Interreg Alpine Space “BeyondSnow” project
Kick-Off Meeting
23-24.01.2023 – Eurac Research, Italy

Andrea Omizzolo
Philipp Corradini
Institute for Regional Development - Eurac Research (LP)
Alpine Space

BeyondSnow
WELCOME OF PROJECT PARTNERS

short round of presentations
Eurac Research
Institute for Regional Development
PP01 - Lead Partner - WP1 leader

Andrea Omizzolo
PM – OCP - COMM

Philipp Corradini
PM – COMM - SUPP

Stefania Lochmann
FM

Filippo Favilli
SUPP
OBSERVERS

Permanent Secretariat of the Alpine Convention
IDM Südtirol - Alto Adige
IER - Institute for Economic Research of the Chamber of Commerce of Bolzano
OITAF - International Organization for Transportation by Rope
Val di Fassa Tourism Board
Legambiente Lombardia Onlus
Regional office

PP02 - WP3 co-leader and communication coordinator

Marina Focarile
Project Manager

Simona Colombo
Project Coordinator

Cinzia Peschechera
Communication Manager

Andrea Causo
Financial Manager

Damiano Di Simine
Scientific Coordinator

Lorenzo Baio
PWA Manager
PWA

Piani d'Erna - Lecco is a mountain locality at an altitude of 1350 m. In the 1960s, ski lifts and slopes were built operated until 2005, but were dismantled in 2020. Today, the locality needs to develop its tourist potential and to enhance its position between the Lake Como and the Orobie mountains.

OBSERVERS

- Cariplo Foundation
- CIPRA Italia (International Commission for the Protection of the Alps
- ERSAF (Regional agency for services to agriculture and forestry of Lombardy Region)
- Lecco Municipality (LC)
PWA
Piani d'Erna – Lecco
DIST Department
Polytechnic of Turin
PP03 - Project Partner - WP1 co-leader

Federica Corrado
Coordinator

Luigi La Riccia
Senior Researcher

Erwin Durbiano
Senior Researcher

Gemma Santoro
Junior Researcher
PWA

Monesi di Triora (Alpi liguri)

A small ski resort (1400-2200 m a.s.l.), born in the 50s among the highest mountains of Liguria. Today there are problems with snow cover, fragmentation of governance and absence of a future vision.

OBSERVERS

Regional Natural Park of the Ligurian Alps
Città Metropolitana di Torino
Rural and Mountain Development Department
PP04 - Project Partner - WP2 Co-leader

Elena Di Bella
PM

Francesca Roagna
ADMIN, FINANCE

Alberto Pierbattisti
SUPPORT

Anna Rinaldi
SUPPORT
PWA

Ala di Stura & Balme

Ala di Stura and Balme are two small neighbouring towns in the Ala Valley, one of the three valleys that converge on Lanzo Torinese.

Ala di Stura (1 080 m. above see level) is a popular tourist centre, equipped with various winter sports facilities.

Balme (1 432 m. above see level) is known for the presence of water sources considered of great value, and there is also a ski lift.

The paved road that starts from Balme leads to the vast plateau of Pian della Mussa, with a view of the imposing peaks of Uia di Ciamarella and Uia di Bessanese.

OBSERVERS

1) Union of Municipalities "Valli di Lanzo and Casternone"
2) UNCEM (National Union of Mountain Municipalities Italy)
Mountain Community of Carnia
Local public administration
PP05 - Project Partner

Michele Colusso
PM

Patrizia Gridel
ADM

Giulia Pillinini
CM

Michel Zuliani
ADM

ITALY
Friuli Venezia Giulia
PWA

PRADIBOSCO ski area – PESARIIS/PRATO CARNICO

- between 1.135 and 1.245 mt asl;
- 0.8 km of slopes;
- 1 lift transports the guests;
- renewed in 2018

OBSERVERS

ARPA FVG - SOC OSMER e GRN:
Agency for Environmental Protection of Friuli Venezia Giulia

PROMOTURISMO FVG
Destination Management Organization of Friuli Venezia Giulia
EGTC Alpine Pearls Ltd
PP06 – Project Partner
Hinterstoder

