



**CIPRA**

# **VISITORS AND RESIDENTS**



**ANNUAL REPORT 2018** CIPRA INTERNATIONAL

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[www.cipra.org/italy](http://www.cipra.org/italy)

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[www.cipra.org/france](http://www.cipra.org/france)

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[www.cipra.org/en/slovenia](http://www.cipra.org/en/slovenia)

**LIECHTENSTEIN** Botanisch-Zoologische Gesellschaft Liechtenstein-Sarganserland-Werdenberg • Fischereiverein Liechtenstein • Liechtensteiner Alpenverein • Forstverein Liechtenstein • Liechtensteiner Jägerschaft • Liechtensteinische Gesellschaft für Umweltschutz • Imkereiverein Liechtenstein • Liechtensteinischer Ornithologischer Landesverband • Solar-genossenschaft Liechtenstein • Verkehrs-Club Liechtenstein  
[www.cipra.org/en/liechtenstein](http://www.cipra.org/en/liechtenstein)

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**SUSTAINING MEMBER**  
Nederlandse Milieugroup Alpen, Netherlands

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[www.cipra.org/switzerland](http://www.cipra.org/switzerland)



SCHAAN/LI, APRIL 2019  
**DEAR READER,**

\_\_Sustainable tourism in the Alps is a major contributing factor to the good quality of life of the population. Providing it is intelligently formulated and implemented, it can combine different areas of life and many of the aspirations of both the local population and visitors to the region. Holistic tourism requires unconventional ideas and creative strategies in order to boost the value of the natural and cultural heritage of the Alps and develop a form of tourism that remains competitive even in the age of climate change.

From Ljubljana to Grenoble and from Munich to Turin, CIPRA organisations are coming up with the necessary ideas and strategies by injecting their own distinctive creativity, wit and charm. This Annual Report has lots more on the subject. Join our participants on their field trip to the Slovenian town of Bled as they gain an insight into the excesses of tourism. Enjoy plenty of stunning views with young travellers as they discover the Alps thanks to the

Alps Interrail Ticket. Find out more about the all too often laborious political debates with which CIPRA is confronted as it bids to promote long-term sustainable projects rather than the short-termism of hastily agreed, profit-orientated expansion plans.

And as I write this introduction about tourism and quality of life, I cannot help but be reminded of someone who was by my side for such a long time: Hans Haid, who passed away in early February. Hans Haid was an Ötztal Valley dialect poet, a folklorist, a mountain farmer and founder of the Pro Vita Alpina association designed to promote cultural and social development in the Alps. And through our own commitment we aim to uphold the values that Hans Haid held dear, and we do so in fond memory.

We hope you enjoy reading our report!

**Christian Baumgartner**  
Vice President, CIPRA International



# # ALPINE # TOURISM

## Object of desire:

Bled Island is one of the most popular photo motifs.

**Secluded mountain lakes, picturesque villages, unspoilt nature: as an industry, tourism in the Alps always conveys the same images. The Slovenian town of Bled is a perfect illustration of how mass tourism shapes people's lives. So how do we strengthen our identity? It's a question CIPRA raised at its conference.**

\_\_Gregor pushes his sunglasses up onto his forehead and casually props his leg on the pletna, the traditional flat-bottomed boat made of larch wood, with its distinctive striped blue awning. The group of people clustered around him stare at him blankly. Then, in a booming voice, the mayor Janez Fajfar translates Gregor's words into English, and their expressions brighten up.

Gregor is a pletna oarsman. He ferries his guests across the lake to the famous island of Bled. These boat trips are something of a tradition and have long been part of the townscape and identity of this small Slovenian town. As the mayor reliably informs his audience, being a pletna oarsman is very much a family matter. Indeed, as Gregor explains, the highly coveted licences are passed down from one generation to the next. Janez Fajfar goes on eloquently translating. In the old days, it was a way for poor people to supplement their income; today it's a lucrative job. 'My family's been operating pletna boats for six generations.'

## An 'Alpine blend' with Germanic, Slav and Romanic roots

The people listening all travelled to Bled from various Alpine countries to discuss topics such as tourism and quality of life in the Alps at the joint yearly symposium of CIPRA International, CIPRA Slovenia, and the Alliance in the Alps network of municipalities. Tourism has brought relative prosperity to the Alps. In many regions it remains an important source of income. But it also entails all sorts of challenges such as over-exploitation and untrammelled growth. Lots of visitors, a loud and boisterous fun-based scene, and long tailbacks of traffic have made the local population in many places sceptical about tourism.

Bled as a conference venue is a case in point. The idyllic lakeside location, the high-perched mediaeval fortress and the stunning mountain panorama



of the Julian Alps and the Karawanken have made the municipality of 8,000 inhabitants in the Slovenian Alps something of a tourism magnet. During the high season the number of people in the town doubles, with 8,000 guest beds available – a challenge for politicians and residents alike.

### A backdrop of national importance

The heroes of Bled go by the names of Arnold Rikli, Ivan Kenda, Anton Vork, and Jula Molnar. They stare down sternly from stone reliefs on the green memorial beneath the shady trees in the Kurpark. The Swiss natural healer Arnold Rikli was himself ailing when, in 1855, he came across the town of Bled as a health resort – and subsequently exported the concept back to Switzerland, as Fajfar claims. ‘No alcohol, no meat, and up the mountain every morning’ – the mayor shudders at the thought. With his navy blue jacket casually draped across his shoulders and a bon viveur paunch bulging beneath his checked shirt, he likes to talk about the history of Bled as if he himself had lived through



**A wooden boat with a long tradition:** the pletna is an integral part of Bled's urban landscape.

**The resort town of Bled:** the mayor Janez Fajfar talking about the early days of tourism.



it all. ‘Fresh air, sunshine and water can heal anything,’ he says, quoting Rikli, and adds that migration has always existed. Whether it's Peter Passler, leader of peasant rebellions in the 16th century, or wealthy Jews during the Second World War. All of which resulted in an ‘Alpine blend’ with Germanic, Slav and Romanic roots – and an abundance of the name Peter in many families.

