CREATIVE SESSIONS
MODELLING THE ALPS WITH CLAY AND IDEAS
Revitalisation of Alpine communities and new inhabitants: strategies and ideas for the active shaping of demographic change in the Alps.

Why we need culture when talking about the Alps.

Quality of life in the Alps: an unquestionable truth?

Review
AlpWeek, an experimental field for co-operation and political dialogue.
POETRY SLAM
AN ALP WEEK WITH FLAIR
Introduction

Held under the slogan “Alps & People”, the fourth edition of AlpWeek was dedicated to the many aspects of the connections between the Alps and the people who live, work and spend their spare time there. The population of the Alps is facing major challenges and is at the same time the main player able to tackle these. One of the aims of AlpWeek was an exchange to allow new, Alpine-specific solutions to be found that will enhance the social, cultural and natural heritage of this region. The three topics of demography, culture and quality of life were addressed by numerous plenary presentations, sessions, field trips and a project forum.

The fourth edition of AlpWeek was held in October 2016 in Grassau/Achental in Germany. Eight Alpine organisations together helped prepare the events. Since 2004 the organisers have been improving the event format of “AlpWeek” with each edition in order to better meet its aims: the main objective is to enable meetings, dialogue and co-operation between a large number of participants who are committed to the sustainable development of the Alps. Also involved were politicians from local to national level, public authorities, scientists and students, NGOs and interested citizens. AlpWeek is also intended to facilitate discussion of the current and future challenges that concern and affect these players. One important contribution to the dialogue and co-operation is the organisation at the same time and place – for the second time now – of AlpWeek and the sessions of the Alpine Convention (the Standing Committee and the Alpine Conference).

This report summarises the most important elements regarding the three topics of demography, culture and quality of life that were covered in the lectures and sessions. In conclusion there is a review of the results of AlpWeek 2016 and proposals for the future direction of the event.
BAZAAR OF IDEAS FOR VIBRANT ALPS
Demographic change is considered as one of the major challenges the Alps are facing. Who are the present and future Alpine inhabitants and what are their living patterns? How can social diversity (gender, generations, immigrants...) be (better) taken into consideration to enhance change in favour of the sustainable development of the Alpine region? What is the influence of demographic change on the social capital, the cohesion and innovation of Alpine regions, on settlement patterns (e.g. depopulation, urban sprawl), land use, nature conservation and mobility? How can governmental and non-governmental actors help manage these changes, for example in the frame of spatial planning policies? (Call for contributions)
Alpine society is changing

Handling the demographic change in the Alpine regions is difficult as the current population dynamics are multi-layered and not easy to interpret. Special attention must be paid to both the quantitative and the qualitative changes: recent investigations and research work like those for the fifth Report on the State of the Alps by the Alpine Convention (Permanent Secretariat of the Alpine Convention, 2015) show that the number of inhabitants in the more easily accessible regions – such as valley floors and pre-Alpine areas – has in fact increased overall, with conurbations being created or growing larger. Less accessible regions continue to suffer from depopulation and emigration, however. At the same time, immigration can also be seen in remote areas, in particular in some parts of the western Alps and in isolated parts of the eastern Alps (Friuli/IT, Slovenia). There are thus contrasting developmental trends and also breaks in trends that frequently depend on micro-regional and local conditions.

The qualitative aspects of the change concern the composition of Alpine society: on the one hand, there is the aging population, i.e. the increase in the proportion of those over 65 and its ratio to the proportion of the population under 15 years of age. This affects the mountain areas in some Alpine countries considerably more than the urbanised regions. On the other hand, changes can also be observed in the diversity of local municipalities in respect of people’s origins, cultural backgrounds and lifestyles.

Both these aspects were discussed in the context of AlpWeek. Certain sessions addressed the questions of emigration and the new ways of life in mountain regions, while other sessions tackled current changes in the structure of Alpine society.

From emigration to new ways of life in the Alps

At the centre of the lectures and sessions was a dialogue between participants from various areas, from research to administration with the use of concrete local examples: Thus session 1 was dedicated to the successful revitalisation process in the Piedmont municipality of Ostana. In 1985 there were only 5 inhabitants, while in 2015 there were once more 150. The mayor sees his village as a laboratory where various cultures and age groups can meet one another and develop new ways of life. Ostana and other local examples represent new immigration concepts that can be described in terms such as “new Alpine urbanism” or “live-work-play”.

