



**CIPRA**  
**LIVING IN**  
**THE ALPS**

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Swiss Climate  
**climatenatural**  
printing  
SC2018032001 • www.swissclimate.ch



**CIPRA**

# THINKING AHEAD TOGETHER

CIPRA, the International Commission for the Protection of the Alp, is a non-profit, non-governmental umbrella organisation with national and regional branches in Austria, France, Germany, Italy, Liechtenstein, Slovenia and Switzerland. It represents about a hundred member organisations. CIPRA works for sustainable development and the preservation of natural and cultural heritage, the maintenance of regional diversity and cross-border problem solving in the Alps. It was founded on 5th May 1952 and is headquartered in Schaan, in the Principality of Liechtenstein.

[WWW.CIPRA.ORG](http://WWW.CIPRA.ORG)

**ANNUAL REPORT 2017** CIPRA INTERNATIONAL



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Title: Cristian Castelnuovo, Editorial: Martin Walser



SCHAAN/LI, APRIL 2018  
**DEAR READER,**

— Mahatma Gandhi once said that “we must be the change we wish to see in the world”. Only if we ourselves change will the society we live in change with us. Together we can tackle the major challenges facing the Alps.

Such wise insightful words are all too often lost in our everyday working lives and in politics. Concrete quick-fix solutions are the order of the day, along with easily quantifiable results. So what about these new roads as a strategy against traffic congestion? Or the development of glaciers as a means of adapting to climate change? Not to mention injecting CO<sub>2</sub> into rocks at the bottom of the ocean? What these so-called “solutions” to climate change have in common is that they feed our belief that we don’t have to alter our behaviour and that we can carry on regardless. But we shouldn’t kid ourselves: reality will definitely catch up with us at some point. CIPRA and its member organisations adopt a

different tack. We as human beings are part of the problem – but also part of the solution. Which is why we’ve focused on the topic of “Social Innovation” and showcase our activities from a societal perspective. Within the current strategy with its three core themes of “Nature and People”, “Economic Transition” and “Social Innovation”, everything revolves around the way in which we interact with our environment and our surroundings. This is also reflected in the way CIPRA operates. Very few other organisations succeed in bringing together more people to engage actively with a future in the Alps that’s worth living, to question our behaviour, and to become part of new proposals for solutions – indeed, this Annual Report illustrates just how we go about this. And so we wish you a stimulating read,  
Yours  
**Katharina Conradin**  
President, CIPRA International

# WHEN IDEAS FLOURISH

**From apple trees to pig's hearts, blind alleys, and whales: five participants in the I-LivAlps Workshop in Italy's Maira Valley in September 2017 talk about how ideas flourish and thrive. Uncertainties and frictions are all part of it.**



## IDEAS LIKE APPLE TREES

*Cristina Dalla Torre*

Whenever Cristina Dalla Torre gets excited about an idea, she feels she has to tell the whole world about it. She knows how important it is for ideas to get out there and enthuse others. Her dark curls bounce around wildly as she speaks, as if underscoring her words. The 27-year-old Italian conducts research on social innovations at the European Academy in Bolzano (Eurac Research). And when she laughs her warm laughter, it's almost as if she's looking to apologise for the chaotic way she articulates her thoughts.

And yet, that's the way she does things and how she achieves success. Her most recent idea came about as she was taking a long hard look at her home region, the Non Valley. She was appalled at the way its natural and cultural landscapes were evolving. The Non Valley is famous for its apple plantations, but most of the land is intensively farmed and, in recent decades, a great deal of building land has been made available to private individuals. Cristina Dalla Torre knows full well that agriculture is not synonymous with biodiversity.

Through her involvement in the CIPRA Youth Advisory Board and as a member of the Board of CIPRA Italy she knew that landscape and spatial planning processes need time. Successful sustainable changes need the involvement of other people, especially younger people like her. "Someone has to have the initial idea, and it will only be a good one if other people then get enthusiastic about it."

And so Cristina Dalla Torre drummed up her network of friends and acquaintances. It led to a whole range of activities designed to promote the region's biodiversity and make people aware of the links between biodiversity and landscape. The group revolving around the young scientist initiated school visits, a biodiversity festival, and a book. "A good idea always has a solid foundation and the potential to develop further," she explains. Just like the apple trees in the Non Valley. A strong trunk is able to support the branches for the fruit to grow. And you just never know what direction they'll branch out into. ▶



## “AND... AND... AND”

Jean Horgues-Debat

Jean Horgues-Debat reserves the right to get it wrong. “There is no norm,” says the 60-year-old engineer. “We’re allowed to give it a go, develop, and reject.” As Director of the Adrets Association, he spent years studying the question of how to secure basic public services in rural regions. His conclusion: get people together, connect, and consolidate. They were an innovation in the 1990s, but after twenty years of “experimenting” (as he calls it), there are now eighty so-called *maisons des services publics* in the French Alps. These centres combine municipal administrations, health care, trade, and lots more, all under the one roof. His vision is to transfer what’s on offer from the countryside to the cities. “It’s low-threshold and designed with people in mind.”

With his chiselled features reminiscent of a mountain farmer, his craftsman’s hands, and his philosopher’s mind, the graduate engineer personifies much of what social innovation is all about. “We live in a traditional system that separates, segregates, and pits us against one another.” He would like to see a change of perspective. A complex system that does not say “either ... or”, but “and... and... and”.