### ‘The pace of tourism has picked up tremendously.’

The mayor himself was elected to office in 2006 and speaks eight languages. Development has been rapid in his view: ‘The pace of tourism has picked up tremendously.’ For many tourists Bled is just a brief stop on a European travel itinerary, to be ticked off the list. ‘The question we're interested in is how to get visitors to stay here for longer.’ And how to teach them not to go bathing and swimming everywhere. How to behave is the title of a short feature film the municipality recently shot.

‘20, 21, 22...’ – the younger participants on the field trip are sitting on the wall counting the coaches arriving at ten-second intervals. They were the first





### Join the queue:

tourists from all over the world visit Bled Castle.

to climb up the hill to the fortress and are waiting at the top for the group walking up with the mayor. The coaches disgorge a steady stream of tourists. They hold up their cameras, take a couple of selfies with the crane, the building site and the mediaeval fortress in the background, and then join the queue. People from Asia, Europe, America and Africa stand in front of the ticket booth waiting in the midday sun, some with parasols, others with sun hats, all with cameras.

And while the fortress is certainly Bled's main attraction, the municipality bears the brunt of the traffic. Some time ago, as it began to attract more and more visitors, the Slovenian government declared it state property and has been collecting the admission fees ever since. It is said to be a cultural heritage asset of national importance.

On the cobblestoned terrace of the fortress, the epicentre of all this tourism, visitors from all over the world lie in ambush, shooting photographs across the castle walls of the island in the lake. Carried out into the world by social media, newspapers, and the internet, the pictures convey the promise of an idyllic setting, of cultural experiences and uniqueness. And to shoot that very same photograph, every year thousands of tourists take the small town and its fortress by storm. Whether it's snow-covered in winter, mystically

shrouded in fog or surrounded by lush leafy greenery as it is on this spring day in late May 2018, the light and the seasons may change, but the motif stays the same. What the photographs don't show are the crowds on either side. Even the participants on this field trip have reached for their smartphones.

Inside the small bakery by the name of Zima there's barely room to move as people try to catch the attention of the owner, Klemen Zima. 'One of these, one of those please!' The smell of freshly baked bread and pastries fills the air. A cream slice is all part of the ritual of any visit to Bled. Photographs on the wall recall the past. The bakery has been around since 1880, and the Zima family has been running the bakery and cake shop since 2007. The staff dash hither and thither, attending to their customers. There is simply no time for a chat with the visitors. The next oven tray covered with pastries sprinkled with icing sugar arrives from the bakery.

**Maya Mathias**, CIPRA International, (text) and  
**Uroš Abram**, Kostanjevica na Krki/SI (photos)



### Smile –

you weren't there if you haven't got a photo.



## HOW CIPRA RAISES PUBLIC AWARENESS

### Mobility of the Future

June 1

► The **Pemo Symposium** on commuter mobility showed that stress, lack of exercise and tiredness – the way we commute to work – affect our health.

### youth.shaping.EUSALP

November 19

► Twenty young people from across the Alps present their ideas on youth involvement in the Eusalp process.

### How Nature Contributes

November 21 and 22

► The **AlpES and Spare** closing conference focused on nature projects such as avalanche protection and drinking water & river management.



### Climate Visions

November 7 and 8

► To tackle climate change more effectively, towns, cities, municipalities and network organisations at the **EUKI Conference** officially adopted the Alpine Partnership for Local Climate Action.

+ ST. GALLEN

+ INNSBRUCK

+ VADUZ

+ BERN

+ BLED

### Youth Alpine Interrail

September 20

► At the closing ceremony young Interrailers reported back on trips to exciting cities, green valleys and melting glaciers (Intermezzo, p.12, p.19, p.28.)



+ CHAMBÉRY

+ TURIN



### Pluralism in the Alps

May 15 and 16

► Award-winning integration projects, Piedmont folk songs, and passionate commitment always enhance the **PlurAlps Conference**.



### Mountain Reading

December 19

► At the **story-telling afternoon** in Liechtenstein, actor Andy Konrad brought the book "Bergkristall" [Rock Crystal] to life, captivating the minds of young and older listeners alike.

### Constructive Alps

March 25

► Opening of the **touring exhibition** showcasing thirty exceptional architecture projects from throughout the Alpine region.



### Alpine Tourism:

### Quality of Life Included!

May 25 and 26

► At the joint **annual meeting** of CIPRA and Alliance in the Alps, more than 200 delegates discussed ways in which tourism and quality of life can complement each other. Young adults from the Living Labs Project also attended.



### Young Ideas for the Alps

November 30

► More than 200 young people, politicians and interested members of the public discussed youth involvement and governance in the Alps.





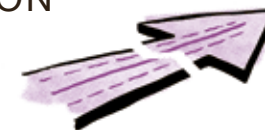
## SUSTAINABILITY IS A CHOICE, JUST AS TRAVEL IS A PHILOSOPHY

Mariaemma Sala, 25 years, Italy

Youth Alpine Interrail

## BETWEEN CO-OPERATION AND CONFLICT

### ALPINE POLICY



— Raising our voice on nature's behalf and coming up with new solutions is a two-fold task that's challenging CIPRA and our partners as we seek to engage both innovatively and critically. Indeed, today, if we are to respect the limitations of nature, it's quality we need, not quantity. And sustainability is the key word.