Reviving Alpine communities – what are the success factors?

On the one hand, for remote communities to attract new inhabitants they need suitable mobility, communication and energy infrastructures (hardware). On the other hand, they also require a climate of openness for new and different lifestyles, as well as a readiness for innovation. The sessions in particular discussed how Alpine traditions could be preserved in harmony with the necessary development of new cultural approaches. Particular emphasis was given to the role of local authorities and the co-operation of the various groups and institutions in the pursuit of good governance.
New inhabitants in the Alps: opportunities and challenges

Some of the AlpWeek sessions were dedicated to the question of how the arrival of new residents, new business people and workers can change social structures and lead to a revival of Alpine communities. The major point was that immigration presents both opportunities and challenges. The specific role of municipalities in managing and shaping the framework for this development was also emphasised in respect of this trend.

Sessions 11, 21 and 26 presented examples of actual practices and strategies for the absorption of new inhabitants on the basis of a “welcome culture” and innovative political approaches. Participants discussed questions of employment opportunities, housing, family, social integration and administrative matters. Solutions were discussed by way of concrete examples already implemented at regional and local level in regions such as Upper Austria and Vorarlberg or in the Valle Maira and Valle Grana in Piedmont.

The important role of the Alpine municipalities

One conclusion that can be drawn from many of the examples presented was that there are various kinds of migration movements in the Alps and various approaches to their management. At the same time, however, certain factors can be recognised that frequently play a very important role in the successful integration of new inhabitants: not only the availability of accommodation and health, education and mobility services but also “softer” factors, in particular social integration via associations and other initiatives and organisations of civil society (Sessions 11, 21 and 26). Alpine municipalities can make a substantial contribution to all of these aspects. The AlpWeek sessions showed that this is only possible through constant dialogue between local administrations and inhabitants in order to identify common challenges and solutions. The sessions also made clear that the creativity and commitment of active individuals are vital for the effective promotion of such dialogue (Sessions 21 and 26).

All in all, the sessions on demography at AlpWeek demonstrated that the Alps are an area where innovative forms of lifestyle and hospitality can be developed. Success here depends not only on the appropriate services and infrastructures, but above all on the active and harmonised co-operation of authorities and citizens.
ALPS. GO. CULTURE!
Why we need culture when talking about the Alps.

Culture can be an important resource and a tool for regional development. The culture of living, the artistic culture, the culture of cooperation, the cultural heritage including Alpine architecture and cultural landscape or the cultural diversity and heterogeneity are aspects to be reflected upon. Which are the specific assets of “Alpine culture(s)”?

Which are the “real” cultural experiences of Alpine inhabitants and visitors, hidden behind the façade promoted globally by touristic marketing?

How can culture in all its heterogeneous forms be strengthened to support sustainable regional development in the Alps? (Call for contributions)
Cultural questions were at the heart of twelve out of twenty-eight sessions and were also discussed in other sessions. The framework programme also featured cultural events such as film screenings, exhibitions, musical interludes and a poetry slam: other cultural topics were the contents of poster exhibitions and field trips.

The large response to the call for sessions on culture in the Alps shows the high value that the topic of “Alpine culture” enjoys. In his introductory contribution, “The Alps – a cultural topic. Why we need culture when talking about the Alps”, the cultural scientist Bernhard Tschofen explained that the extremely diverse Alpine culture possesses great charisma but is also the expression of the contradictory Alpine present. This contradiction reveals itself in terms of tourism, for instance, which has been consistently using the charm of Alpine culture (and cultural landscapes) for nearly 200 years now. This influence can be seen in aspects of immigration, art or the graphic portrayals featured in advertising, or in architecture, as impressively documented by means of postcards (Session 8). The development of the Alpine cultural landscape reflects the divergent cultural understandings of preservation and progress.

The following conclusions can be drawn from the various sessions, including in regard to the initial questions.

