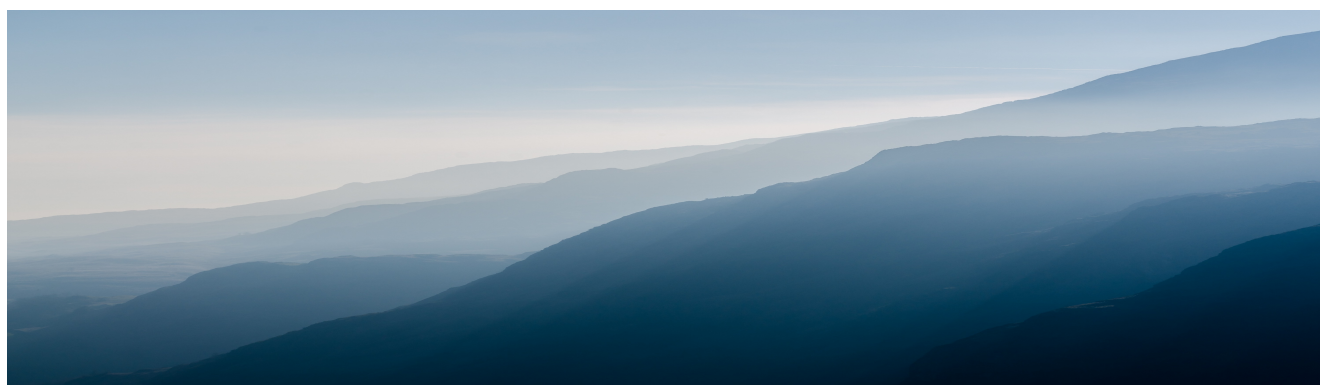


# SMTA Symposium

## "Building a Meta-Network on Sustainability in Mountain Tourism"

14.-16.1.16 Chamonix



## MINUTES

21 January 2016

### **Attendees in Chamonix:**

- Tobias Luthe SMTA, University of Applied Sciences HTW Chur, CH
- Laurent Burget SMTA, Mountain Riders, FR
- Angela Rodriguez SMTA, ES
- Melanie Rottmann MonViso Institute, Ostana, IT
- Greg Greenwood Mountain Research Initiative, University of Bern, CH
- Yohan Salmon Mountain Riders, Chambéry, FR
- Julika Jarosch CIPRA, FR
- Angie Dazé Protect Our Winters, FR
- Didier Fouré Verbier Emotion, CH
- Nicolas Evrard Maire de Servoz, Vice Président Territoire - Communauté de communes de la vallée de Chamonix - Mont Blanc, Secretary general at AEM

### **Virtual participants**

- Johann Ahlgren Save Our Snow, SE
- Patrick Thorne Snowhunter, UK
- Hannia Tariq High Altitude sustainability, Pakistan
- Piere Francois Adam Cluster Montagne, FR
- Emmanuelle Seguret Blue Ink, FR
- Paola Fagioli Legambiente Turismo, IT
- Francois Goguet Consultant "Tourisme & Loisirs/Dév.Durable"
- Stewart Sheppard SMTA, S2S Consulting, DE



- Klaas van Hoek SMTA, SE
- Steve Davey Networkrail, UK
- Patricia Cliff MSc Responsible Tourism Management, UK

## Introduction presentation by Laurent Burget

Good morning everybody, thank you to be with us today. My name is Laurent Burget, I'll have the joy to animate this Second SMTA Symposium on "Building a meta network on sustainability in Mountain Tourism".

As an alliance, we are a team, together with Angela: she'll be the connection with the online participants, Tobias our professor and sustainability expert. Klaas in Sweden who is the secretary and Stewart, the co-founder of SMTA who participates online from Germany. Those 5 persons constitute the actual SMTA board.

Our main goal today: exchange and connect ourselves, physically and online in order to allow this alliance to strengthen and grow (*shows paper board SMTA*).

We have 30 persons connected with us, they can listen to us and see us through the camera. They are able to ask questions and participate through twitter.

Here is the program of the day (*shows paper board program*). We'll send the presentations by mail to you after the symposium.

"Alone we go fast, together we go far" - this was one of the conclusions of the first symposium. This is our aim of today, in order to thrive transition towards more sustainable practices in mountain destinations.

### ***Opening presentation Nicolas Evrard, Mayor of Servoz, "Chamonix and sustainability"***

Nicolas Evrard is the mayor of Servoz, one of the villages of Chamonix Valley, and Vice president of Chamonix Valley in charge of territory and general secretary of the AEM, Association of European Elected representatives in Mountains. Thank you a lot for welcoming the second symposium here in Chamonix. Could you please give us a short 10 minutes word about Chamonix and your engagement towards sustainability.