Hinterstoder is Upper Austria's only Ski World Cup resort and a pearl of the Alps. Alpine skiing is the jewel in the crown of Hinterstoder. Winters with less and less snow make plan B even more necessary for a resort like Hinterstoder, which has built its international reputation precisely around alpine skiing.
Development Agency for Upper Gorenjska
PP07 - Project Partner

Klemen Klinar
OCP, PM, PWA

Neli Penič Slapšak
COMM, SUPPORT

???
FINANCE, ADMIN

vacancy announcement in progress
PWA

Bohinj

- Julian Alps, Triglav National Park
- 4 small and 1 medium ski centres (550-1800 m)
- 1 abandoned ski centre
- heavy reliance on natural snow

OBSERVERS

Slovenian Tourist Board
Turizem Bohinj - Public Institute for the Promotion of Tourism
Association of Slovenian Cable Car Operators
Slovenian Hiking&Biking Association
Arctur computer engineering
Tourism 4.0

PP08 – Technological partner
Main focus - RAM Resilience Decision-Making Digital Tool

Dr Urška Starc Peceny
Tourism 4.0 lead
Project supervision

Katarina Ceglar
Deputy Head of Tourism 4.0
Project manager

Andraž Orehar
TIM/AAT product manager
Technology development

Slovenia Goriška region
Supporting PWA from Ragor

OBSERVERS

1) The University of Maribor, Faculty of Tourism (academia)

2) Alpine Association of Slovenia (national cluster org.)

3) Skladnost d.o.o. (SME in Alpine region)
Deggendorf Institute of Technology
European Campus Rottal-Inn / Tourism department
PP09 – Project Partner - WP2 leader

Marcus Herntrei
Project responsible

Karmen Mentil
Project management

Nicole Stadtmüller
Project staff member
PWA
Ski area of “Großer Arber” in the destination Bavarian Forest
Altitude 1.456 m, 13 km slopes, 9 lifts, family-friendly, cross park, tobogganing 1.2 km, good snow conditions due to the geographical location, modern snow making system, 90 km cross-country skiing, winter walkways, restaurants, huts, ski services (courses, rental, storage)

OBSERVERS
• Tourism association of East-Bavaria with the destination Bavarian Forest
• Ministry of Economic Affairs of Bavaria
METABIEF SKI RESORT
Syndicat Mixte du Mont d’Or
PP10 - Project Partner

Philippe ALPY
President

Olivier ERARD
Director

FRANCE
Jura
PWA

METABIEF SKI RESORT

Mid-mountain resort (between 900 and 1,400 m altitude) impacted by global warming and engaged since 2016 in a transition process. Metabief is a pilot site in France for its methods of systemic transformation of complex models applied to a tourist destination.
SAB Swiss centre for Mountain Regions
Institute for Regional Development
PP11 - Project Partner - WP3 leader

Peter Niederer
Thomas Egger
PWA Sattel Hochstuckli

OBSERVERS

Christian Vigne, Director
Ente Turistico Regionale del Moesano
Community Network “Alliance in the Alps”

PP12 - Project Partner

Katharina Gasteiger
PM, PWA

Kathrin Holstein
Comm, PWA

Susanne Felzmann
Admin, Finance

GERMANY
Bavaria
PWA
Balderschwang / GER

• located in Allgäu, 387 inh.
• highest mun. in Germany
• known as very snow-secure destination in German Alps
• Cross-border cooperation with 3 mun. from AUT

OBSERVERS

• Bavarian Ministry of Economic Affairs, Regional Development and Energy
• Bavarian Centre for Tourism
• Municipality of Balderschwang
• CIPRA International
• ÖAV – Austrian Alpine Association
Association de Promotion de la Fabrique des Transitions (APFDT)

PP13 - Project Partner

APFDT will bring its expertise in methodology around systemic transition, thanks to a strong experience in accompanying territories since years. Methodology covers the following matters: territorial diagnosis, cooperation, citizens’ involvement, elected people empowerment, learning communication, agora, peer-to-peer, leading the change, policies’ evaluation, dissemination,...
PROJECT GOALS, ISSUES & COMMUNICATION

key aspects of the projects
Project main info

Project priority:

Climate resilient and green Alpine region

SO 1.1

Promoting climate change adaptation and disaster risk prevention, resilience, taking into account ecosystem-based approaches

