



## Small-Scale Territorial Brands in the Alps

### Can small-scale territorial brands contribute to the sustainable development of peripheral Alpine areas?

Territorial brands are collective promotional initiatives established with the aim to promote local produce, foodstuffs, crafts, and services from a specific area. Compared to other collective instruments such as geographical indications or destination brands, they are still under-studied and little-understood.

During this second international workshop, we want to bring together policy makers, international experts, territorial brands, NGOs, local actors and interested parties and discuss together about the specific challenges of smaller-scale brands and their specific contributions to sustainable economic, social, cultural and environmental development in peripheral Alpine areas.

The workshop is organized in the framework of the activities of Action Group 6 (natural and cultural resources) of the EU Strategy for the Alpine Region (EUSALP), by the Permanent Secretariat of the Alpine Convention, EURAC Research, and Polo Poschiavo. The scientific coordination of the workshop was undertaken by Prof. Diego Rinallo, Kedge Business School, who will also assure its moderation.

The workshop will take place over two consecutive days. The session of the first day will provide an overview about the political context and about European programmes (European Green Deal, Common Agricultural Policy, Farm to Fork Strategy) that have been developed to support sustainability in the EU countries. During the second day we will deal with the impacts small-scale brands have at the local level.

#### When

**Thursday 10th June 2021** (afternoon) and  
**Friday 11th June 2021** (morning)

#### Where

Online on Zoom

[Registration Link](#)

Simultaneous interpretation will be available in the Alpine languages Italian, German, French and Slovene as well as in English on both days

This event is realized in the framework of the AlpGov 2 project (Nr. 942), which is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.



## Day One

Thursday 10th June 2021 afternoon 3 p.m. to 5 p.m.

### Welcoming words

*Roland Psenner*, President Eurac Research

*Christiane Barret*, General Delegate, French EUSALP Presidency

*Alenka Smerkolj*, Secretary General of the Alpine Convention

### Territorial brands, a confusing term? Towards a shared terminology

*Prof. Diego Rinallo*, Kedge Business School, France

How can policies at the EU, national, and local level support territorial brands, and particularly smaller-scale ones? Given the heterogeneity of institutional settings across the Alpine countries, the variety of territorial branding practices, and the lack of agreed-upon definitions, small-local brands are sometimes neglected by policy makers. At a higher policy level territorial brands might find it difficult to benefit from supporting measures. At the local level, municipalities can implement direct policies that can help small producers and local brands, for example by promoting the use of local agrifood products in the canteens of the local schools and public administration offices. During the opening session, we will take as a point of departure that compared to short supply chains or geographical indications, territorial brands have received scant attention as sustainable local development tools, and we will start a discussion about the most suitable policy measures that can facilitate their birth, growth, and resilience.

We will also highlight how territorial brands can, by defining environmentally friendly product specifications for adhering farmers and producers, facilitate transition to a circular economy and help local actors adapt to, and mitigate their effects on climate change.

- **Keynote 1: The Farm to Fork Strategy, the Common Agricultural Policy and their role in supporting short supply chains and territorial brands**

*Antonia Lütteken*, EU Commission, General Direction Agriculture

- **Keynote 2: Circular Economy and Innovation in Mountain Areas: A role for territorial brands?**

*Marie Clotteau*, Director of Euromontana (France)

### Panel: Territorial brands and climate change

Alpine agriculture is often seen as very sustainable. Is it really the case? Can we do better? In this interactive session we will link territorial brands with climate adaptation and carbon footprint. We will then try and answer the following questions: Can small-scale production systems be more sustainable? How can climate friendly approaches be ingrained in the product specifications for territorial brands, ensuring reduction of CO<sub>2</sub> emissions?

### Panelists:

*Helmut Hojesky*, Austrian Federal Ministry for Climate Action and Chair of the Alpine Climate Board of the Alpine Convention, will present the Alpine Convention's Climate Action Plan 2.0, with a focus on mountain agriculture and tourism.

*Christian Hoffmann*, Eurac Research, will present results of the project 100% Local of the Alpine Region Preparatory Action Fund (ARPAF): How to develop future-proof local agricultural and food supply chains?

*Christian Hiß*, Founder and board member of Regionalwert AG Freiburg, Germany, will speak about the conditions necessary for the development of regional food sovereignty.

*Alessa Perotti*, Young Transformer, Bites of Transfoodmation, will present her research on "The true cost of food".

### Q&A

### Wrap-up

## Day Two

Friday 11th June 2021 in the morning 9.30 a.m to 11.30 a.m

On the second day we will focus on the local level and concentrate on the socio-economic aspects of territorial branding. We will explore the difficulties experienced by small producers and the benefit, costs, and challenges of cooperating under an umbrella territorial brand, listening to the experiences of practitioners. We will also invite the perspectives of researchers who are studying territorial brands in the Alpine region, as well as technology providers that have developed narrative labelling solutions.

### Welcoming words

*Wolfger Mayrhofer*, Permanent Secretariat of the Alpine Convention  
*Christian Hoffmann*, Eurac Research

- **Keynote: Developmental Challenges of Territorial Brands in Rural Areas of Slovenia**

*Erik Logar*, Research Assistant, Anton Melik Geographical Institute, ZRC SAZU Research Centre of the Slovenian Academy of Science and Arts

### Panel: Territorial brands in the Alpine Region

During this session, we want to give the floor to territorial brand managing organizations in the Alpine Region. What are their stories, activities, and the key challenges they face? What do they ask to policy makers at the local, national, and EU levels? How can they contribute to the Alps' green transition?

*Pascal Denolly*, Marque IsHere, France

*Michael Fend*, Vulkanland, Austria

*Armin Bernhard*, Upper Vinschgau citizens cooperative, Italy

*Rémy Lacombe*, Marque Valeurs Parc, Interparcs Provence-Alpes, Côte d'Azur, France

### Perspectives: Making territorial brands impactful

During this session, we want to raise awareness about the unique contributions of territorial brands to sustainable development at the local level. Small-scale brands play different roles: they improve the collaboration across local supply chains (e.g., agriculture, food production, restaurants, and local distributors) and bring social benefits to the local population including local pride and a re-appropriation of one's cultural heritage; they create positive externalities for tourism and cultural stakeholders; they have an impact on the safeguarding of productive landscapes, biodiversity, and traditional know-how. How can their positive impacts be maximized?

*Reto Rauch*, Bieraria Engiadinesa, member of Bun Tschlin (CH): The impact of joining a territorial brand

*Nina Grah*, Vrtnarstvo Grah, member of Babica & Dedek (SI): Positive effects of being a member of a territorial brand

*Paola Gioia*, Kedge Business School (FR): Territorial brands in the plate: An analysis of Tripadvisor reviews of the restaurants who signed the 100% Valposchiavo Charter

*Ciro Borrelli*, CEO QualityChai (CH): Communicating the distinctiveness of territorially branded products: QR Code and app-based solutions

### Q&A

### Wrap-up