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NATUM FAUDATION

# LIVING LABS PROTOCOL



## - WORKSHOP 1



8<sup>th</sup> June 2018



## 1. Living Labs –short summary about the project and its activities

The two-year project “Living Labs” (follow-up project “I-LivAlps”) brings together people of different ages and from different Alpine countries to work together on process and know-how on selected topics. The common denominator is a strong commitment to the sustainable development of the Alps at local, national and international level. For a desirable future it is important to set the right course today and to communicate a sustainable use of our available resources. The project focuses on topics such as nature conservation, climate protection, environmentally compatible mobility and regional economic cycles. “Living Labs” is intended to help develop new opportunities and to improve the attractiveness of Alpine regions for young generations. The project approach is participative and based on the principles of co-creation.

## 2. Living Labs → 1<sup>st</sup> HALF OF WORKSHOP 1 (during the program of the conference; 11:00-12:00)

As a kick-off event for "Living Labs" took a place as a part of the annual joint conference of Alliance in the Alps and CIPRA International in Slovenian alpine town Bled.

The topic of the conference was “Tourism and Quality of Life” due to the fact that tourism has brought in last decades many of prosperity and challenges to the Alps.

One of the topics, on which Living Labs project focuses are job opportunities of young generations in Alpine regions. Different job and employment opportunities have represented the main field of discussion of first Living Labs (in following LL) workshop.

**CIPRA ANNUAL  
CONFERENCE 2018**

**When?**  
Date: 25 – 26 May 2018  
Arrival & Departure: 24 – 26 May 2018

**Where?**  
Location: Bled, Slovenia

**Who?**  
4 participants from each Alpine country:  
Austria, Germany, France, Italy, South Tyrol, Liechtenstein/Switzerland and Slovenia



**Finances**  
Project LivingLabs is co-financed by ERASMUS+ and the Natum foundation.

Picture 1: First site of the official letter for chosen participants of CIPRA annual conference and LL workshop

Programm	
<b>Donnerstag, 24. Mai 2018</b>	
18.00	Check-in, Festvina dvorana
19.00	Abendessen für Mitglieder des Gemeindefitzwerks „Allianz in den Alpen“ Vila Prešeren, Vasiška promenada 14, Bled Es sind weitere Tische für Tagungsteilnehmende reserviert. Die Kosten für das Abendessen sind nicht im Tagungsbetrag inkludiert.
<b>Freitag, 25. Mai 2018</b>	
Moderation Katharina Gaststeiger, Allianz in den Alpen und Malsj Ogrinj, CIPRA Slowenien	
8.30	Check-in
9.00	Begrüßung Katharina Conradin, Präsidentin CIPRA International und Marc Nitschke, Vorsitzender Allianz in den Alpen Irena Majcen, Slowenische Ministerin für Umwelt und Raumplanung Markus Reiterer, Generalsekretär der Alpenkonvention
9.30	Der Weg zu einem massereichen Tourismus Jana Apin, GoodPlaces – Verein für nachhaltigen Tourismus/SI
Was macht uns wirklich reich? Lebensqualität in turbulenten Zeiten Kriemhild Büche-Kapeller, Büro für Zukunftsthemen Vorarlberg/AT	
Kaffeepause	
11:00	Plenar-Workshop: Konfliktlinien in Destinationen Einführung in die Problematik durch zwei GemeindevertreterInnen: Katharina Prešernik, Bürgermeisterin von Solčava/SI und Martin Netzer, Bürgermeister von Gaschurn/AT
1.	Destination und Naturschutz Wie entsteht ein Ausgleich zwischen touristischen Angeboten und Schutz von Natur und Landschaft? Sandra Arduino, CIPRA International und Ales Zoster, Triglav Nationalpark/SI
2.	Destination und lokale Wirtschaft Wie können sich Investitionen im Tourismus positiv auf die regionalen Wertschöpfungsketten auswirken? Miro Kristan, PRC Tormin/SI und Cassiano Luminati, Polo Poschavo/CH
3.	Destination und Mobilität Welche Mobilitätsstrategien wirken langfristig entlastend auf Destinationen? Malsj Ogrinj, Martin Netzer und Klemen Langus, Tourismus Bohinj/SI
4.	Destination und Arbeitsmarkt Welche Massnahmen erhöhen die Attraktivität von Arbeitsplätzen im europäischen Sektor? Michaela Hogenboom, CIPRA International und TeilnehmerIn des Projekts „Living Labs“
5.	Gäste und Einheimische Wie können Destinationen den Interessen von Bevölkerung und Gästen gleichermaßen begegnen? Andreas Pichler, CIPRA International, Cristina daia Toris, EURAC/IT, Brigitte Finzer, Netzwerk/AT und Luca Mercalli, NITOU/IT
6.	Destinationsgrenzen vs. Gemeindegrenzen Wie können Gemeinden kooperieren um wettbewerbstauglich zu bleiben? Peter Niederer, Allianz in den Alpen, Marc Nitschke und Katharina Prešernik



