

Workshop

25 October 2017

Edolo, Italy

“Circular Economy”

Workshop for the preparation of the
Action Programme for a Green
Economy in the Alpine region

WORKSHOP DOCUMENTATION



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The “Mountain University” - Centre of Excellence of the University of Milan located in Edolo hosted the second Workshop for the preparation of the Action Programme for a Green Economy in the Alpine region on 25 October 2017. This workshop was the second of a series of six workshops that deal with Green Economy in the Alps.



Figure 1: Origin place of participants to the workshop in Edolo.

Participants from Italy, Austria (only one) and Switzerland (even though just virtually in the Swiss case) met in Edolo to discuss two main topics: mountain farming and mountain tourism in the Alpine region in the framework of circular economy. Participants were accompanied in their work by 7 moderators and 7 observers.

Welcome

The participants were welcomed by Ms Anna Giorgi, Professor at Unimont who underlined the importance of listening to the needs expressed at the local level and by the Mayor of Edolo Luca Masneri, who stressed the challenges but also the opportunities that our society will face when it will leave a linear economy to go towards a circular economy. Elisa Agosti introduced CIPRA International and the framework of the Green Economy Action Programme in which the workshop was organised as well as the objectives of the workshop series.

Keynotes

Two keynotes were invited to present their experience in the field of the Green Economy. Mr Valentino Bonomi studied at Unimont. After finishing his studies he decided to open a farm and to run it together with his family. Because of an EUSALP meeting in Germany that took place on the same day, Mr Tobias Luthe could not join the workshop in Edolo and held his presentation via teleconference. The presentation was given in English and was translated by Ms Sarah Whitaker a native English speaker who will soon start her post-doc activities in Edolo.



Figure 2: Valentino Bonomi.

Valentino Bonomi presented: “New farming, new farmers in the Alps. An innovative approach to tradition, towards a circular economy” and the case: “Tradition and innovation. How I run my farm.”

The speaker presented his experience as young entrepreneur in his farm and agrotourism in the areas of Ceto, Braone, Niardo, Breno (not far from Edolo). Quality, uniqueness, specific features are the keys to his success.

Valentino explained the reasons and the process behind the creation and improvement of a sustainable business in line with mountain specificities, by focusing on product valorisation and the protection and recovery of native species and pasture quality, and by creating new production models designed to enlarge his business while maintaining awareness of the territory, the environment and the consumer, in line with a circular economy approach.

By strengthening the identity and the image of products based on endangered species, compared to more commercial products, he helps to safeguard their future survival. For this reason, Valentino is a member of the Associations set up to protect the species of Bruna Alpina Originale, Bionda dell'Adamello and Capra Orobica. Waste products are considered as secondary sources for new processes towards a full auto-management of his farm.

Valentino is aware of the need to work in a network with other entrepreneurs, as well as with institutions such as the University or local institutions and to create networks able to meet the challenges of the market and to fully exploit its potential according to circular productive logics.



Figure 3: “Spiky black corn from Valcamonica” rediscovered corn variety.



Figure 4: Bruna Alpina Originale.

Tobias Luthe presented: “More connected, more resilient” and the cases: “The concept of circular design and the structure of social-ecological networks. Good practices from Ostana and Paulownia”



Figure 5: Tobias Luthe, ©tobiasluthe.de

Mountain regions are most vulnerable to environmental and demographic change while suffering from political and economic neglect. Their economy often depends on single industry sectors, like agro-forestry, mining or tourism. The revival of mountain economies requires the development of a more resilient economic model that is more adaptive and innovative to prepare for and respond to change. Such a more resilient economy is based on higher connectivity between different economic sectors, mimicking natural systems

that function in circular ways where no waste exists, but outputs from one process are new inputs for another one. The development of a circular economy in mountain regions requires sophisticated tools and motivating illustrations to overcome jealousy and lack of collaborative will. In his talk he presented theoretical insights and practical illustrations on how to embed tourism within a more circular economy.

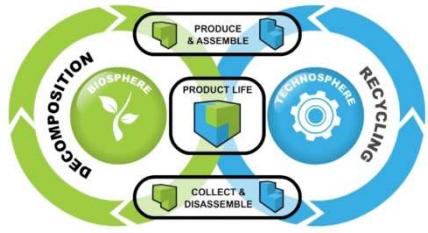


Figure 6: Circular project model - cradle to cradle. How to link supply chains of products and services.

