

Workshop: Life and Work beyond tourism

Friday, 25th May 2018
at the Annual conference
in Bled/SL

The Annual conference “Alpine Tourism: quality of life included!” is organized jointly by the network of communities “Alliance in the Alps”, the International Commission for the Protection of the Alps, CIPRA International and CIPRA Slovenia.

Workshop minutes

Topics dealt:

- 1. UNCONDITIONAL BASIC INCOME**
- 2. SOCIAL EMBEDDNESS AND YOUTH ORIENTATION** (role of the family in orientation of youth)
- 3. MOUNTAIN ORIENTED EDUCATION** (every subject can be taught in nature)
- 4. INNOVATIVE JOB MODELS** (which job opportunities exist and which will exist in the next years)
- 5. INDUCING CHANGE AT POLITICAL LEVEL** (how is it possible to empower the base of stakeholders to induce changes)

PRESENTATION OF TOPICS: Tourism has positive and negative impact on Alps. What are other options for alpine regions to develop (not only tourism)? Problem is lack of jobs for women and young people. That is why they are forced to leave. What do we need in the Alps: Infrastructure, innovative models, economic models, different working models that are suitable for young people too?

Questions to develop the topics: What is the topic about and what it has to do with tourism? Which stakeholders are involved? What should CIPRA, Alparc do?

First presentation of Luisa Deubzer (CIPRA Youth Council) and her personal experience: She was born in Munich; the Alps were important for her growing up; she studied in Hamburg. She wanted to be close to mountains and work in environmental protection. She currently lives in Switzerland. Her questions: how to get enough money to live in the mountains if there are not as many options to work. Answers: You have to be more flexible or more innovative jobs in the Alps needs to be created. Alps have the enormous potential that is maybe hard to translate into work. It is important also to be surrounded with people with the same opinion about life, values and so on. Work is not everything that is important for the life and not the only thing that has influence on the decision where you will live.

Challenges:

- Decrease of young people connected with the territory.
- 8 countries in the Alps and 8 different legislation and educational system.
- How to protect cultural and natural heritage and at the same time create more jobs?
- Mountain oriented education (MOE) carried by informal education institutions is one of good examples where people can touch, smell, try everything around them and this is important to strength the territory awareness. It will be good to bring this kind of education into formal education as well.
- Young people that are disconnected with the territory.
- How to connect young people with existing opportunities. Vocational training is the example with green jobs.

PRESENTATION OF THE WORKSHOP RESULTS (working in groups)

1. UNCONDITIONAL BASIC INCOME

What are the needs? To develop more concrete needs, to talk about it more, to address the questions and to place it in the bigger scheme, educational aspect is really important as well.

2. SOCIAL EMBEDDNESS AND YOUTH ORIENTATION AND MOUNTAIN ORIENTED EDUCATION

Family is important for socialization and education as well. It is important how family raise a child and what are their values. Then the school is important too. It can give nature connected education. Nature as a classroom. It is important to have a clear view and relation with natural resources that are now here. This has influence on you acts and your own values.

3. INNOVATIVE JOB MODELS (with job opportunities exist and which will exist in the next years)

What are innovative working models? The ones that involve technology, new work structure, new fields and topics, green jobs, models that are need oriented and site specific.

In which way you can create that? To empower the creating value through cooperation and social interaction, bringing people together. To implement new mobility schemes and to have more mobile infrastructure (moving infrastructure, mobile services). To create transnational offer with new opportunities to network between people. To start building local economies.

Who are stakeholders for that? Local people, municipalities, regional administration, national administration, EU, tourist, NGO's, educational institutions, people that can make a bridge between alpine related spaces and urban spaces etc.

4. INDUCING CHANGE AT POLITICAL LEVEL

Students are the crucial stakeholders. Badly paid jobs at rural areas can change with fair paid label or to address companies to provide subsidies for start-ups. Intergenerational exchange is important. Collaboration with all network can be a powerful force. Several initiatives exists at local level that can make changes. Ranking for municipalities can be good idea (for example for the best village).

Ajda Kofal Stofanjevic, CIPRA Slovenia
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