

The Permanent Secretariat of the Alpine Convention is now accepting proposals for a new outdoor exhibition

Within the scope of the Communication Strategy of the Permanent Secretariat of the Alpine Convention and to familiarize the general public with the work of the Alpine Convention, the Permanent Secretariat is now accepting proposals for the conceptualization of a new outdoor exhibition. We are seeking proposals for an engaging and unique outdoor exhibition, visualizing the work carried out within the scope of the Alpine Convention and its direct contribution to the Sustainable Development Goals/Agenda 2030.

About the Alpine Convention

The Alpine Convention is signed by the 8 Alpine States and the European Union and entered into force in 1995. The Alpine Convention is a unique, legally binding sustainability instrument that aims at safeguarding the sensitive Alpine ecosystems, together with the regional cultural identities, heritage, and traditions in the Alps for the upcoming generations. Further specific commitments have been set out in eight thematic Protocols.

The strength of the Alpine Convention lies in its transnational and cooperative character. Driven by a shared territory with common challenges, its objective is as relevant now as it was back in the early nineties: the preservation and sustainable development of the Alps. The common vision for the Alps as a pioneer region for sustainable living in the heart of Europe is a solid basis on which strong partnerships are being built and enhanced daily in mutual respect and understanding. This allows the signatories to deal jointly with pressing and cross-cutting issues.

The Alpine Convention was also a forerunner in the implementation of the Agenda 2030. It is the first transnational example of the implementation of the Sustainable Development Goals (SDGs), existing well before these were adopted by the United Nations in 2015. The Treaty, its Protocols and Declarations as well as its activities, are touching upon and directly contributing to the SDGs within an alpine-wide context.

More detailed information is available on www.alpconv.org.

About the outdoor exhibition

With the outdoor exhibition we aim at bringing the Alpine Convention to the people's doorsteps.

A short introduction to the Alpine Convention ("What does the Alpine Convention stand for?") as well as a short explanation on the Sustainable Development Goals are indispensable to prepare the visitors on their intimate, artistic and playful journey through Alpine nature, culture and the everyday life the Alps.

The exhibition should demonstrate the initiatives and activities of the Alpine Convention in the areas of: I) Population, II) Culture, III) Ecosystems and Biodiversity, IV) Soil, V) Mountain Forests, VI) Transport, VII) Natural Hazards, VIII) Tourism, IX) Energy, X) Water, XI) Spatial Planning, XII) Green Economy and XIII) Transnational cooperation. The exhibition will not only be conceived as a "look back" with actions and best practices that have been carried out, but will entail at the same time an outlook for a sustainable development of the Alpine region. In parallel, it should provide an insight into the positive contribution that the Alpine Convention makes towards the Agenda 2030 and thus to the achievement of the worldwide Sustainable Development Goals, acting at an Alpine level. At the end of the exhibition tour, the different parts should come together in such a way that the visitor can make a clear view on how the different elements are intertwined with and connected to each other.

As the aim is to bring the Alpine Convention closer to the people, the language of the exhibition will play an important role in achieving this goal. The tenderer should be aware that the Alpine Convention communicates in the 4 Alpine languages and English. This linguistic diversity should be captured by and integrated into the exhibition so that the relevant texts can be adapted according to the mother tongue of the visitors to the exhibition. In order not to lose the attention of non-native speakers, the Alpine language must always be accompanied by its English translation.

The Permanent Secretariat will be actively involved in the development of the project content.

The exhibition elements should:

- by means of a picture or a collage of pictures, accompanied by a text block and a visual link to the Sustainable Development Goal in question, transfer the information of the work, initiatives and activities of the Alpine Convention in a creative and, to the extent possible, interactive way. The experience is maximal if the visitor himself becomes part of the exhibition.
- ensure an alignment with the corporate identity of the Alpine Convention in terms of colors and fonts;
- comply with the design [guidelines](#) for the use of the SDG Logo and 17 icons.
- be suitable for exchanging individual parts if updates require to do so;
- be mobile (portable) and easy to transport;
- be easily assembled and dismantled. A manual in English language on how to assemble and dismantle the different elements should be included;
- be made of durable materials which meet the environmental standards applicable to the materials used;

About the tender and proposal

The Permanent Secretariat welcomes proposals on the overall package of **concept design, visualization and production** of the outdoor exhibition, with an accompanying quotation. In order to be able to take a firm view on how the project in question will be translated into practice, the companies that want to tender for this contract are requested to enclose a presentation of their exhibition concept on at least two out of three particular fields of work: Culture, Population and Tourism. The contents for this can be found below, a selection of non-binding “working pictures” is available in the [Alpine Convention cloud](#).

1. Culture: Reading Mountains Festival

Text: The Alpine region is characterized by a rich linguistic and literary diversity. This is one of the hallmarks of the cultural heritage in the Alpine arc. Every year on International Mountain Day in December, the Reading Mountains Festival unites hundreds of people in the entire Alpine region and beyond. A mosaic of events brings the festival to life and celebrates the social significance of mountain literature, in particular its role in forging identity and bringing people together.

Link to: Sustainable Development Goal 11, Sustainable Cities and Communities

2. Population: Women in Mountain Areas

Text: One of the main goals of the Alpine Convention is striving towards sustainable development in the Alps, which cannot happen without gender equality. Only by enabling women to have the same opportunities as men, we can empower them and eliminate gender-based violence. In 2017, the Declaration “The Role of Women in Mountain Areas” was elaborated within the Alpine Convention, calling for improved women’s access to the labour market, education and policy.

Testimonial 1: Barbara Wülser, CIPRA International:

„Women are often not aware of the important role they play in mountain regions. This awareness must be transferred, and women must be acknowledged for what they do. In order to improve their perspectives, it takes infrastructures such as childcare, digitalisation, affordable building land, and educational institutions as well as “soft” factors, such as the opportunity to participate in politics and the economy.”

Testimonial 2: Irmtraud Hubatschek

„My mother, Dr. Erika Hubatschek (1917-2010), was a lady who already in the mid-thirties lived emancipation like no other woman. She was not ashamed to help with the hard work. And this not only earned her respect, it also reduced the distance between the academic and the farmers.

She was a geographer and folklorist, but her gift for capturing the life of Austrian mountain farmers in photographs earned her a reputation as a photographer. Today, her pictures are a wake-up call to all those who love green pastures, flower-covered meadows and mountain meadows: It is and was the mountain farmers who created and preserved our unique cultural landscape. A heritage that today is in danger of being destroyed by overexploitation, greed and avarice."

Link to: Sustainable Development Goal 5, Gender Equality

3. Tourism

Text: The Mountaineering villages represent important parts of the jigsaw puzzle of the implementation of the Alpine Convention. They demonstrate that, even in the 21st century, a balance between Alpine landscape and ecosystems on the one hand and tourism and tradition on the other hand is possible. They embody the transition to a more sustainable lifestyle and are the ambassadors *par excellence* of the beautiful Alpine landscapes. Discover the 29 Mountaineering village and the one closest to your vicinity on <https://eng.bergsteigerdoerfer.org> [try to make this also somehow interactive?].

Link to: Sustainable Development Goal 8, Decent Work and Economic Growth
Sustainable Development Goal 12, Ensure sustainable consumption and production patterns

We welcome the quotes, including a first draft of the concept visualization, by **31 July 2020** at 11:59 pm (Innsbruck time) per email to: communications@alpconv.org, under the heading of "Outdoor Exhibition AC 2020".

Innsbruck, 1st July 2020