



# Greening the Economy in the Alpine Region



Photo: Christine Wendt

**Alpine-wide Conference 11 May 2017**  
OVB Medienhaus, Rosenheim, Germany



Come join us for a discussion on how to green the economy and make the Alps an even better place to live and work!

# Conference Programme

**Moderation:** Christian Baumgartner, *response & ability*

Time	Topic and speaker
9:30	<b>Registration</b>
10:30 - 11:30	<p><b>Welcome and key note speeches</b></p> <p><b>Rita Schwarzelühr-Sutter</b> (Parliamentary State Secretary, German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety)</p> <p><b>Markus Reiterer</b> (Secretary General, Permanent Secretariat of the Alpine Convention)</p> <p><b>Gabriele Bauer</b> (Lord Mayor, City of Rosenheim)</p> <p><b>Hans-Joachim Hermann</b> (German Environment Agency, Presidency of the ad hoc expert group for the preparation of the sixth Report on the State of the Alps)</p>
11:30 - 12:30	<p><b>Key findings of the sixth Report on the State of the Alps and current activities of the Alpine Convention</b></p> <p><b>Stefan Marzelli</b> (ifuplan), <b>Vivien Führ</b> (agado) and <b>Marianna Elmi</b> (Permanent Secretariat of the Alpine Convention)</p>
12:30 - 14:00	<b>Lunch break</b>
14:00 - 15:30	<b>Parallel Panel discussions</b>
>>	<p><b>Panel 1: Green regional economic development</b></p> <p><b>Moderation:</b> Stefan Marzelli (ifuplan)</p> <p><b>Contributions by:</b></p> <ul style="list-style-type: none"> <li><b>Andreas Roß</b> (Wirtschaftsforum Oberland, Germany): "The Sustainability Declaration Benediktbeuren as a basis for Green Economy in the Oberland"</li> <li><b>Marzio Demartini</b> (Associazione Pro Brontallo, Switzerland): "Development programme Brontallo"</li> <li><b>Wolfgang Wimmer</b> (Ökomodell Achenal, Germany): "100% from the region for the region – sustainable energy supply in Achenal"</li> </ul>

Time	Topic and speaker
>>	<p><b>Panel 2: Innovation for more sustainability</b></p> <p><b>Moderation:</b> Hans-Joachim Hermann (German Environment Agency)</p> <p><b>Contributions by:</b></p> <ul style="list-style-type: none"> <li><b>Gabriele Grea</b> (Urbano Creativo, Italy): "Financing innovation: Jam Bite - joint advanced meetings in the Alps"</li> <li><b>Christian Zeyer</b> (swisscleantech, Switzerland): "Setting the right framework conditions for green innovations"</li> <li><b>Andrea Sgarbossa</b> (City of Trento, Italy): "Innovative management of natural reserves in the Alpine Town Trento"</li> </ul>
>>	<p><b>Panel 3: Climate neutral Alpine municipalities</b></p> <p><b>Moderation:</b> Andreas Pichler (CIPRA International)</p> <p><b>Contributions by:</b></p> <ul style="list-style-type: none"> <li><b>Thierry Bilet</b> (Vice Mayor of Annecy, France): "Energy management in Annecy"</li> <li><b>Pirmin Moser</b> (Municipality of Sattel, Switzerland): "Climate neutral tourism"</li> <li><b>Jerney Sever</b> (City of Idrija, Slovenia): "Joining forces for sustainable lifestyles"</li> </ul>
>>	<p><b>Panel 4: Well-being and sustainable lifestyles</b></p> <p><b>Moderation:</b> Ingrid Fischer (Third Mayor of Sonthofen)</p> <ul style="list-style-type: none"> <li><b>Claudia Sacher</b> (feld association, Austria): "Using the unused – best practice from Austria!"</li> <li><b>Jakob Dietachmair</b> (CIPRA International, Liechtenstein): "100 max – the Alpine initiative for climate protection"</li> <li><b>Cristian Gelleri</b> (Chiemgauer e.V., Germany): "Chiemgauer - a regional currency"</li> </ul>
15:30 - 16:00	<b>Coffee break</b>
16:00	<p><b>Summary of the panel discussions and perspectives for a Green Economy in the Alps</b></p> <p><b>Christian Baumgartner</b> (response &amp; ability), moderators of panels and <b>Markus Reiterer</b> (Permanent Secretariat of the Alpine Convention) summarise and discuss panel outcomes.</p>
17:00	<b>Farewell and end of conference</b>

