

Temperatures in the Alps have risen almost twice as much as the global average over the last century. And they are set to rise even more, especially if the Alps themselves continue to consume around 10% more energy per capita than the European average.

However, clever and innovative adaptation or mitigation initiatives are increasing in local and regional Alpine areas facing to climate change consequences. The challenge is thus to take best practice become minimum standard if we want climate neutrality in the Alps be achieved within the next 40 years.

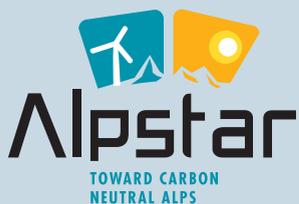
Here is the aim of the Alpine Space project "ALPSTAR. Toward Carbon Neutral Alps – Make best Practice Minimum Standard" through the collection, analysis, comparison, testing and implementation of climate protection measures in 12 pilot regions all the over the Alps. It is now our turn to make mountains reach the stars!



ALPSTAR Workshop

30th January 2014
Brig-Glis, Switzerland

CLIMATE CHANGE AS AN IMPULSE FOR THE ECONOMY: PATHS TO A CLIMATE-NEUTRAL CITY.



CLIMATE CHANGE AS AN IMPULSE FOR THE ECONOMY: PATHS TO A CLIMATE-NEUTRAL CITY.

The future of climate change will be decided in the cities. Some two thirds of the human population of the Alps live and work in urban areas. That is where most power is consumed and that is where measures can be most directly implemented. Half of all power consumed is used in production processes, trades, commerce and services. Climate change thus poses an equal challenge to both cities and business. Sensible approaches to climate change mean bigger profits, new opportunities and more quality of life.

What role can the economy play in realising the vision of a “climate-neutral Alps”? How do municipalities use climate protection in promoting their location? What added value do adjustments to the consequences of climate change and climate protection contribute to the economy and quality of life? And what do business people need in order to go one step further? The “Alpine Town of the Year” association and the town of Brig-Glis will be offering unusual examples, impulses and answers to these questions at the workshop to be held on 30 January 2014 as part of the international Alpstar project.

The event will be organised by the “Alpine Town of the Year” association with the support of the town of Brig-Glis, the 2008 Alpine Town of the Year.

Alpstar is co-financed by the European Fund for Regional Development in the context of the Alpine Space Programme.

Registration and further information is available under:
www.alpenstaedte.org/en/projects/alpstar/workshops/climate-change

The amount of participants is limited to 80.



THURSDAY, 30. JANUARY

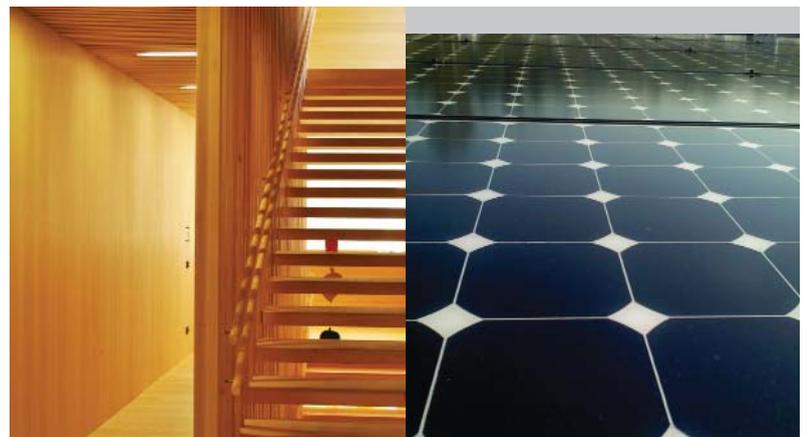
- 09:00 **Welcoming adress**
Louis Ursprung, Mayor of Brig-Glis
- 09:15 **Carbon neutral Alps: What the project Alpstar wants**
Silvia Jost, Swiss Federal Office for Spatial Development ARE
- 09:30 **How climate protection moves people. Mobility management at Hilti AG**
Daniel Ohry, Mobility manager Hilti Headquarters Liechtenstein, Alpstar Pilotregion
- 10:00 **The right climate for municipal location policies: requirements, tasks and incentives**
Cassiano Luminati, President of the Region Val Valposchiavo
- 10:45 Coffee break
- 11:00 **Marketplace for ideas**
Entrepreneurs, municipal employees and experts offer answers, suggestions and unusual examples. The market stands are ready to receive visitors every half hour.
- 13:00 Lunch
- 14:30 **Marketplace for ideas**
- 15:00 Conclusion

15:30 **Excursion: Visit of Lonza in Visp**

18:00 **Visit of the fortress Naters and the museum „Swiss Guard Centre“ . Followed by a mutual fondue**

Offering protection from enemies and shelter for the Pope, the fortress of Naters is located in the neighbouring municipality of Brig-Glis. The fortress was used as an artillery post in the Second World War to protect against any attack over the Simplon Pass. This fully underground facility is today used for cultural purposes: its network of rooms houses the "Swiss Guard Centre", telling the story of the Papal bodyguard.

At the invitation of the city of Brig-Glis, participants can witness a piece of Swiss history in its deep, narrow corridors. Guided tours of small groups through the fortress are given in German, French and Italian, with a cheese fondue to follow. A minibus takes participants to the fortress and brings them back to the station at around 10.00 p.m.