Figure 7: Examples of circular project models in tourism.

About the RSA6

Marianna Elmi, Deputy Secretary General at the Alpine Convention, gave a presentation about the Sixth Report on the State of the Alps (RSA6), which focuses on Green Economy, while Luca Cetara, representative of the Italian Delegation at the Alpine Convention presented some data concerning the Italian case.

Working groups

When invited, participants had been already provided with some information about the workshop and with the synthesis of the RSA6. They were invited to bring with them one photo of innovation in mountain agriculture and one photo on innovation in mountain tourism.

After the presentations the participants were split into seven groups according to their profession or occupation. The groups were divided as follows: administrators, academia, agricultural entrepreneurs, tourism entrepreneurs, investors, journalists and the civil society. Each group was accompanied by a moderator with the same background as the group members. During the first round, all the groups were given 50 minutes to exchange opinions and good practices regarding mountain farming. They were asked to present a successful example of innovation in mountain farming and to identify three major innovative elements of their example or of the example(s) presented by other group members. After that, bearing in mind the exchange that had taken place, they were required to think about three elements that support innovation and three elements that can prevent it. The role of the moderator was to give suggestions, to make sure that the discussion went in the right directions. The moderator was supported by a Unimont student who took care of writing the most important information and findings on a poster.

The same process was used during round 2, which focused on the second topic of the workshop agenda: mountain tourism.

Questions' pattern:

QUESTION - AGRICULTURE	QUESTION - TOURISM	AIM
Can you report a best case you took part in or you know of innovation in mountain agriculture? Where was it?	Can you report a best case you took part in or you know of innovation in mountain tourism? Where was it?	Collect relevant cases in which innovation can be analysed and better defined in line with the circular and green economy approach.
Which are the elements you consider innovative in the best case/s you presented?	Which are the elements you consider innovative in the best case/s you presented?	Develop innovation clusters according to its typology (process, product, management, marketing, other).
Which are the obstacles for a more effective innovation in mountain agriculture?	Which are the obstacles for a more effective innovation in mountain tourism?	Identify the challenges we need to tackle when trying to innovate.
Which are the elements, which foster the innovation in mountain agriculture?	Which are the elements, which foster the innovation in mountain tourism?	Identify the elements which can be used to favourite the innovation in specific areas.
Today it is a special day and you have the power to introduce a key change in the process to push innovation in mountain agriculture. What do you do?	Today it is a special day and you have the power to introduce a key change in the process to push innovation in mountain tourism. What do you do?	Figure out key elements for the change/improvement, possibly according to circular economy logics.



Figure 8: Best cases of innovation in mountain agriculture proposed by participants during the first round.



Figure 9: Best cases of innovation in mountain tourism proposed by participants during the second round.

Presentation of results and final discussion

After the seven parallel group discussions during round 1 and 2, the participants moved all together in the same room, where each moderator presented the main topics that were discussed in his/her group during round 1 and commented on the poster that they

produced. The floor was open to a larger discussion in which all the participants were given the chance to share their impressions and last comments.

The moderators were given once again time to present the main results regarding the discussions that took place during round 2, supported by the poster that had been prepared at the same time as the discussion went on.

Relevant outputs

First round - focus on agriculture

Which are the elements you consider innovative in the best case/s you presented?

The innovative elements the groups identified are mostly linked to a circular approach based on the re-consideration and re-valorisation of traditions, ancient work practices, collaborative work, short-chain production and short-range distribution / 0 km products by approaching these elements from a modern, more aware and culturally educated perspective. The necessity to create horizontal and vertical networks and collaborate with peers rather than compete - also for micro enterprises, is perceived by all as a key element for economic evolution. When considering seeds for innovation, two main clusters emerged: (1) quality - uniqueness- territory - specificity and (2) transparency - fairness - disciplinary code/disciplinary sanctions. The first one focalizes on the valorisation of the areas, the second, rather on people and on the promotion of good relationships (both for producers and consumers), which can lead to win-win situations. Innovation seems to be up to both these clusters and calls for a better attention to producers/consumers' needs in order to better address energies and resources. Education, information and creativity can play a major role also in building up intra-generational relationships. Education programmes should provide students with better IT skills, online communication skills and the capacity to deal with up-to-date technological tools. This process is fundamental to train the students to become the businessmen and businesswomen of the future, enabling them to promote new economic models, including circular economy strategies in mountain agriculture. An in-depth knowledge of the available tools is fundamental to engender positive economic processes and to shape efficient networks.