The Alpine Convention, signed in 1991 by eight Alpine states and the European Union, is Europe's touchstone when it comes to sustainability. 2016 also saw the establishment of Eusalp, a development strategy comprising 48 regions in and around the Alpine area. Eusalp also invokes sustainability, which it references no fewer than four times in its mission statement. And yet the interests of Eusalp and Alpine Convention can and do diverge. At the insistence of the Veneto province, a subgroup of Eusalp is once again discussing the Alemagna, i.e. the extension of the existing Italian A27 motorway right across the Alps to Munich. It is a project that is at polar opposites to the contractual text of the Alpine Convention. In 2018 it took CIPRA in its role of observer to address this conflict both within the Standing Committee of the Alpine Convention and Eusalp.

A co-operation agreement drawn up with the EU Commission shows just how delicate the relationship between Eusalp and the Alpine Convention actually is. In October 2018 Eusalp's Executive Board blocked the arrangement as Switzerland and the Land of Bavaria were not willing to sign up. Markus Reiterer, Secretary General of the Alpine Convention outgoing in 2019, had this to say about six years in office: 'Co-operation is what makes the Alps strong, and it's an area where there's room for improvement.' He added that the rejection of the agreement was not as surprising as it was regrettable and that the Alpine Convention, for its part, was as willing as ever to co-operate. 'It looks like Eusalp still needs some time. Increased vigilance over Alpine protection is still very much the order of the day.'

**Kaspar Schuler**, Managing Director CIPRA International

[WWW.CIPRA.ORG/EN/ALPINE-POLITICS](http://WWW.CIPRA.ORG/EN/ALPINE-POLITICS)

## ALPINE-WIDE COMMUNICATION



### WHAT WE'RE TALKING ABOUT

**Re-Imagine Alps** pinpoints rescued or threatened landscapes as an **interactive map** of the Alps, also plotting the favourite spots of dozens of people within the CIPRA network.



### HOW WE'RE RESEARCHING

**alpMonitor** illustrates the relationship that exists between ecology, landscape and people in its new dossier entitled **'Nature and People in the Alps'**, and how the importance of protected areas is changing.



### WHAT WE'RE WRITING ABOUT

**SzeneAlpen 104** raises the question of how our perception of landscape shapes the way in which we interact with one another, with nature, and with the natural resources in the Alps. The **free feature magazine** is available online.



### HOW WE INFORM

**Media Work** Points of view, citations, and CIPRA feature items appeared in hundreds of newspaper articles, radio and TV programmes as well as in online media reports.



### WHAT WE'RE BROWSING

**www.cipra.org** recorded just under half a million page hits in 2018 users from 189 countries.



### WHAT WE'RE SHARING

**CIPRA international** has also been posting photos on Instagram since summer 2018, and our Facebook contributions in several languages reach an average of 500 people a day.



### WHERE WE'RE TALKING

**alpMedia** is going audio. A **podcast** has now been added to the multilingual newsletter read by more than 19,000 subscribers across the Alps.

[WWW.CIPRA.ORG/EN/PUBLICATIONS](http://WWW.CIPRA.ORG/EN/PUBLICATIONS)  
[ALPMONITOR.CIPRA.ORG](http://ALPMONITOR.CIPRA.ORG)  
[MAP.CIPRA.ORG](http://MAP.CIPRA.ORG)

## NATURE AND PEOPLE



### UNDERSTANDING ECOSYSTEMS

**AlpES** Over three years, ten partner organisations recorded achievements with **eco-systems** and collated them on a web map and the online **WikiAlps** encyclopaedia.



### PROTECTING BEES

**BeeAware!** From nesting places to information events: over a period of three years pilot municipalities across the Alps are trialling measures aimed at protecting bee populations.



### LINKING ALPINE COUNTRIES

**Via Alpina** is the name of a 5,000 km **hiking trail** which, for 18 years, has symbolised the natural diversity, the culture and the languages of the Alps.



### MANAGING RIVERS

**SPARE** Project partners from five pilot regions elaborated methodologies for **sustainable river management** at youth summer camps, theme-based committees, and workshops.



### BOOSTING NATURAL DIVERSITY

**speciAlps** In Friuli/I, school-children are visiting unique natural landscapes and then in turn becoming guides for other interested persons. That and more is being done by five pilot regions from four Alpine countries on behalf of natural diversity.



### LIVENING UP TOWNS

**UrbaBio** promotes biodiversity in Alpine towns and cities. Representatives from Annecy/F, Belluno/I, Chambéry/F and Trento/I share their experiences and draw up solutions as part of reciprocal **study visits**.



### SHAPING ALPINE POLICY

**Alpine Convention and Eusalp** CIPRA is involved in the **Ecological Network** and **Water Management Platform** of the Alpine Convention and is also part of **Eusalp Action Groups 4, 6 and 7** on mobility, natural resources and ecological linkup.

[WWW.CIPRA.ORG/NATURE-PEOPLE](http://WWW.CIPRA.ORG/NATURE-PEOPLE)



## SOCIAL INNOVATION



### + IMPLEMENTING IDEAS

**whatsalp youth** Young adults realise their **own projects**, e.g. a habitats workshop and voluntary cultural landscape stewardship/D.

