

Sustainable winter tourism in the Alps

Photo Log I-LivAlps Workshop II



September, 2016

Contact: CIPRA International Michaela Hogenboom: michaela.hogenboom@cipra.org

Content

1	Friday, 2 nd of September	2
1.1	Welcome and introduction	2
2	Saturday, 3 rd of September.....	4
2.1	Interactive workshop 1: What are the opportunities and risks of sustainable winter tourism in the Alps	5
2.2	Interactive workshop 2: Working out CIPRA's vision and shared position paper	9
3	Sunday 4 th of September	15
3.1	Interactive workshop 3: Reflection on the results of the workshop and next steps on the topic of winter tourism	15
3.1.1	Youth participants.....	15
3.1.2	CIPRA's representatives, experts and others	17
4	Annex: List of Participants	20

1 Friday, 2nd of September

1.1 Welcome and introduction

We started the day with a welcome speech by the mayor of Lecco **Virginio Brivio**. **Michaela Hogenboom** introduced us to the I-LivAlps project and **Barbara Wülser** presented the co-operation project [alpMonitor](#).



Introduction to the project and what will happen with the outputs of this WS.

Katharina Conradin, the President of CIPRA International, and Christian Baumgartner, response&ability, made a thematic introduction regarding trends and visions of sustainable winter tourism.



Our biggest problem with winter tourism: Do you manage noht to think of the pink elephant?



Shared dinner in Granozero.

2 Saturday, 3rd of September



After a warm up activity, Carmen de Jong, professor at the University of Strasbourg, gave a presentation on **Changes in the Alpine environment and trends in winter tourism** followed by Marianna Elmi from the Permanent Secretariat of the Alpine convention, who gave a keynote speech on **decision making for sustainable winter tourism**.



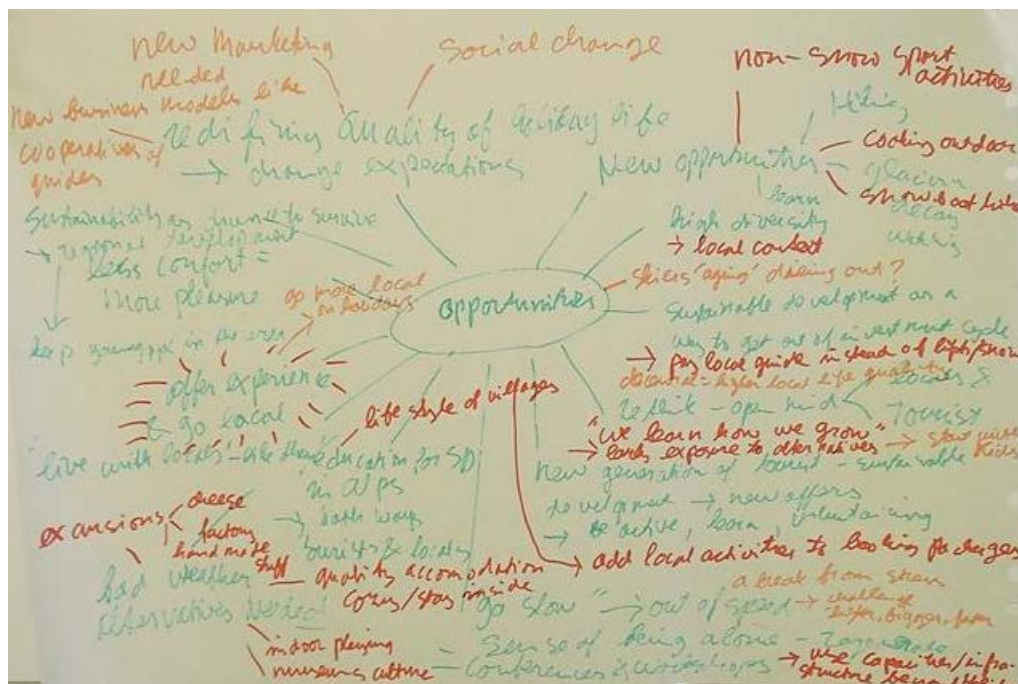
Marianna Elmi, Permanent Secretariat of the Alpine Convention

