MOVING
MOuntain Valorisation through INterconnectedness and Green growth

MOVING
European foresight exercise
Strategic Option Valposchiavo

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Brussels Workshop

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Strategic Option
Valposchiavo in Switzerland (1)

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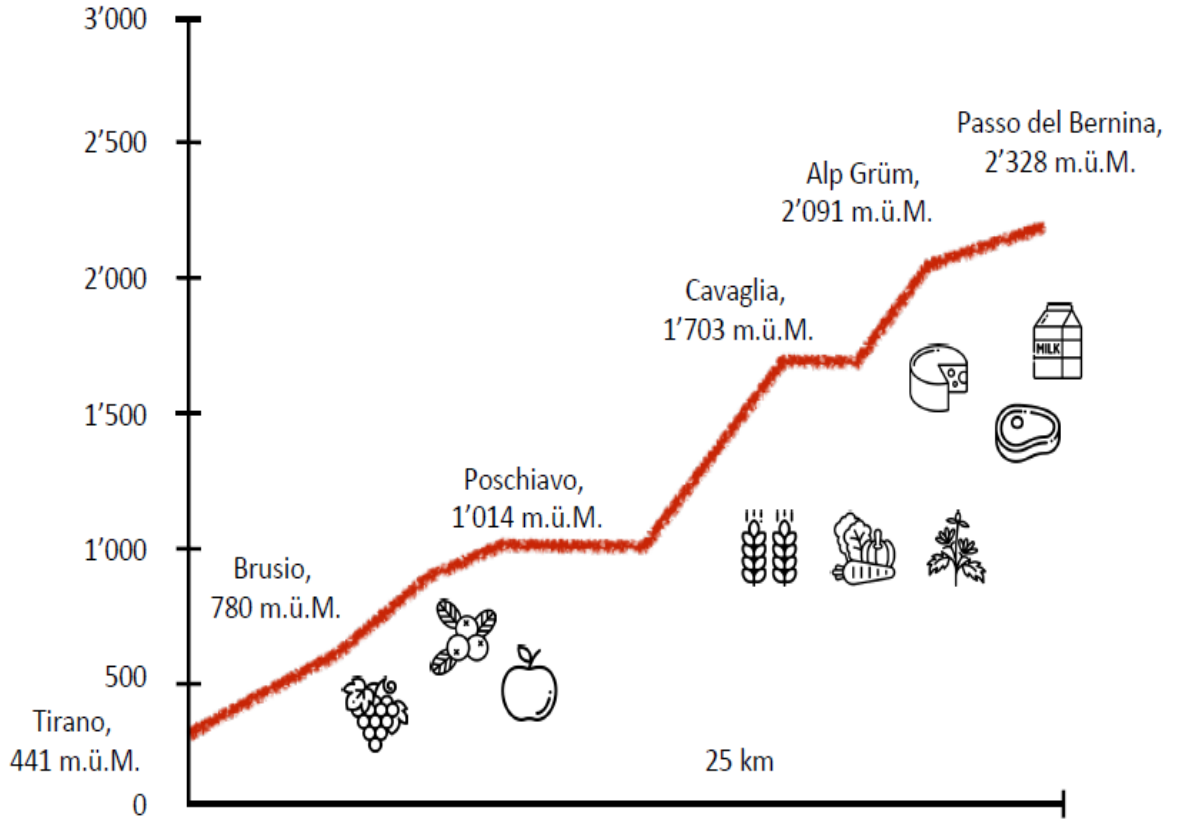
- *Region: Bernina*
- *Canton: Grisons*

Challenges addressed by the SO

1. Decline of Demography
2. Climate Change
3. Tourism (seasonality, short stays, …)



Strategic Option
Valposchiavo in Switzerland (2)

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Objectives

1. Preserving and valorizing the landscape, seen as a manifestation of the valley's cultural heritage
2. Developing a branding strategy to valorize locally produced products and establish a close collaboration between agronomy, processing, and gastronomy
3. Increasing Valposchiavo’s attractiveness as a place to live

Governance

Polo Poschiavo as an association that raises funds, initiates and leads projects.

Funding

Swiss (national, cantonal, and local) and European (mostly INTERREG) public funds.

Strategic Option
Valposchiavo in Switzerland (3)

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Interventions

- In 2008 the Rhaetian Railway Albula/Bernina was recognized, together with its surrounding landscape, as UNESCO World Heritage.

Strategic Option
Valposchiavo in Switzerland (3)