**Culture as a mainspring for regional development**

Culture in the Alpine region is hardly or only to a limited extent perceived as an economic factor, although there are convincing examples that this is indeed the case, as Cassiano Luminati set out in his opening address. Several sessions in the meantime showed that culture and its exponents can be of major importance for development processes, above all where they are able to develop new forms of identities or communities from the traditional and the modern (Session 1), give impulses for new perspectives (Sessions 7 & 12), or support social integration processes (Sessions 1 & 11). A strong cultural consciousness was generally regarded as a precondition for future – probably multicultural – development in most areas. This can be a success if a balance is found between native traditions and imported ways of life. The Alpine region could thus become a laboratory for the creation of a bright mix of mountain-specific lifestyles, as can be seen for example with the “new highlanders”. Further opportunities and challenges arose from the point of view of village or regional development. Alpine culture and its advancement should be more used as an experimental field for regional development. Alpine culture permits a creative approach to the habitable area which in turn permits the emergence of social projects or economically viable enterprises (Sessions 7 & 12).

One problem to be addressed more intensively in the future is the frequent lack of interest on the part of small museums (in the Alpine region) in present-day questions and the resultant lack of appreciation on the part of the local population (Session 17).
As regards training issues, there are a number of Alpine-specific handicrafts and vocations that can be learned in establishments both in and outside the Alpine regions (Session 23). It was astonishing that cultural professions were not mentioned by the participants in this session. Alpine-specific aspects should also be more widely addressed in cultural or creative training.

**Revitalisation of the cultural heritage – potential for endogenous developments**

In the context of the AlpWeek, particular examples were presented of the revitalisation of formerly widespread cultural practices, such as the cultivation of hemp (Session 27) or traditional handicrafts and the associated land use and vocabulary (Session 22). Both examples showed that such revitalisation projects can unleash large effects, including in economic terms, because they extend from the cultivation to the product and thus include landscape conservation, agriculture, tourism, the population and (local) culture. One example is the growing of old rye varieties on historic terraces and working the grain into rye bread in the traditional way with the help of tourists. This, however, needs substantial public or private basic financing. Individual initiatives may also find it easier, was the view, if they can act in Alpine-wide networks.

**Culture as a mediator between lifestyles and living environments**

Differing lifestyles and divergent views of the “good life” encounter one another in the Alpine region and also find their expression in cultural life. Several sessions showed that culture or a cultural institution (cultural centres, museums, etc.) can play a central part in mediating between various living environments, for example where a new community of locals and incomers begins to form in deserted villages (social integration process; Session 1), where people from other cultures are being integrated (Session 11) or in a better understanding of interrelations between city and mountain areas and the mediation of “urban-alpine” (session 17).

**Preserving and renewing cultural diversity through co-operation**

Cultural diversity is a special challenge in both supra-regional and regional co-operation. This is also recognised by the Interreg Alpine Space Programme (Session 15). For partners with differing linguistic and cultural backgrounds to work well together requires the conscious integration of the cultural dimension (a form of culturally expanded transnationality), especially when defining problems together. This permits different interpretations of a subject to be seen and used in co-operation, for example in the development of the cultural heritage, into which both Alpine-wide and local views are integrated.

Alpine cultural institutions could take on a special role here, which will require new forms of co-operation to be developed to help improve their self-understanding and strengthen their charisma. This can, for example, be attempted with the existing “Urban Mountains” network, where scientists and museums work together on topics of culture-related spatial relationships (Session 17).
LIFE QUALITY NATURE
Quality of life, well-being, welfare and health are crucial in order to maintain lively and dynamic societies in Alpine regions. Yet agreeing on common definitions and maintaining high quality in times of financial difficulties are a challenge. Which criteria can help better describe the specific aspects of quality of life in the Alps? What is the influence of basic supply, mobility, economic, demographic and social factors? How can environment and ecosystem services help to enhance quality of life in the Alps? What are the opportunities and threats for quality of life due to climate change? Which social and economic innovations need to be initiated and supported to allow a high quality of life for future generations, without further damage to the Alpine environment? (Call for contributions)
Quality of life in the Alps: an unquestionable truth?

