



MEET & MATCH forum

Together we move mountains!

21-22 March 2017 | Milan | Italy

Results of thematic session E



“Move your mountains” session

The aim of this session was to offer a **networking and matching opportunity** to the project participants along the seven specific objectives of the programme.

Based on the mountains (identifying remaining needs/challenges in their specific objective) they had created the day before, the participants met in groups of about 3 people to turn these needs/challenges into ideas for potential projects. This was done on a “**mountain range**” **template**, which structured the discussion to identify joint objectives, activities and solutions to the identified challenges and was a starting point for developing ideas and partnerships.

After drawing the outline of their own mountain and naming the common challenge, the teams discussed the following:

- proposed solution to the identified challenge,
- expected change/result,
- concrete steps towards the solution,
- what could be difficult project phases.



“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Let's raise public awareness on fragility and unicity of Alpine glaciers</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Consciousness about fragility of habitat and climate change</p>	<p>Museum on Alpine glaciers Main site + locals</p>	<p>Appeal tourists & locals</p>
	<p>At the summit (Expected change/result)</p>	<p>Network of scientists – glaciers + labs</p>	<p>Create a dynamic network</p>
	<p>Lower impact life</p>	<p>Online tools for public</p>	<p>Inspire public to change their life style</p>

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Improve attractiveness of diff. areas</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>At the summit (Expected change/result)</p>		

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Promote Alpine produced food and beverages		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	Meet your neighbour & have a nice meal	Mobile kitchen truck	Identify producers and 4 seasons products
	At the summit (Expected change/result)	Common cook book	Data collection
	To be aware of Alpine produced products	Cooking lessons at school & for tourists	Language and culture barrier

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>A carabiner between agriculture and tourism</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Find people as testimonial of success in integration</p>	<p>Select entrepreneurs</p>	<p>Different cultures/language</p>
	<p>At the summit (Expected change/result)</p>	<p>Motivate them to show their activity</p>	<p>Different laws</p>
	<p>Integration of different sectors</p>	<p>Create a network between them</p>	<p>To maintain the link between people in the time</p>

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Awareness of ecosystem services in Alpine agriculture</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Cration of a new approach of Alpine Agriculture</p>	<p>Development of the new agricultur. models based on ecosystem services</p>	<p>Costs for farmers to implement the new model</p>
	<p>At the summit (Expected change/result)</p>	<p>Training to all the communities</p>	<p>The partnership of stakeholders involvement</p>
	<p>Improved attention to the ecosystem</p>	<p>Creation of logo/label of the model</p>	<p>Lack of previous model / existing knowledge</p>

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>New mountaineers</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Supporting framework for new mountaineer</p>	<p>Training programme for new mountaineer</p>	<p>Political framework on private properties</p>
	<p>At the summit (Expected change/result)</p>	<p>Identifying land/other assets to be allocated</p>	<p>Integration between local communities and the new mountaineers</p>
	<p>Improve access to the local resources</p>	<p>Public institution framework</p>	

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Typical food as a sustainable value chain</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>To create a design thinking value chain</p>		
	<p>At the summit (Expected change/result)</p>		
	<p>More awareness and more tourism based on sus. products</p>		

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>			
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>To link geo and culture of people in the Alps</p>	<p>Collect different places and culture linked</p>	<p>Involving people</p>
	<p>At the summit (Expected change/result)</p>	<p>Focus find out characteristics</p>	
	<p>Awareness of identity</p>	<p>To find way of communic. (education, tourism, create job opportunity)</p>	

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Smart villages in marginal areas</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Management and technological tools for village renovation</p>	<p>Hamlets</p>	<p>Internet connection network</p>
	<p>At the summit (Expected change/result)</p>	<p>Diffused models</p>	<p>Education and training</p>
	<ul style="list-style-type: none"> - Young people living and working in marginal valleys - Offer of sustainable tourism 	<p>Smart technology</p>	<p>Fundraising and involvement of stakeholders</p>

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Environmental impact of events (tourism-related): reduction		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	„Eco-label“ for compliant events	Involvement of the target groups	Different legislations
	At the summit (Expected change/result)	Study/methodology => guidelines	Costs
	Steps towards „zero impact“ events	Pilot actions	

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Education and awareness for young entrepreneurs in natural areas		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	To create a new entrepreneurs spirit respecting nature	Training on field (natural areas in Alpine Space)	Involving skilled people
	At the summit (Expected change/result)	Exchange of best practices	Costs/funds
	Touristic offer coherent with natural environment of Alps	Challenge/award for best business plan	Sustainability of the project

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Sustainable tourism in marginal locations</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Innovative model for rural areas</p>	<p>Involvement of newcomers</p>	<p>Motivation of newcomers to get involved</p>
	<p>At the summit (Expected change/result)</p>	<p>Capacity-building</p>	<p>Strong communication</p>
	<p>New tourists in „old“ places</p>	<p>Inclusion of media, social media</p>	<p>Funds for renovation?</p>