Which are the obstacles for a more effective innovation in mountain agriculture?

Cultural aspects and a lack of knowledge seem to condition the possibility to innovate as they are considered causes of a political and economic short-term vision. Fragmentation of territories, ownerships and relations are also mentioned as constraints. A too articulated bureaucracy is a limit to innovate but also a poor communication of the successful innovation is responsible for impeding a larger spread of good practices and best cases. Elderly generations (whatever their professional role, policy makers, farmers, etc.) are often afraid of innovation, still have an influence on younger entrepreneurs and are not aware about the new markets and technological/funding tools. Sometimes policy makers have no field experience and are often unaware of the measures that could facilitate the working activities of mountain farmers and tourism businesses. In many cases small and easy-to-implement changes would have a positive impact. Some of the participants, however, highlighted the fact that by implementing new regulations in agriculture their administrative tasks have become increasingly time consuming.

Which are the elements fostering the innovation in mountain agriculture?

Sharing and networking seem to be commonly recognized as relevant elements to foster innovation together with a professional education and the awareness of the value of the territories. These elements can lead to using a single common brand and communication, to prefer local markets and qualitative products, to go for transparent production processes, to re-use and capitalize resources in line with a circular economy approach. Young entrepreneurs can better support the innovation in this sector. Technological

integrated platforms could be a useful solution to support entrepreneurs. These platforms allow the integration of the entire supply chain process and make it easier to follow the production steps, the services that are provided and the communication of the goods.

Today it is a special day and you have the power to introduce a key change in the process to push innovation in mountain agriculture. What do you do?

According to the groups, key changes are based on the possibility to: improve the professional education; provide innovative tools coming from the local competences in order to implement political strategies which can then become legislative actions; recognize-control-guarantee products quality and origin; provide professionals which can support farmers with business plans, fundraising, strategic communication; better communicate successful innovation cases; connect sectors like agriculture and tourism in circular mutual useful processes; reduce too complicated rules and fund more applied education and innovation.

Second round - focus on tourism

Which are the elements you consider innovative in the best case/s you presented?

The groups agreed that cases guaranteeing an authentic experience and providing quality in products, providing activities in which the customer is the protagonist can make the difference in mountain tourism. Experience/qualitative contents are key elements together with the capacity to create emotions and to catch passions (powerful triggers). Best cases are generated by subjects who know the territory in depth, have a cross-disciplinary approach to the topics of interest for a tourist, create innovative storytelling starting from history and tradition, as well as establish a direct relation community-tourists. Technologies are present in almost all cases to communicate or support the tourist in his/her activities with modern services. Re-use is also a key for buildings or ancient workshops.

Which are the obstacles for a more effective innovation in mountain tourism?

Vulnerabilities come from “blocked” situations, which do not evolve according to needs (buildings, services, no internet connection, poor transports, etc.), with players who do not try to understand the new tourism needs. A cultural weakness leads to poor collaboration between tourist operators, which often merges with political blindness and absence of strategies in respect to the territorial value. Local operators are not aware of the available local resources (natural, cultural and social resources), which are ready-to-be-used, so they finally do not turn them into value.

Which are the elements fostering the innovation in mountain tourism?

Know and promote the local resources by empowering people and infrastructures, including communication infrastructures. A platform for investment could be a way to support new sustainable trends and approaches in the tourist field. A stronger professional education can improve welcome and tourist management, help to create new (green) jobs ready to cope with the international markets and the fast changes, consider and promote the local assets. As well as for agriculture, a strong call for collaboration and networking (between operators, between public administrations and operators, between service owners and professionals) comes from all sides.

Today it is a special day and you have the power to introduce a key change in the process to push innovation in mountain tourism. What do you do?