Picture 2: Living Labs workshop as a part of the annual conference “Tourism and Quality of Life”



Picture 3: Living Labs workshop coordinators

Workshop began outside in front of the Bled Festival Hall with young and other participants of the Living Labs Project. Workshop coordinators were Michaela Hogenboom, Project manager at Cipro International and Julia Thüringer, CYC Austrian member. After a short introduction of “Conflict line 4: Destination vs. Labour market” there was a debate related to the question “**Which measures increase the attractiveness of jobs in tourism sector?**”. The participants were divided in four working groups within which they were discussing and making notes on the posters. After a certain time they represented highlights of discussion in front of other participants. Results are documented on the following photos and descriptions.



Picture 4: Representation of group results by French Living Labs participant and Katharina Conradin, president of the executive board of CIPRA

LL working group 1 has proposed following measures:

- More opportunities of full seasonality in tourism with an aim to avoid seasonal contracts (e.g. combination of winter and summer tourism with work on the fields in autumn and spring)
- Education of tourists about their behaviour in relationship with local people and their lifestyle
- Presence of political will for achievements and changes in local/national political system
- Involvement of multi generation (e.g. children, adults, pensioners) in tourism (e.g. providing services, making products)
- Use of locally sourced materials for construction
- Use of locally grown food in daily life
- Improvement of better (frame)work conditions and wages for employees
- New activities and diversification of tourist offers for enriching tourism



Represented measures of LL working group 2 are:

- Reduction of seasonal employment
- Providing a multifunctionality of work in order to work through the whole year at the same company/employer
- Regular education of workers about different and relevant kinds of works
- More rights for employees during their work (employer's duty)



Picture 5: Representation of results by Austrian Living Labs participant

Measures of LL working group 3 are:

- Increasement of social integration and identification with the aim to achieve more reasons for local inhabitants to stay/return in their home town
- Providing autorization that provides new and attractive opportunities (e.g. less "low-skilled" jobs, job diversification)
- Improvement of framework conditions with higher wages and qualitative co-working modules



Picture 6: German participant of Living Labs project during representation of working group 3 results

Proposed measures of LL working group 4 are:

- Cooperation instead of competition (e.t. diversity of jobs, high salaries, low costs)
- Formation of trade unions for seasonal work (e.g. products) in tourism
- Regional platforms for local offer support instead of global ones (e.t. [www.booking.com](http://www.booking.com))
- Hotels with “fair pay” principles (e.g. correctly paid workers)
- Goal setting questions → Should off seasons be eliminated or remained? How to behave as a good tourist?



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Picture 7: Kasper Schuler, Swiss participant in Living Labs project and representative of LL working group 4



After outdoor representations of the measures that increase the attractiveness of jobs in tourism sector, we have moved inside in the Bled Festival Hall. Workshop's results were represented by Michaela and Julia, coordinators of LL workshop in front of others.



Picture 8: Representation of the important LL workshop results on the main stage in Bled Festival Hall.





### 3. Living Labs → 2<sup>nd</sup> HALF OF WORKSHOP (after the program of conference; 17:00-18:45)

After the main program of the conference we continued with a Living Labs workshop outside. The main guideline of this part of workshop were collaborations between representatives of National Cipras, young and other participants of Living Labs project. The workshop consisted of following highlights:

- **Representation of Living Labs project** (general information about facts and activities for the year 2018 (current workshop in Bled, Slovenia,...) and 2019 (planned workshop in Liechtenstein,...)).



Picture 9: Living Labs project representation



- **Quick and different energizers for all participants of workshop.** Participants were walking around in the circle and have been making quickly pairs while they were hearing a clap of Michaela's hands. In many rounds they have exchanged their names, country, organisation/work place and three similarities/differences they are having with person in pair. They explained also why they are part of LL project and what they expect from it.



Picture 10: Energizers, important activity of people for getting to know each other

- **Brainstorming about the new ideas of national projects with participants in each country (goal: study visits – first collection)**

Slovenia: The idea is an evolution of storytelling (interpretation) for natural and cultural heritage. The event has the main focus on representation of storytelling and could happen in Koroška region in the North Slovenia (at the farm of youth Slovenian participant). Event should include overnights on barn, apples picking, making apple juice and other activities at the farm. This event should involve only youth participant exchange.



Picture 11: Representation of Slovenian National Idea

Italy: The idea is to listen and check Alpine start-ups to see good ideas, accommodation possibilities, etc. Event should happen in the end of the year and it includes organization of participant's exchange program in two countries.

