** and **Instagram**. A space to share information, news, updates and more on single pilots and relevant topics.



BeyondSnow Alps



beyondsnow_alps



#climatechange #ecologicaltransition #snowtourismdestinations
#smallcommunities #futuresnowless #alpinespace



Follow us on Facebook & Instagram, participate actively and share with us your visions, opinions and information about your territory.

Thank you!

Cinzia Pescechera

BeyondSnow Communication Manager, Legambiente Lombardia

cinzia.pescechera@legambientelombardia.it

WP1

Assessment of STD resilience connected to CC, PWA analysis and design of the RAM

WP Leaders: PP01 (EURAC) – PP03 (POLITO)

PPs involved: All



WP1: Objectives

- Evaluation of the relation between CC induced current/future lack of snow coverage and possible socioeconomic effects on Alpine SDTs as well as their vulnerability and resilience
- In-depth analysis of the PWAs
- Design of the RAM

WP1: Expected Output

Final version of the Resilience Adaptation Model (RAM)

Based on data collected and results of WP1 actions, specific in-depth analyses of each PWA, and collected scientific literature, the final version of the RAM encompasses the **theoretical, methodological, and practice-oriented basis** for the assessment, development and strengthening of Alpine STD resilience to CC.

Its primary objective is to function as a STD resilience guideline for PWA and AS practitioners, its secondary is to serve as the conceptual basis for the RDMDT in WP2.

WP1: Activities & Deliverables

A1.1 - Evaluation of the changing climate conditions and future Alpine STD scenarios

D.1.1.1: Report on the effects of climate change on the AS STDs

D.1.1.2: Vulnerability map of Alpine STDs

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP1	RP1	PP01	PP03	PP08, PP09, PP10, PP12	No

WP1: Activities & Deliverables

A1.2 - STD vulnerability and resilience evaluation

D.1.2.1: Conceptual document on AS STD vulnerability and resilience assessment

D.1.2.2: STD adaptation report

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP1	RP2	PP01	PP08	PP03, PP09, PP10, PP13	No

WP1: Activities & Deliverables

A1.3 - PWA in-depth analysis

Piani d'Erna - Lecco (IT, PP2), Monesi di Triora (IT, PP3), Ala di Stura & Balme (IT, PP4), Pradibosco (IT, PP5), Hinterstoder (AT, PP6), Bohinj (SI, PP7), Bayerischer Wald (DE, PP9), Massif du Jura (FR, PP10), Sattel Hochstuckli (CH, PP11), Balderschwang (DE, PP12).

D.1.3.1: Report and database of PWAs tourism system with a special focus on ecosystem-based solutions

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP1	RP2	PP09	PP03	PP01, PP13 PWAs: PP02, PP03, PP04, PP05, PP06, PP07, PP09, PP10, PP11, PP12	YES

WP1: Activities & Deliverables

A1.4 - Design of the Resilience Adaptation Model for Alpine STDs

D.1.4.1: Resilience Adaptation Model compendium in reference to STD CC resilience

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP2	RP3	PP08	PP10	PP01, PP03, PP07, PP09, PP12, PP13	YES

Contacts for WP1

PP01 - EURAC (Institute for Regional Development)

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PP03 - POLITO (Interuniversity Department of Regional and Urban Studies and Planning)

Federica Corrado – [federica.corrado @ polito.it](mailto:federica.corrado@polito.it) - +39 335 6859683

Erwin Durbiano – [erwin.durbiano @ gmail.com](mailto:erwin.durbiano@gmail.com)

WP2

Resilience Decision-Making Digital Tool and Pilot Actions for enhancing the Resilience of STDs to CC

WP Leaders: PP9 (DIT) – PP4 (CMTO)

PPs involved: All



WP2: Objectives

- Conversion of the Resilience Adaptation Model RAM to the Resilience Decision-Making Digital Tool RDMDT and RDMDT participatory field testing and fine-tuning.
- Development of PWA transition strategies and
- implementation of initial concrete actions on an experimental basis.

