



EUROMONTANA

*a European network dedicated to improving
quality of life in mountain areas*

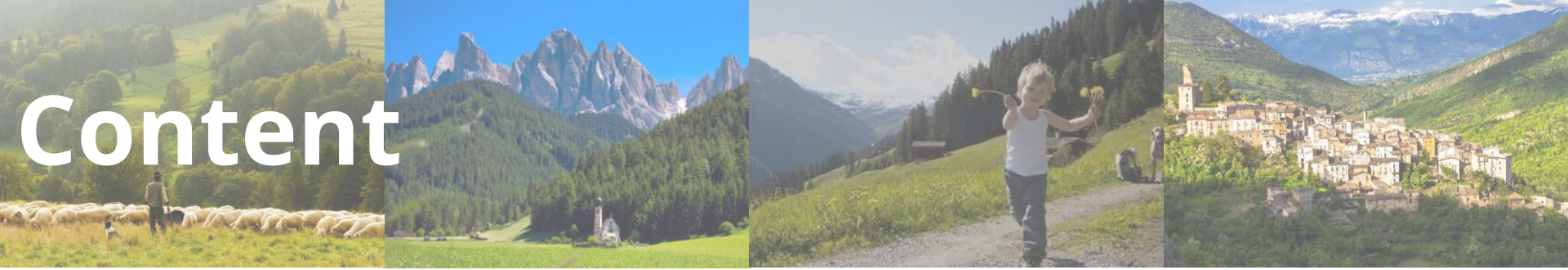
Guillaume Corradino
Director, Euromontana

Brussels, 31 May 2022



EUROMONTANA

Content



- ▶ **What is Euromontana?**
- ▶ **What is our vision of European mountains?**
- ▶ **Why do mountain communities need to collaborate?**

Facts & figures on European Mountains



- **36 % of Europe's area (29% EU)** is defined as mountainous
- **17 % of Europe's population (13% of EU)** live in mountain areas



- **18% of Europe's agricultural holdings** are in mountain areas
- **35% of PDOs and PGIs** are produced in mountain areas



- **43 % of Natura 2000 areas** are mountainous
- **15% of EU species** exclusively exist in mountain areas



- **13% of tourism** by EU residents
- **95 million long-stay tourists** and **60 million day-trip** visitors visit the Alps every year

What is Euromontana?

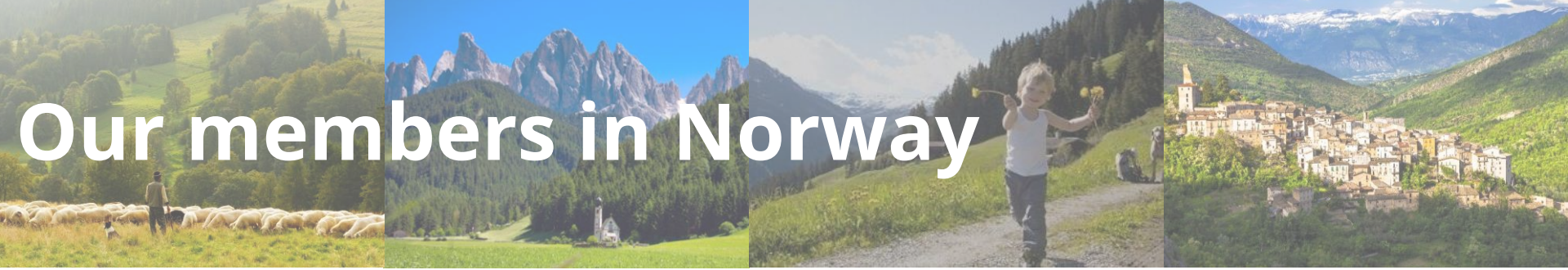


- ▶ European **multisectoral** association for cooperation and development of mountain areas (since 1996)
- ▶ Around 65 members from 15 countries
- ▶ Comprising :
 - regional and local authorities
 - regional development agencies
 - chambers of commerce and industry
 - agriculture organisations
 - environmental organisations
 - research organisations
 - training institutes...



Diversity of members = strength → increased interest from institutions

Our members in Norway



- ▶ Vestfold og Telemark County Council
 - Truls Vasvik, member of the Board
- ▶ Innlandet county
 - Aud Hove, member of the Board
- ▶ Viken County Council
- ▶ Inland Norway University of Applied Sciences
 - Tor Arnesen, Vice-President
- ▶ WNRI Western Norway Research Institute
- ▶ Vestland County Municipality
 - Tell me more about your fjords/ mountains

EUROMONTANA History 1953 - 1996

1953: FAO sponsored seminar on mountain development

- → Biannual meetings on mountain sustainable development

1974: Confederation of European agriculture (CEA) sets up a permanent working group on socio-economic issues in mountain areas called "Euromontana" (Alps + Pyrenees)

1994: Euromontana decides to establish new relationships with Central and Eastern Europe countries + Representatives of other sectors than agriculture

1995: Successful meeting in Krakow, hosted by Poland → decision to establish Euromontana as a permanent legal entity

4 March 1996: Foundation of EUROMONTANA by representatives of 14 states

EUROMONTANA

History 1996 - up to now

Founding members

- Albania, Bulgaria, UK (Scotland), Spanish Basque Country, France, Greece, Italy, Macedonia, Poland, Romania, Slovakia, Slovenia, Switzerland, Czech Republic)

