

Memorandum of Understanding (MoU) by and between the Permanent Secretariat of the Alpine Convention and the International Steering Committee of the Mountaineering Villages

Foreword

Considering that the Alps represent a living, cultural and economic area of particular European interest,

considering that the Alps are characterised by a multifaceted culture and history and by many different traditions as well as by a particular ecological sensitivity,

considering the role of the Permanent Secretariat of the Alpine Convention in supporting the implementation of the Alpine Convention and its Protocols and in the field of public relations for the Alpine Convention,

considering the meaning of sustainable tourism in the Alps for visitors and local populations and especially the significance of implementing the Tourism Protocol and the "Population and Culture" declaration, at all levels,

considering the objective of mountaineering villages is to ensure, through authentic, respectful mountain holidays, that services in the fields of public transport are maintained, regional circuits are reinforced and regional products are marketed and, through this, to implement the protocols and declarations of the Alpine Convention at local level in the best possible way,

considering the implementation of the programme of Alpine Association (ÖAV, DAV, AVS) for the "Protection and sustainable development of the Alpine space and for environmentally-friendly mountaineering" (2013), of the Position Paper of the Commission of Nature Protection of Club Arc Alpin (CAA) "Protect the Alpine Landscape" (2014), of the agreement of the Alpine Association of Slovenia (PZS) "Programska vodila Planinske Zveze Slovenije" (2016) and of the programme of the Club Alpino Italiano (CAI) "Linee di indirizzo e di autoregolamentazione del CAI in materia di ambiente e tutela del paesaggio" (2013) and also

considering the progressive internationalisation of the mountaineering villages, with which other towns, sites and valley communities within the area pertaining to the Alpine Convention come into closer partnership with the respective Alpine Association,

the Permanent Secretariat of the Alpine Convention, represented by its Secretary General Markus Reiterer,

and the International Steering Committee of the mountaineering villages, represented by the Vice President of the Austrian Alpine Association, Gerald Dunkel-Schwarzenberger, chairman of the International Steering Committee, hereinafter referred to as Partners, agree the following:

1 - Goal of the Cooperation

The Partners will work together to help best implement the Alpine Convention and its implementation protocols, particularly the protocols "Tourism", "Nature Protection and Landscape Conservation", "Spatial Planning and Sustainable Development" and "Mountain Farming", and the Declarations "Population and Culture" and "Climate Change".

This cooperation is particularly aimed at increasing awareness in the population and visitors about the meaning of protecting the Alpine space and of its sustainable development and of a tourism oriented to sustainability in the Alps.

III - Collaboration Fields

The Partners will work together by means of public relations activities and by an exchange of experiences and information for achieving the goals defined in part 1.

The Partners will mutually and regularly exchange information about significant developments in the relevant fields.

The International Steering Committee of the mountaineering villages shall ensure that, in the communication and public relations activity of mountaineering villages, the significance and the most important contents of the Alpine Convention and its Protocols are highlighted; this concerns in particular its homepage, its presentation in social media and in brochures and other publications of the mountaineering villages.

The International Steering Committee of the mountaineering villages will make all efforts to support the initiatives of the Alpine Convention, such as the "We Are Alps" project or the "Reading Mountains" initiative, to the best of its ability.

The Permanent Secretariat will provide all possible support for the communication and public relations activity of the mountaineering villages in, for instance, its homepage, its presentation in social media or within the framework of its "We Are Alps" initiative.

The international Steering Committee of the mountaineering villages shall ensure that, within the communication and public relations activity of the mountaineering villages, the logo of the Alpine Convention is used according to its applicable regulations.

The Permanent Secretariat can participate in the meetings of the International Steering Committee of the mountaineering villages and in the workshops it organizes.

IV - Duration of the collaboration

This Memorandum will remain in force for three years after its signature. At the end of the three-year period, the Memorandum will be automatically renewed for another three-year period, unless one of the Partners states in writing that the Memorandum is no longer effective. In this case, the Memorandum will expire three months after the notice.

The partners agree to discuss the implementation of this Memorandum at regular intervals.

Place and date: Mountaineering village Vent, 16 September 2016

For the Permanent Secretariat



Markus REITERER

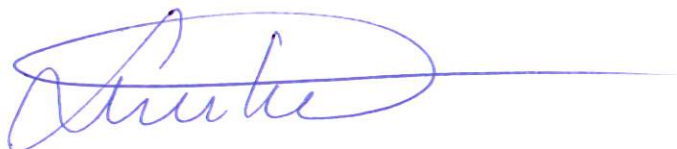
Secretary General
of the Alpine
Convention

Ständiges Sekretariat



Alpenkonvention · Convention alpine
Convenzione delle alpi · Alpska konvencija
secrétariat permanent

For the International Steering Committee
of the mountaineering villages



Gerald DUNKEL-SCHWARZENBERGER

Vice President
of the Austrian Alpine Association

alpenverein 
österreich