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Valorisation of protected areas		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	More liveable and community-based management of protected areas	Involvement of SMEs incl. agriculture + ecosystem services	Communication problem
	At the summit (Expected change/result)	Use of natural material + waste from agricultural forestry activities for local circular economy	Need of new competences + new people
	More efficient use / management of natural and cultural resources		Access to land/funds

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Enhance trails networks in rural areas		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	Identify integrated offer for sustainable tourism	Catalogue existing offers/heritage	Lack of information
	At the summit (Expected change/result)	Create different packages for different target groups	Match offer and demand
	<ul style="list-style-type: none"> - Attract more people - Create new multifunctional jobs 	Created integrated cross-sectoral networks	Lack of cooperation between different sectors and operators

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Balance between usage and conservation of nature</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Find common principles for a correct use of paths of biking and hiking</p>	<p>Uniform communication</p>	<p>Unify different needs and languages</p>
	<p>At the summit (Expected change/result)</p>	<p>Share best practice</p>	<p>Lack of existing network</p>
	<p>Share principles all over the Alpine area</p>		

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>New natural technology in Alpine Space</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Linking natural materials with protection ecosystems creating new green jobs</p>	<p>To study the use of nat. mat. respecting ecosystems in sustainable ways</p>	<p>Identifying new materials</p>
	<p>At the summit (Expected change/result)</p>	<p>To involve people in the Alps sharing diff. experiences</p>	
	<p>Maintaining ecosystems in good health to have optimal production with natural materials (wood, water...)</p>	<p>Experimental areas in Alpine Space</p>	

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Geological heritage integrated promotion and valorisation		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	Networking of sites in Alps / branding	Collection of geological data	Harmonise the classification in a transnational way
	At the summit (Expected change/result)	Create routes and digital tools to promote them	Multilingualism
	Improve visibility and accessibility for tourists	Integration with other touristic offers	Stakeholder involvement

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Tourism for everybody</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Outdoor activities</p>	<p>Mapping & sharing</p>	<p>Different approaches</p>
	<p>At the summit (Expected change/result)</p>	<p>Creation of a network</p>	
		<p>Common tools</p>	

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Sustainability</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Ways of assuring sustainability</p>	<p>Awareness</p>	<p>Link Alpine countries/regions</p>
	<p>At the summit (Expected change/result)</p>	<p>Create route (food/other topic) culture</p>	
	<p>New regional offers (products, tourism, jobs)</p>		

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Active lifestyle against abandon</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Sport for all on the mountains</p>	<p>Thematic maps</p>	<p>Differentiation of levels</p>
	<p>At the summit (Expected change/result)</p>	<p>Information system</p>	<p>Integration of offers</p>
	<p>New attractiveness of mountain areas</p>	<p>Access points</p>	<p>Capacity building of local citizens</p>

“Move your mountains” session

Our mountain range (Common challenge for our rope team)			
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	Improve visibility of minor destinations	Networking & branding	Stakeholders involvements
	At the summit (Expected change/result)	Capacity building	Limit capacities
	Improve socio-economic conditions thanks to tourism	Pilot actions to increase attractiveness of natural & cultural assets	Finding issues to relate infrastructures

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Valorisation of natural and cultural heritage in rural areas		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	Sustainable tourism	International networks of treks for sustainable tourism	Data collection
	At the summit (Expected change/result)	App	Motivation – Awareness rising also among local communities
	Improved communication Increased touristic flows Jobs creation	Integrated partnerships: local authorities, touristic operators, hospitality actors	Promote innovative solutions among public sector

“Move your mountains” session

Our mountain range (Common challenge for our rope team)	Green & sustainable communities for marginal areas		
Rope team (Institution/representative)	Hiking destination (Solution to the common challenge)	Landmarks (Concrete steps towards the solution)	Challenging sections (Difficult project phases)
	Marginalization of natural & cultural heritage in rural/remote areas	New economic models between rural / urban areas	Comittment/interest of local communities
	At the summit (Expected change/result)	Sustain. agriculture / rethinking traditional professions	Communication problems between different communities
	<ol style="list-style-type: none"> 1. Active involvement of loc. communities 2. Connections between rural / remote and urban / metropolitan areas 3. Visibility / promotion of rural / remote areas 	Labeling/branding	Limited capacities of rural people in marketing

“Move your mountains” session

<p>Our mountain range (Common challenge for our rope team)</p>	<p>Mountain villages renaissance</p>		
<p>Rope team (Institution/representative)</p>	<p>Hiking destination (Solution to the common challenge)</p>	<p>Landmarks (Concrete steps towards the solution)</p>	<p>Challenging sections (Difficult project phases)</p>
	<p>Building „retrofitting“/renovation Integrated agric. & economics Wellness/leisure activities</p>	<p>Quality architecture</p>	<p>Differences among locations/structures</p>
	<p>At the summit (Expected change/result)</p>	<p>Eno-gastronomy (zero km) tours and experience product</p>	<p>Target groups involvement</p>
	<p>New life and new people in the mountain small villages</p>	<p>Leisure/sport/ wellness activities</p>	<p>Communication of the project as a „unicum“</p>



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Forum hosted by



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Lombardia**

European Regional Development Fund

