



THE ALPINE CONVENTION
THE FIRST INTERNATIONAL
CONVENTION FOR THE PROTECTION
OF THE SUSTAINABLE
DEVELOPMENT OF THE ALPINE REGION



Alpine Landscape Meets Culture Cultural Heritage and Landscape for a new Alpine tourism

28–30 September, 2020
Web-Conference

28 September Opening Session (Plenary)

9:00 – 13:00	<p style="text-align: center;">WELCOME AND CONTEST</p> <p><i>Paolo Angelini, Head of Delegation to the Alpine Convention Italian Ministry for the Environment, Land and Sea (9.00-9.10)</i></p> <p><i>Albert Chatrian, Councillor, Autonomous Region of the Valle d'Aosta, Vice-President of the Mont Blanc Transboundary Conference (9.10-9.20)</i></p> <p><i>Italian Ministry for Cultural Heritage and Tourism (Tbc) (9.20-9.30)</i></p> <p><i>Alenka Smerkolj, Secretary General of the Alpine Convention (9.30-9.40)</i></p> <p><i>Eric Fournier, Mayor of Chamonix Mont-Blanc, Vice-President of the Auvergne Rhône-Alpes Region, Vice-President of the Mont Blanc Transboundary Conference (9.40-9.50)</i></p> <p>Introduction to the conference (Luca Cetara, Eurac Research)</p> <p>Keynote speech 1: Recovery for tourist and cultural sectors in Italy (Italian Ministry for Cultural Heritage and Tourism, Tbc) (10.15-10.30)</p> <p>COFFEE BREAK (10.30-10.45)</p> <p>Keynote speech 2: Alpine cultural landscape: how to enhance and promote Alpine cultural tourism (Lodovico Passerin d'Entrèves, President of the scientific Committee of the Fondazione Courmayeur Mont-Blanc) (10.45-11.00)</p>
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Scientific support:



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THE ALPINE CONVENTION
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MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



Région Autonome
Valle d'Aoste
Régione Autonoma
Valle d'Aosta



COURMAYEUR
COMUNE COMMUNE

Keynote speech 3: The Landscapes of the Alps. A trip to the highlands between philosophy, nature and history" (Annibale Salsa, University of Valle d'Aosta)
(11-11.15)

Keynote speech 4: Bridging the gap between nature and culture in the World Heritage listings for mountain sites (Bernard Debarbieux, Université de Genève) (11.15-11.30)

28 September Thematic Session: Visiting the Alps after COVID-19: wellbeing, sustainability and culture as drivers for a green recovery of mountain landscapes

ABSTRACT SESSION

Introduction by the moderator (Jean Pierre Fosson, Foundation Montagna sicura)
(14-14.10)

A baseline for mountain tourism: guidelines for a safe mountain frequentation (Guido Giardini, Director of the Department of Neurology and Head of the Mountain Medicine Centre - Regional Hospital of Aosta Valley, President of Foundation Montagna sicura)
(14.10-14.25)

14:00-16:30

Dealing with multiple risks in a sustainability perspective: from COVID-19 to climate change (Marc Zebisch, Eurac Research) (14.25-14.40)

Abstract session: Visiting the Alps after COVID-19: wellbeing, sustainability and culture as drivers for a green recovery of mountain landscapes (14.40-16.30)

*(Samara Ferreira Crispim, Claudia Di Fazio- **University of Camerino**; Luisa Giacoma-**University of Valle d'Aosta** ; Eleonora Gabbarini, Maicol Negrello -**Polytechnic University of Turin**; Anuška M. Štoka- **CoWorkinGo** ; Christian Iasio- **National Geological Service, BRGM**)*

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29 September Thematic Session : Enhancing Alpine Cultural Landscapes through UNESCO Convention: remarks from the Mont Blanc

