

PROGRAMME

Third International EUSALP Territorial Brands Conference: Towards Circular Territorial Brands in the Alpine Region and beyond

Monday, November 13th, 2023, 13:30–18:00

Tuesday, November 14th, 2023, 09:00–12:45

At Polo Poschiavo, Via da Melga 2, 7742 Poschiavo (Switzerland) and on Zoom

Simultaneous translation in all Alpine languages (IT / DE / FR / SI) and English

In our 3rd edition of the Territorial Brands (TBs) Conference, we're integrating a circular dimension to short value chains. TB initiatives that highlight regional resources and skills have shown the potential to improve cooperation between SMEs and promote territorial innovation. Yet, adopting circularity in Alpine regions is crucial for sustainable development, moving away from linear economies, reducing ecological footprints, accelerating climate neutrality and aligning TBs with their sustainable image.

This workshop aims to explicitly link TBs with circular economy principles and bring together policymakers, experts, local actors, and interested parties.

Thanks to discussion with experts, the sharing of good practices from the Alps and beyond, and roundtables involving professionals and policy makers, **the Conference proceedings will contribute to the EUSALP Action Groups' cross-cutting priority #4, "Boosting Circular Economy"**, thus helping the development of the EUSALP roadmap for the circular economy and obtain inspirations for possible future projects involving partners from different States and Regions.

Join the conference online or on-site – for peer-to-peer learning, sharing insights, and driving forward the innovative, circular development of Alpine communities.

Interpretation will be available throughout the event in English and in the four Alpine languages: French, German, Italian and Slovene.

Target Audience

- Regional governments
- EUSALP action groups
- Tourism organizations
- TB organizations and their stakeholders
- Trade organizations (SMEs operating in agro-food, wood, textile and other typical Alpine value chains)
- Members of other EU macro-regional strategies
- Academic experts and professionals in place branding and the circular economy

This event is supported by the Swiss Presidency of EUSALP.

It is realized in the framework of the Alpine Region Preparatory Action Fund (ARPAF) project Made in the Alps, co-funded by the European Union, and the Support EUSALP project ASP0300240, which is co-funded by the European Union through the Interreg Alpine Space Program.



Programme

13 November 2023

“It’s Made in the Alps!”

The image of the Alps as a resource for circular and collaborative territorial brands

12:00–13:30 Light Lunch

13:30–14:00 **Welcome and Presentation of the ARPAF–III Made in the Alps project**

Cassiano Luminati, Director Polo Poschiavo and project leader

14:00–14:30 **Studying “Made in the Alps”: How and why**

Diego Rinallo, Director lifestyle research center, emlyon business school (FR)

Michael Jung (DE) & Niklas Graf (AT), EUSALP Youth Councilors

The Made in the Alps film

14:30–15:30 **Unpacking the image of Made in the Alps: Insights from a multi-method analysis**

Qualitative methods / Paola Gioia, Kedge Business School (FR)

Content analysis of trademarks / Olga Nechaeva, University of Florence (IT)

Experimental methods / Diego Rinallo, emlyon business school (FR)

Discussion:

5 things territorial brands should do to improve their communication

Alessandro Bevilacqua & Giancarlo Traina, Bellissimo (IT)

15:30–16:00 **Coffee Break**

16:00–16:45 **The Made in the Alps pilot actions: Assembling value chains**

Valorizing local wood with contemporary design in Valposchiavo, Switzerland

Francesco Vassella, Regione Bernina (CH)

Valorizing local wool through inter-regional collaboration in Škofja Loka and Solčava, Slovenia

Katarina Šrmpf Vendramin, ZRC SAZU (SI)

16:45–17:30 **Facilitating circularity and cross-border collaboration in territorial branding**

Cecilia Pasquinelli, University of Naples (IT)

Erik Logar, ZRC SAZU (SI)

17:30–18:00 **Conclusion: Towards circular territorial brands?**

Michael Jung (DE) & Niklas Graf (AT), EUSALP Youth Councilors

Diego Rinallo, Director lifestyle research center, emlyon business school (FR)

19:30 **Dinner 100% Valposchiavo**



14 November 2023

Towards Circular Territorial Brands in the Alpine Region?