[Nicolas' speech](#)

### ***Presentation Tobias Luthé, "SMTA and the SMTA White Paper"***

Let's present in detail what SMTA is, and what projects and actions are already done. Tobias you are Professor in Sustainability Science at the University of Applied Sciences HTW Chur, co-founder of SMTA Alliance, you have 20 min.

[Tobias speech – see attached .pdf](#)

### ***Presentation Greg Greenwood, Mountain Research Initiative, Berne***

Let us introduce you Greg Greenwood, he is Director at The Mountain Research Initiative in Bern Switzerland. Thank you to be with us Greg, please tell us about MRI and actions that could be done with SMTA alliance, you have 10 min.



## **Presentations participants**

Angie DAzé, Protect Our Winters France

Yohan Salmon, Mountain Riders

Johan Ahlgren, Save Our Snow, Sweden

Save Our Snow has researchers working on climate effects on snow communities in Sweden. We work on the social-economics of mountain tourism. We also want to help skiers to choose environmental products and research. We are not sure where that fits in all this, but we would love to be a part of the work with SMTA. But research and environmental friendly ski-products are our main focus. I can discuss this in more detail with Klaas van Hoek later.

*I like to clarify for you how Save Our Snow, Sweden, and I like to cooperate. Both I personally, and the Save Our Snow is happy with and contribute to the SMTA. That said, I had a little difficult to hear where I ended up in the group at the end. What I want to work with more is research on snow, climate and tourism, helping businesses to be more durable and make it easier for consumers to choose sustainable products as well as sustainable ski resorts.*

*In addition to the report "Winter's Future" I'm involved in a project looking at the socio-economic values of snow. Furthermore I am working on developing guided alpine tours where we like to include climate education, lecture on climate impact on future winters. I do not know where the SMTA fits in, but I like to help!*

11h 30 – Presentation of the current SMTA constitution: who does what ?

### **SMTA Working groups and responsible persons:**

Research on sustainability assessment tools further research, funding	-	Tobias Luthe
Secretary, funding	-	Klaas van Hoek
E-communication	-	Angela Rodriguez, all
Events, next symposium	-	Melanie Rottmann
Business model of SMTA and specific for sustainability in mountain tourism	-	Stewart Sheppard, Carl Kish
Labelling and certification	-	Laurent Burget

Who wants to join one or more of these working groups? You have 3 possibilities:

- **Green: Participate to one task:** write your name on a post-it and add it on the Paperboard
- **Blue: Propose a new main task or project (that feet to SMTA goals):** write your name and the new task proposed
- **Red: Propose a specific task or project:** write your name and the specific task