Jean Horgues-Debat was born in the town of Gap in the French département of the Hautes-Alpes, and since summer 2017 he has been offering his expertise as President of

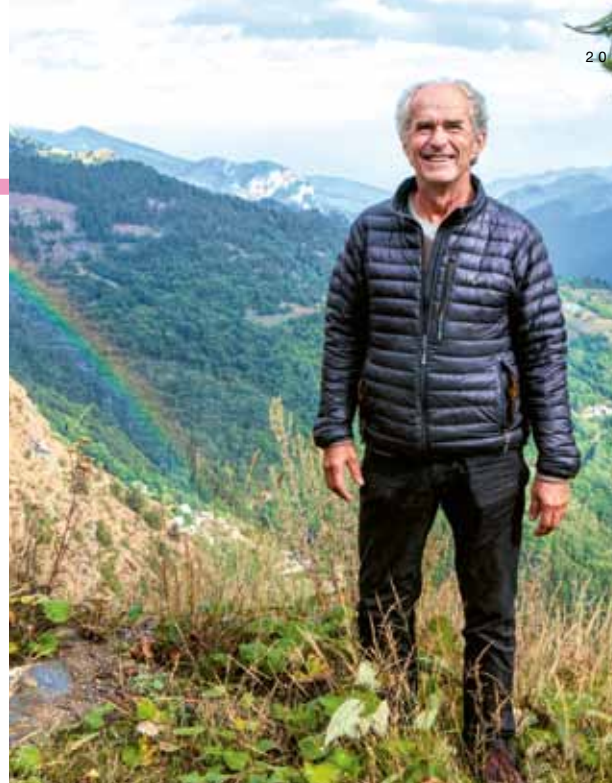
CIPRA France, the “head of a network”. “But is it even a network?” he asks himself. It only works if everyone is networked, also among themselves.

So what does it take for social innovations to prosper? “I don’t know,” he answers. “There is no recipe,” he says, adding, “a modicum of diversity in terms of people, skills, and backgrounds”. He believes the processes themselves are as important as the outcomes. All resources are welcome, even computer-aided ones. “We need to utilise whatever there is, in the sense of better co-operation.” If everyone is to benefit, people need to intervene and mediate. After all, “the internet does not listen”.

## INSPIRATION WITH HEART AND MIND

Franziska Kunze

Sometimes inspiration comes to Franziska Kunze right in the middle of her day. As it did recently when she was at the market and spotted a pig’s heart in the butcher’s window. She knew there and then she’d buy the heart, even though she didn’t yet know how she was going to prepare it. So she put the pig’s heart in her bicycle shopping basket and cycled home. At her kitchen table she started looking up ways of getting the best out of the heart. The 29-year-old German certainly has a purposeful approach to food. In fact, it was in Italy,



at the Slow Food University in Bra and elsewhere, that she acquired the understanding and know-how that now feeds her passion.

It’s an approach that’s also reflected in her way of speaking. She stretches out her sentences, pauses, relishes those pauses, and gives them space. It’s how her energy, inspiration and creativity express themselves. When she’s cooking (something she does several times a day), she lets herself be inspired by the feelings, flavours and forms she finds in her fridge and larder. Or she imagines a culture into which she’d like to immerse herself, or an emotion she’s keen to conjure up with her food.

But regardless of her impulses Franziska works with the utmost precision. As a course instructor for sourdough bread and croissants she knows the processes, baking times, temperatures and mixing ratios needed to bake perfect crusty bread. Time and again, she breaks all the ingredients and stages down into their individual constituents and studies the ways in which they interact, before reassembling them into a new whole. Beyond bread baking itself she studies the fermentation process of foods and plays an active role in supportive farming. This involves producers and consumers joining forces as part of an association and sharing the responsibility and the risk as well as the profits. For her, preparing food well is fundamental to doing justice to the produce and all the hard work that producers have invested into it. So ruining a pig’s heart in a frying pan would be nothing short of a catastrophe ...

## A PLACE OF ENCOUNTER

Maria Schneider

Living here is a life choice. It's not a choice Maria Schneider from Germany made herself; rather, she followed her husband Andreas Schneider to Italy some thirty-five years ago. In actual fact, it all began by mistake. He got lost in the Piedmont Mountains en route to the south of France, where the couple from Cologne used to spend their holidays. But after that, they always spent their holidays in this remote Maira Valley before finally moving there once and for all in 1982.

"Here everything's possible once you've decided to live this way," says the sturdy woman with thick glasses and short grey hair. "This way" refers to living in a borgo, a cluster of houses which the Schneiders have gradually bought up and renovated. Today the Centro Culturale Borgata San Martino Inferiore attracts people from near and far, particularly from Switzerland and Germany. The money for the building conversions also came from up north. The Italian banks were reluctant to endorse such a venture as they felt there wasn't much of a future in sustainable mountain tourism; the locals, too, were quick to crack the odd joke or two: "If you're so keen to get rid of your money, why not burn it? At least you'll be warm."

The turnaround came in 1999 with a book entitled *Antipasti und alte Wege* (Antipasti and



ancient trails), a hiking guide by Ursula Bauer and Jürg Frischknecht. Frischknecht came across this remote side valley with the TransALPedes hiking group in 1992 (whatsalp, p. 20/21). By 2016 the book was in its eighth edition.

Today, thirteen years after Andreas Schneider's death, the Cultural Centre has become a showcase for sustainable tourism, with 3,000 overnight stays a year. Above all, it has become a place of encounter, specifically in this instance for the participants in CIPRA's I-LivAlps workshops on social innovation. And so Maria and Andreas Schneider's dream has become a reality: "We always wanted to bring people together."

Gregor has thousands of ideas, garnered from the internet, everyday life, and life in general. He likes nothing more than immersing himself in ideas on Instagram and Facebook, in newsletters, blogs, and YouTube videos.

There's nothing new. At least not for Gregor. In an age of the fast-paced global flow of information, the only thing that's new is how people combine the familiar. Which is why Gregor is into recycling ideas. He will combine two ideas or inspirations that may be lurking at the back of his mind and then pluck them out depending on the occasion, or his fancy, intuition or mood.

Gregor wants to use his ideas and inspirations to make the world a better place. For Gregor, creativity is the urge people feel to create something new, to keep things moving. And he's certainly always on the move, constantly fidgeting when in conversation, then sitting down, standing up, sitting back down again, or sketching out shapes in thin air with his hands.