Duration:

36 months
The project in a nutshell

Enhancing the Resilience of Alpine Space small medium-altitude Snow Tourism Destinations (STDs) and Communities facing climate change (CC) issues, especially regarding the diminishment of snow coverage.
Focus

In addition to the ecological impacts, small medium-altitude snow tourism destinations (STDs) and their communities must also consider the socio-economic consequences of this change.
Aim

The project aims to increase the socio-ecological climate resilience of STDs to enable them to retain or even increase their attractiveness for residents and tourists.
Transition paths

Thanks to **awareness-raising** activities, citizens and decision-makers at different technical and political levels will be involved in socio-economic concrete **transition paths**.
In action

The **13** project partners will develop an innovative and **easy to use** Resilience Decision-Making Digital Tool (RDMDT), which will be made **freely available** and **publicly accessible** for the Alpine community.
Project Outcomes

1. Final version of the Resilience Adaptation Model (RAM)

2. Pilot Actions for RDMDT implementation and resilience enhancement of the PWAs

3. Policy recommendations for Alpine Convention, EUSALP & EU
13 partners from 6 alpine countries

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<td>FR</td>
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10 Pilot Working Areas (PWA)

very different in typology, altitude, current status...
Observers

public authorities, environmental associations, regional and local tourist boards, ropeway companies and associations, chambers of commerce, representatives of local economies, etc.

• Involved in all activities
• Invited to discussion and decision-making meetings
• Access to all relevant documents and data
• Recommendations
• Active involvement in PWAs
The Permanent Secretariat of the Alpine Convention is one of our Observer

Strong connection with the EUSALP AG2

- Involved in all relevant activities
- Invited to discussion and decision-making meetings
- Sharing data and results
- Organisation of joint events
## Next dates

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<tr>
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<td>17/04/23</td>
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<td><strong>26/09/25</strong></td>
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<td>27/09/25</td>
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<td>31/10/25</td>
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Work plan & PP Responsibilities

Workplan is based on AF

**Per WP**: 1 WP leader and 1 WP co-leader  
**Per Activity**: 1 Activity leader and 1 Activity co-leader

WP leaders communicate with the Activity leaders and are responsible for the WP Outputs

Activity leaders communicate especially with all involved and interested PPs and are responsible for the deliverables
PPs Responsibilities

Project Manager: LP - EURAC
Project Finance Manager: LP - EURAC
Project Communication Manager: PP02 – LEGAMBIENTE

WP1: WPL LP – EURAC; WP Co-Leader PP03 - POLITO
WP2: WPL PP09 – DIT; WP Co-Leader PP04 - CMTO
WP3: WPL PP11 – SAB; WP Co-Leader PP02 - LEGAMBIENTE
beyondsnow @ eurac.edu

https://www.alpine-space.eu/project/beyondsnow/

coming soon
Contacts

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+39 0471 055 324 / +39 328 6116159

Philipp Corradini (PM)
philipp.corradini @ eurac.edu
+39 0471 055 436
WP1/2/3
Communication & Dissemination

Communication Leader: PP2 (LEGAMBIENTE)
PPs involved: All
BeyondSnow Communication

In BeyondSnow, the interaction between project’s activities and communication is very close. Communication and dissemination have also a functional role, especially to **capitalise and share knowledge**, facilitate local/regional networks creation, data collection, users’ engagement in the Pilot Working Areas and activities. Exchange of information will make alpine communities stronger and more resilient.
Our Communication Goals: a summary

RAISE AWARENESS
on CC issues, their effects on environment, social & economic fabric and especially on sustainable development alternatives.

SHARE KNOWLEDGE, EXPERIENCES & INFO
on CC issues, effects of lack of snow coverage, vulnerabilities indicators, sustainable development alternatives, use of data driven strategic planning.

PROMOTE ENGAGEMENT
within PWA and toward PA.