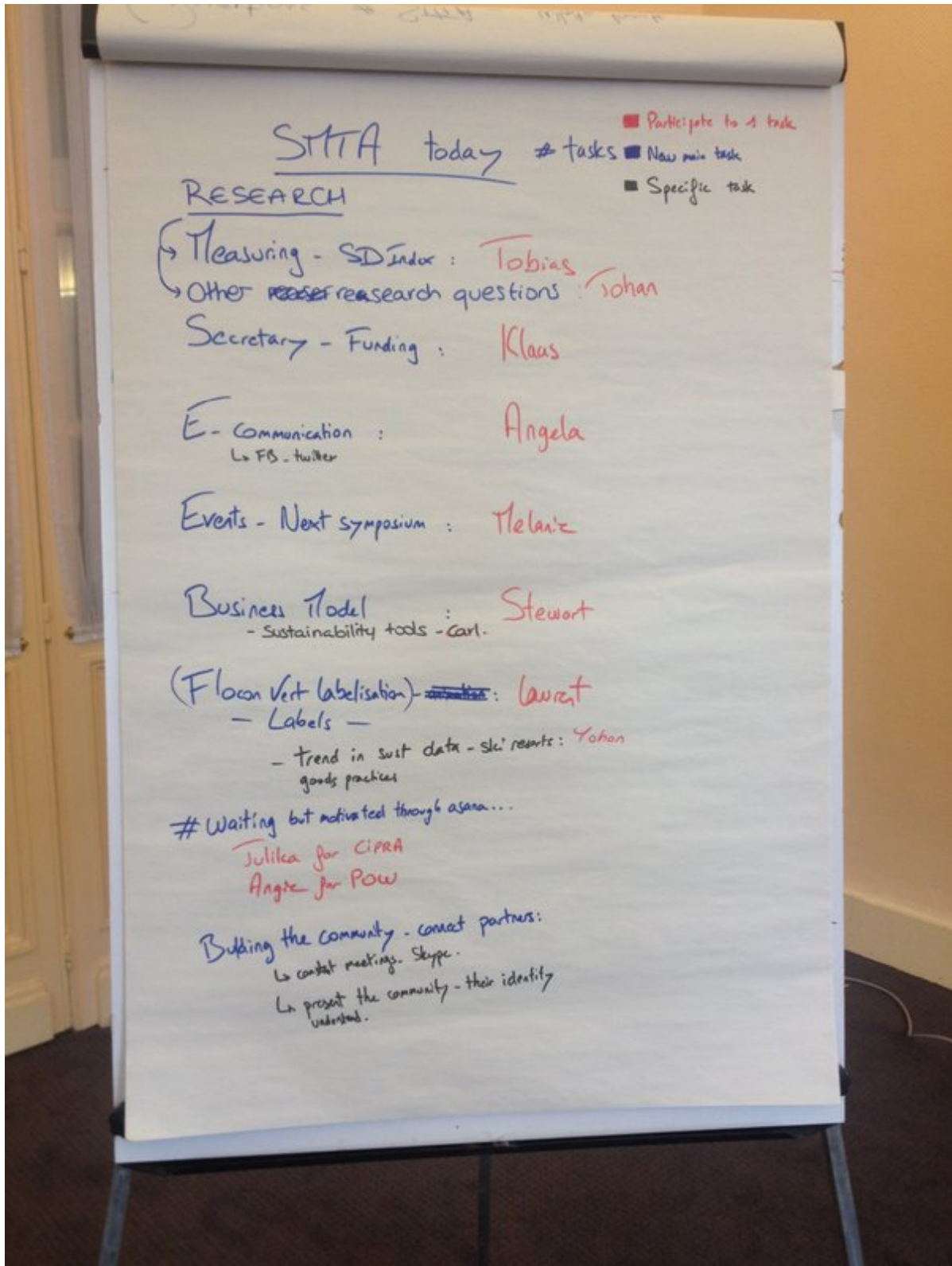


Figure 1: Tasks (blue) and sub-tasks (black) with names (red)

## Open discussion

- Discussion whether we would need a database with best practices on the SMTA website. Inputs Julika, Cipra France: There are enough databases on best practices; we should focus more on analysing and evaluating their approaches and listing them for a better overview.
- The importance to clarify the **objectives** of the SMTA network and the **common goals** of the meta-network is stressed in the discussion >> **UPDATE Febr 2016 – existing vision and objectives are outlined now more clearly on [www.sustainablemountaintourism.org](http://www.sustainablemountaintourism.org)**
- Open remains who will take over the responsibility for the tasks „Community Building“
- Julika Jarosch from **CIPRA France** proposes participate in the SMTA network in the scientific and measuring indicator part.
- The project management tool „Asana“ is proposed for the future organization and of the SMTA network tasks

## Questions and answers of the 2<sup>nd</sup> SMTA Symposium, Chamonix

### 1. How do I feel with this symposium day?

- Learning networking processes
- Feeling bottom-up approach
- Sometimes joy, sometimes uncertain and unsecure
- Calm moderation and good summaries
- Good networking opportunity
- Small but really interesting network and ambiance
- Nice to meet new people
- Confused on goal of the day
- Virtual setting not suitable for this „network-formation“ task
- Happy about networking and getting new contacts
- Curious to see what will be done out of it
- Small is beautiful
- Great we made this 2nd symposium
- Optimistic

### 2. Is there still a question I have?

- What benefit do the partners and participants of today expect for their organization from SMTA?
- What is the clear message of SMTA? Objective/Strategy?
- Volunteer yes, but for how long?
- Will there be a secretariat to follow this project, e.g. Ostana?
- What is the main objective of SMTA?

### 3. What will I do in the next few weeks?

- Define what tool we should create that is congruent with the main objective (*Carl Kish, Stoke*)
- Let's get 2-3 results in 2016 until Ostana (*Tobias Luthe, HTW Chur*)
- Let's get the SMTA White book out (*Tobias Luthe, HTW Chur*)
- Contact partners I met
- Work on the notes of today to try to make clear what SMTA's goals and objectives are (Klaas)
- Write my A4 good practice (*Didier, eco.villages / Carl, Stoke*)
- Share reflection on sustainability criteria (*Carl, Stoke*)



- Explore new ways of engaging with people and organizations through e-cam
- Doodle to fix the next symposium's date (*Melanie*)
- Exchange with Ostana, search for people who want to co-organize the next years' symposium (*Melanie*)
- Talking and discussing with Alpine Pearls and CIPRA International about the implication in the network (*Julika, CIPRA France*)
- Discussing with the president the role of CIPRA France (*Julika*)

