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WP7: Raising awareness

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WP7 objectives

• to raise the awareness of people (stakeholders, tourists, population and businesses) in the Alps on:
  – the impact of climate change on tourist economy;
  – possible adaptation strategies to tackle the issue.

Firm knowledge and strong awareness about climate change and its effects are a pre-requisite for thoughtful future policy making in the field of tourism.
rationale of WP7

adaptation to climate change must be incorporated into the collective minds of private and public sector tourism decision-makers
a way to achieve objectives

providing a methodological framework and instructions to all project partners

coordinated actions using sound results of other WPs
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**cooperation and activity cycle**

**WP3: Information and publicity**

- AMGI: collecting data for Slovenia, choosing two pilot areas

**WP4: Data Survey**

**WP5: Impact analyses**

**WP6: Adaptation Strategies**

**WP7: Raising awareness**

- AMGI: adaptation, development and implementation of elaborated strategies in test areas; preparation of relative case studies

- AMGI: environmental, social and economic analysis for test areas, developing a case study for Slovenia
7.1 detecting most appropriate focus groups to involve in the project outcomes use

7.2 dissemination of adaptation strategies through their inclusion in territorial policies

7.3 development and testing of an electronic tool to support policy making
WP7 activities

- AMGI: Preparation of end users workshops
- ALL PARTNERS; at least three in all test regions
- Focus group

AMGI: stakeholders’ analysis

HM, AFI, EURAC

InstMont, IREALP
7.1 detecting most appropriate focus groups to involve in the project outcomes use

**Stakeholders**: mayors, municipalities, local or regional development agencies, regional government (if such political body exists), research institutes, national, regional or local natural parks in the area, infocenters;

**Business**: tourist agencies, hotels, ski infrastructure managements, economic associations, chambers of economy, chambers of trade, tourist organizations;

**Population**: NGO’s, citizens’ groups, private individuals.
WP7 activities

Data sources WP5

Adaptation strategies WP6

MATT: Decision Supporting System tool for stakeholders involvement in decision-making

Tool teaching

AMGI: Preparation of instructions manual

AMGI: test the tool in a tourist location in Slovenia

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WP7 activities

- **Adaptation strategies WP6**
- **AMGI**: fine tuning of respective adaptation strategies
- **ALL PARTNERS**: Dissemination of strategies through their inclusion in local policies in the respective pilot regions
WP7 activities

- AMGI: Mailing list
- AMGI: Articles
- AMGI: Forum

AMGI: Information, education and communication activities to stakeholders groups, general public and policy makers at different levels in the Alpine region

AMGI: development of some activities in the Slovene pilot region

AMGI: collecting of inputs from all partners and developing the final publication

HSR, HES-So and ITF-HTW: education activities in Switzerland

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Thank you very much for your attention!