2.1 Interactive workshop 1: What are the opportunities and risks of sustainable winter tourism in the Alps

Method: World Café

Table Hosts: Katharina, Christian, Michaela, Katarina, Claire, Cristina

Topic 1: Opportunities



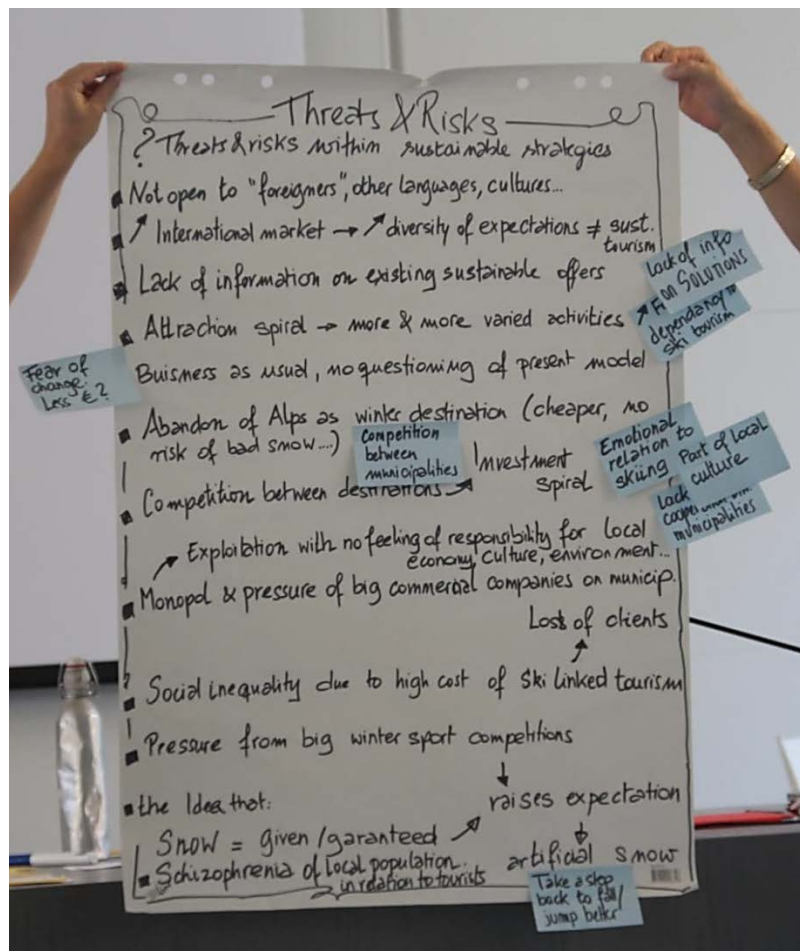


Topic 2: Threats / risks in terms of sustainable development



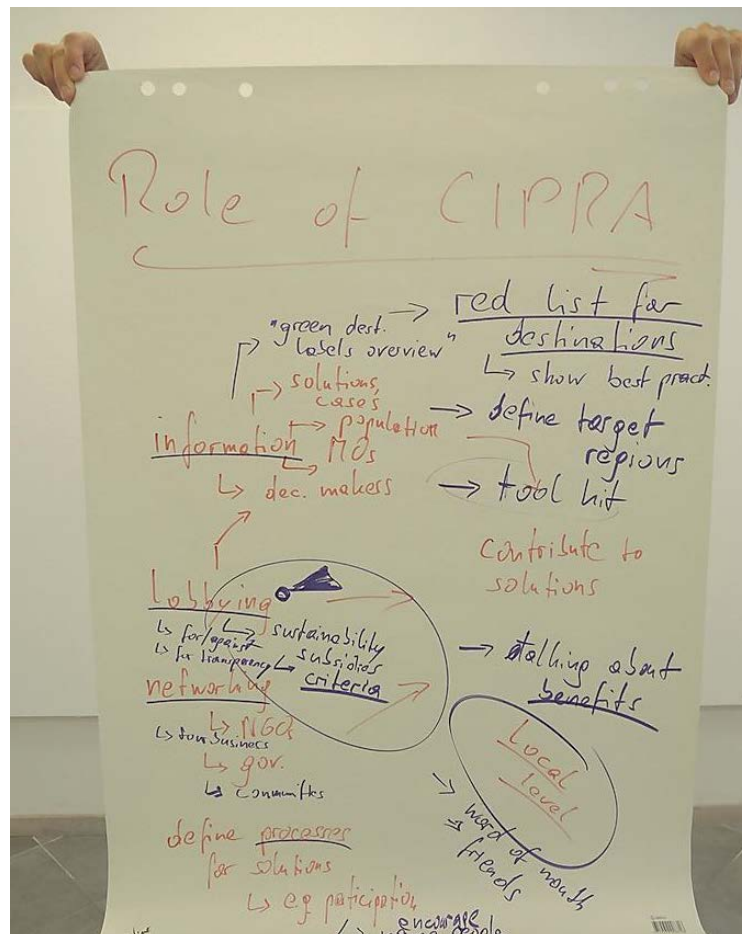