#### 4. Do I have an idea how to support SMTA?

- Invite SMTA to eco.village 25. August in Les Diablerets (*Didier, eco.villages*) <http://www.eco-villages.ch/pratique/infos-generales>
- Events: Organize event meetings B2B on sustainable mountain tourism (*F.Goguet, Ecorismo.com*)
- Support labeling/certification (*François Goguet, Ecorismo.com*)
- Make objectives (SMART – specific, measurable, achievable, realistic, timetable), (*Greg, MRI*)
- Build community with a first concentration about the understanding of the goals of the NGO – easier to work properly after (*Greg, MRI*)
- Make the website / the newspaper/library for the community – what's happening in the topic (blog), links to all known green labeling efforts, to all known measuring and assessment methodologies, to all known political action (e.g. library, resume) (*Greg, MRI*)
- All members produce a 90' video, explaining who they are, how they interact to improve the world, what they can contribute. All videos posted on website. Portrait the community to itself! (*Greg, MRI*)
- List or visualize (in a network) all partner organizations of SMTA on the website and allow filtering them according to (1) geographic locations, (2) field they're active in (e.g. political, economic development, social-cultural...) and (3) projects they're engaged in / sustainability stories. Provide overview of the network and its different functions. (*Melanie, Event*)

#### Twitter Contributions

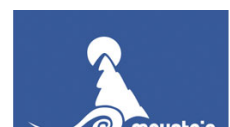
Gashaw Getahun@GashuGeta (Ethiopia): "as a university lecture in what way can I contribute to this form of gathering...virtual? (To the SMTA post "You can prepare a talk for the next symposium on a topic of your choice and how it applies to your country".

<https://youtu.be/sQL9z-8fY00>

[https://youtu.be/p\\_Aau8fIB7M](https://youtu.be/p_Aau8fIB7M)



**HTW** Chur  
Institute for



## Next symposium:

Next SMTA symposium in **mid January 2017** will be held in the Italian village of Ostana, Piemonte Alps. The Mayor and his village are very interested in hosting next year's event.

The Italian community is located 80km South West of Torino, on 1300m.a.s.l. in the Piemonte's upper Po valley and on the foothills of the majestic Monte Viso,



Nearly dying out, 100 years ago Ostana counted 1300 inhabitants. After the First and Second World War and with the new FIAT factories in nearby Torino, the number of inhabitants declined heavily. Every week more families disappeared. In the 80s and 90s, only five inhabitants were left. But in 1985, Giacomo Lombardo, who was one of the remaining inhabitants and today has been mayor of Ostana for 10 years, started the fight to re-develop his community. He early had a plan and managed to bring like-minded people together to realize it. Today, 41 inhabitants live again permanently in Ostana, many of them engaged in initiatives driven to further re-develop Ostana in a sustainable way.

A big push came with the building of the community café and Refugio Galaberna, followed by further initiatives such as permaculture farming, an agriturismo, a poly-functional co-working centre with a library and conference facilities, a geothermally heated wellness centre, a climbing area and the MonViso Institute, a projected Alpine hub for research, education and entrepreneurship in sustainability transformations and social-ecological design. All initiatives are coordinated by the mayor and good connection to EU funding bodies exists. A ski resort is accessible within 15 minutes in the neighbouring village of Crissolo.

The nearby Monte Viso area became UNESCO Biosphere Reserve in 2013 and received the "Bandiera Verde" (Green Flag) by Legambiente in 2014 and since 2015. The territories of the Parco del Po Cuneese, the Bosco dell' Alevè in Valle Varaita and l'Oasi di Prà-Barant in Valle Pellice form the new Monviso Natural Park. Marco Gattinoni, representative of the Associazione Culturale Sassi Vivaci that promotes sustainable tourism and the brand Monviso Piemonte, indicated in a recent interview further development efforts towards sustainable tourism. He stresses the various options for outdoor activities in the valley, nature photography, cultural visits and the delicious food and wine itineraries typical of these lands. This makes it the perfect location to host the 3rd SMTA symposium.

The foreseen symposium date is the **13-15<sup>th</sup> of January 2017**. Melanie Rottmann, representative of the MonViso Institute and responsible for the event organization, will inform about the final date by end of February 2016.

For a brief story about Ostana you can read the article (German) in the NZZ <http://www.nzz.ch/international/europa/die-wiederentdeckung-des-bergdorfs-1.18541340>. For any other questions or if you would like to help organizing the event, please contact Melanie directly at [contact@monviso-institute.org](mailto:contact@monviso-institute.org).