For him, being creative means learning, whether it's cooking, hobbies or everyday work. "Just as people always wish for something new, they always want to learn something new too." He says he has high expectations: food only tastes good if it looks good too. Or a picture can only be beautiful if it's also perfect. And an idea can only be good if it deviates from the norm and takes everyone by surprise. Then he's happy. And right now Gregor is making the world a better place by painting pictures for his landlady. ▶

## THE WHALE JUMPER

Gregor Novak

Hanging inside Gregor Novak's flat is a whale. Made from an old pullover. That old woolly jumper had become seriously irritating as it had lost its shape and was unwearable. So Gregor scratched his head looking for an idea and then came up with two – in the drawers marked "Fabrics" and "Animals" respectively. He then handcrafted the old jumper into a whale, which now adorns his flat in Liechtenstein.

For a year the 23-year-old Slovenian lived in a flat-share while working for CIPRA International as part of the Erasmus+ programme on European Voluntary Service.



## AMPLE SPACE FOR CASTLES IN THE AIR

Toni Büchel

Toni seeks out sources of friction between himself and his surroundings. That includes meeting up with people who have contrasting views to his own and his own living environment. "It's the only way for something new to materialise," he explains. Trains are the perfect place for striking up a conversation with strangers. Toni commutes between his native Liechtenstein and Austria's capital Vienna, where he's studying history and digital humanities. Alongside his studies he works for a newspaper, he conducts research into local history and genealogy for a municipality in Liechtenstein, and during the summer vacation he marshals tourist coaches and works at the road maintenance depot.

It's those chance encounters you have in everyday life that really inspire him. Trying to seek out such encounters is pointless. "That's as stupid as seeking your fortune," he says. Yet perhaps, through his many activities, he does contribute to seeking out sources of friction.

But Toni is not like some explorer who sets off into the jungle without a plan or a water bottle. Instead, he makes his way purposefully, always ready to pause for a moment whenever the inspiration takes him – or indeed, turn back. He is very much a thinker and thinks along big lines. His profound ap-

proach contrasts sharply with his mischievous laugh and his impishly bobbing locks.

Sometimes his encounters compel him to rethink his view of the world. He says he needs space for these "castles in the air". A narrow and rigid environment is not conducive. He finds it easier to build his castles in the air high up on a mountain top or looking out at sea, places where the landscape offers his thoughts the length and breadth they need. And ultimately the same is true of social innovations. They too need space; they need ears and arms that are open and receptive, so they can spring forth from the sources of friction between the old and the new.

## VENTURING INTO THE UNKNOWN

Christine Eben

In her report Christine Eben would write: "Once again we formed mixed groups, in terms of both age and nationality, just as we had in our previous workshops that had proved so successful. As it's all about future developments, exchanging ideas with young people is all the more important." For the past ten years Christine Eben from Munich has sought to attend each and every event organised by CIPRA International and then compile a report. And that includes the I-LivAlps Workshops, most recently in Stroppio in Italy's



Maira Valley in September 2017. Initially, she would report back merely to her own organisation, Germany's Friends of Nature, but now she also reports to all member organisations of CIPRA Germany; indeed, she sits on its board as Acting Vice President. She's the binding link between organisations and generations, between the regional, national and international level.

Until her retirement Christine Eben worked as a judge, so the workshops with young people are a new experience. "Allowing myself to venture out into the unknown is the greatest challenge at my age," she says. In Stroppio she is observing closely the discussions within the small group on "living and working". She still finds it quite difficult to take part in the debates in English, so for some time now she has been attending a course to brush up her school English. "So I can communicate more effectively with the young ones."

So what does she get out of these events personally? "A sense of helping to shape something, together." She feels that the social innovation topic of the fourth I-LivAlps workshops resonates with the agenda of the Friends of Nature as it is not purely an environmental organisation, but bears social responsibilities too. "What we do here in Stroppio I know I can take back to my own organisation and be certain of a sympathetic ear."

**Barbara Wülser** and **Corinne Buff**,  
CIPRA International (texts) and  
**Cristian Castelnovo** (photos)

# CHANGE HOW BEGINS AT

## ACTIVISM FOR ALL SEASONS

### ALPINE POLITICS

— CIPRA's political work over the past year has been shaped to a large extent by new answers to social issues. One of the objectives of the new Alpine Climate Board of the Alpine Convention for instance was to bundle together existing climate change initiatives and ideas. Together with the Alliance in the Alps network of municipalities and the Alpine Town of the Year Association, CIPRA carried out important preparations for the planned climate partnership of Alpine communities. Sustainable economic activity was very much on the agenda within the framework of an Alpine Convention advisory board and action plan in which CIPRA played a key role.

In 2017 CIPRA launched a number of initiatives that fell on fertile soil. Ahead of the Olympics referenda in Graubünden/CH and Innsbruck/A, it campaigned vigorously in favour of a more sustainable staging of major sporting events, with a clear affirmation that the Alps should remain Olympics-free. In both instances the population took a similar view and, by a clear majority, rejected the candidature for the Olympics at the ballot box. In its "Equinox in Winter Tourism" policy document, CIPRA is calling for a rethink in favour of more sustainability in tourism. In a poor winter for snow such as the winter of 2016/2017 the message certainly resonated with the media and the general public.

In the European Strategy for the Alpine Region (Eusalp), processes are now up and running and the various protagonists have gathered together in working groups. So now it's a matter of setting the course for the future. In an open letter in November 2017, CIPRA called upon the ministers of the Alpine countries to anchor the Alpine Convention as a guiding principle and to involve society more strongly in the further development and implementation of the Strategy.

The private is political and the political is private. With its journey right across the Alps from Vienna to Nice, the Whatsalp hiking group drew attention to the changes occurring in the Alps (p. 20/21). The powerful impact of the event's symbolism was certainly not lost on the international media, which re-discovered an interest in the Alps.