Constitution

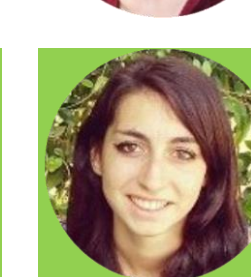
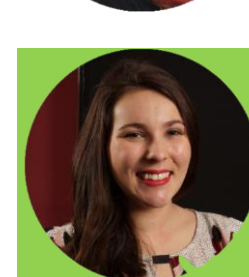
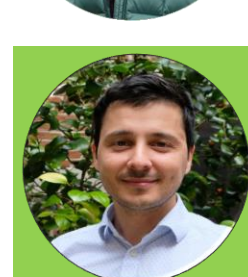
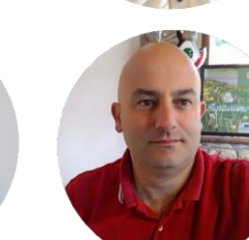
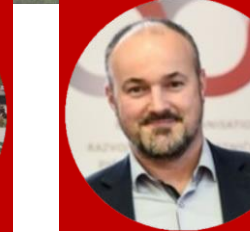
- “non-profit and scientific organisation, with international vocation, neutral in terms of religion and politics”
- NGO Law 1901 (registered in France)

Object: Improving the living conditions of the mountain populations of Europe

- expression, promotion and **defense** of the cultural, economic, political and scientific **interests of the mountain populations**
- valorisation of research in mountainous areas
- informing public opinion on mountain problems
- encouragement of training and research in mountainous areas
- development of international cooperation to reduce inequalities between the mountain regions of Europe

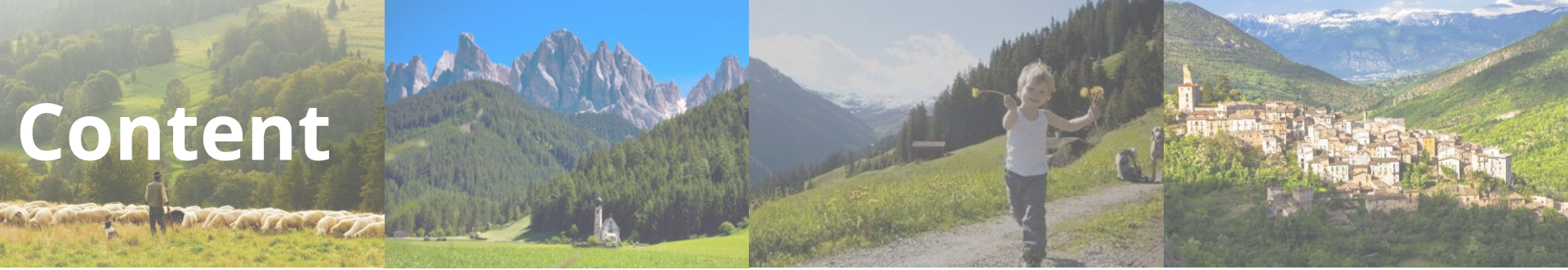
Euromontana structure Board of Directors & Secretariat

5 vice-presidents +
treasurer



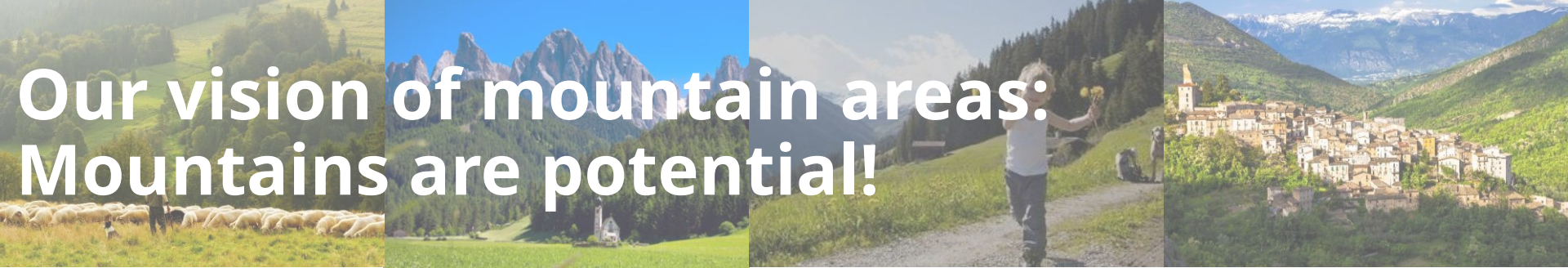
Secretariat

Content



- ▶ What is Euromontana?
- ▶ **What is our vision of European mountains?**
- ▶ Why do mountain communities need to collaborate?

Our vision of mountain areas: Mountains are potential!



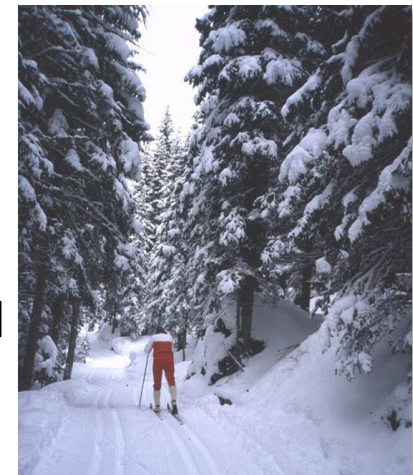
► Strengths:

- The **positive image** of mountain areas
- Intense community life
- Very **rich culture**, traditions and heritage
- **The quality of life** of mountain populations
- Rare, preserved and **renewable resources**
- Production of **quality goods and services**
- Modern and often **dynamic governance**
- ...