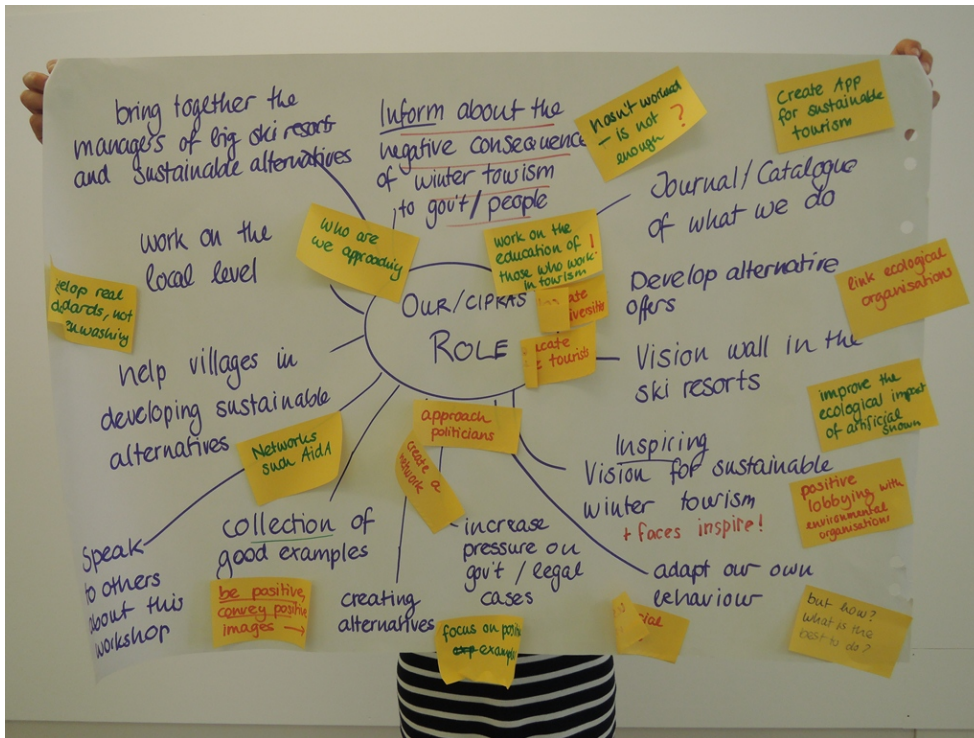


Presentation: opportunities



Presentation: threats and risks

Topic 3: Our Role, what can we/CIPRA do



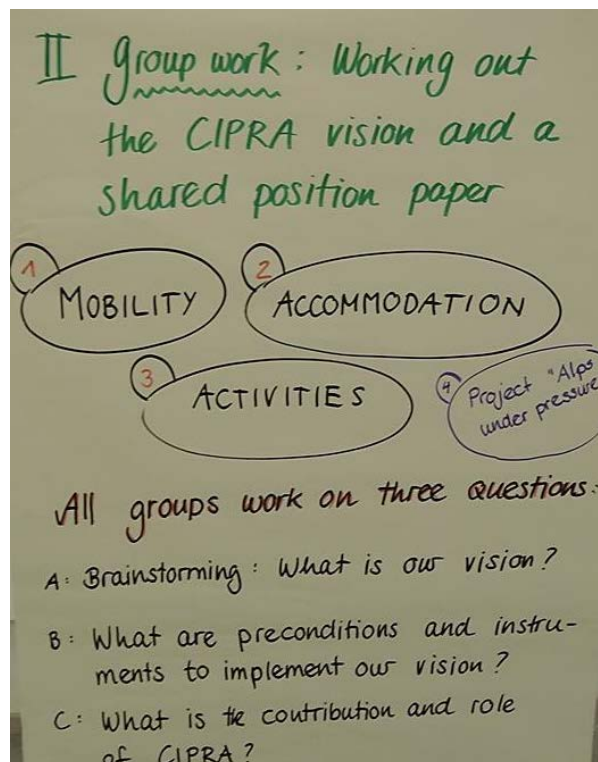
After the lunch break, Yvonne Schuler from Ferienregion Engadin Scuol and Bruno Felicetti from APT Fiemme Fassa gave keynotes on **how to capture the opportunities of a changing paradigm in winter tourism**.