Photo: Noamfein/Dreamstime.com

[WWW.CIPRA.ORG/EN/ALPINE-POLITICS](http://WWW.CIPRA.ORG/EN/ALPINE-POLITICS)

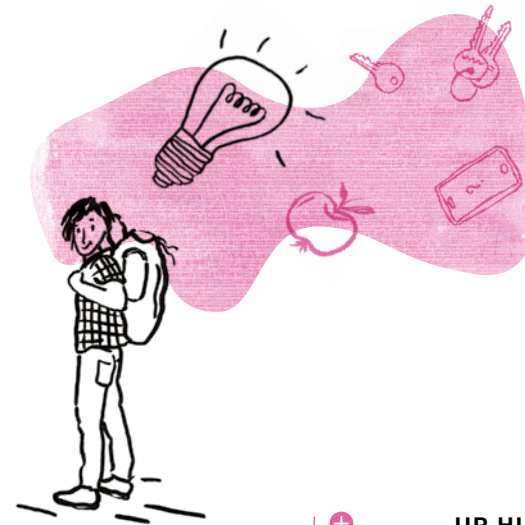
## SOCIAL INNOVATION

— The challenging situations that exist today in the Alps such as a population exodus, climate change mitigation, mobility, and the consumption of resources cannot be solved through technological progress alone; instead, they require social change too. In its core theme of “Social Innovation”, CIPRA is tackling these challenges from a societal point of view and the potential that lies within society. Personal initiatives, new collaborations, and a backpack full of ideas are needed in order to bring about change in social as well as economic practices. Taking centre stage is the vision of a strong society capable of carrying sustainable development in the Alps by pooling their resources.

Social innovations comprise new approaches, combinations and forms of social interaction in order to promote sustainable development, good governance and quality of life in the Alps. At the same time, social innovation is also a process for coming up with new ideas and enabling people to have a say in the fundamental choices made by society. One precondition is that any such choice must benefit society. The aim of CIPRA International is to use communication, political work and projects to promote social innovations and improve the outline conditions for their emergence and consolidation. It addresses social issues such as pluralism, the participation of young people, sustainable lifestyles and self-determination in various projects and activities.

With the PlurAlps Interreg Alpine Space Project for instance, CIPRA International together with other project partners is highlighting new approaches and solutions for communities, businesses and civil society to contribute towards making cultural diversity one of the strengths of the Alpine region. Adopting a creative and open approach to pluralism opens up opportunities for social innovations and economic development. The project partners set up the Alpine Pluralism Award to pay tribute to instances of good practice in the area of migration. The award honours and publicises successful integration projects in the Alpine region and networks the initiators – setting a great example!

[WWW.CIPRA.ORG/SOCIAL-INNOVATION](http://WWW.CIPRA.ORG/SOCIAL-INNOVATION)



### SOWING NEW IDEAS

**I-LivAlps** brings together people of different ages from all the Alpine countries to collaborate on process knowledge and expertise, specifically in Schellenberg/LI in February 2017 to work on the topic of “Living and Working”, and in Valle Maira/I in September 2017 on “Social Innovation”.



### UP HILL AND DOWN DALE

**whatsalp youth** Young adults hiked across the Alps with whatsalp and came up with projects of their own. The **CIPRA Youth Advisory Board** led the way with the organisation, implementation and reporting.



### “MOUNTAIN READING”

**International Mountain Day** Liechtenstein was the venue for a painting competition on the topic of “Animals in the Mountains” and a poetry slam workshop with the European runner-up, Markus Koschuh.

## Promoting sustainable development with creative ideas



### HAVING A SAY AND JOINING IN

**GaYA** encourages young people to get involved in democratic processes throughout the Alps. Young people from the project presented their ideas at the annual forum of the EU Strategy for the Alpine Region (**Eusalp**) held in Munich in November 2017.





## ECONOMIC TRANSITION

The Alps are an economic area where many people live – and also a unique natural environment. Farming, goods and commuter traffic, tourism, production and investments shape life and culture in the Alps. They interact with climate change and leave lasting traces on the landscape. Politics and the economy often neglect ecological and social aspects in favour of short-term economic success. But there are also highly promising approaches aimed at creating economic activity that is both resource-friendly and socially compatible. In its core theme “Economic Transition”, CIPRA International is strongly advocating a radical change in economic thinking in favour of sustainability.

A changing economy means producing fewer pollutants, using resources more economically, responding to the climate crisis, generating renewable energy in a sustainable way, and providing socially fair working conditions. These objectives are promoted and implemented with projects and activities in areas such as mobility, construction and renovation, tourism, climate and energy. But technological efficiency and structural measures alone are not enough. Sufficiency, i.e. adapting one's own behaviour and reducing consumption, must also be part and parcel of the strategy. In order to propel this rethink forward, CIPRA International is looking to network and raise awareness of the body politic, administration, the business community, and representatives of civil society for more sustainable economic activity in the Alps.

CIPRA International and other project partners have for instance been commissioned by Germany's Federal Ministry of the Environment, Nature Conservation, Building and Nuclear Safety to draw up a programme of action entitled “A Green Economy in the Alpine Region”. Its aim is to help implement the Alpine Convention's objective of a low-carbon, energy- and resource-efficient economy. Workshops were held between September and November 2017 in six municipalities and towns throughout the Alpine region, partly in conjunction with the Alpine Town of the Year Association. Business and societal representatives contributed to the debates and networked by sharing their views.

[WWW.CIPRA.ORG/ECONOMIC-TRANSITION](http://WWW.CIPRA.ORG/ECONOMIC-TRANSITION)



### + WALKING, CYCLING OR DRIVING

**Pemo** At the convention on commuter mobility held in Vaduz/LI in June 2017, experts and an interested audience from the worlds of business, administration and politics discussed conceptual and political boundaries in mobility.

### + LOCAL AND DOWN-TO-EARTH

**Lehmcamp** At two workshops in July 2017, one in France and one in Austria, young adults found out more about clay as a sustainable building material and then worked together on building a clay oven.

### + LEARNING FROM ONE ANOTHER

**Tour des Villes** Alpine towns visited one another and together drew up concepts to make use of conversion areas and other challenges in urban planning.

### + “DESTINATION: THE ALPS”

**AlpsInsight** The 2017 AlpsInsight feature magazine on tourism in the Alps was presented at the preview in Vaduz/LI in September 2017. In its “Equinox in Winter Tourism” policy paper CIPRA is calling for a sustainable strategy, using its **alpMonitor** online presentation to showcase potential approaches. The **alpMedia** Newsletter provides a wealth of topical information on similar issues of relevance to the Alps.