WP2: Expected Outputs

- Resilience Decision-Making Digital Tool (RDMDT)
- PWA Transition Strategies
- Pilot Actions for RDMDT implementation and resilience enhancement of the PWAs

WP2: Activities & Deliverables

A2.1 - Conversion of the RAM to the Resilience Decision-Making Digital Tool (RDMDT) as well as RDMDT participatory field testing and fine-tuning.

D.2.1.1: RDMDT long-lasting sustainability agreement & plan

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP3	RP4	PP08	PP12	PP01, PP09, PP09, PP13	Yes

WP2: Activities & Deliverables

A2.2 - Implementation of co-design laboratories for the development of transition strategies for strengthening of STD resilience.

D.2.2.1 - PWA transition strategies and scenario analysis regarding their potential long-term impacts

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP3	RP5	PP09	PP13	PWAs: PP02, PP03, PP04, PP05, PP06, PP07, PP09, PP10, PP11, PP12	Yes

WP2: Activities & Deliverables

A2.3 - Pilot implementation of CC resilience-enhancing activities in PWAs

D.2.3.1 - Capitalisation Report for the post-project sustainability of the pilot implementations

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP4	RP6	PP04	PP10	PP13 PWAs: PP02, PP03, PP04, PP05, PP06, PP07, PP09, PP10, PP11, PP12	Yes

Contacts for WP2

PP9 – DIT (Deggendorf Institute of Technology)

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Nicole Stadtmüller – nicole.stadtmueller@th-deg.de

PP4 - CMTO (Metropolitan City of Turin)

Elena Di Bella – elena.dibella@cittametropolitana.torino.it

Francesca Roagna - francesca.roagna@cittametropolitana.torino.it

WP3

WP3 - Awareness Raising Measures for enhancing the resilience of Alpine STDs to CC

WP Leaders: PP11 (SAB) – PP02 (LEGAMBIENTE)

PPs involved: All



WP3: Objectives

- Dissemination of RDMDT
- Awareness-raising among different AS target groups concerning the necessary enhancement of adaptation and resilience for STDs through sustainable development alternatives also considering ecosystem-based approaches

WP3: Expected Output

Resilience-oriented policy guidelines for AS STDs

Based on the theoretical and practical findings (WP1) and experiences gained within the PWAs (WP2), BeyondSnow delivers specific CC adaptation and resilience-oriented policy guidelines for AS STDs, targeting tourism actors and decision-makers such as e.g., DMOs and regional development agencies. The guidelines also consider the introduction and utilization of the RDMDT (WP2 & WP3) within the decision-making processes of these TGs.

WP3: Expected Output

Policy recommendations for Alpine Convention, EUSALP & EU

The policy recommendations meet the Alpine Convention working group results on CC strategies including Alpine Convention ACB working group and Climate Action Plan 2.0. The recommendations guarantee a result transfer towards EUSALP, especially towards AGs 2, 3 and 6, as well as contributing to the further development of the EUSALP action plan. On the EU-level policy recommendations are developed in the light of the EU strategy for Sustainable Tourism.

WP3: Activities & Deliverables

A3.1 - Stakeholders training on RDMDT and on the necessary enhancement of climate and socioeconomic resilience through sustainable development alternatives for STDs

D.3.1.1 - Visual storytelling report on national/regional capacity building events

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP4	RP5	PP08	PP13	PP01 PWAs: PP02, PP03, PP04, PP05, PP06, PP07, PP09, PP10, PP11, PP12	Yes

WP3: Activities & Deliverables

A3.2 - Resilience-oriented policy guidelines for AS STDs and their dissemination

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP5	RP6	PP11	PP04	PP01, PP06, PP07, PP08, PP12	No

WP3: Activities & Deliverables

A3.3 - “BeyondSnow on tour” roadshow

D.3.3.1 - Visual storytelling report on the roadshow experience, impacts, and results

Start period	End period	Leader	Co-Leader	Further PPs involved	External Experts
RP2	RP6	PP02	PP12	PP13 PWAs: PP02, PP03, PP04, PP05, PP06, PP07, PP09, PP10, PP11, PP12	Yes

Contacts for WP3

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Thank you very much for your attention!