Bruno Felicetti talks about the challenges in the snow-dependent destination Fiemme Fassa.

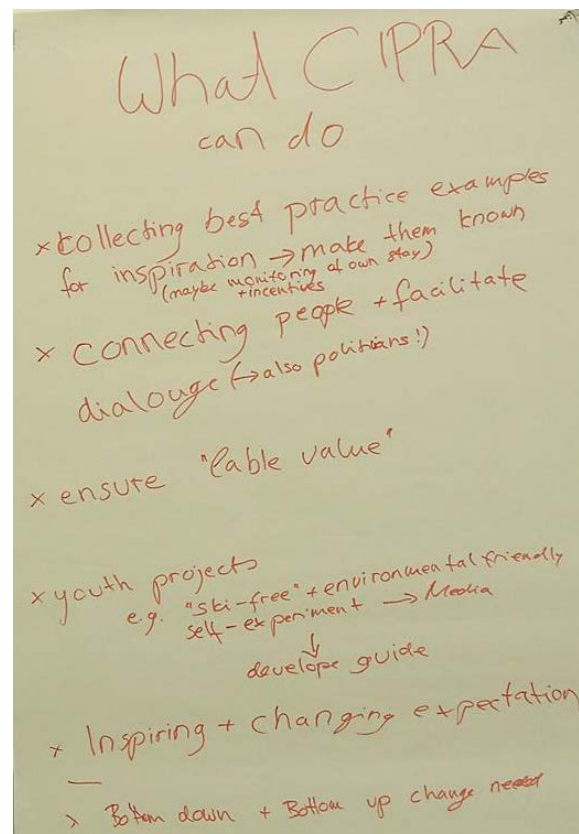
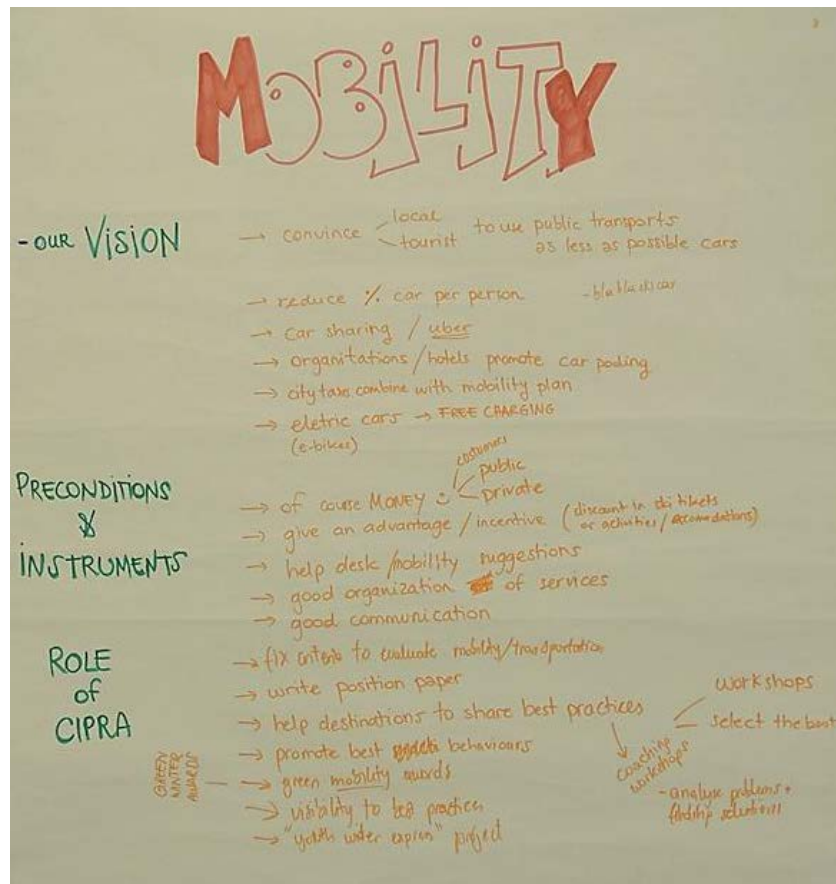
2.2 Interactive workshop 2: Working out CIPRA's vision and shared position paper

We divided into four sub-groups: mobility, accommodation, activities and project group "Alps under pressure".