### + ALPINE POLICY – MIXING IT UP

**Youth.Shaping.Eusalp** Young people joined in the debates at the 2018 **Eusalp Annual Forum** in Innsbruck/A.

### + PUTTING HEADS TOGETHER

**Living Labs** Young people team up with politicians, NGOs and national CIPRAs to create new approaches to the topics of 'Tourism & Quality of Life' and 'Landscape'.

### + QUESTIONING HABITS

#### **Sustainable Lifestyles**

What we eat, how we live, and how we get around influences our environment. The project identifies instances of best practice in the Alps.

### + GETTING INVOLVED

**GaYA** is offering start-up assistance for participatory processes with its '**Toolbox for Youth Participation**'.

Other findings include political recommendations, a youth film competition, and a comparative study.

### + LEARNING FROM YOUTH

**LOCAL** Sustainable lifestyles, saving CO<sub>2</sub> and launching local projects: In the **LOCAL** project, young people are committed to more **climate protection** in their communities.

### + ECO-FRIENDLY TRAVEL

**Youth Alpine Interrail** In summer 2018 100 young adults were picked to travel inexpensively through the Alps by rail, bus, and on foot. They then shared online their best photos and reports.

### + PAYING TRIBUTE

**PlurAlps** showcases models of success and examples of good practice in integration and migration in the Alps.

## A CHANGING ECONOMY



### + IT'S GOOD TO TALK

**AlpinnoCT** Representatives from the logistics sector, politics and environmental NGOs around a table: 2018 saw just that – at the **logistics talks** in Chiemsee/D, Altdorf/CH and Ljubljana/SI.

### + AN ECO-FRIENDLY COMMUTE

**Pemo** Liechtenstein, St. Gallen/CH, Lindau/D and Vorarlberg/A developed a **toolbox for business mobility management**.

### + HOLIDAYING RESPONSIBLY

**Sustainable tourism** Experts from all Alpine countries work together to develop a job profile for sustainable tourism at Alpine level.

### + PROTECTING THE CLIMATE TOGETHER

**ALPACA** Municipalities have been getting actively involved on behalf of climate change mitigation. Also on board were the Alliance in the Alps network of municipalities and the Alpine Town of the Year Association.

### + BORDERLESS MOBILITY

**Cross-border mobility** gathers examples of good practice in cross-border co-operation: for example a Swiss-French commuter ferry on Lake Geneva and an Italian-Austrian timetable app.

### + HANDS-ON

**Lehmcamp** At two **workshops** young people were able to mould their own clay oven and go on **field trips** to find out more about clay buildings in Austria and Switzerland.

### + BUILDING SENSE

**Constructive Alps** From a football arena to a show cheese dairy: a **touring exhibition** features thirty exemplary architecture projects from all the Alpine countries.

### + LEARNING FROM ONE ANOTHER

**Tour des Villes** Alpine towns exchange their views in dealing with conversion areas, unused space and other urban planning challenges.

## A YOUNG ANNIVERSARY

CIPRA YOUTH COUNCIL



— The CIPRA Youth Council celebrated its fifth anniversary in 2018. During a hiking trip of several days in Slovenia, the Council's young adults were able to look back at the last few years and forward to future goals.

Discovering new locations in the Alps, hiking as a group, spending fun evenings in mountain huts or swimming in the crystal-clear waters of mountain lakes – these are all the perfect ingredients for a successful holiday in the Alps, within easy reach by train, and an alternative to the usual holiday trips abroad by plane.

We at the CIPRA Youth Council have made it our aim to showcase alternatives to standard holidays by trying out other options ourselves and, above all, making them available to other young people. Because we want sustainable lifestyles to be for the many, not the few, we are committed to eco-friendly and affordable travel throughout the Alps. To mark the fifth anniversary, we have treated ourselves to the greatest gift possible: the Youth Alpine Interrail Project. In summer 2018 100 young people travelled through the Alpine countries in an eco-friendly way with the first Alpine-wide Youth Interrail Pass.

Our priority concern is to work towards a sustainable future together with young and older people. That is why we are working on other projects to be implemented in Alpine countries. They include cultural landscape stewardship in the Bavarian Alps, a film on the Alps, environmental education, an art project on the theme of colours, exchanges between locals and students abroad on the topic of landscape, and countering the contamination of a mountain lake in the Triglav region. New ideas are continually emerging as a result on how to improve the quality of life for young people in the Alps.