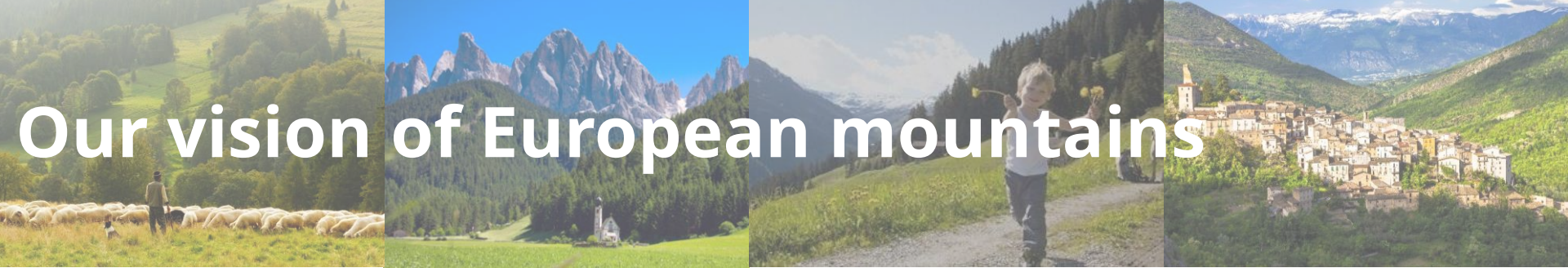


► Weaknesses:

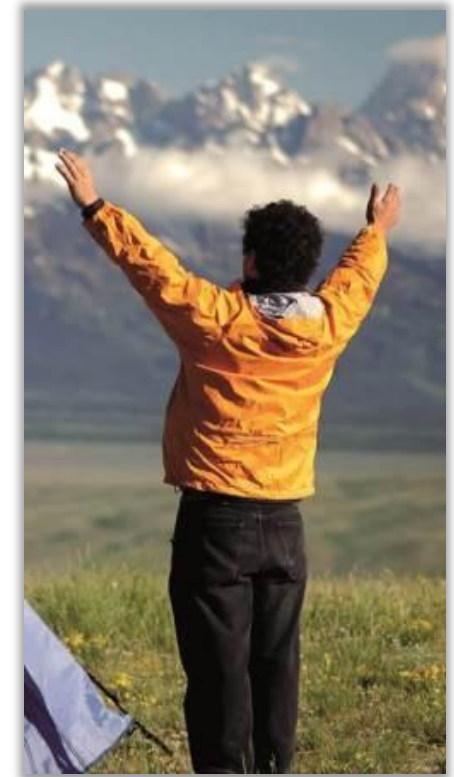
- **Remoteness and accessibility**
- **Sparseness** of businesses and population
- **Competition** between economic development and environment
- Sensitivity to **climate change**



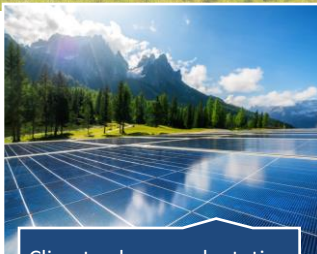
Our vision of European mountains



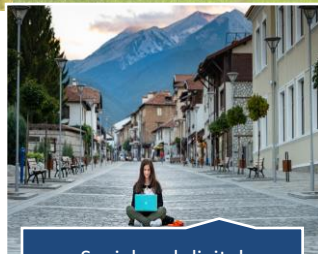
- ▶ Our mountains are territories with a future and opportunities for Europe
- ▶ Mountain areas are distinctive areas of Europe which need to be **addressed specifically**
- ▶ We call for **private and public investment** in these areas. The return on investments might be longer but will be **more sustainable**.



Working themes: all working topics



Climate change adaptation & mitigation



Social and digital innovation



Rural Development



Territorial cohesion



Research (with NEMOR)



Environment, biodiversity, ecosystem services



Services of general interest



Youth & education



Sustainable Energy



Sustainable Tourism



Agriculture

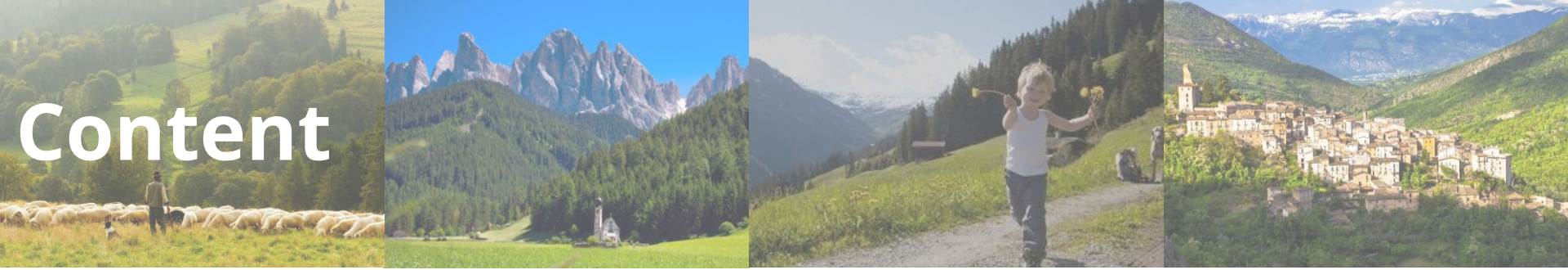


Mountain products



Forestry

Content



- ▶ What is Euromontana?
- ▶ What is our vision of European mountains?
- ▶ **Why do mountain communities need to collaborate?**

Why do mountain communities need to collaborate?