ADVOCATE & INFLUENCE POLICIES
and economical choices for the AS area promoting eco-system based approaches.
Visual Identity & coordinated image
BeyondSnow Official Website

BeyondSnow website will be part of the Interreg Alpine Space platform. ([https://www.alpine-space.eu/](https://www.alpine-space.eu/))

It will be the common space in which information, news and resources by all BeyondSnow Partners will be shared.
BeyondSnow Official Website

What you will find
> General information
> Pilots information
> Outputs
> Resources (in English & Partners’ languages)
> News
> Events calendar
> Pictures and videos

https://www.alpinespace.eu/project/beyondsnow/
Press office activities

- **National/Institutional Press Releases**
  Every year Partners will share in their own Country 2 press releases (6 in total) to update national media and interested stakeholders on BeyondSnow general project and findings.

- **Local Press Releases**
  Each Partner will also share 2 press releases every year (6 in total) with local local and regional media on pilot areas or other specific topics.
Press office activities

Press Kit
A press kit will be available on request for journalist, bloggers and interested stakeholders by February.

- project’s general presentation
- pilot activities information
- logos and useful images from project’s area.
Press office activities

Media Partnership, collaborations, digital PR

If you are a journalist, blogger or a social media creator interested in mountains and environment and want to follow BeyondSnow activities... let’s keep in touch!
Every 6 months a quality Newsletter will be produced by BeyondSnow Partners to share important news, findings and updates with stakeholders, target groups, interested journalists and citizens.
Social Media

BeyondSnow will be on Facebook and Instagram. A space to share information, news, updates and more on single pilots and relevant topics.

#climatechange #ecologicaltransition #snowtourismdestinations
#smallcommunities #futuresnowless #alpinespace

Follow us on Facebook & Instagram, participate actively and share with us your visions, opinions and information about your territory.
Thank you!

Cinzia Peschechera
_BeyondSnow Communication Manager, Legambiente Lombardia_
cinzia.peschechera@legambientelombardia.it
WP1

Assessment of STD resilience connected to CC, PWA analysis and design of the RAM

WP Leaders: PP01 (EURAC) – PP03 (POLITO)

PPs involved: All
WP1: Objectives

- Evaluation of the relation between CC induced current/future lack of snow coverage and possible socioeconomic effects on Alpine SDTs as well as their vulnerability and resilience

- In-depth analysis of the PWAs

- Design of the RAM
WP1: Expected Output

Final version of the Resilience Adaptation Model (RAM)

Based on data collected and results of WP1 actions, specific in-depth analyses of each PWA, and collected scientific literature, the final version of the RAM encompasses the theoretical, methodological, and practice-oriented basis for the assessment, development and strengthening of Alpine STD resilience to CC.

Its primary objective is to function as a STD resilience guideline for PWA and AS practitioners, its secondary is to serve as the conceptual basis for the RDMDT in WP2.
WP1: Activities & Deliverables

A1.1 - Evaluation of the changing climate conditions and future Alpine STD scenarios

D.1.1.1: Report on the effects of climate change on the AS STDs

D.1.1.2: Vulnerability map of Alpine STDs

<table>
<thead>
<tr>
<th>Start period</th>
<th>End period</th>
<th>Leader</th>
<th>Co-Leader</th>
<th>Further PPs involved</th>
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</table>
WP1: Activities & Deliverables

A1.2 - STD vulnerability and resilience evaluation

D.1.2.1: Conceptual document on AS STD vulnerability and resilience assessment

D.1.2.2: STD adaptation report

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WP1: Activities & Deliverables

A1.3 - PWA in-depth analysis

Piani d'Erna - Lecco (IT, PP2), Monesi di Triora (IT, PP3), Ala di Stura & Balme (IT, PP4), Pradibosco (IT, PP5), Hinterstoder (AT, PP6), Bohinj (SI, PP7), Bayerischer Wald (DE, PP9), Massif du Jura (FR, PP10), Sattel Hochstuckli (CH, PP11), Balderschwang (DE, PP12).