## Transition to a green economy in the Alpine region

### + AWARD-WINNING ARCHITECTURE

**Constructive Alps** In 2017 the primary school in Brand/A and three other buildings in Austria and Italy were presented with the award for sustainable construction and renovation in the Alps. The exhibition by the same name is now set to go on a two-year tour through the Alps. CIPRA is providing technical and organisational support for the project.

### + RIGHT ON TRACK

**AlpInnoCT** A joint dialogue event with the **Eusalp Action Group 4** was held in Bolzano/I in October 2017. Delegates attending the event discussed ways of transferring transalpine freight traffic from road to rail.



## NATURE AND PEOPLE

Steep ragged cliff faces, flowering mountain meadows, buzzing insects – the Alpine landscape and its inhabitants are nothing if not diverse. The Alps are home to around 30,000 animal species and 13,000 plant species. At the same time human beings are shaping and impacting nature as never before, through farming, tourism and construction. Biodiversity and the landscape of the Alps are increasingly at risk from sprawling towns and villages, a network of roads and railway lines, intensive farming, cattle breeding, and climate change. Humankind's enormous influence on nature is also linked to a great deal of responsibility: responsibility towards nature itself and to future generations. In its core theme "Nature and People", CIPRA is campaigning for a holistic understanding of human beings within nature.

CIPRA sees nature and people as common ground. The exceptional biological diversity of the Alpine region can only be preserved in the long term if we as human beings afford nature as high a status as we do our other needs, both in our actions and our way of thinking. CIPRA International seeks to bring all the relevant players together through its projects and activities on natural diversity, ecosystem services, management of water courses and spatial planning. In doing so it contributes towards linking ecosystems and their stakeholders as well as anchoring the preservation of biodiversity at the political level.

In the AlpES Interreg Alpine Space Project, CIPRA International and other organisations in research, business and administration are campaigning for a common understanding of ecosystems and the services they provide in the Alps. At their latest meeting in Venice, these project partners recreated a building permit application as a form of role play in order to gain a better understanding of the concerns of various interest groups and apply their own individual arguments to reality. They took turns wearing the relevant hats (a hard hat, a farmer's cap or an official cap) so they could slip into their roles more convincingly. A lively debate ensued. An interactive strategy is also being pursued in the AlpES pilot regions, whether it's through a theatre play in Italy on the theme of the forest or a workshop for children on Savinja River Day in Slovenia.

[WWW.CIPRA.ORG/NATURE-PEOPLE](http://WWW.CIPRA.ORG/NATURE-PEOPLE)



## Anchoring nature in our actions and our thinking

### + OPEN SPACES, INTERSPACES AND HABITATS

**WorthWild** This feasibility study looks at the way Alpine landscapes with little or no building development are utilised. At a workshop, representatives of regional development, science and society discussed spatial planning approaches.

### + AT THE SERVICE OF FORESTS, MOORS AND MEADOWS

**AlpES** ensures that the benefits achieved by ecosystems are recognised and protected. CIPRA actively campaigns as part of the **Eusalp Action Group 7** and the Alpine Convention's **Ecological Network Platform**.

### + KEEPING IT FLOWING

**Spare** seeks to strike a balance between protecting and utilising Alpine rivers. CIPRA also lends its weight as part of the **Eusalp Action Group 6**, Water Management, and the eponymous platform of the **Alpine Convention**.

### + "ALPINE SPHERES"

#### CIPRA Annual Conference

The role of spatial planning has to be rethought. The tenor of the conference held in Innsbruck/A in September 2017 was to move away from overall planning towards mediation and greater awareness-raising.

### + ON A TREASURE HUNT

**SpeciAlps** The aim of this project is to identify, preserve and enhance natural resources. Five pilot regions are strengthening cross-community natural diversity in the Alpine region and making natural experiences an everyday occurrence.



## ON FOOT THROUGH THE ALPS WHATSALP

In summer 2017, the whatsalp hiking group trekked its way across the Alps from Vienna/A to Nice/F to document changes in the landscape and in society. Along the way the hikers met like-minded people and exchanged views with young people from the “whatsalp youth” CIPRA project. CIPRA was involved in the communication work and organised events along the route.

WWW.WHATSALP.ORG



### Mountain regions – where to?

July 25–27  
➤ CIPRA Switzerland



### Young reinforcements

July 9–12  
Young people from  
“whatsalp youth” join the hike  
and exchange their views.  
➤ CIPRA Youth Council



### Go-ahead

June 3  
The core team completed the hike some twenty-five years ago. Now they want to draw a comparison and record the changes that the Alps have undergone.  
➤ CIPRA Austria



### Autobahn resistance

July 7  
Representatives of municipalities and civil society from South Tyrol, Veneto, Tyrol and Carinthia sign a memorandum against the extension of the Alemagna Autobahn.  
(National Associations, p. 30)  
➤ CIPRA Austria



### Keep on trekking

Whatsalp treks 1,800 kilometres through the Alps.



### Fire in the Alps

August 12  
In the UN's Year of Sustainable Tourism, watch-fires are a reminder of the need to rethink Alpine tourism in the long term.  
➤ CIPRA Switzerland



### Moving out

September 29  
After 568 hours of walking and 66,000 metres of climb, whatsalp finally reaches the Mediterranean, its destination. Climate change, transport, exploitation and population exodus are clearly noticeable in the Alps.  
➤ CIPRA France

### Sustainable travel

August 30  
➤ CIPRA France

### “Whatsalp youth”

September 1–4  
➤ CIPRA Youth Council

### Networking communities

September 7  
➤ CIPRA France



### I-LivAlps Workshop

September 13–16  
(Social Innovation, p. 4–11)  
➤ CIPRA International  
➤ CIPRA Italy





# IDEAS TURN THE WORLD UPSIDE DOWN

## WANTED: TROUBLESHOOTERS AND NETWORKING

**CIPRA Germany** Stunning mountain scenery, gently rolling hills, beautiful valleys and delightful landscapes: that's how many people imagine the Bavarian Alps and the Alpine foothills. And yet, the mountains of Bavaria are not just a natural environment, but also a cultural and economic area that is home to almost 1.5 million people. As part of the Alpine Convention, the Free State of Bavaria has made it its task to protect this living environment in the long term. But it takes a debate within the regions to ensure that ideas for sustainable development are not plucked out of thin air, with the involvement of as many key players from the world of politics and administration as possible.