Quality of life: a discourse still in its infancy
Macroeconomic indicators such as gross domestic product are insufficient to measure the economic and, in particular, the social status or progress of societies. The concept of quality of life is therefore ever more prominent in public debates. The quality of life of inhabitants is not easy to comprehend and is prone to various more or less objective or subjective approaches. It has for some years now prompted consideration and measurement attempts by statistical agencies and scientists, both at international level and within various countries and regional bodies.

These considerations and attempts in regard to the quality of life are particularly pertinent in the context of the Alps, even if this region is well-known for its unique quality of life, which it owes to the diversity of its natural and cultural heritage. Many have noted this and settled in the Alps or chosen them as a holiday destination. Yet there are currently few comprehensive initiatives in the Alpine region aimed at describing and appreciating the concept of the Alpine quality of life.

AlpWeek offered a framework to discuss various aspects of the quality of life, ranging from the socio-economic developments that affect it, the link between quality of life and major environmental problems, and the influence of key players such as municipalities and associations.

Aspects of quality of life: remote village and urban hotspot
In their plenary presentation Sandrine Percheval and Anne Lassman-Trappier set out the diversity of the quality of life and the challenges in the Alps shaped by the divergent economic and demographic characteristics of these areas. They demonstrated two particularly pronounced spatial types: on the one hand, there was a tourist town in a mountain area offering numerous services and employment opportunities, whose inhabitants, however, must tolerate environmental damage, large development pressure and a high cost of living; on the other hand, there was a remote rural region where the population lives more quietly in an intact environment with more affordable accommodation, but access to services and jobs can be difficult. In both cases solutions can be developed that are adapted to local conditions if citizens’ initiatives and public measures complement each other. In his opening lecture, Harald Welzer, a social psychologist and founder of the FUTURZWEI foundation, stressed that social rather than technical intelligence was required to permit the necessary changes in our society to be made in the face of current challenges such as climate change, demographic changes and globalisation.

Municipalities and civil society as drivers of quality of life?
In the course of AlpWeek various criteria were mentioned as a way to measure quality of life in the Alps, for example service provision (Session 20), natural and cultural heritage, training (Session 23), health, open-air activities or agriculture and food – many aspects that have already long been in regional development programmes. Several sessions emphasised the effect of certain players on these various aspects of the quality of life. The role of municipalities was named as a key factor in aiding the emergence of – mostly local – initiatives.

AlpWeek cyclists reflect on quality of life and put it to the test.
Quality of life in the Alps: an unquestionable truth?

to improve the quality of life. Municipalities must have the courage to change their role from that of “administrative fortress” to being an “agency for creativity in the community”. This will permit citizens’ ideas to be promoted rather than blocked, while at the same time these are co-ordinated and networked (Sessions 21 and 26). Civil society and associations such as Alpine clubs are particularly important, as they contribute to the development of a socio-cultural identity in areas and offer numerous activities and services (Sessions 3 and 4).

The lectures and discussions at AlpWeek showed that quality of life is influenced by numerous political, economic, socio-cultural and demographic factors and decisions, and that our understanding of these is constantly developing.

When demography becomes a factor

Demographic changes have a major influence on quality of life: social relations are altered and the availability of basic services such as transportation, health or local shopping facilities are adapted to the number of the inhabitants. Some Alpine communities are currently facing substantial immigration from other countries. Questions regarding quality of life are particularly urgent here, both for locals and incomers (Sessions 21 and 26).

Spatial planning: a key factor

Decisions related to urban and regional development likewise have considerable influence and were also discussed during AlpWeek. Thus, for example, participative neighbourhoods in Switzerland or the decision of the Austrian municipality of Krumbach to compact the locality have resulted in an entirely different quality of life than the model of single-family house settlements and industrial and trading estates built around villages and towns (Session 25).