According to the groups, key changes are based on the possibility to: educate and empower the communities concerning their local assets, which can be turned into high economic value; promote collaboration and exchange between operators, including the international level; facilitate youth to become innovators and entrepreneurs; promote and communicate good practices (e.g. albergo diffuso) and qualitative/complete information;

foster education and the transfer of knowledge in the sector and cross-sector (e.g. with agriculture); improve infrastructures, especially the broad-band.

Feedback from the moderators

Moderators reported a rather good satisfaction about the reaction and interaction of participants and appreciated they came from all over the Alpine arch bringing in their experience (more personal than professional when talking about best cases) and voice. The approach of the different groups was positive and pro-active since the very beginning and the will to share knowledge and experiences was present all day long. Even though the work finished with some delay, both moderators and participants commented they would have needed a longer time and that after the two rounds, people were entering the proposals' phase.

Even if moderators have participated to a coordination meeting the day before the workshop, the different backgrounds, experiences, origin, age and number of the participants in their groups (some groups were formed by 10-12 people, some others by 5-8) led them to use different approaches to manage the discussion and collect the results. All of them, however, used the provided materials and perfectly summarized the results of their groups by posters and direct presentations.

Moderators commonly underlined a general awareness about weaknesses and potentials but also remarked how participants encountered some difficulties when asked to exit from their own case and to indicate concretely how to turn very clear ideas in an efficient practice.

Feedback from the observers

Unimont students were involved as observers. They took part in both rounds and support the moderators.

Conclusions

The workshop had a high number of participants coming mainly from the Italian Alps. Many of them already knew the Mountain University, which has been able to create a strong local, national and international network. Different people with different profiles, experiences and expectations exchanged in small groups and during the final plenary session. The day started with a very ambitious objective: to agree upon one or two concrete actions to apply to mountain agriculture and mountain tourism at the end of the day.

Two best practices were presented during the morning and a high number of examples and good practices from the participants were collected. These inputs and ideas need to be transformed into action. It emerged that the Italian cultural situation plays a decisive role in the development or non-development of mountain regions. The workshop highlighted the importance of reducing the weight of the administration procedures that still prevent innovation and entrepreneurship from being successful in Italy. Moreover, the lack of a common and well-thought vision for the future has been mentioned. The workshop results underline a need for a switch in mentality, which should allow all the stakeholders to (1) better share their information and knowledge, avoiding short-term and politically-biased decisions (2) foster the cooperation among neighbouring villages, making efforts together instead of fighting against each other (3) involve the youth in the decision-making process, giving them a sense of belonging to the territory and listening to their ideas. In this sense, the participants stressed the role of education: on one hand because it is difficult to value

what you do not know, on the other hand because innovative solutions come easier when a person understands the framework of where he/she lives.

Some actions have been partially exposed by participants: they are very concrete, coming from people who have grown up in the mountain and that have seen their territory change and their youth leaving their home villages. All the measures they proposed (offering discounts to tourist who spent a certain number of days in the same place, didactic farm, stay in a shelter to experience a high mountain sunrise, offering free coupons to try food or sport activities, free bus tickets to discover the region among others) go towards the enhancement of local products, assets and traditions: most of them believe that promoting one local product would be beneficial for the entire region and for other business sectors. In this sense it was clear that agriculture and tourism are deeply related and that they need to support each other. In order to promote a mountain region participants suggested to play on the customer's passions and to attract him/her to come for a specific activity knowing that they will then have to access to other services (restaurant, accommodation, transport and clothing). In this regard, the thesis of Mr Luthe was fulfilled: more connected, more resilient.

Edolo was one of the six seeds that will be planted in the Alps during the workshop series. These seeds might need some time to blossom. Innovation and change take time, patience and a team of engaged people.

Circular economy is a business model that relies upon the fact that the waste of one business sector can be the input for another sector. The preliminary condition to make this model function is to collaborate and to share information. We need to improve this condition in order to be able to pass from a linear to a circular and green economy.

Inputs for the Action Programme

The workshop produced several recommendations that can be considered to prepare the Action Programme for a Green Economy in the Alpine area until the next Alpine Conference. Three key aspects were clearly identified by the participants, even if, differently from what expected, these are cross-sector recommendations for the Alps rather than specific actions to be applied to mountain agriculture or tourism. The different working groups also indicated approaches, which can be considered to pave the floor and move towards the Green Economy objectives as suggested in the RSA6.