As part of the Alpine Convention AAA+ project, CIPRA Germany has chosen to address three pivotal issues of the Alpine Convention by way of example: climate change, mobility, and sustainable tourism. The aim is to anchor these issues in the minds of all those who play an essential role in community development and initiate an exchange of

views. By staging three public events, CIPRA Germany helped to bolster awareness of an active implementation of the Alpine Convention among those in charge of local politics and administration as well as the representatives of associations and the public at large.

Participants were able to find out about the latest trends and new ideas in areas such as the climate, tourism, and mobility. Demands for further networking and for "troubleshooters" were voiced, and they are to be addressed in the course of the project. The next steps towards sustainable development are already under consideration, with field trips to study examples of good practice and with round-table mediation sessions.

[WWW.CIPRA.ORG/GERMANY](http://WWW.CIPRA.ORG/GERMANY)

## PRE-EMPTING CLIMATE CHANGE

**CIPRA Italy** Climate change in the Alpine region is having serious repercussions: drought, endangered water supplies, rises in average temperature, and melting glaciers. It is resulting in a lack of snow for the tourism sector and triggering extremes of weather which, more and more frequently, are creating all sorts of hardships for valley regions and villages and causing damage to property and personal injury. So new ideas and sustainable strategies are needed. The future belongs to those communities that are pre-empting the impact of climate change and looking to act with foresight.

CIPRA has an historical connection with the member municipalities of the Alliance in the Alps network of communities. Since the pilot phase during the second half of the 1990s, the Italian municipalities have been looked after by CIPRA Italy. Now, as part of a collaborative project with Italy's Ministry of the Environment and the Permanent Secretariat of the Alpine Convention, they have set out to draw up strategies for adapting to climate change.

In a series of workshops attended by experts, representatives from the municipality drew up a list of adaptation issues relating to natural hazards, politics, and forests. Finally, the Charter of Budoia was presented and signed in Slovenia at the 2017 Annual Symposium of the network of communities. In this charter, the municipalities pledged to implement measures aimed at adapting to climate change. They endeavour to assess the potential risks and opportunities afforded by climate change for the territory of the municipality, to promote a public dialogue, and to increase awareness of these issues among the population.

[WWW.CIPRA.ORG/ITALY](http://WWW.CIPRA.ORG/ITALY)

## GOOD EXAMPLES ON THE MOVE

**CIPRA Slovenia** Cold spring water to chill your drinks, solar power to generate energy, and rapeseed oil to run a cogeneration plant. During a field trip to the Austrian Alpine Club's Hochweissteinhaus hut organised by CIPRA Slovenia, participants got to experience what the energy-efficient, ecological management of buildings in the Alpine region might look like.

For a project entitled "From Mountains to Valleys", CIPRA Slovenia has teamed up with the Slovene Alpine Association to campaign for the eco-friendly and energy-efficient upkeep of leisure and recreational facilities. The project focuses on awareness raising, information, and training for people who run leisure facilities such as mountain huts, hunting lodges, fishing huts, and scout huts. Other key aspects included sharing best practices and the transfer of knowledge.

At present Slovenia does not have any financing measures such as state financial aid or discounted loans to offer incentives for ecological investments in leisure facilities to the organisations concerned. So as part of the workshop the participants drew up recommendations for decision-makers to help promote such investments. They also

discussed ways of managing premises more efficiently, for example through reservation systems, adapting the range of food on offer, and forms of soft mobility.

With its project, CIPRA Slovenia has created space for sharing experiences and best practice. This in turn provides a solid platform for social innovations; indeed, new ideas come about through exchanging views and adopting different viewpoints.

[WWW.CIPRA.ORG/EN/SLOVENIA](http://WWW.CIPRA.ORG/EN/SLOVENIA)

### Powered by the sun:

the hut "Vodnikov dom na Velem polju" in Slovenia banks on solar energy.





## “NATURALLY COLOURFUL AND SPECIES-RICH”

**CIPRA Liechtenstein** Diverse and flourishing landscapes benefit people and nature alike. They serve to secure the food resources for butterflies, bees and other insects, and therefore the pollination for 80% of indigenous flowering plants and agricultural crops. Diverse landscapes are of ecological value and attractive for local recreation and the tourism industry.

The “Naturally colourful and species-rich” project teaches managers of municipal operations centres in six Liechtenstein and eighteen Vorarlberg municipalities which types of seeding are best suited for different

locations, how to prepare the soil, and how to nurture and care for these colourful areas of landscape. The project offers training courses and input from specialists as well as a space in which to swap experiences and new ideas. The municipalities are provided with knowledge, practical implementation aids and a good network, the ideal preconditions for long-term added value for these communities.

The staff at the operations centres appreciate the scope gained for their own creativity. It is down to the tremendous commitment of the project participants that some of the newly created colourful meadows have now even acquired nesting places for wild bees. Thanks to the expertise provided by one expert on wild bees, the knowledge gained has helped to promote wild pollinators even more effectively in the future. The “Naturally colourful and species-rich” project is a cross-border collaboration between the Liechtenstein Society for Environmental Protection (where CIPRA Liechtenstein is domiciled), the Federal Province of Vorarlberg, and the Vorarlberg Ecology Institute.

**A bond for life:** plants and insects need one another.



[WWW.CIPRA.ORG/EN/LIECHTENSTEIN](http://WWW.CIPRA.ORG/EN/LIECHTENSTEIN)

Photo: Monica Gstöhl

## CO-CREATION IN TOURISM

**CIPRA Switzerland** In the Alps, climate change, scarce resources and exploitation pressures are at their most prevalent in tourism. There is a need for new approaches and for sustainable forms of social and economic interaction. Together with tourism and science representatives, CIPRA Switzerland is pursuing a cross-sector approach through its Innovation Generator.