Sub-group 1: mobility



Sub-group 2: accommodation

ACCOMMODATION  

Vision

- Energy ^{& water} sufficiency of tourism accommodation
- Use of local materials & labour & food
- Warm beds & hospitality
- Exchange of guests & locals (equal stands)
- more equally distributed benefits

Instruments

- Improve & enforce building regulations (\neq Andermatt)
- durable ^{projects/} concepts according to long-time visions
- supporting SMEs so they can compete with international firms
- invent / shift to new forms of accommodation from secondary homes to guest-house models
- foster alternative ownership models
- different strategies for different regions

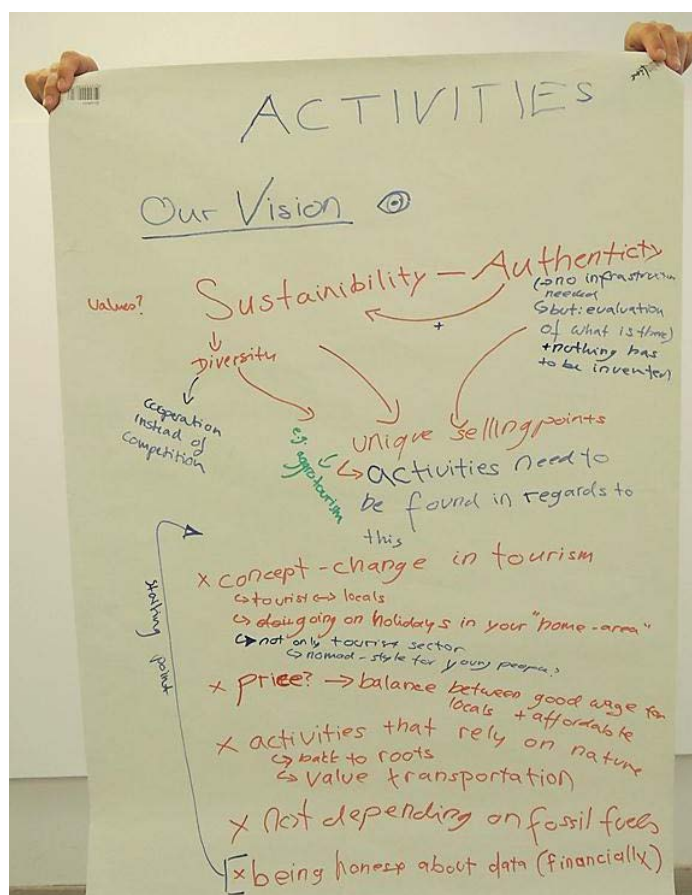
CIPRA's
ROLE

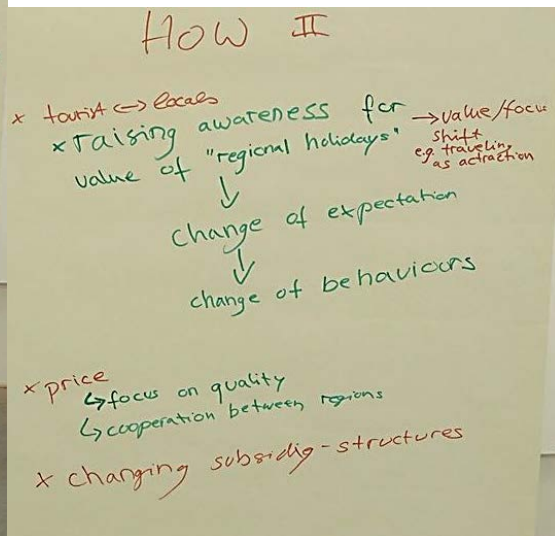
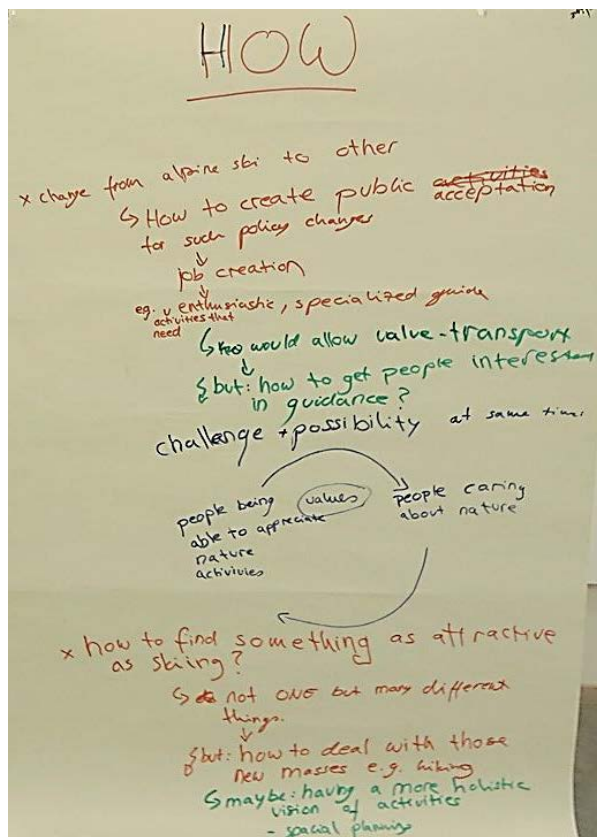
- "Renovate 1000 buildings" (Alpine Convention)
- create clear vision for sustainable tourist accommodation & hospitality and promote it
- overview of labels for sustainable building / accommodation standards
- enable & build networks for the exchange of experiences
- (develop) & promote new investment and ownership models