**Magdalena Christandl**, 25 years, member of the CIPRA Youth Council

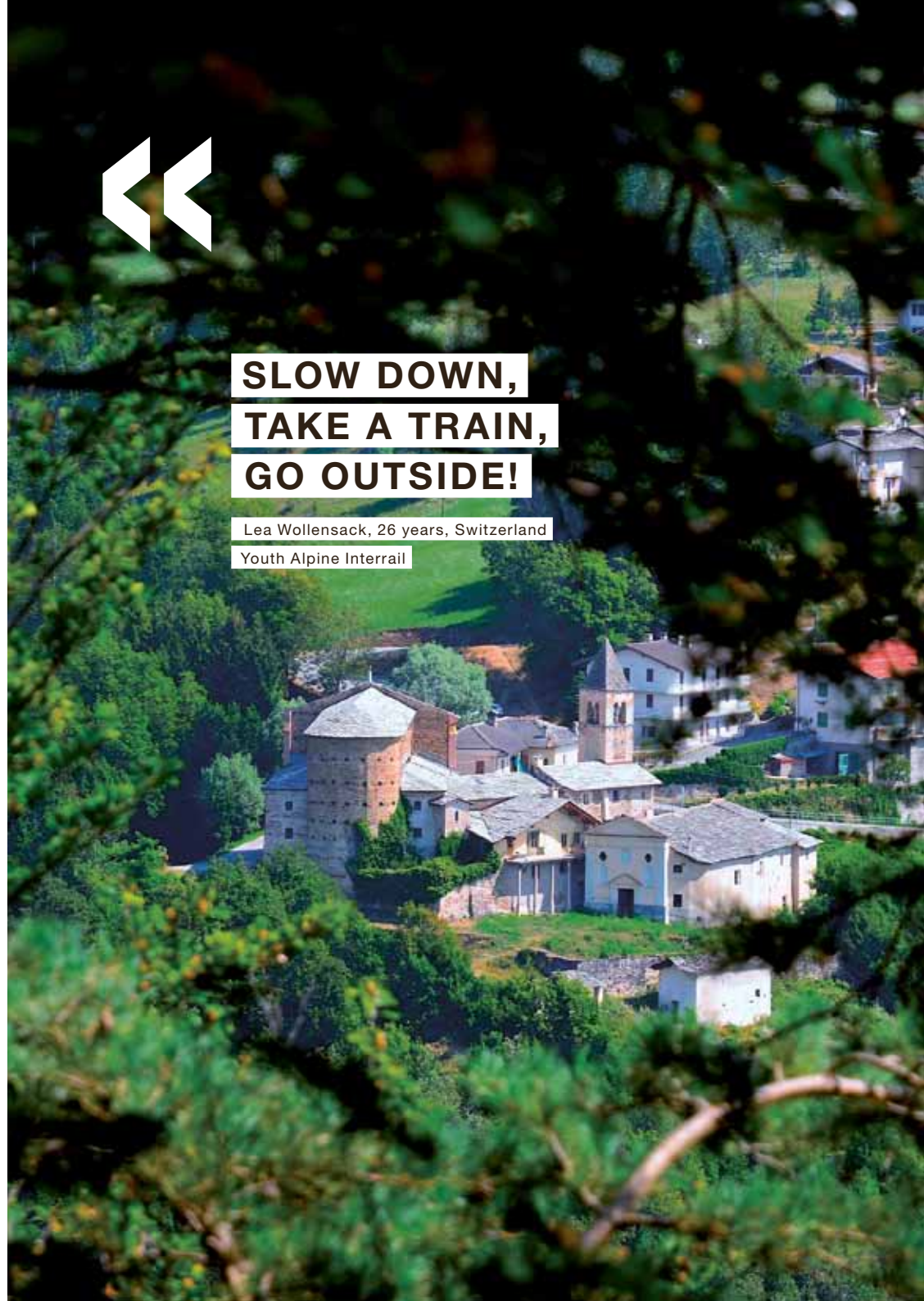
[WWW.CIPRA.ORG/EN/CYC](http://WWW.CIPRA.ORG/EN/CYC)

Photo: Nathalie Brunhizl/Youth Alpine Interrail



**SLOW DOWN,  
TAKE A TRAIN,  
GO OUTSIDE!**

Lea Wollensack, 26 years, Switzerland  
Youth Alpine Interrail





## ALL ABLAZE FOR WATER PROTECTION

CIPRA SLOVENIA

Waterquality is diminishing in the mountains of Slovenia. Why? Because of climate change and the growing number of visitors. In 2018 CIPRA Slovenia used the traditional 'Fire Across the Alps' event to raise awareness for better protection of Alpine waterways in the Triglav valley.

Located in the heart of the Triglav National Park, in the valley of the Triglav Lakes, is the 'double lake' or dvojno jezero, as it is called in Slovene. An inflow of nutrients from nearby mountain huts and non-indigenous

fish species have destroyed the lake's natural ecosystem; in summer the algal bloom is rampant. There are plans afoot to clean up the lake and carry out an ecological remediation of the building at the Triglav Lakes. The project is to serve as a model for other mountain lakes in Slovenia, for example the planina pri Jezeru hut and Lake Črno. The condition of the lakes is also important for the quality of the drinking water throughout the valley. For example, the water from the Triglav Lakes collects underground and then flows through various sources into the Bohinj valley.

The Alpine Fire is also intended to remind visitors to the Triglav area that bathing in the lakes is prohibited. Skin creams, faeces, and other foreign substances heavily impact the sensitive ecosystem. The Fire Across the Alps event was held in co-operation with the Triglav National Park under the patronage of Erasmus+. The company Mikropol d.o.o. and the National Laboratory for Health, the Environment and Food in Maribor also contributed to the project with laboratory tests.

[WWW.CIPRA.ORG/EN/SLOVENIA](http://WWW.CIPRA.ORG/EN/SLOVENIA)

**Sensitive mountain lakes:**  
CIPRA Slovenia calls  
for more water conservation.



Photo: Domen Mirtič Dolenc

## CONTAMINATED SOIL IN EUROPE'S MOST SOUGHT-AFTER LIVING SPACE

CIPRA SOUTH TYROL

Making South Tyrol the 'most sought-after living space in Europe' is the stated aim of the province's marketing and tourism experts. The slogan summarises South Tyrol's brand strategy in a nutshell. And it appears to be a huge success. Year after year, tourism in South Tyrol is generating new record figures for arrivals and overnight stays.

But do tourists actually encounter the 'most sought-after living space' when they come to us? Does the resident population even perceive its homeland as the most sought-after living space? How sought-after can a living space be if it's so heavily exploited? Not just from a tourism point of view, but also for intensive fruit farming that entails considerable use of pesticides?