Everything is (also) a question of language

The experiences of migration processes also show that, beyond the satisfaction of basic needs, the notion of “quality of life” is subjective and connected to the personal and collective history of the inhabitants. The sessions at AlpWeek reminded participants of the importance of assisting especially those population groups who are confronted with major socio-economic change. Not only technical plans and programmes are needed; people must be encouraged to think carefully about current changes to permit them to better accept these and change their perception of e.g. the quality of life. Sometimes it is necessary to let go of the past in order to allow new possibilities to emerge. With this in mind, an experimental session at AlpWeek focused on the linguistic, emotional and psychological aspects of the socio-economic and demographic changes in these areas. The participants collected and discussed the positively and negatively charged concepts regarding the depopulation of areas (Session 18).
Quality of life in the Alps: an unquestionable truth?

Tourism shapes our lives
Special attention was paid to the influence of the history of tourism in the Alps on societies and life models in the Alpine regions. History has affected almost every aspect of the society, economy, culture and landscape of the Alps, whether through the development of infrastructures and services, migration of workers, technological innovations or the emergence of an Alpine image. This close connection between tourism, regional development and the quality of life is specific to the Alpine context and must be taken into account when shaping the future quality of life in the Alps (Session 8).

Climate change, lifestyle change
The connection between quality of life and quality of the environment was further discussed in particular in relation to the concept of wilderness (Session 28), especially in respect of climate change. Which lifestyles can we permit ourselves if we want to meet the global obligations to reduce CO2 emissions? A session and an exhibition clarified both the changes we have to make to our lifestyles – particularly in terms of mobility and diet – and how these changes can improve our quality of life (Session 4).

A systematic and wider view of the topic would undoubtedly be interesting, taking into account aspects that were not probed in the AlpWeek sessions, such as air quality in the Alpine valleys, aging populations, socio-economic changes and/or the effects of climate change.
Co-operation
Political dialogue
The large number of participants at AlpWeek 2016 confirmed the high relevance of the topic selected, “Alps & People”. Bernhard Tschofen, a speaker at the opening plenary session, affirmed this: “The topic of ‘Alps & People’ was a good choice for AlpWeek 2016 in view of the present global and European developments and its social relevance has been shown in numerous events”. He continued: “It is impressive what both NGOs, local and regional initiatives can achieve overall in the Alpine space and how different the approaches are taken”. However, as repeatedly shown by the contributions at AlpWeek, such initiatives are only rarely part of a higher political programme: they rather tend to be the result of the efforts made by individuals or groups looking for innovative and locally adapted answers to difficult or even critical life situations.

Political dialogue: a changing experimental set-up
To find convincing solutions to the challenges faced by Alpine society, ambitious political strategies must be developed. These can be developed from the initiatives of civil society and of local and regional administrative bodies, then further promoted through co-operation and networking. This will require a political and social dialogue such as that sought by the Alpine Convention and numerous civil society organisations.

This dialogue is also a core issue for AlpWeek with its open character and highly differing exchange opportunities. Since the first AlpWeek, steps have been taken towards opening a dialogue with the world of politics, in particular owing to the fact that, in 2012 and 2016, the meetings of the Standing Committee and the Alpine Conference took place at the same time and place as AlpWeek, thus enabling various dialogue formats with representatives of the Alpine Convention. A joint meeting with the previous and future presiding ministers permitted the official observer organisations to present their proposals for a future intensification of dialogue. AlpWeek 2016 in Grassau saw the testing of a new, informal exchange format, very much appreciated by the participants: during a boat trip on the Chiemsee Lake, the participants of the AlpWeek and the delegations (ministers) could exchange in small groups, in particular on the contribution of each country to the implementation of the Alpine Convention. The co-operation of networks of municipalities, NGOs and scientists with the Permanent Secretar-
AlpWeek, an experimental field for co-operation and political dialogue.

iat of the Alpine Convention and the Interreg Alpine Space Programme in the Organising Committee now also makes possible a social and political dialogue that goes beyond numerous geographical, content-related and institutional borders. Each of the organisations involved mobilises its members and target groups so that they can meet at AlpWeek with the members and target groups of the other organisations.

The success of AlpWeek over the last ten-plus years lies in the continuous adaptation and development of partnership and formats. The quality and intensity of the dialogue formats must be constantly further refined in order to ensure better understanding and stronger co-operation between political and social players at all levels. Alongside mutual appreciation, such dialogue in particular needs sufficient time and space as well as suitable formats during AlpWeek.