- promote good practice examples collect &
- raise awareness on the effects of decisions & projects on environment, economy & people
- focus on smaller accommodation facilities



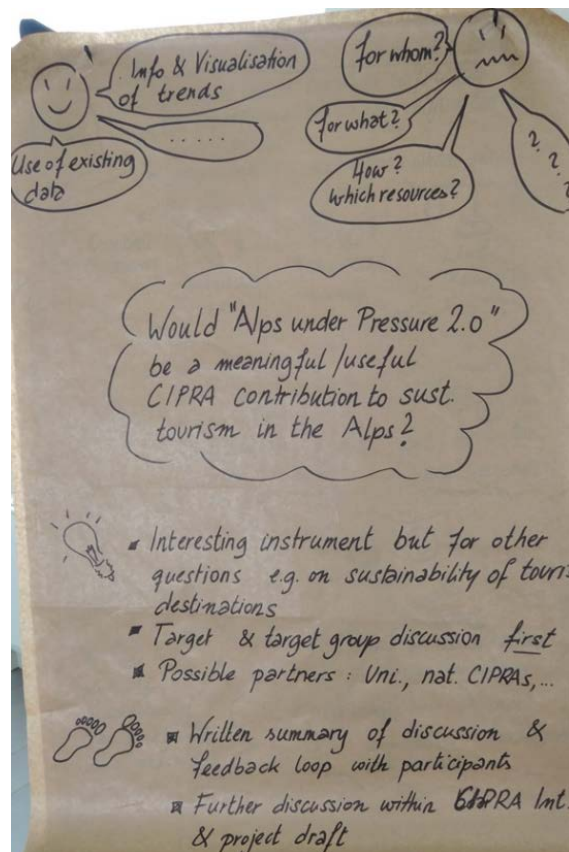
Working group: accommodation

Subgroup 3: activities





Sub-group 4: Project ideas "Alps under pressure"





Summary of the day

Each group presented their work to the others. After the presentations, we rounded up and Michaela guided us through the summary of the day. In the afternoon some of us went swimming, some enjoyed delicious gelato before all meeting again in Pizzeria De Castell.



Pizza at Pizzeria De Castell

3 Sunday 4th of September

On the last day we started with a guided tour of the Mountaineering Observatory.



Mountaineering Observatory, Lecco

3.1 Interactive workshop 3: Reflection on the results of the workshop and next steps on the topic of winter tourism

We split into two groups: one group formed by youth participants and another group formed by representatives of National CIPRAs, CIPRA International, experts and other participants.