1. Need to have a collective voice and to have mountain communities represented at the European level

2. Need to collaborate: to get to know each other, exchange and share knowledge

3. Need to collaborate: developing projects together

4. Need for research and studies

Need of a collective voice and a representation at the European level

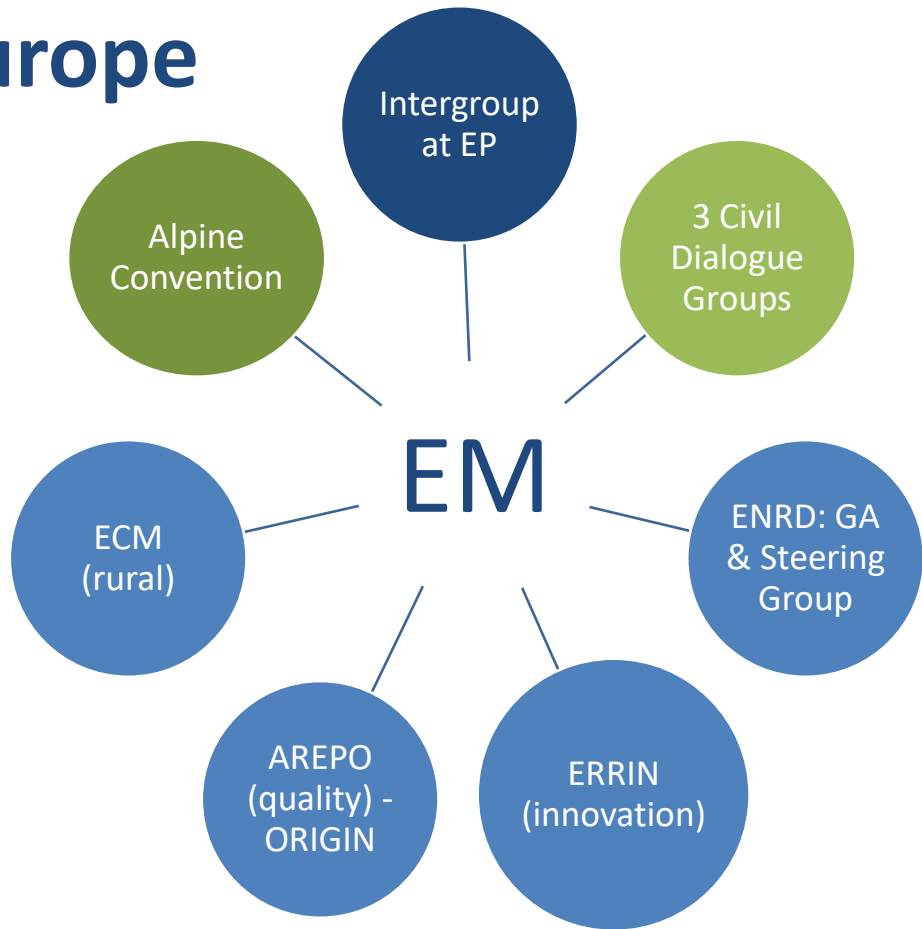
► Euromontana's activities:





External Network

Europe



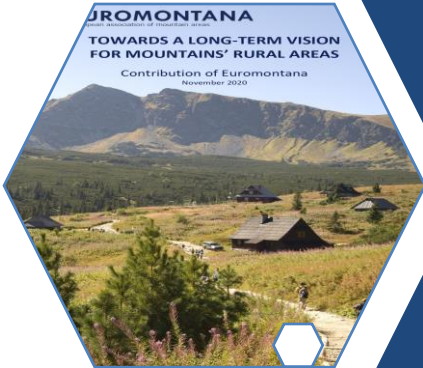
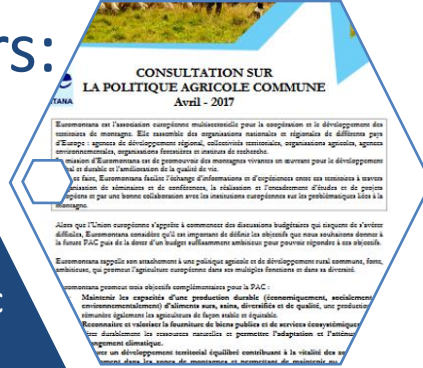
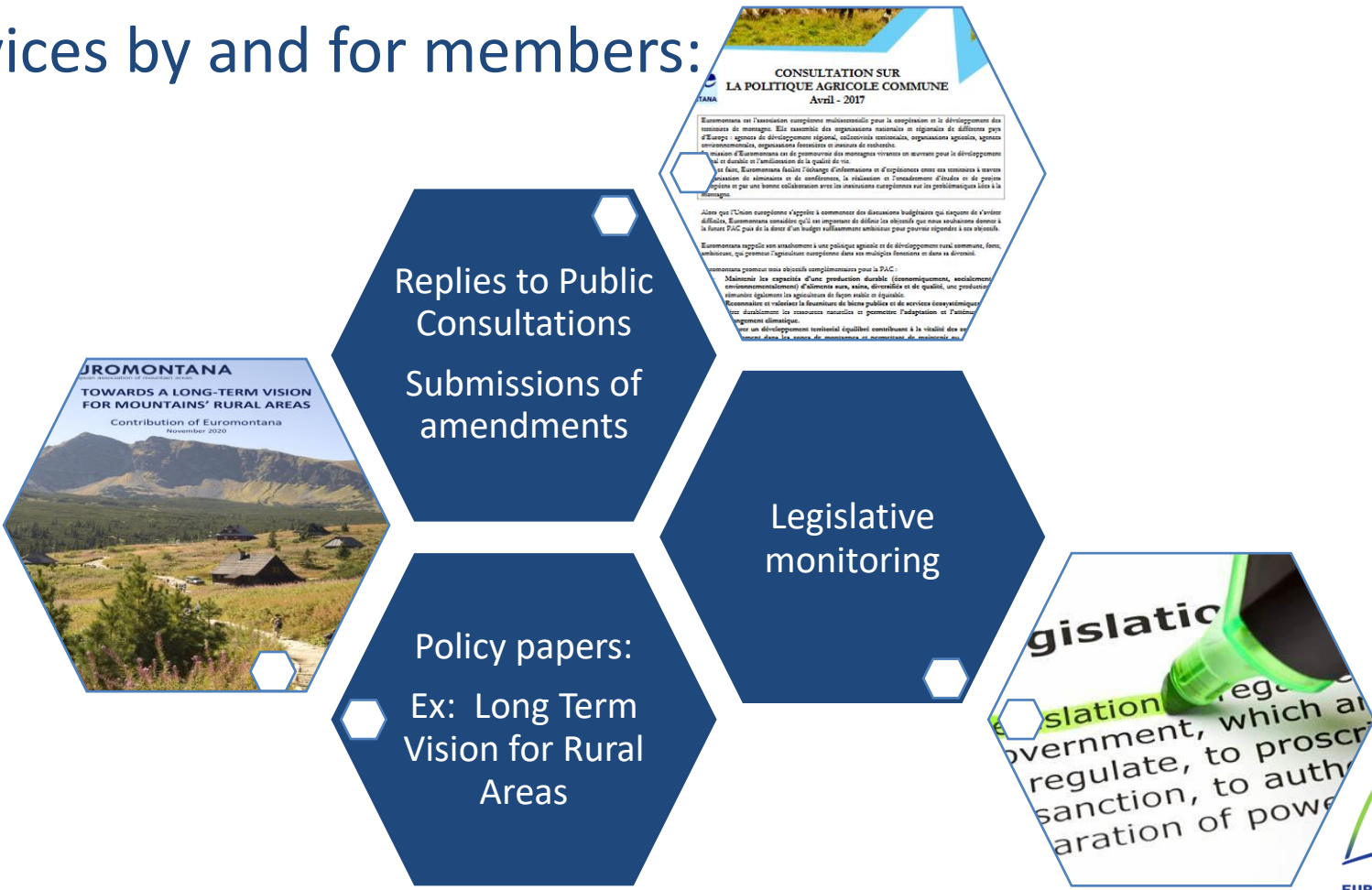
World