D.1.3.1: Report and database of PWAs tourism system with a special focus on ecosystem-based solutions

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WP1: Activities & Deliverables

A1.4 - Design of the Resilience Adaptation Model for Alpine STDs

D.1.4.1: Resilience Adaptation Model compendium in reference to STD CC resilience

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</table>
Contacts for WP1

**PP01 - EURAC (Institute for Regional Development)**
Andrea Omizzolo - andrea.omizzolo @ eurac.edu - +39 0471 055 324 / +39 328 6116159
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**PP03 - POLITO (Interuniversity Department of Regional and Urban Studies and Planning)**
Federica Corrado – federica.corrado @ polito.it - +39 335 6859683
Erwin Durbiano – erwin.durbiano @ gmail.com
WP2

Resilience Decision-Making Digital Tool and Pilot Actions for enhancing the Resilience of STDs to CC

WP Leaders: PP9 (DIT) – PP4 (CMTO)

PPs involved: All
WP2: Objectives

• Conversion of the Resilience Adaptation Model RAM to the Resilience Decision-Making Digital Tool RDMDT and RDMDT participatory field testing and fine-tuning.

• Development of PWA transition strategies and implementation of initial concrete actions on an experimental basis.
WP2: Expected Outputs

• Resilience Decision-Making Digital Tool (RDMDT)

• PWA Transition Strategies

• Pilot Actions for RDMDT implementation and resilience enhancement of the PWAs
**WP2: Activities & Deliverables**

A2.1 - Conversion of the RAM to the Resilience Decision-Making Digital Tool (RDMDT) as well as RDMDT participatory field testing and fine-tuning.

D.2.1.1: RDMDT long-lasting sustainability agreement & plan

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</table>
WP2: Activities & Deliverables

A2.2 - Implementation of co-design laboratories for the development of transition strategies for strengthening of STD resilience.

D.2.2.1 - PWA transition strategies and scenario analysis regarding their potential long-term impacts

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<th>Start period</th>
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WP2: Activities & Deliverables

A2.3 - Pilot implementation of CC resilience-enhancing activities in PWAs

D.2.3.1 - Capitalisation Report for the post-project sustainability of the pilot implementations

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</table>
Contacts for WP2

PP9 – DIT (Deggendorf Institute of Technology)
Marcus Herntrei – marcus.herntrei@th-deg.de
Karmen Mentil – karmen.mentil@th-deg.de
Nicole Stadtmüller – nicole.stadtmueller@th-deg.de

PP4 - CMTO (Metropolitan City of Turin)
Elena Di Bella – elena.dibella@cittametropolitana.torino.it
Francesca Roagna - francesca.roagna@cittametropolitana.torino.it
WP3

WP3 - Awareness Raising Measures for enhancing the resilience of Alpine STDs to CC

WP Leaders: PP11 (SAB) – PP02 (LEGAMBIENTE)

PPs involved: All
WP3: Objectives

• Dissemination of RDMDT

• Awareness-raising among different AS target groups concerning the necessary enhancement of adaptation and resilience for STDs through sustainable development alternatives also considering ecosystem-based approaches
WP3: Expected Output

Resilience-oriented policy guidelines for AS STDs

Based on the theoretical and practical findings (WP1) and experiences gained within the PWAs (WP2), BeyondSnow delivers specific CC adaptation and resilience-oriented policy guidelines for AS STDs, targeting tourism actors and decision-makers such as e.g., DMOs and regional development agencies. The guidelines also consider the introduction and utilization of the RDMDT (WP2 & WP3) within the decision-making processes of these TGs.
WP3: Expected Output

Policy recommendations for Alpine Convention, EUSALP & EU

The policy recommendations meet the Alpine Convention working group results on CC strategies including Alpine Convention ACB working group and Climate Action Plan 2.0. The recommendations guarantee a result transfer towards EUSALP, especially towards AGs 2, 3 and 6, as well as contributing to the further development of the EUSALP action plan. On the EU-level policy recommendations are developed in the light of the EU strategy for Sustainable Tourism.
WP3: Activities & Deliverables

A3.1 - Stakeholders training on RDMĐT and on the necessary enhancement of climate and socioeconomic resilience through sustainable development alternatives for STDs

D.3.1.1 - Visual storytelling report on national/regional capacity building events

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<th>End period</th>
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<th>Co-Leader</th>
<th>Further PPs involved</th>
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WP3: Activities & Deliverables

A3.2 - Resilience-oriented policy guidelines for AS STDs and their dissemination

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WP3: Activities & Deliverables

A3.3 - “BeyondSnow on tour” roadshow

D.3.3.1 - Visual storytelling report on the roadshow experience, impacts, and results

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Contacts for WP3

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Thank you very much for your attention!