Austria: The idea is to find out how local people see touristic places and what they are thinking about tourism. Different answers can be given by honest children, busy shopkeepers, multitasking mothers. Research could take a place in two different areas.

France: Communication about already existing projects from Cibra France & promotion of people livelihoods in mountains and their relation to tourism.

Germany: Improvement of awareness about pollution on the area of river Isar.

Switzerland: Organization of pilot meeting with NGOs at the university.

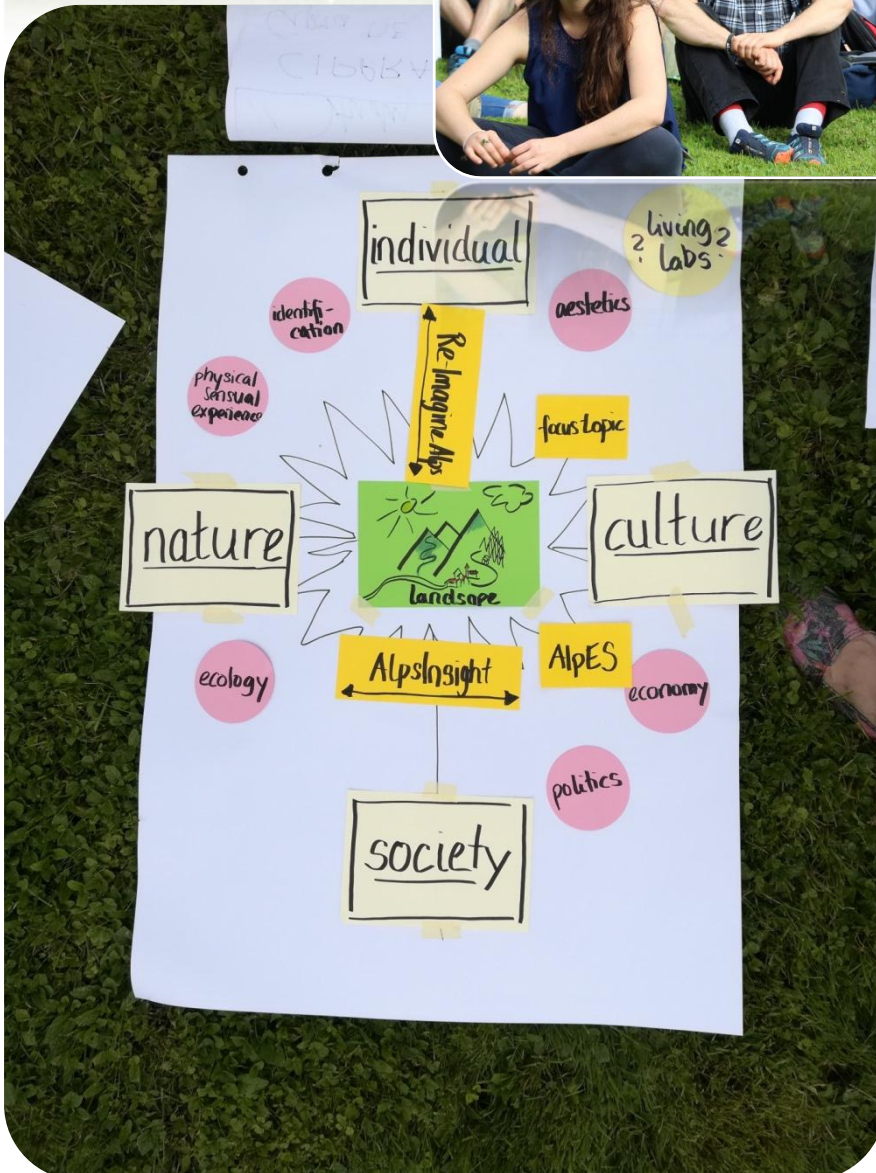
There was a lack of information of the participants from Liechtenstein and South Tyrol. They promised to enrich suggestions of national project ideas during a LL project.

This part was closed with the “open call” for participation in future national activities of LL project. The proposal was to establish mailing list and put a linkage to common google drive folder.

- **Representation of the topic proposal (landscape) for years 2018/2019** by Barbara Wülser, Deputy Director and Head of Communications at Cibra International. The main reason of chosen topic is the fact that perception of landscape has been changed in last years. The goal is re-imagining Alps,



searching for the new approaches for nature conservation. Presented topic can be also involved in Living Labs project.



Picture 12: Possibility of implementation of the new topic LANDSCAPE in Living Labs project



- **Final quick energizers** for all participants of LL project. They included raising up hands as highly motivated in participation of further LL activities.



Picture 13: Participant's interests in following Living Labs activities