Need of a collective voice and a representation at the European level

► Services by and for members:





Need to collaborate: to get to know each other, exchange and share knowledge

► Services for our members:

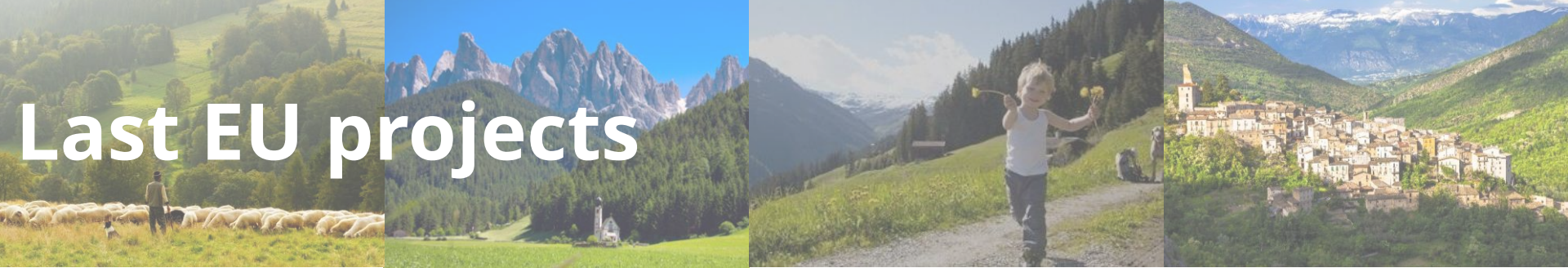


Need to collaborate: developing projects together

► Services for our members:



Last EU projects



► Research and Development (FP and H2020):

- PEGASUS: Public Ecosystem Goods And Services from land management – Unlocking the Synergies (2015-2018)
- SIMRA: Social Innovation in Marginalised Rural Areas (2016-2020)
- FIRE-RES : integrated management of extreme fire (2022 – 2025)
- RUSTIK: policy making for sustainable rural development (2022 – 2026)

► Territorial Cooperation (Interreg IV C /Interreg Europe):

- DANTE: ICT and tourism (2012-2014)
- SILVER SMEs (2018 -2023)

► Communication action on mountain products (DG AGRI):

- A New CAP – Mountains of opportunities (2014-2015)
- Montana174 - How does the Cohesion Policy shape mountains ? (2021-2022)

► Erasmus +:

- Silver Tourism (2015-2017)

► Life

- Oreka Mendian on permanent grasslands (2016 – 2022)
- SHEPforBIO on pastoralism (2021 – 2027)



FIRE-RES





Need for research and studies

► With and for our members:





Key topics we are following now

- ▶ **Long Term Vision for Rural Areas**
 - Several consultations and expert groups. Getting ready for Rural Pact
- ▶ **Cohesion policy**
 - Several consultations to push for better representation of regions with geographical specificities
- ▶ **Smart Villages**
 - digitalisation, governance
- ▶ **Climate change adaptation and mitigation**
 - Circular economy, carbon farming, four seasons tourism, biodiversity, adaptation to natural hazards (i.e. wildfires), mobility, etc.
- ▶ **Youth and EU Brain drain initiative**
 - What is planned for mountain areas? How to take into account different challenges in different regions?
- ▶ **Common Agriculture Policy**
 - Monitor implementation of pillar II rural development, and national SPs
- ▶ **Quality and promotion of EU farm products**
 - « Mountain Product » optional quality term, front-of-package labelling.