CIPRA Switzerland is looking to identify and promote unconventional ideas for sustainable tourism in the Swiss Alps. In October 2017 an expert jury selected the eight best project ideas. The initiators are now busy drawing up business plans for their respective projects. The Innovation Generator supported the process with specialist advice and two workshops in the French and German-speaking parts of Switzerland. In mid-2018 these eight highly promising project plans are to receive seed capital funding to help realise their projects.

One particular feature of the project is its attempt to facilitate innovation through co-creation methods. This involves companies and customers working together to develop a product. The Innovation Generator is designed to provide incentives for new types of joint venture between destinations, universities and associations. A large number of institutions are therefore involved in the project – the main sponsoring agency is CIPRA Switzerland, partnered by tourist organisations and the tourism institutions at the universities of Siders and Lucerne. The project is supported by the State Secretariat for Economic Affairs' Innotour programme.

[WWW.INNOVATIONSGENERATOR.CH](http://WWW.INNOVATIONSGENERATOR.CH) (DE, FR)  
[WWW.CIPRA.ORG/SWITZERLAND](http://WWW.CIPRA.ORG/SWITZERLAND)

## REGIONAL, SEASONAL, SOCIAL

**CIPRA France** Car pools, sharing the use of houses and gardens, but also of knowledge: social innovations always tend to be more about exchanging and participating than owning. And they cannot be decreed; instead, they emerge in response to social needs, often on the margins of institutional regulations. CIPRA France has been taking an in-depth look at this topic as part of a study by its Adrets member organisation and the I-LivAlps workshop in the Valle Mai- ra in Italy. Jean Horgues-Debat, President of CIPRA France, firmly believes that “social innovations are important because they help re-establish social ties and can bring about more sustainable development for Alpine regions”.

With Alimentation en Chartreuse, for instance, CIPRA France is looking to develop a project aimed at supplying schools with locally sourced organic food. In collaboration with students at Isara-Lyon, a higher education institution that specialises in agricultural, food and environmental science, a survey was carried out in Chartreuse among farmers, civil servants and canteen staff. The food project was repositioned based on their feedback to take more effective account of the ideas and initiatives of those concerned. Together with the Chartreuse Regional Park, CIPRA France established the Alimentation en Chartreuse forum to improve the networking of regions within the mountain massif and tap into synergies in the food sector. The forum steadily helped people to develop an adapted food strategy for their region. —

[WWW.CIPRA.ORG/EN/FRANCE](http://WWW.CIPRA.ORG/EN/FRANCE)

## SPONSORING BIOTOPES

**CIPRA South Tyrol** How long has the rare species of marsh grasshoppers existed in the Kappl moss in Langtaufers? How does a rusty old bicycle end up in a drainage ditch in Wangerau? At the meeting of biotope sponsors in Vinschgau in South Tyrol, the discovery of a rare species of grasshopper was certainly a cause for celebration. There was also less positive news to report, such as the reckless fly-tipping of excavated rubble in a ditch.

With its pilot project on protected area sponsorships, the Vinschgau environmental group set up a sponsorship scheme for Vinschgau in 2015. The sponsors get to visit “their” protected area at regular intervals and check up on how their “ward” is doing, joining in with meetings to exchange their views and experiences. As a result they are gaining a greater awareness of biotopes and of natural monuments in their surroundings and are assuming a moral responsibility. As before, the legal representatives of the protected areas are still the relevant authorities. The sponsors remain in close contact with them, informing them about the state of the protected area



**Biotope campaigning:**  
sponsors are taking charge.

and discussing necessary measures for its development and preservation.

Institutionally, the large national park and the nature parks in South Tyrol are all on a sound footing, i.e. they have their own branch offices and administrative staff. By contrast, smaller protected areas find themselves out of the limelight. Given that South Tyrol has around 230 biotopes and 1,160 natural monuments, the relevant authorities are not always able to give them the necessary attention. This is where protected area sponsorship kicks in. Last year the environmental groups in the Überetsch and the Eisack Valley adopted this initiative, and CIPRA South Tyrol is to support the project’s implementation. —

[WWW.CIPRA.ORG/SUEDTIROL](http://WWW.CIPRA.ORG/SUEDTIROL)





## UNITED AGAINST THE ALEMAGNA

**CIPRA Austria** The debate surrounding the Alemagna motorway – a new route for trans-alpine traffic between Munich/D and Venice/I – flares up on a regular basis. Time and again lobbyists from Veneto launch various attempts to implement the project. Representatives of municipalities, NGOs and civil society from South Tyrol, Veneto, Tyrol and Carinthia came together in the Austrian village of St Oswald near Kartitsch on 7 July 2017 at the initiative of CIPRA Austria in order to sign a joint memorandum against the Alemagna motorway.

**Mind the gap:** resistance to new transit routes in Kartitsch/A.



The parties involved demanded that all local authorities and political bodies strictly observe the Alpine Convention's Transport Protocol. In that Protocol, the contracting parties of Austria and Italy as well as the EU pledge not to build any new large-capacity roads for trans-alpine traffic. The signatories advocated that a joint regional planning and development programme be drawn up, one that would also incorporate rail traffic.

The call was reinforced by the WhatsApp hiking group, which broke its journey in Kartitsch to draw attention to the situation. The mountaineering village of Kartitsch is located at the entrance to the Gail Valley in Tyrol and lies at the foot of the Karnischer Kamm (Garnic Main Crest). If the Alemagna motorway were to be expanded to the north it would impact the village directly. CIPRA Austria organised the signing of the statement in close collaboration with the municipality of Kartitsch, the Sillian Section of the Austrian Alpine Club, the Comitato Peraltrestrade Cadore, and the Arge Stop Transit working group.