That's why, in late 2017, CIPRA South Tyrol as the umbrella organisation for nature conservation and environmental protection conducted tests on pesticide residues in more than 70 playgrounds throughout the province.

The presence of one or more pesticides was detected in just under half of all cases at the playgrounds defined as sensitive areas. In 2018 we succeeded in getting Johann Zaller of the University of Natural Resources and Applied Life Sciences in Vienna, Austria, to hold two information events on the subject in Klausen and Mals.

Visitor flows are also reflected in increased traffic volumes. Nitrogen oxide limits are being exceeded more and more often. As a result of the action we brought before the Lazio Regional Administrative Tribunal and the subsequent precedence ruling, the Italian government must now adopt measures to ensure that the applicable limits along the Brenner motorway, near the homes of 40,000 local residents in South Tyrol, are observed. Europe's most sought-after living space is no place for excess nitrogen oxide or pesticides in children's playgrounds.

[WWW.CIPRA.ORG/SUEDTIROL](http://WWW.CIPRA.ORG/SUEDTIROL)

## ENVIRONMENTAL PROTECTION AND TOURISM HAND IN HAND

CIPRA ITALY

There are plenty of activities in the Alps serving as good examples of sustainable tourism. But how many of these examples create added value for the region and are respectful to both nature and the landscape? Based on an inventory of examples of good practice in the Italian Alps and detailed knowledge of current developments in tourism, CIPRA Italy is working on formulating a tourism vision for the Alps that is also intended to enrich the international debate.

CIPRA Italy is implementing a project entitled Tu.S.Alp (for sustainable tourism in the Alps) on behalf of the Permanent Secretariat of the Alpine Convention, with the support of the Ministry of the Environment. It is designed to bring together tourism providers, experts, and civil society in the Alps. Instruments such as the standpoint on the change in winter tourism by CIPRA International have proved very useful for the project.

Many good examples come from protected areas within the Alpine region. This reinforces our conviction that protected areas are also of strategic importance in the tourism sector when it comes to the sustainable development of the Alpine region, as CIPRA Italy has pointed out on numerous occasions.

Concurrently, through its RESICETS project, CIPRA Italy is also working on making leisure activities in the protected areas of the Ossola region more environmentally friendly using the European Charter for Sustainable Tourism. The project is designed to funnel visitor flows in particularly sensitive areas of the Ossola region more effectively and, in this way, avoid the negative environmental impact of leisure activities.

[WWW.CIPRA.ORG/ITALY](http://WWW.CIPRA.ORG/ITALY)

## TALKING OF SKI LIFT AREAS AND RATTLE GRASSHOPPERS

CIPRA GERMANY

A single connecting lift operating right across a quiet zone was set to negate legislation currently in force throughout the Land. The Alpine Plan, as it is known, regulates tourism development in the mountains of Bavaria. At the Riedberger Horn it has been amended in such a way as to enable the controversial ski lift area. However, various associations in alliance with CIPRA Germany have succeeded in generating so much public pressure that the changes to the Alpine Plan are now to be reversed. This does raise the question, however, of the extent of tourism, which is also linked to the question of the quality of life in the regions concerned.

It's a question that was also raised by the Young Forum of CIPRA Germany as part of its 'Living Labs'. On a field trip to the upper reaches of the Isar, one of the last wild Alpine rivers in Germany, the young adults were able to make up their own minds about the impact of tourism. Such a landscape provides a habitat for nature and quality of life for the local population, but it also attracts people looking for recreation, especially from nearby Munich. In discussions with on-site experts, the participants found out how this high level of demand impacts sensitive ecosystems. Here,

the notion of preserving the habitats of rare species such as the ringed plover and the rattle grasshopper has to compete with outdoor leisure activities such as boating.

So whether it's the Alpine Plan or the new Isar Boating Ordinance, both are intended to protect nature from excessive tourism. Often the local population mistakenly believes they are forced to forgo something as a result. In fact, the regulations merely point out that there are limits, encouraging us to seek out our quality of life within those limits.

[WWW.CIPRA.ORG/GERMANY](http://WWW.CIPRA.ORG/GERMANY)

**One river, lots of demands:**  
the Young Forum visiting the Isar.



Photo: CIPRA Germany



## UNDER THE GUISE OF NATURE TOURISM

CIPRA LIECHTENSTEIN

The International Rätikon Nature Park is to be established in the border region between Switzerland, Austria and Liechtenstein, following an idea floated by Prättigau/Davos Regional Development. As the initiators' website states, the potential of a form of tourism in the Rätikon mountain range that is close to both nature and culture is to be harnessed more effectively, establishing a platform for creating and providing offers and services.

A feasibility study takes account of the interests of stakeholders in order to examine the potential of a nature park for the region in

areas such as tourism, culture, agriculture, nature and landscape. CIPRA Liechtenstein was involved in discussing the pros and cons. Whether and how a nature park might actually benefit and promote the protection of the environment and sustainable development depends on outline conditions yet to be defined. According to the initiators no single new regulation is to be legislated; no additional protected area is to be created, nor any changes made to the farming, hunting and forestry industries. Given these preconditions CIPRA Liechtenstein has reservations as to whether a Rätikon Nature Park can actually serve to preserve and enhance existing natural and cultural assets as well as sustainable regional development itself. There is a risk that it will simply degenerate into a mere marketing instrument for tourism. The results of the feasibility study will be available in spring 2019.

CIPRA Liechtenstein's concerns have yet to be dispelled, for instance the likelihood of a further increase in traffic as a result of the tourism 'smuggled in' under the guise of nature tourism.