The EU Long Term Vision for Rural Areas



EUROMONTANA

EU Long Term Visions for Rural Areas

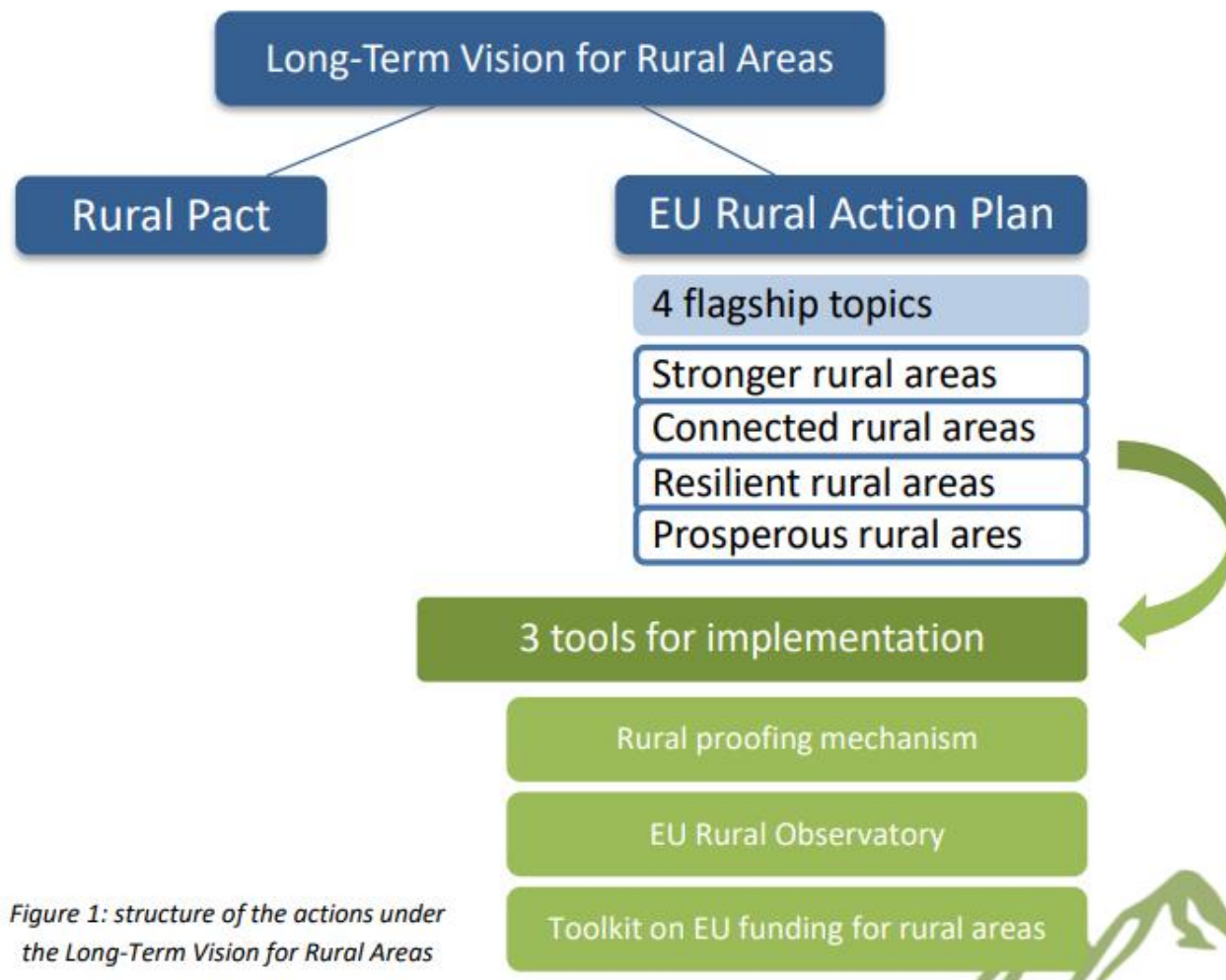


Figure 1: structure of the actions under the Long-Term Vision for Rural Areas



An EU Rural Action Plan

► Measures for stronger rural areas

- Create a “Rural revitalisation platform”. One stop shop on funding opportunities and collaboration platform.
- Support research and innovation in rural areas through Horizon Europe.

► Actions for more connected rural areas

- Encourage Member States and regions to develop sustainable rural mobility strategies
- Boost digital connectivity. Objective of 100% fast broadband coverage in rural areas by 2025 (only clear target in the vision)



An EU Rural Action Plan

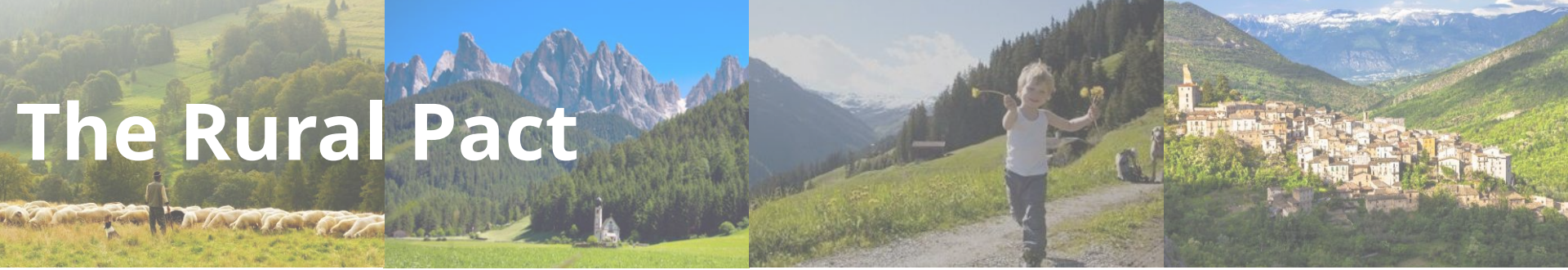
► Proposed measures for resilient rural areas