More "WE", less "I": the necessity to create networks sounded to be the refrain of the day. Actually, the majority of the proposed best cases brought out collaborative aspects (different bodies, different regions and different municipalities) as the "plus" and the key for innovation. Participants underlined the necessity to collaborate, to share ideas, cases, practises and support within different players from the same sector (e.g. agriculture) or from different connected sectors (e.g. agriculture and tourism), between people of different ages, different bodies (enterprises, research bodies, public institutions, citizens - triple and quadruple helix model) and between consumers and producers. The possibility to get connected seems also to be a precondition to face the economic crisis, the bureaucratic bottlenecks and political deadlocks and to enable circular economy processes knowing each other while working together to create new market opportunities and innovation. This is even more evident in mountain areas.

- 1) Facilitate the creation of efficient networks and connect already existing networks

- Create concrete and useful opportunities to get to know each other, facilitate the relationship between different networks at the local, regional, national level;
- Provide professional and business training to support cross-sector collaborations and collaborative business projects;
- Support networks with professional and high quality service;
- Overcome the generational bias and consider the relevant contribution young generations can bring in.

Input 1 is in coherence with the RSA6 recommendation 4: Take steps to turn the Alpine area into a resource-efficient, circular and cost-effective economy. Resource efficiency needs to be improved, particularly in terms of water use, energy, material, land take and loss of productive soils. Moreover, possible measures and instruments in these fields should be promoted. These include smart energy-efficiency networks, consulting programmes and voluntary schemes for enterprises. Policies and programmes on resource efficiency should stress that efforts in this field lead to cost savings and thus create economic benefits.

Young innovators, young influencers: all working groups discussed about the relevance of the role of young people. They can develop a new sustainable economy, in line with the necessity for innovation and with the circular economy principles. Youth can promote innovative approaches, methodologies and business concepts but they need several key elements. First of all, a qualitative education, a strong knowledge about the fields they want to move into and the capacity to dialogue with different players. Second, they have to be given floor by older generations that are sometimes anchored to outdated management and business models, are scared by changes and prefer not to take any risk. The chance to create a well-trained young “task force” to turn the system into a more efficient and reactive environment was suggested.

2) Support entrepreneurs and start-ups¹

- Provide everyone with a qualitative education (both cultural and scientific) at different stages of life and phases of the professional career;
- Provide entrepreneurs with professional training and innovative methodologies also by direct experiences, exchanges and direct collaboration with other entrepreneurs from different areas and countries;
- Support entrepreneurs with general as well as with GE-specific tools and services: e.g. how to prepare a business plan, how to apply for funding in the field of GE, new production techniques and methods in the specific sectors, language learning, specific communication skills related to GE topics, training in the field of co-operation with civil society actors;
- Inform and connect young people to existing networks and groups of interest;
- Promote young people cross-disciplinary collaboration and experimentation during their academic or professional career as well as in the market;

Input 2 is in coherence with the RSA6 recommendations 1.2: Green innovative businesses and start-ups need to be promoted on a regional level to facilitate eco-innovation for

¹ A particular focus on the role of youth and about specific measures that should be addressed to young entrepreneurs could be part of a separate section of the Action Programme.

technological and non-technological solutions; 1.3 The Green Economy approach should be integrated into regional strategies, e.g. by developing concepts for sustainable agriculture, forestry, energy, tourism or transport; 6. Use opportunities for the creation of green jobs and particularly 6.2 [...] support of innovation in small and medium-sized businesses, the creation of networking structures among all stakeholders of a Green Economy, the promotion of sustainable investments and the setting of incentives to stimulate the demand for environmentally friendly products, technologies and services at the private and public level and 6.3 Appropriate training and education measures for the present and future workforce should be implemented to develop the green skills that are needed for future jobs and to satisfy the needs of a Green Economy in terms of job qualifications; 7.3 The evolution of the job market towards green jobs should offer new opportunities of economic well-being and trigger a more socially inclusive development.