[WWW.CIPRA.ORG/EN/LIECHTENSTEIN](http://WWW.CIPRA.ORG/EN/LIECHTENSTEIN)



**Three countries,  
one nature park:** municipalities  
debating in Malbun/LI.

## TOMORROW'S TRAIN

CIPRA FRANCE

What will rail travel in the French Alps look like after 2021? It's a question to which there is no answer, but plenty of suggestions. The French railway network is to be deregulated in 2021, and for the railway line known as L'Etoile ferroviaire de Veynes that means an uncertain future. The trains connect the northern Alps with the southern Alps, rural areas with large cities, Gap with Grenoble, and Briançon with Paris and Marseille. These routes are an alternative to individual cars when it comes to meeting the challenges of eco-friendly mobility in the 21st century.

Several authorities and local associations along the line have launched a process of co-operation to imagine what tomorrow's train might look like: an eco-train that fulfils the everyday mobility needs of the local population and allows tourists from urban regions to travel to these exceptional areas. CIPRA France is accompanying this process of co-operation. On 9 October 2018 some fifty people, elected officials, experts and local residents met in Veynes to draw up the principles of that co-operation. Measures include creating reception areas in railway stations and promoting the use of trains and bicycles.

All these proposals were compiled into a co-operation document entitled 'On track to a joint strategy aimed at strengthening the routes of the Veynes railway line' and presented to the relevant state, regions and economic players. Public and private measures for the railway lines can be implemented as part of a common strategic framework, thanks in particular to the European Agricultural Fund for Rural Development.

[WWW.CIPRA.ORG/EN/FRANCE](http://WWW.CIPRA.ORG/EN/FRANCE)

## NO TO INTENSIVE TOURISM; YES TO GREEN TOURISM

CIPRA AUSTRIA

When will we reach the limits of technical development in tourism? It's a question that more and more tourism experts in Austria are eager to address seriously, and examples such as the Alpine Pearls and mountaineering villages point to alternatives. Prominent advocates of the cable-car industry and politicians prefer to focus their attention on new lifts and cableways, a contradiction highlighted in the 2018 Tyrolean Ropeway and Ski Area Programme. The government of the Austrian federal province of Tyrol was in fact planning to take a 2005 programme to the next level, as it were, a programme that had emerged from the ropeway principles of 1996 and 2000 and mentioned final expansion limits for the first time. However, the ideas for the new version of the programme proved unworkable; the boundaries were exceeded rather than consolidated. As transport capacities in ski areas increase so does the traffic burden experienced by the local population, and space-devouring 'bypass solutions' in the form of new feeder mountain railways and cableways simply funnel more and more cars into Alpine regions.

So in August 2018 CIPRA Austria teamed up with Transit Forum Austria Tyrol to draw the public's attention to these problematic issues, holding a press conference in Innsbruck/A as well as other media activities. The emphasis was on final expansion limits in ski areas and on reducing and channeling leisure traffic flows, in keeping with the Transport Protocol of the Alpine Convention. On the subject of the Transport Protocol, CIPRA Austria had organised a workshop in Salzburg/A earlier in the year, jointly with the University of Innsbruck, within the framework of the Alpine Convention Legal Services Department. Participants examined ways in which the Transport Protocol of the Alpine Convention could place statutory limits on annual increases, from tourism traffic to transit traffic.

[WWW.CIPRA.ORG/EN/AUSTRIA](http://WWW.CIPRA.ORG/EN/AUSTRIA)

## SHOWING SOLIDARITY WITH OTHER MOUNTAIN REGIONS

CIPRA SWITZERLAND

Tucked away in the mountains of Western Gaths in southern India is the Uravu Bamboo Grove, an eco-tourism project that involves an entire village in an exemplary way. Thousands of miles away, in the South American state of Peru, the Centro Bartolomé de Las Casas helps women living in the highlands around Cusco to get an education in tourism. So what do these projects have in common? In May 2018 they were both awarded CIPRA Switzerland's Solidarity Prize, which supports people in less privileged mountain regions beyond the Alps.

The Uravu Bamboo Grove focuses on integrating the village community, but also the highly developed craft of using local bamboo to build houses and furniture. It provides an income for around thirty families, with five per cent of revenues going towards a village development fund for cultural activities and education.

The second prize-winning project, the Centro Bartolomé de Las Casas in Peru, aims to offer women an opportunity to earn a living in their villages while respecting the environment and the local culture. Their training covers providing food and board using local

produce, leisure and cultural activities, and manufacturing and selling arts and crafts.

The jury of the 2018 CIPRA Switzerland Prize also recognised a young Swiss company for its ingenuity in designing a compost toilet. It works independently of water and electricity supplies, is made of wood, and can be used instead of chemical toilets at the starting points of hikes and at events.

[WWW.CIPRA.ORG/SWITZERLAND](http://WWW.CIPRA.ORG/SWITZERLAND)

### Timber, not chemicals.

The compost toilet:  
for when nature calls.







**FULL OF  
IMPRESSIONS  
I RETURNED  
HOME ON FOOT  
AFTER 18 DAYS,  
3,000 PICTURES  
AND 237  
KILOMETRES.**

Jonas Voit, 22 years, Germany

Youth Alpine Interrail



## DEAR FRIENDS OF CIPRA,

— Liechtenstein is located in the wonderful Alpine region, which we share with seven other states. As the entire territory of Liechtenstein is situated in the Alps, sustainable development and preserving the uniqueness of nature in the Alpine region are of intrinsic significance for us. So when Liechtenstein advocates preserving the Alpine region, it is not entirely disinterested in doing so.