## About the conference

The Alpine area is a unique territory with outstanding nature and landscapes and impressive cultural diversity. The sixth Report on the State of the Alps (RSA 6) describes the status of Green Economy approaches by presenting selected topics and indicators. Several opportunities for the development of a Green Economy in the Alpine area have been identified based on this analysis. Despite some progress, there is a strong need to strengthen the efforts to fully integrate environmental and social aspects into economic policies.

The Federal Republic of Germany, represented by the German Environment Agency, and the Permanent Secretariat of the Alpine Convention are pleased to invite you to the Alpine-wide conference on “Greening the Economy in the Alpine Region”.

The conference will present the RSA 6 recommendations, selected results and pioneering Good Practice Examples for a greening of the economy in the Alps. Participants will discuss how specific Green Economy approaches can be implemented and will develop first ideas for an Action Programme.

The Executive Summary of the RSA6 will soon be available on the [conference website](#).

*The conference including lunch and coffee breaks is free of charge.*

*Conference languages are German, French, Italian and Slovenian. Simultaneous interpretation into all languages will be provided for the plenary sessions. Panels will mainly take place in English, selected interpretation will be provided.*

More information is available on the [conference website](#):  
[www.umweltbundesamt.de/en/greening-the-economy](http://www.umweltbundesamt.de/en/greening-the-economy)

### For further information please contact:

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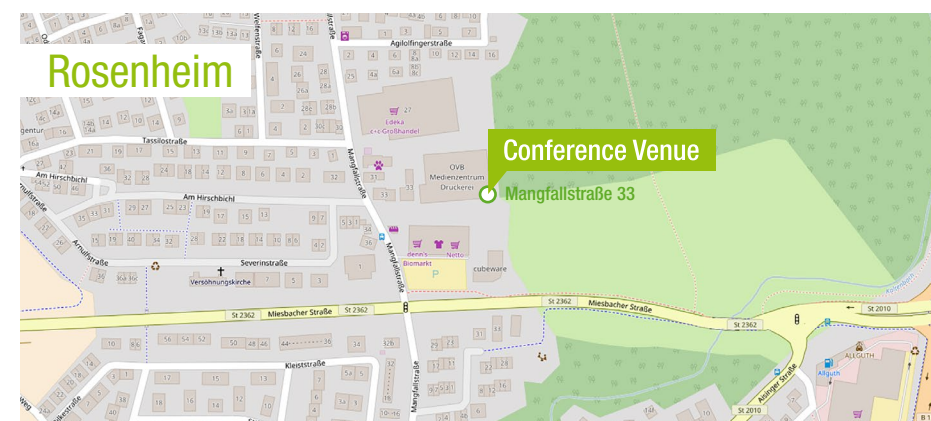
## Registration and travel information

Please register here: [www.umweltbundesamt.de/en/greening-the-economy](http://www.umweltbundesamt.de/en/greening-the-economy)

Since the number of participants is limited, kindly submit your registration as soon as possible.

Registration is open until 26 April 2017.

The conference takes place in the OVB Medienhaus, Mangfallstr. 33; 83026 Rosenheim, Germany:  
<http://ovb-medienhaus.de/veranstaltungsraeume/>



Please use sustainable transport modes for your journey. You can plan your trip using public transport [here](#).

A list of hotels and additional travel information is available on the [conference website](#).

### How to get there:

#### From Munich airport

- >> Suburban train (S-Bahn) S8 direction Herrsching, get off at Ostbahnhof (30 mn)
- >> Take the EC or regional train to Rosenheim (30mn)

#### From Rosenheim train station

- >> Bus number 11 direction Westerndorf am Wasen or Schwaig/Äuß. Münchener (bus leaves from the bus stop B, located opposite the train station in front of the gelateria)
- >> Get off at the stop “Mangfallstraße Mitte” (7mn)
- >> Cross the street. The OVB Medienhaus is situated to your left  
*Parking is available onsite.*