MARKETPLACE FOR IDEAS

Company mobility management, Vorarlberg, Austria

Mobility moves people. Since June 2013 nine major enterprises in the Austrian state of Vorarlberg have been working together on the “Wirtschaft MOBIL” [Economy MOBILE] platform. Martin Reis of the Vorarlberg Energy Institute, an expert in mobility and energy-efficient municipalities, assists the companies, organises knowledge transfers and workshops with experts, and provides support for mobility managers. He knows what makes enterprises tick, what motivates them and what they need. “Economy MOBILE” is an initiative by Vorarlberg in the context of the Alpstar project.

“cewas” centre of competence for sustainable water management, Willisau, Switzerland

Willisau is a byword for start-ups and innovation in international water management. In this quiet town in the Luzern hinterland, young entrepreneurs from Switzerland, as well as from Ecuador, Finland, India, South Africa and the USA are all applying themselves to creative and sustainable products and services for the worldwide market. Michael Kropac supports these young people in starting up their own companies and brings together business know-how and sustainability – a model for the Alps and climate protection?

Municipal spatial management, Sonthofen, Germany

When it comes to industrial estates, enterprises tend to think regionally while municipalities usually take a local view. The German town of Sonthofen wants to change all that and establish an office for co-ordination with its neighbours. Fritz Weidlich from the Department for the Promotion of Business Development explains why this is good for the climate, the municipal budget and the economy, and why it is not always easy for municipalities to pull in the same direction. He further speaks about the obstacles and challenges involved in the process, and the role of communication with citizens.

Energy self-sufficient street lighting in Göfis, Austria

The first street lights from the small firm of SoLED in Vorarlberg, using energy acquired directly from the sun, have been operating since 2010. The sun-powered battery in the ground stores the energy used for street lighting at night. Kurt Altendorfer, CEO, light technician and visionary, speaks about intelligent and climate-friendly street lighting as well as the successes and challenges facing a small, Alpine company involved in climate protection.



MARKETPLACE FOR IDEAS

“Netzwerk Altstadt” [Old Town Network], Brig and Burgdorf, Switzerland

Shopping by car means that lifestyles and shopping behaviour are changing. What does this mean for our cities? How will businesses, residents of old quarters and authorities deal with this? Sebastian Bellwald of the Planval AG company in Brig and Paul Hasler from the “Office for Utopias” in Burgdorf are experts on the “Old Town Network” team. They present tools from the network to assist this process of change. They speak about town analyses, usage strategies, “street clubs” and whether and how these instruments can also be used for climate protection purposes.

New quality of life in Sion, Switzerland

They are quick to build and easily portable. They are ideal for adapting to the consequences of climate change. Most of all, however, they provide greater quality of life. Short-lived installations in public spaces and on private property are being promoted as a pilot project by the Swiss town of Sion in Valais. Eric Nanchen, Director of the Valais “Foundation for the Sustainable Development of Mountain Regions” and originator of the project, relates how the town and business have formed a pact for new access to municipal spaces.



EXCURSION

LONZA: climate protection in industry

Lonza AG is a globally active group based in Basel. The first plant was built in 1897 in Gampel, near the town of Visp, on the River Lonza. Today 2,800 persons work at the Visp plant, the largest employer in the Upper Valais area. Lonza first used cheap water power in the production of energy-intensive products such as carbide, fertilisers and agro-chemicals. The group today manufactures pharmaceutical and biochemical intermediate products to very high technological standards. What does climate protection mean for an energy-intensive company like Lonza? How is energy efficiency calculated? And what effects are there for the region?

Answers to these questions and insights into the group will be provided on a guided tour of the plant. Participants will be transported to Visp from the venue at 3:30 p.m. The trip ends at 6:00 p.m. at Brig-Glis station.

Language:

German with simultaneous translation



YOUR CONTRIBUTION TO CARBON NEUTRAL ALPS

TRAVELLING TO GAP

By train:
www.sbb.ch

MOVING IN BRIG

By bike:
Bike can be hired at the train station: 0041 51 225 82 14

By walk:
The train station is located in the city center. The meeting hall can be easily reached by walk within five minutes from the train station.

By bus:
www.ortsbus.ch

By taxi:
«Allgemeiner Offizieller Taxistand» 0041 58 386 99 99 or
Railtaxi: 0041 800 44 22 66

CARBON OFFSET

Travelling to Brig-Glis is responsible for about 80 percent of the carbon emitted by this conference. Calculate and offset your emissions. Further information on www.myclimate.org

ACCOMODATION

www.brig-simplon.ch/unterkunft.php

INFORMATION

Registration:
www.alpenstaedte.org/en/registration
Registration deadline is the 20. 01. 2014

Sprachen:
German, French, English

Venue:
Alfred Grünwald Saal, Alte Simplonstrasse 28, 3900 Brig, Schweiz

Participation fee:
Participation in the workshop is free.
Travel and accommodation costs will be met by participants.

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Further Information:
www.alpenstaedte.org/de/projekte/alpstar/workshops

The conference is hosted by the «Alpine Town of the Year Association» with the support of the city of Brig-Glis, Alpine Town of the Year 2008. ALPSTAR is cofunded by the European Regional Development Fund, within the European Territorial Cooperation Alpine Space Programme.

Map of Brig-Glis