10:00-12:30	<p>Introduction by the moderator, (Enrico Vicenti, Secretary-General of the Italian National Commission for UNESCO) (10-10.10)</p> <p>The Alpine geocultural region. A concept to be explored in the application of UNESCO Convention. (Loredana Ponticelli, A²studio projects for and researches into the Alpine Landscape) (10.10-10.25)</p> <p>Alpine Convention and UNESCO WHL: results of the Working Group (Patrizia Rossi, President of the UNESCO Working Group in the Alpine Convetion 2006-2014) (10.25-10.40)</p> <p>COFFEE BREAK (10.40-10.55)</p> <p>The inscription of a cultural landscape alpine site on the WHL UNESCO : constraints or opportunities? (Emmanuel Estoppey, Founder and director of the bureau Eqiilab, former manager of the Lavaux WHL, past President of World Heritage Experience Switzerland (WHES) (10.55-11.10)</p> <p>The Mont-Blanc as an outstanding alpine heritage. First step towards UNESCO WHL (Marco Alderighi, University of Valle d'Aosta) (11.10-11.25)</p> <p>For a Storytelling of the Mont-Blanc Cultural Landscape (Gianmario Raimondi, University of Valle d'Aosta) (11.25-11.40)</p> <p>The nomination of Mont-Blanc as cultural landscape for World Heritage listing. A project in progress. (Cesare Micheletti, A²studio_projects for and researches into the Alpine Landscape, scientific advisor of UNESCO Dolomites Foundation) (11.40-11.55)</p> <p>Conclusion by the moderator, (Enrico Vicenti, Secretary-General of the Italian National Commission for UNESCO) (11.55-12.05)</p>
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29 September

Thematic Session: Cultural Heritage and Landscapes in the Alps ABSTRACT SESSION

14:00-16:30

Introduction by the moderator (Mimi Urbanc, Research Centre of the Slovenian Academy of Sciences and Arts, Ljubljana) (14-14.10)

Alpine cultural heritage facing natural hazards: enhancing knowledge and decision-making processes in emergences involving cultural heritage in the Alps (Giulia Pesaro, Project Manager of CHEERS project, Foundation Lombardia per l'Ambiente – FLA) (14.10-14.25)

Abstract session: Cultural Heritage and Landscapes in the Alps (14.25-16.15)

(Valseriati Enrico - **Foundation Bruno Kessler Trento**; Psenner Eleonora- **Eurac Research**; Maria Anna Bertolino - **University of Turin** ; Paul Blanchard - **European School of Economics**; Marco Pagnolato - **Catholic University of the Sacred Heart, Milan** Luca Siniscalco **University eCampus**; Cristina Saviozzi, Anne-Sophie Fioretto- **Institute of the HES-SO Valais** ; Giovanni Paolo De Cerchio - **University of Rome "Sapienza"**)

29 September

Innovation in Cultural Tourist Product for the Mountains

POSTER Session

16:30-17:30

Introduction by the moderator (Alfonso Pecoraro – Scanno, UNIVERDE, University of Rome-Tor Vergata) (16.30-16.40)

Poster session Innovation in Cultural Tourist Products for the Mountains (16.40-17.30)

(Julia Stauder- **Eurac Research** ; Andrea Omizzolo, Luca Cetara- **Eurac Research**; Luisa Vuillermoz- **Director of Fondation Grand Paradis**; Haley Fitzpatrick, Tobias Luthe-**Monviso Institute**; Marco Veglio - **Innovative Startup AMG**; Vittorio Cavani - **SmartFactory**; Debora Del Basso- **Institute Montagna**; Maria Lagazzi -**Skyway Monte Bianco**; Stefano Illing - **Lagazuoi S.P.A. Cortina d'Ampezzo**)

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30 September Final Session (Plenary)

Final Keynote speeches

The horizon of the Mountain Francesco Tomatis (University of Salerno) (9.30-9.45)

Reports from the thematic and poster sessions

Thematic Session 1: Enrico Vicenti (Secretary-General of the Italian National Commission for UNESCO) (10-10.15)

Thematic Session 2: Jean Pierre Fosson (Foundation Montagna sicura) (10.15-10.30)

COFFEE BREAK (10.30-10.45)

Thematic Session 3: Mimi Urbanc, (Research Centre of the Slovenian Academy of Sciences and Arts, Ljubljana) (10.45-11.00)

Poster Session: Alfonso Pecoraro Scanio (UNIVERDE, University of Rome-Tor Vergata) (11-11.15)

Across the Alps, the photographic story of the transformations of the mountain landscape Luciano Bonetti (Architects Alpine Association) 11.15-11.30

Conclusion Harald Pechlaner (Centre for Advanced Studies – Eurac research & Catholic University of Eichstätt-Ingolstadt) (11.30-11.45)

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