



International conference:

**Cool heads in the hothouse!**

Sangue freddo sotto l'effetto serra!

Kühler Kopf im Treibhaus!

Sang froid sous l'effet de serre !

Trezna glava v topli gredi

Bolzano/Bozen, 2.4.2009

Serena Rauzi, CIPRA International

# cc.alps: thinking one step further ...

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- The Idea
- Aims
- Time schedule and budget
- Activities of the project
- Organization



# The idea

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- The Alps are highly susceptible to climate change
- Many adaptation and mitigation measures
- Only little is known about the positive and negative impacts of these measures



# The idea

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- Make sure that these measures
- fulfill their proposed targets in an efficient and most responsible way
  - are in line with the principles of sustainable development



# Aims

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- Promote good (criticize bad) adaptation and mitigation measures from an ecological, social and economic perspective
- Reach and involve key players (science, regional planning, evaluation, politics and business) in the Alps,



# Aims

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- Focus on good practice
- Facilitate the dialogue/co-operation between the scientific community, stakeholders and NGOs across borders
- Knowledge transfer to decision-makers





# Time schedule and budget

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Two projects:

Project 1: Feb '08 – June '09

(Project 2: June '09 – Dec '11)

Project 1: 1,97 Mio. CHF (1,2 Mio. €)

Financed by:

Swiss MAVA Foundation for Nature



# 4 Project parts

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P1 Investigation, research

P2 Knowledge transfer

P3 Implementation

P4 General tasks (PR work, PM, ...)





# Activities

## P1 Investigation, research

- 11 activity fields
- International competition (100.000 €)
- 3+4 price winners out of 160:
  - Wildpoldsried (D)
  - Wetland renaturation (D)
  - Mäder (A)
  - Casa clima (I)
  - Snovik Spa (SI)
  - Bus alpin (CH)
  - STMicroelectronics (F)



# Activities

## P1 Investigation, research

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- 11 activity fields
- International competition
- Evaluation scheme
- Collect and evaluate CRM impacts (300), standards & labels: 120
- Deliver open questions to science



# Activities

## P2 Knowledge Transfer

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- Climate conference and awareness raising
- Workshop series
- Prepare co-operation with education partners (e.g. youth project, materials etc.)
- Prepare global knowledge transfer



# Activities

## P3 Implementation

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- Coach competition winners  
Support NENA (Network of Alpine Enterprises)
- Select pilot regions and prepare co-operation



# Activities

## P4 General tasks: PR work

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- Actualize the webpage:  
[www.cipra.org/cc.alps](http://www.cipra.org/cc.alps)
- Newsletter every 3-4 months
- Participation at external conferences
- Publication of articles
- Press releases: project highlights





# Activities

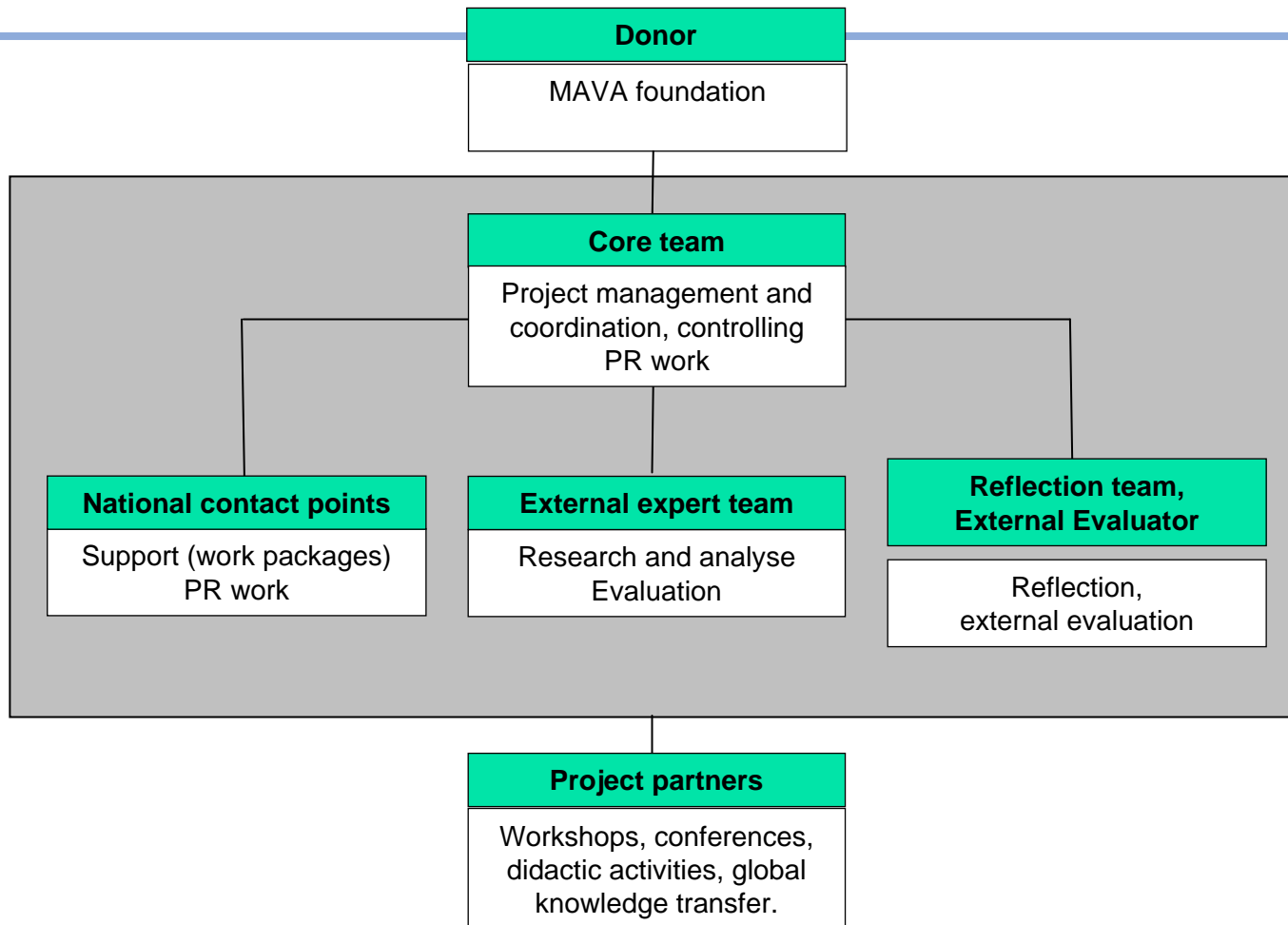
## P4 General tasks:

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- Project management
- Internal controlling
- Reflection team



# Project Organization



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[www.cipra.org/cc.alps](http://www.cipra.org/cc.alps)

Thank you for your attention!