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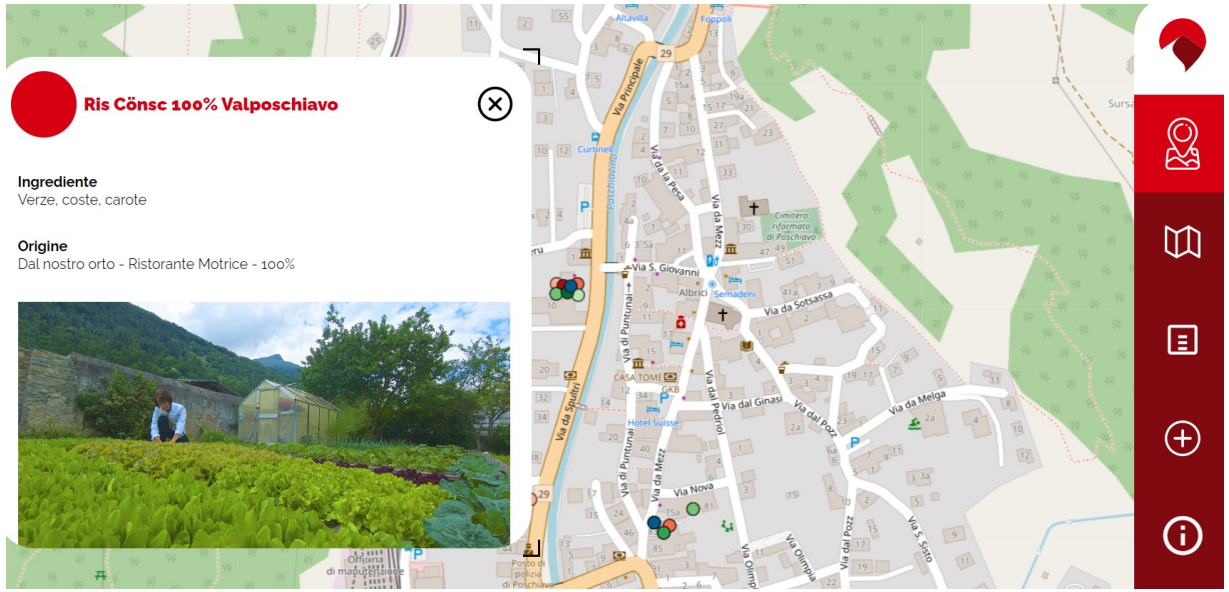
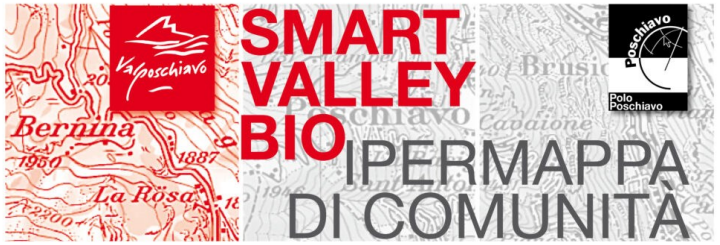
Interventions

- Valposchiavo “SMART VALLEY BIO”

  - *development of an interactive landscape hypermap showing community and territorial values*
  - *training of landscape mediators who can communicate the values and beauty of the landscape and create new tourism experiences*
  - *development of school projects to transmit knowledge and values of the area to future generations*
  - *support territorial marketing initiatives that link agriculture and tourism*
  - *directing ongoing strategies to the 2040 vision of the first Smart Valley Bio certification*





Strategic Option
Valposchiavo in Switzerland (3)

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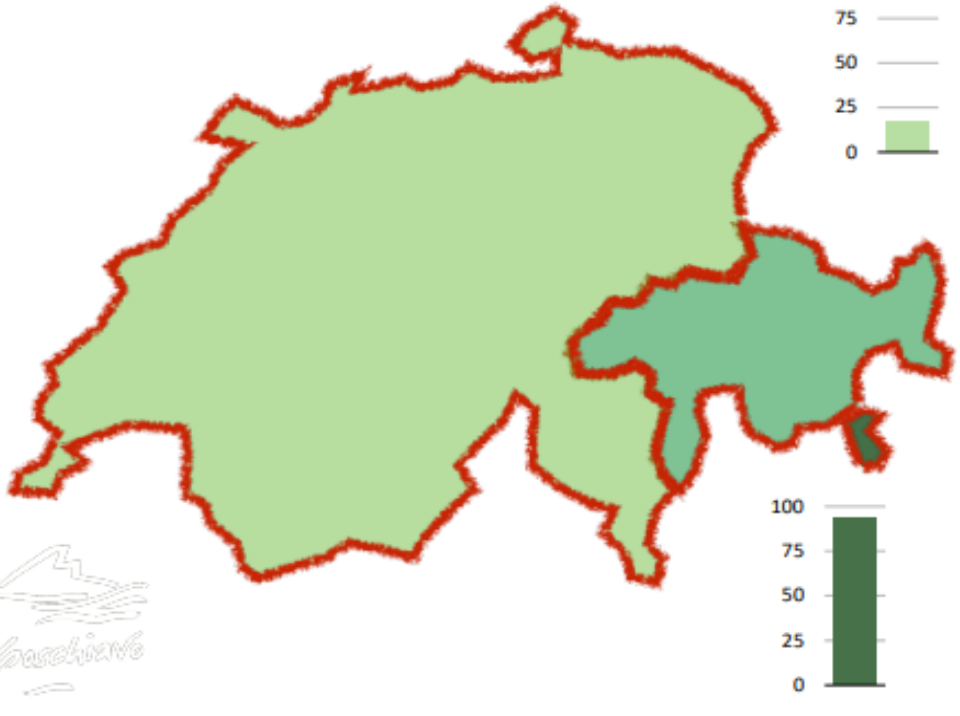
Interventions

- 100% Valposchiavo Brand and 100% (BIO) Valposchiavo project



MERCATO Valposchiavo

BIOSUISSE

- 3 shared projects
- 12 business projects

Strategic Option
Valposchiavo in Switzerland (3)

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Interventions

- Up-scaling of the 100% Local model to other mountain areas

100% Local

EU fundings
2019-2021

EUSALP

3rd International EUSALP Workshop on Territorial Brands in the Alpine Region

13-14 Nov 2023

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Thank you for your attention!

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