09:00–9:20 **Welcome**

Greetings from the Swiss Presidency of EUSALP

Carole Rageth, ARE (Federal Office for Spatial Development), (CH)

Greetings from the incoming Slovenian Presidency of EUSALP

Representative of Slovenian Embassy in Switzerland (TBC)

Greetings of EUSALP AG6 Co-Lead

Lisa Ellemunter and Alice Beck, Permanent Secretariat of the Alpine Convention

09:20–9:40 **Territorial Brands and the EU Strategy for the Alps**

Christian Hoffmann, EURAC Research (IT)

09:40–10:00 **Exploring the links between territorial branding and the circular economy**

Diego Rinallo, Director lifestyle research center, emlyon business school (FR)

- 10:00–10:20 **Circularity matters for the young citizens of the Alps**
Michael Jung (DE) & Niklas Graf (AT), EUSALP Youth Councilors
Made in the Alps movie (YC version)
- 10:20–10:50 **Coffee Break**
- 10:50–11:40 **Increasing the circularity of territorial systems: Emerging strategies**
Greater circularity in agriculture (title TBC)
Audrey Kuhn, Mediplant (CH)
Branding Alpine wool (title TBC)
Lucija White, Institute of agriculture and forestry Nova Gorica, Partner of ADRION WOOL Project (SI)
Sourcing of raw materials, designing for circularity, and consumer education (title TBC)
Majda Potokar, Technology Park Ljubljana (SI)
- 11:40–12:20 **Will Alpine Territorial Brands accept the challenge of the circular economy?**
Kaspar Howald, Director of Valposchiavo Turismo / 100% Valposchiavo (CH)
Marcel Lerch, Director of graubündenHOLZ (CH)
Erica Baumann (TBC), Network of Swiss Parks (CH)
Moderation: Verena Kircher, EURAC Research
- 12:20–12:40 **The EUSALP Cross-cutting priority 4 on the circular economy: What role for territorial brands?**
Barbara Centis, Fondazione Edmund Mach, AG3 (IT)
Christian Hoffmann, EURAC Research, AG6 (IT)
Michael Jung, EUSALP Youth Councilor (DE)
- 12:40–12:45 **Conclusions**
Cassiano Luminati, Polo Poschiavo, AG3 and AG6 Member (CH)



Suggested Hotels in Poschiavo (walking distance from Polo Poschiavo)

[Hotel Centrale](#)

[Hotel Croce Bianca](#)

[Hotel Semadeni](#)

[Hotel Suisse](#)

More accommodations can be found [here...](#)

Valposchiavo: the home of the 100% Valposchiavo territorial brand

Valposchiavo is an Italian-speaking valley in the Southern part of the Swiss Canton of Graubünden.

In 2015, various stakeholders developed a territorial brand piloted by Valposchiavo Turismo (the local destination management organization). Today, more than 150 products are certified 100% locally produced and entirely made from local ingredients (100% Valposchiavo label) or mostly made with local products (Fait sü in Valposchiavo).

100% Valposchiavo is one of the most studied territorial brands in the Alpine region. It has been a case study for researchers from multiple disciplines (including geography, marketing, branding, food studies, tourism studies, regional development), serving also as a source of inspiration for the ARPAF-II project '100% Local' and for numerous delegations of local communities.

More recently, a pilot action carried out in the context of the ARPAF-III Made in the Alps project is fostering the structuring of a circular regional wood value chain with roots in the local cultural heritage and aesthetics but modernized thanks to inputs coming from Italian design.

Valposchiavo is thus a living laboratory of territorial branding that will provide participants to the 2023 Territorial Branding conference experiential policy and managerial insight.