

**International Commission for the Protection of the Alps - CIPRA**  
**Mission Statement**

## **Life in the Alps**

### **What motivates us**

We campaign on behalf of the Alps because we respect their beauty and diversity. They represent a living environment to which we feel strongly attached with the core of our hearts. CIPRA sees itself as being part of the Alps. It is our living and leisure environment and the foundation of our future. It is the focus of our commitment. We understand the importance of the Alps for Europe as a whole; as a recreation environment for visitors and as a reservoir for vital resources such as water, forests and biodiversity. All of these beliefs are driving our motivation to pursue our objectives with dedication and foresight.

### **What we want**

Our efforts revolve around a life in the Alps that is both appealing and worthwhile for our and future generations. A balanced ecosystem and an intact landscape are of the utmost importance. Sadly, both are at risk. We believe that real long-term economic profitability can only be achieved through ecologically and socially sustainable developments. We therefore advocate lifestyles and economic systems that are mindful of nature and natural resources – so that this roof top garden in the middle of Europe is able to flourish and prosper.

### **Who we are**

CIPRA is an autonomous non-governmental, non-profit umbrella organisation that has been committed to the protection and sustainable development of the Alps since 1952. With its international executive office in Liechtenstein, its representatives in seven Alpine states and around one hundred member organisations and institutions CIPRA today represents an important alpine-wide network. From this broad base we are able to play a pioneering role in contributing to solving current problems and upcoming challenges aimed at bringing about a sustainable and ecological future for the Alpine region. The Alpine Convention, launched at CIPRA's initiative, is a guiding principle for the way we think and the way we act. It was signed by the Alpine States and the European Union as a treaty under international law in 1991 and has since provided a platform for cross-border co-operation.

### **What we do**

**CIPRA communicates** in a multitude of languages, providing information to the general public, experts, politicians, the media and anyone with an interest in the Alps. We publicise exemplary projects, criticise undesirable developments, and showcase innovative players and stakeholders.

**CIPRA exerts pressure** on policy makers, industry and authorities, and participates in politically relevant bodies.

**CIPRA brings** people, projects and organisations together beyond the boundaries of language, culture, geography and politics.

**CIPRA takes action.** Through our projects we encourage other players and stakeholders to implement their own ideas.

As an umbrella organisation **CIPRA represents people and organisations** dedicated to life in the Alps.