Communicate the comprehensive value of a product and of an authentic experience, communicate with quality and reach specific targets: communication was appointed as the “big absent”. Many local, Italian and Suisse journalists had been invited to come to Edolo, but only three of them took part in the workshop. The idea of inviting them was to add an additional perspective and collect the opinion of professional dealing with journalism and communication. Only three local journalists joined the workshop and all working groups underlined the evident gap existing between their experiences, the best cases they reported and the communication world. A general not-consideration and weak knowledge of the assets available in the territories (cultural, natural, social, economic, etc.) were indicated as main causes of the media silence together with deficiencies of local stakeholders to generate interesting and appropriate contents for dissemination. In many cases, it is journalists themselves needing to discover stories and experiences because the bodies running them are not aware of the possible impact of a well communicated action. Understanding the value of the territories also means to understand innovation processes, how this can merge tradition and novelty and how it can produce a quality of life for people. These qualitative contents need qualitative communication to become concrete actions. All working groups indicated communication as the way to reach different targets, support business opportunities which combine different professional fields and can also be based not on specific market segments but rather on “unconventional” assets, such as human needs, desires and passions.

3. Train and support young professionals, in particular creating awareness about the potential power of communication

- Offer entrepreneurs, policy makers, investors and other stakeholders' education and training about the potential power of communication and the tools to be used. These trainings could be offered by universities and other educational institutions;
- Offer entrepreneurs support to produce qualitative and modern media contents starting from the recognition and valorisation of the specificity and assets from their territories, which can be of interest for media;
- Offer journalists training and services to produce a better and more aware communication about the innovative cases available in their area, involve them since the very beginning in processes and projects, provide them with a virtual time-saving place where to find all useful information for their work about a certain content;

- Create opportunities for media representatives to experience real Green Economy examples in mountain territories.

Input 3 adds on the RSA6 recommendation 8.3: A knowledge pool for a Green Economy in the Alpine area should be created and maintained, as this is an essential step for the promotion of this concept, opening a new focus on the importance of communication.

ANNEX

Agenda
List of participants

CONTACT

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AGENDA

10.00 - 10.10 Opening with greetings
Anna Giorgi - Unimont, local authorities and Unimont partners, GE-Team

10.10 - 10.20 Presentation of CIPRA International and of the general framework of the workshop
Elisa Agosti - CIPRA International

10.20 - 10.25 Short presentation of workshop aims and agenda, organisational issues
Facilitator

10.25 - 10.45 Short presentations of the participants
Facilitator, all

10.45 - 11.15 GE, RSA6 and the Action Programme
Luca Cetara - Marianna Elmi
Italian Delegation to the Alpine Convention
Italian Ministry for the Environment Land and Sea

11.15 - 12.00 Keynote - Circular Economy in Agriculture and Tourism
Valentino Bonomi, young entrepreneur, owner of the Azienda agricola "San Faustino" Ceto - BS, IT and Anna Giorgi, Unimont
New farming, new farmers in the Alps. An innovative approach to tradition, towards a circular economy
Tobias Luthe, researcher at the University of Applied Sciences HTW Chur, CH
More connected, more resilient - tourism and a circular economy

Q&A

12.00 - 12.50 Work Group 1st round - Mountain Farming
8 groups with facilitators
Presentation of good practices examples from the RSA6
Discussion of needs and success factors
Are there any similar experiences in which the group members are involved/of which they know of? What experiences are shared, what experiences are different?
Can these examples be transferred to other Alpine regions?
What is innovation in Mountain farming? How can we measure it?□

12.50 - 13.20 Light lunch & exchange

13.20 - 14.10 Work Group 2nd round - Mountain Tourism
8 groups with facilitators
Presentation of good practices examples from the RSA6
Discussion of needs and success factors
Are there any similar experiences in which the group members are involved/of which they know of?
What experiences are shared, what experiences are different?
Can these examples be transferred to other Alpine regions?

What is innovation in Mountain tourism? How can we measure it?

14.10 - 15.00 Work Group 3rd round

8 groups with facilitators

Discussion among the groups on the two topics to discover a final action

How can we bring our ideas and intentions into life?

Which are the next steps towards action? What is up to us?

Who can support us?

What players need to be involved to bring the idea into action?