- Support rural municipalities in energy transition and fighting climate change. Through Covenant of Mayors for Energy and Climate Change
- Encourage carbon sequestration through restoration of wetlands and peatlands, and carbon farming.
- Support innovation for healthy soils and food, through Horizon Europe Mission on Soil
- Support the inclusion of vulnerable groups through ESF+, ERDF, EAFRD and InvestEU programmes

► Actions for prosperous rural areas

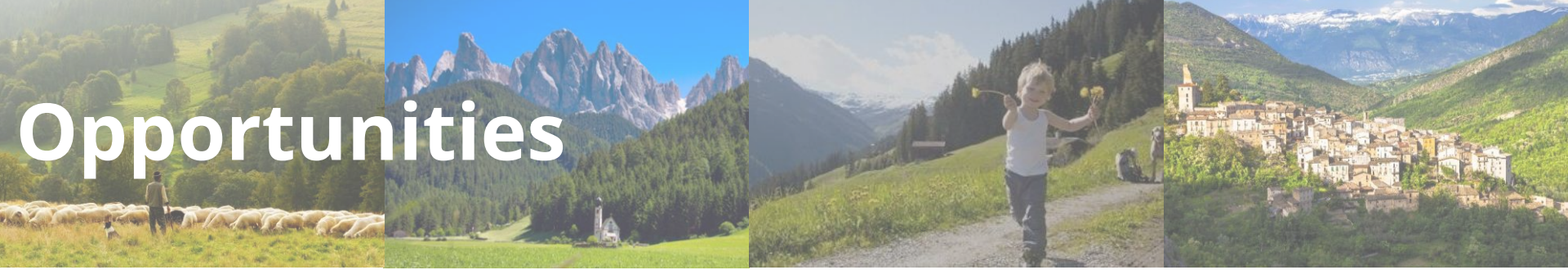
- Support rural entrepreneurship through Horizon Europe and Digital Single Market programmes
- Support agri-food value chains through bioeconomy, circular economy, and bio-districts

The Rural Pact



- ▶ Framework for cooperation among authorities and stakeholders at the European, national, regional and local level.
 - It aims to contribute to achieving the shared goals of the long-term vision for the EU’s rural areas
 - Main objective: knowledge sharing
 - To participate: need to join the Rural Pact Community
- ▶ Officially launched 15-16 June 2022 in Brussels
 - Governance & scope still TBD

Opportunities



► The Rural Pact

- Ensure mountain areas are represented in the governance structure
- Make commitments to support knowledge sharing.
- Connecting the Rural Pact objectives with our existing activities
- Gain more visibility for mountain issues and good practices from our members.

► Rural Observatory

- Centralise updated data on rural areas for more informed decision making
- Opportunity to call for specific data related to mountain areas (ex: demographic flows between rural/urban areas, and in mountains specifically).