But what is it exactly that drives Liechtenstein in its efforts on behalf of climate change mitigation, environmental protection and nature conservation? Here in the Alps we have the privilege of living in a unique, wonderful and diverse natural environment. It is up to us to preserve it and develop it in a sustainable way for generations to come. That does not mean we should not invest in the Alpine region – on the contrary. The region has to go on developing so it remains an attractive option for future generations. Any such development has to proceed in a way that is both sustainable and close to nature so that, in future, the generations who follow are also able to experience the Alps as a natural recreation environment.



This requires nature conservation at a national level, but also international co-operation as part of the Alpine Convention and the community of states; after all, environmental issues do not stop at national borders. Whether it's tackling global climate change, which impacts particularly heavily on the Alpine region, or the ongoing loss of biodiversity.

In this, CIPRA is our valued and valuable partner, carrying out important projects, engaging in PR work, and occasionally pricking our consciences, too. We are particularly grateful for the ever constructive, open and uncomplicated exchange of views, no matter how difficult the issues. And we are very appreciative and proud of the fact that CIPRA International has chosen Liechtenstein as its domicile.

**Dominique Hasler**

Liechtenstein Cabinet Minister

## ANNUAL ACCOUNTS SHOW A LOSS COPING WELL IN A CHALLENGING YEAR

CIPRA International experienced plenty of economic uplift in 2018, even if it was dampened somewhat by turbulence in the wake of personnel changes. Besides the planned change in management in June 2018, CIPRA also had to contend with unexpected changes among the project teams, which required certain improvisation skills and interim staff solutions. Consequently not all the projects could be implemented within the planned timeframe. Overall our capital resources were encumbered by CHF 78,785, falling from CHF 325,704 (2017) to CHF 246,919 at year end 2018. Compared with the previous year the income declined by 26,500 francs to 1.97 million francs. The earnings base consists of the annual state contribution of CHF 500,000 made by the Principality of Liechtenstein, providing the mainstay of the communication and PR work in five languages and efficient administration. A total of CHF 39'241 was collected in membership fees from the eight national and regional CIPRA organisations, with CIPRA International placing contracts worth CHF 54,000.

CIPRA International Lab in Dornbirn is a non-profit private limited company operating under Austrian law. It is wholly owned by the Liechtenstein association and works as its operational arm in the EU, with which three projects were pursued in 2018. In 2018 a total of 19 employees and 6 trainees, equivalent to 15 full-time members of staff, worked on more than 20 projects across both organisations.

The renovation work on an older property for the new headquarters in Schaan took a big step forward. Together with the Liechtenstein Society for Environmental Protection (LGU) and the Association of Liechtenstein Charitable Foundations (VLGS), we are creating an open house for sustainability, i.e. the 'Nature and People Workshop'. By the end of 2018 various foundations, the municipality, and private individuals had contributed a total of CHF one million. The building work is scheduled to commence in 2019.

The audited annual accounts of CIPRA International can be found opposite. The accounts of CIPRA International Lab GmbH will be posted online by mid-year at

[WWW.CIPRA.ORG/FINANCES](http://WWW.CIPRA.ORG/FINANCES).

## OPERATING STATEMENT

	2018	2017
Personnel expenses	1,160,874	1,031,411
Expenses and representation expenses	143,117	137,630
Office expenses	139,338	133,526
Communication and advertising	49,288	35,585
Fees for external services	441,258	336,589
Fees for CIPRA agencies	53,853	46,809
Miscellaneous expenditure	56,303	60,705
Depreciation and amortisation	9,363	197,114
<b>Expenses</b>	<b>2,053,394</b>	<b>1,979,368</b>
Project contributions, donations, sponsoring	1,039,639	1,118,996
State contributions	500,000	500,000
Member contributions	39,241	38,466
Services provided to third parties	392,994	301,836
Retail sales (publications, other products)	350	87
Other revenues	2,386	41,722
<b>Income</b>	<b>1,974,609</b>	<b>2,001,107</b>
<b>Annual profit</b>	<b>-78,785</b>	<b>21,739</b>

(Subject to approval by the Assembly of Delegates)



## BALANCE SHEET

ASSETS	2018	2017
Property and Equipment	69,077	13,226
<b>Fixed assets</b>	<b>69,077</b>	<b>13,226</b>
Accounts receivable	524,883	82,199
Cash at banks & postal accounts	882,706	1,015,303
<b>Current assets</b>	<b>1,407,590</b>	<b>1,097,502</b>
<b>Prepaid expenses and accrued income</b>	<b>21,780</b>	<b>94,325</b>
<b>Assets</b>	<b>1,498,446</b>	<b>1,205,052</b>
LIABILITIES	2018	2017
Association's assets	325,704	303,965
Annual loss/annual profit	-78,785	21,739
<b>Association assets</b>	<b>246,919</b>	<b>325,704</b>
Reserves	673,664	420,698
Liabilities	187,984	87,209
Deferred income and accrued expenses	389,880	371,441
<b>Dept capital</b>	<b>1,251,528</b>	<b>879,348</b>
<b>Liabilities</b>	<b>1,498,446</b>	<b>1,205,052</b>

(Subject to approval by the Assembly of Delegates)

## CIPRA INTERNATIONAL'S THANKS FOR FINANCIAL SUPPORT AND CONTRACTS GO TO

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Photos: Martin Walser (left), Darko Todorovic, Maya Mathias/CIPRA International (below)



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