[WWW.CIPRA.ORG/EN/AUSTRIA](http://WWW.CIPRA.ORG/EN/AUSTRIA)

Photo: Josef Essl, Maxime Gilbert/flickr.com

# SHIFT

SEE MORE CLEARLY  
PERSPECTIVE TO



## ANNUAL ACCOUNTS SHOW A PROFIT PREPARING THE GROUND

—CIPRA's multitude of political initiatives, projects and activities would not be possible without the appropriate resources. And in 2017 there were two stand-out factors: the renewal of the contribution by the state and the preparations for our new office premises.

In September 2017 the Principality of Liechtenstein renewed its state contribution of CHF 500,000 per year for the next four years. The fact that the resolution was adopted unanimously underscores the tremendous recognition of the work carried out by CIPRA and the desire for continuity in the protection of the Alps. So we would like to take this opportunity to express our warmest thanks to the government and to all the political factions in the Landtag!

Besides its ongoing activities, CIPRA International supported the financing of a new executive office in Schaan. The Municipality of Schaan purchased a property that is to be used by CIPRA International and other NGOs. In 2017 significant funding was already put in place for its renovation. A big thank-you to all those who supported us! The renovation and relocation should be completed by 2019.

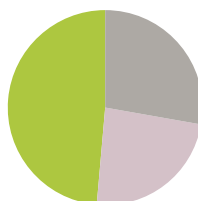
With a turnover of around CHF 2 million and a positive result of CHF 21,739, the year was a thoroughly encouraging one in financial terms.

Half of our funds are earmarked for political work, PR, committee work, networking and administration. That includes our commitment to the Alpine Convention and our role within Eusalp, our media work, and the project alpMonitor. The other half is expended on project work and services with which we initiate and promote the implementation of sustainable solution strategies. We are most grateful to all our sponsors, individual donors, foundations, and public and private bodies who have actively supported us in 2017 and continue to do so.

CIPRA International's assets amounted to around CHF 325,704 at the end of 2017. Detailed financial statements of account can be viewed at [www.cipra.org](http://www.cipra.org) once they have been approved by the Assembly of Delegates in summer 2018.

Where does the money go?

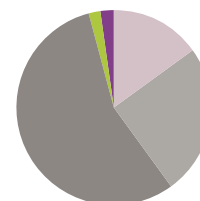
Committee activities, networking and administration 551,812 CHF  
Political work and communications 470,133 CHF  
Projects and services 957,424 CHF



## CIPRA INTERNATIONAL'S THANKS FOR FINANCIAL SUPPORT AND CONTRACTS GO TO

LIECHTENSTEIN VADUZ/LI • **FEDERAL OFFICE OF SPATIAL DEVELOPMENT** BERN/CH • **OFFICE FOR THE ENVIRONMENT** VADUZ/LI • **FEDERAL MINISTRY OF THE ENVIRONMENT, NATURE CONSERVATION AND NUCLEAR SAFETY** BERLIN/D • **BRISTOL FOUNDATION** ZURICH/CH • **PANCIVIS FOUNDATION** VADUZ/LI • **NETWORK OF MUNICIPALITIES "ALLIANCE IN THE ALPS"** ÜBERSEE/D • **ALPINE TOWN OF THE YEAR ASSOCIATION** BAD REICHENHALL/D • **STIFTUNG FÜRST. KOMMERZIENRAT GUIDO FEGER** VADUZ/LI • **AAGE V. JENSEN CHARITY FOUNDATION** VADUZ/LI • **GUIDO AND DORIS MEIER** VADUZ/LI • **THE EU'S ERASMUS+ PROGRAMME** • **RICHI FOUNDATION** VADUZ/LI • **VIA ALPINA NATIONAL SECRETARIATS:** SCHWEIZER WANDERWEGE, CLUB ALPIN MONÉGASQUE, SLOVENIAN TOURIST BOARD, GRANDE TRAVERSÉE DES ALPES, LIECHTENSTEIN OFFICE OF THE ENVIRONMENT, HIKING AND BIKING SLOVENIA • **INTERNATIONAL CHARITABLE FOUNDATION** VADUZ/LI • **NATUM FOUNDATION** ALTENDORF/CH • **FUTURE FOUNDATION OF LIECHTENSTEINISCHE LANDESBANK AG** VADUZ/LI • **OFFICE OF SPATIAL DEVELOPMENT AND GEOINFORMATION, CANTON ST. GALLEN** ST. GALLEN/CH • **OFFICE OF CONSTRUCTION AND INFRASTRUCTURE** VADUZ/LI • **MINISTRY FOR HOME AFFAIRS, EDUCATION AND ENVIRONMENT** VADUZ/LI • **MINISTRY FOR INFRASTRUCTURE, ECONOMIC AFFAIRS AND SPORT** VADUZ/LI • **FEDERAL AGENCY FOR NATURE CONSERVATION** BONN/D • **PERMANENT SECRETARIAT OF THE ALPINE CONVENTION** INNSBRUCK/A • **FEDERAL ENVIRONMENT AGENCY GERMANY** DESSAU-ROSSLAU/D • **LIECHTENSTEIN NATIONAL LIBRARY** VADUZ/LI • **ALPS INSIGHT SUPPORTERS** • **PAUL SCHILLER FOUNDATION** LACHEN/CH • **CARIPLO FOUNDATION** MILAN/I • **BLUE! ADVANCING EUROPEAN PROJECTS** MUNICH/D • **LEGACY MARIA KLARA FEHR** SCHELLENBERG/LI • **FOUNDATION FOR SUSTAINABILITY** RUGGELL/LI • **HEIDEHOF FOUNDATION** STUTTGART/D

Where does the money come from?



Services to third parties 301,836 CHF  
Government subsidies 500,000 CHF  
Project contributions, donations, subsidies 1,118,996 CHF  
Membership fees 38,466 CHF  
Other income 41,809 CHF



CIPRA INTERNATIONAL

Photos: Daniel Ospelt, Franz Oss



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[WWW.CIPRA.ORG/EN/CIPRA/ABOUT](http://WWW.CIPRA.ORG/EN/CIPRA/ABOUT)

## MASTHEAD

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**Layout:** Jenni Kuck **Print:** BVD Druck+Verlag AG/LI  
**Total circulation:** 2,400 copies