3.1.1 Youth participants

We were working in small groups and were trying to find answers to the following questions concerning sustainable winter tourism:

What does it mean for youth?

What can youth do?

What am I able and willing to do?



Working in small groups

• YOUTH HAS TO TAKE RESPONSIBILITY IN POLITICS!

• GENERATION JUSTICE
- WE HAVE TO PRESERVE OUR NATURE FOR US AND OUR KIDS!

Meaning for youth

- different perspectives
- mindset
- responsibility
- have to deal with consequences

what to do?

- get involved
- get informed
- change consumption patterns
- get connected

what can I do?

- act as role-model
- share and care

CHANGE IDEA OF WINTER "SNOWY" LANDSCAPE AND ACTIVITIES

SPREAD THE WORD

PIONEERS IN NEW ACTIVITIES

CIPRA AND LOCAL GROUPS ORGANIZE PROJECT ON SUSTAINABLE WINTER TOURISM FOR YOUTH

NEW OPPORTUNITIES FOR JOBS/

NEW SPORTS IN THE WINTER TIME

CHOOSE SUSTAINABLE RESORTS

USE PUBLIC TRANSPORT

IMPROVING/RENEWING ACTIVITIES

START INITIATIVE ON SOCIAL MEDIA

• SLOWLY, BUT CONSTANTLY CHANGE!

• THINKING AND ACTING LOCAL, WITH AN OPEN GLOBAL MIND!

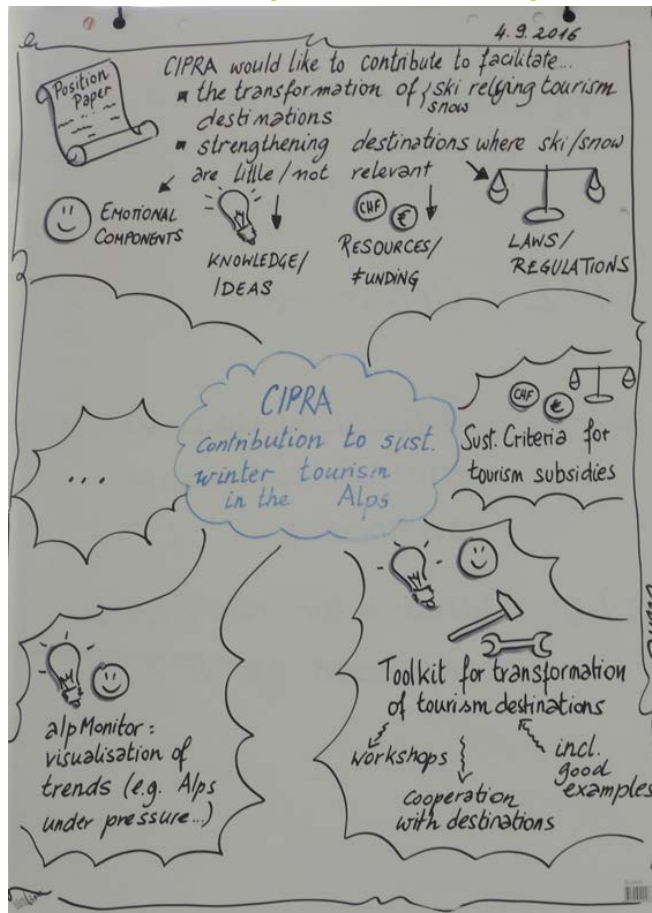
• HAVE A POSITIVE VISION! LONG-TERM!

• BE A ROLEMODEL!

• CHANGE THE MINDSET OF PEOPLE - SUSTAINABILITY MUST BE COOL AND NORMAL!