15.00 - 15.15 Coffee break

15.15 - 15.45 Synthesis of work group results

facilitators

15.45 - 16.00 Conclusion

Anna Giorgi, Unimont, GE-Team

List of participants

Name	Institution
Agosti Elisa	Cipra International
Alborghetti Daniele	Università della Montagna - UNIMI
Aricocchi Teresa	Università della Montagna - UNIMI
Bana Germano	Vini e Cucina Bresciana
Bigaran Federico	Provincia di Trento
Bischetti Gian Battista	Corso di Laurea di Edolo
Bonomi Valentino	Azienda agricola "San Faustino"
Bonzi Fabio	
Bottoni Flavio	Coldiretti Sondrio
Camerlenghi Filippo	AIGAE Associazione Italiana Guide Ambientali Escursionistiche
Camilucci Stefano	"La Valle" Società Agricola di Pezzola s.s.
Capitanio Giuseppe	Cooperativa Il cardo
Carrer Matteo	Università degli Studi di Bergamo
Cetara Luca	EURAC
Chiatante Donato	Università degli Studi dell'insubria
Clerici Augusto	
Cortinovis Manuel	Università della Montagna - UNIMI
De Matteis Raffaele	Università della Montagna - UNIMI
del Barba Oscar	CAI Club Alpino Italiano
Della Torre Cristina	EURAC
Dell'Osa Enrico	Azienda Agricola Dell'Osa Enrico Isaac
Di Giovanni Mauro	
Donati Marzia	Rifugio Petit Pierre
Droli Maurizio	Università di Udine
Elmi Marianna	Segretariato Permanente Convenzione delle Alpi
Fenoglio Stefano	Università Piemonte Orientale
Fioletti Gabriella	Assorifugi
Forchini Maurizio	Agenzia Promozione Turistica Promoserio
Furlani Matteo	Cantina Furlani
Gasparotti Claudio	Studio Aura
Gheza Francesco	PiùValliTV
Giorgi Anna	Università degli Studi di Milano
Gretter Alessandro	Fondazione Edmund Mach
Holzer Magdalena	Alpine Town of the year
La Greca Francesca	Regione Piemonte
Lancini Stefano	Az agr GeneraTerra
Lingua Guido	Università Piemonte Orientale
Lorenzon Giulia	Università della Montagna - UNIMI
Macchiavelli Andrea	Università degli Studi di Bergamo
Maculotti Giancarlo	Circolo Culturale Ghislandi
Maffezzini Tiziano	Uncem Lombardia
Maggioni Roberto	Maggioni Tourist Marketing
Manzo Alberto	MIPAAF

Martinelli Antonio	Montagne e Paesi
Masneri Luca	Comune di Edolo
Mazzoleni Alberto	Coordinamento Comunità montane lombarde
Melotti Paolo	Guide Alpine Vallecmonica-Adamello
Monopoli Marco	Educatore ambientale
Moranda Giovanni	Dottore Agronomo
Orsatti Eliseo	Confartigianato
Pesce Alessandra	Ministero Politiche Agricole
Petriccioli Enrico	Fondazione Montagne Italia
Pilotti Luciano	Università degli Studi di Milano
Piva Claudio	Coldiretti
Putelli Alessandro	Comunità Montana Valle Camonica
Quarta Mariagrazia	Regione Piemonte
Ricci Stefano	Maestro Sci
Salsa Annibale	Scuola per il Governo del Territorio - Trentino School of management
Sangalli Marco	Ordine Dottori Agronomi e Dottori Forestali di Brescia
Santoni Sandra	Università della Montagna - UNIMI
Spagnoli Sonia	Az. Agricola La Casera
Svaluto Ferro Pierluigi	Federbim
Tomaselli Giulio	
Tomasoni Ilaria	Università della Montagna - UNIMI
Toretti Silvia	Consorzio Vini Valcamonica
Tosana Giovanni	Biodistretto Valle Camonica
Treu Vanni	Cooperativa Cramars
Troletti Federico	Centro Camuno Studi Preistorici
Venuta Maria Luisa	Fondazione Luigi Micheletti
Zampatti Crescenzio	Guida Alpina
Zani Magda	Guide Alpine Vallecmonica-Adamello
Zanini Sara	Università della Montagna - UNIMI
Zilio Emanuela	Università della Montagna - UNIMI