Dialogue with the political world should be a place where socially controversial issues – such as the building of second homes, the intensive development of tourism or road infrastructure, multiculturalism, sufficiency strategies or the dismantling of infrastructures – can be discussed. In the view of certain observer organisations, this was not adequately explored in Grassau and should receive greater priority for future AlpWeeks and dialogues. This goes hand-in-hand with a gradual opening to other society groups with divergent opinions. In the view of some civil society organisations as well as of some participants, AlpWeek has until now been dominated by the environmental focus, limiting the diversity and range of discussion. Such an opening might enrich the discussion.

Meeting to work together in the Alps and for the Alps

AlpWeek is a commendable example of co-operation in the Alpine region. A team formed from eight different Alpine organisations contributed to its success through the joint determination of topics, the launching of an Alpine-wide call, the development of the programme, the entire organisational and logistical preparation and execution, the participation of the member organisations, the organisation of sessions, market stalls, exhibitions and field trips. In all of this, those involved looked for creative solutions that would incorporate the interests and concerns of the other partners, address cultural and linguistic differences and overcome the material and logistical difficulties.

AlpWeek is also a stage and a meeting place for partners in past, current and prospective international co-operation projects. There were numerous examples of this at AlpWeek 2016, such as the sessions of the Interreg Alpine Space Programme, the sessions on the “ZusammenLeben in den Alpen” project by the “Alliance in the Alps”, the “Tour des Villes” project by the “Alpine Town of the Year” association, as well as the Youth Alpine Express, 100max or WorthWild projects from CIPRA. Such international cooperation projects should be initiated in due time and purposefully funded in view of each AlpWeek, as done by the German Presidency before the AlpWeek 2016. This enriches the dialogue during the AlpWeek, thanks to current inputs and field experience.

Its forum character also made AlpWeek a framework for unexpected encounters that may set the foundations for new forms of co-operation, in a way that interactive forums and platforms on the internet cannot. We wish to thank all participants for their contributions and hope that AlpWeek saw the emergence of new ideas that will improve the quality of life and make use of the demographic and cultural diversity of the Alps for sustainable development. We would be pleased to invite people in the Alps once more to the next AlpWeek in four years’ time to enjoy exchanges and co-operation. Until then we hope that the “Spirit of AlpWeek” – the knowledge that we can achieve more for the Alpine region together and that this requires lively dialogue – will become more widespread. The organisational team will also continue to consider how to contribute to this in the time between AlpWeeks.
### Plenary contributions

- **Thomas Scheurer, ISCAR** | Welcome and opening

- **Cassiano Luminati, Polo Poschiavo** | Hand-over from the AlpWeek 2012 in Poschiavo

- **Harald Welzer, FUTURZWEI** | How can the Alpine population manage the (large) transformation?

- **Bernhard Tschofen, Universität Zürich, Institut für Sozialanthropologie und Empirische Kulturwissenschaft (ISEK)** | The Alps – a cultural issue. Why we need culture when talking about the Alps

- **Sandrine Percheval, ADRETS; Anne Lassman-Trappier, Environn’Mont Blanc** | Isolated village and urban hotspot: curse or blessing?

- **Hans Höglauer, Ökomodell Achental; Luzia Felder, CIPRA Youth Council; Andreja Jerina, EUSALP Presidency and Ministry of Foreign Affairs, Republic of Slovenia; Anna Giorgi, ISCAR; Maria Lezzi, Interreg Alpine Space Chair und ARE** | Group interview with AlpWeek observers

- **Silvia Reppe, BMUB; Peter Eggensberger, STMUV; Markus Reiterer, Permanent Secretariat of the Alpine Convention** | Closing words and farewell

### Sessions

The titles of the inputs and sessions are indicated in one of the languages they were held in. A more complete documentation on most of the sessions is accessible on [www.alpweek.org](http://www.alpweek.org).

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The AlpWeek is an international event dedicated to new and promising prospects for sustainable development in the Alps. It is jointly organised every four years by major Alpine organisations with a broad range of competences regarding regional and sustainable development. AlpWeek 2016 was held in the framework of the German Presidency of the Alpine Convention.

Organisers

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