3.1.2 CIPRA's representatives, experts and others



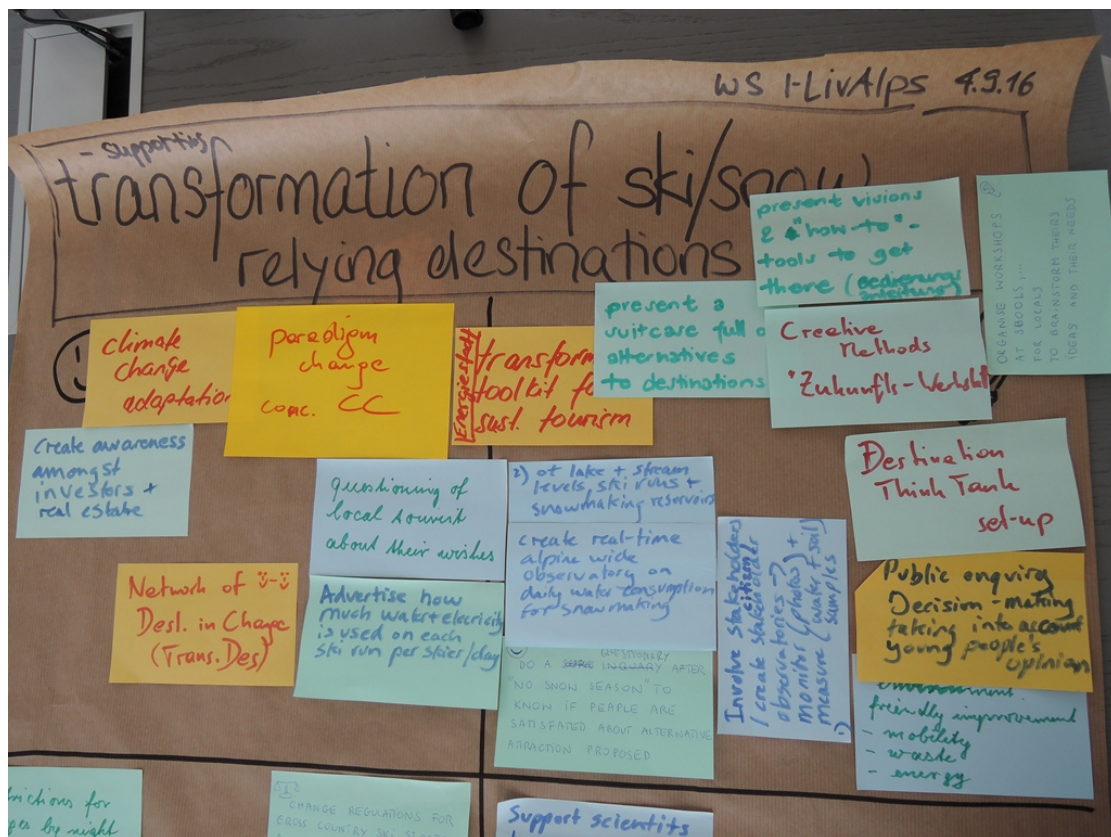
On the Sunday's workshop, CIPRA's representatives, experts and the other participants were preparing the ground for a position paper about winter tourism. The question is, how can CIPRA contribute to

- a transformation in winter tourism of snow relying destinations.
- strengthen destinations where snow relying activities are less relevant.

The group splitted into two sub-groups to discuss these to aspects and to elaborate propositions regarding emotions and contents, regarding knowledge and ideas, regarding resources and fundings and regarding laws and regulations.



Sub-group 1: Strengthening destinations with no or little ski/snow relevance.



Sub-group 1: Facilitating transformation of ski/snow relying destinations.



We closed the workshop with a presentation from both groups and a short overview of the next steps. After participants were asked to form teams of two and give us a first feedback on the workshop. Once again we rounded up and checked out by each sharing one word that expressed how we felt. We ended the day with piadine from the local Piadineria Biribo.



Youth in action

4 Annex: List of Participants

Youth participants: Špela Berlot, Fabio Parisi, Katarina Česnik, Cristina Dalla Torre, Sara Cattani, Alessandro Armani, Delphine Segalen, Laëtitia Sommella, Paul Marin, Agathe De Montmorillon, Melanie Albert, Felix Biernath, Luisa Deubzer, Matthias Oertel, Anna Walder, Mäggi Christandl, Gabriele Giani, Eberle Martina, Sandra Fausch, Toni Büchel, Luzia Felder, Katherine Schmid, Sandra Boschart, Corinne Buff

National CIPRAs, CIPRA International and experts: Federica Corrado, Erwin Durbiano, Inga Korolczuk, Bernard Jean, Christine Eben, Uwe Roth, Barbara Wülser, Michaela Hogenboom, Katharina Conradin, Patrick Schönenberger, Hans Weber, Claire Simon, Carmen de Jong, Marianna Elmi, Yvonne Schuler, Bruno Felicetti, Christian Baumgartner

Photo-log: Katarina Česnik

Photos: Corinne Buff & Katarina Česnik