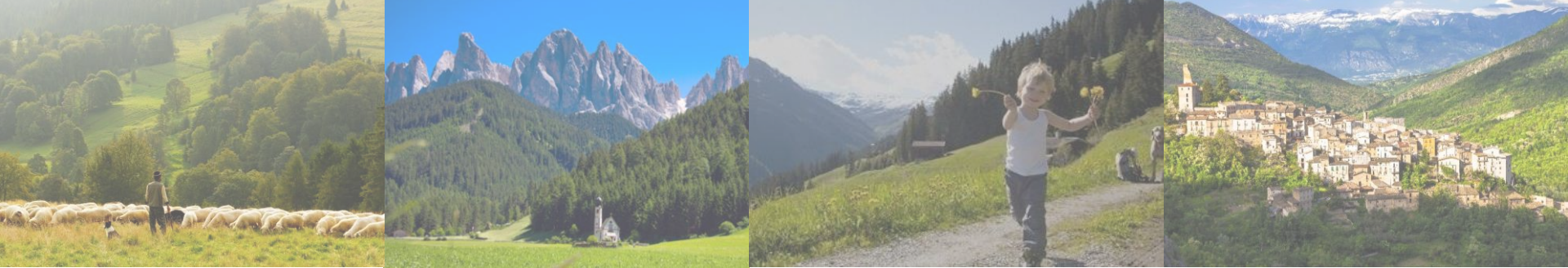
► Review of the LTVA in mid-2023

- Euromontana to follow-up closely and contribute



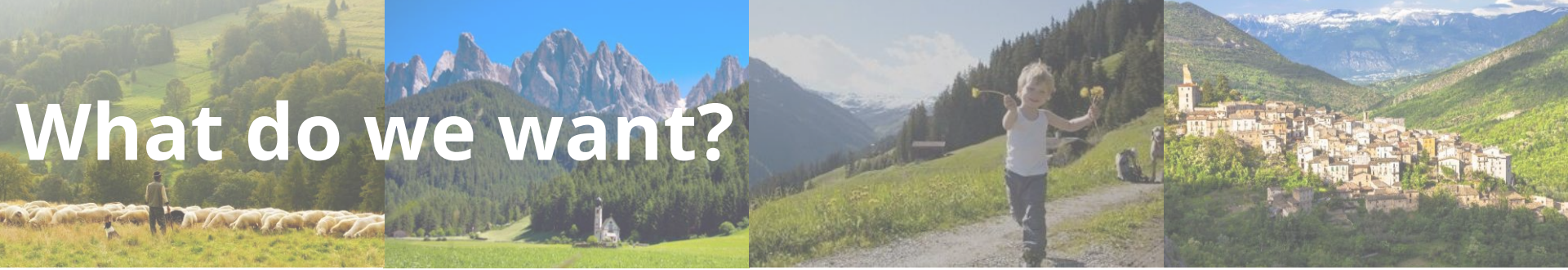
Key messages on the LTVA

- ▶ Welcome development, with interesting opportunities to mountainous rural areas.
- ▶ But limited by the existing budgets, and no set of indicators were set to monitor the progress of the implementation of the Rural Action Plan
- ▶ Nevertheless a key policy to support and get involved in, especially through the Rural Pact Community, of which Euromontana wants to be an active member.



Cohesion policy

What do we want?



- ▶ **EU level:** Specific indicators to monitor the use of Cohesion Policy funds in mountain areas (and generally in areas with geographical specificities)
- ▶ **EU Level:** A % of budget earmarked for regions with geographical specificities
- ▶ **Local level:** more sub-regional strategies and other incentives to implement projects in mountain areas (i.e. scoring system)



Next steps for Euromontana

▶ 21 June 2022, Brussels

- Workshop: “Rural brain drain: How can the Cohesion Policy help reverse the trend?”

▶ 20 September 2022, Brussels

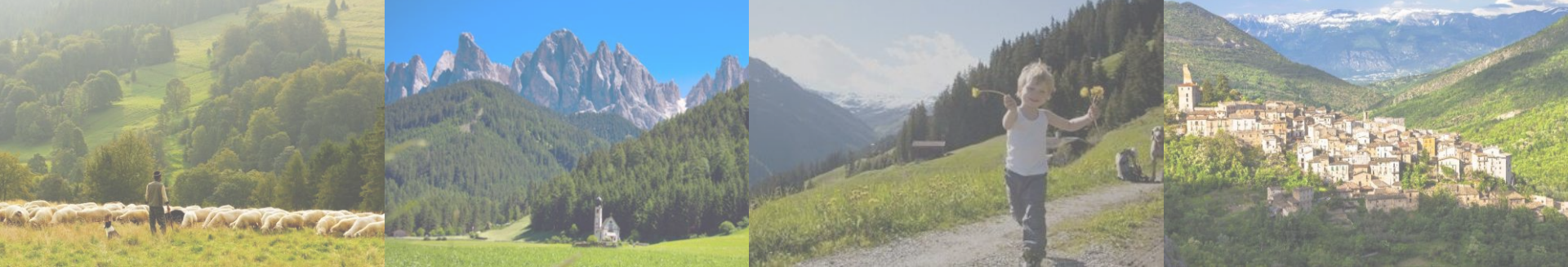
- Conference : “How to foster the effective uptake of Cohesion Policy funds in mountain areas? ”

▶ October 2022 / EU Week of regions

- Workshop: “Communicating the Cohesion Policy to citizens: approaches, channels and lessons learnt “

▶ 25-27 October 2022, Calabria, Italy

- European Mountain Convention: “Smart mountains: how to make our territories attractive and future-oriented?”



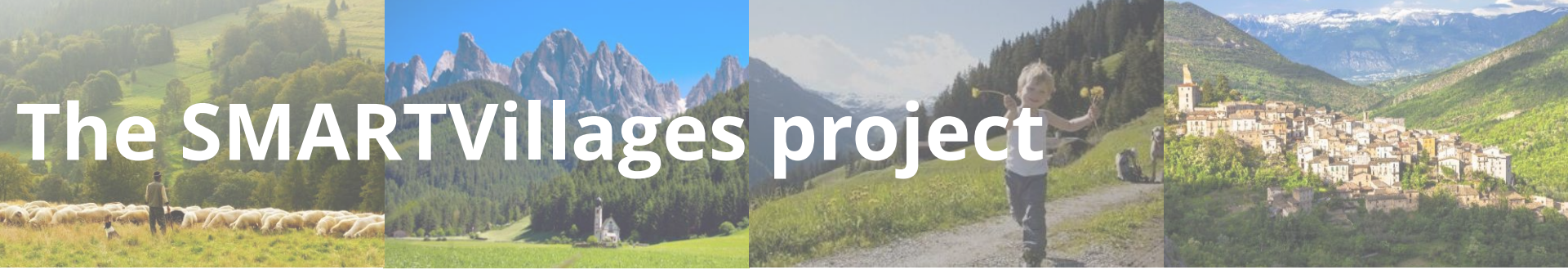
Smart Villages

What are we talking about?



- ▶ Revitalising rural services through digital and social innovation
 - How to make public services more sustainable through ICT
- ▶ **Euromontana involved in the European Parliament’s Intergroup on “RUMRA & Smart Villages” (Rural, Mountainous, Remote Areas)**
- ▶ **Members of Euromontana involved in Smart Villages projects**

The SMARTVillages project



► SMARTVillages project (Interreg Alpine Space)



– EM members: SAB, Poliedra, Uni. Maribor

– **Objective:** make the territories more attractive through new forms of stakeholder involvement facilitated by Information and Communication Technologies (ICT).

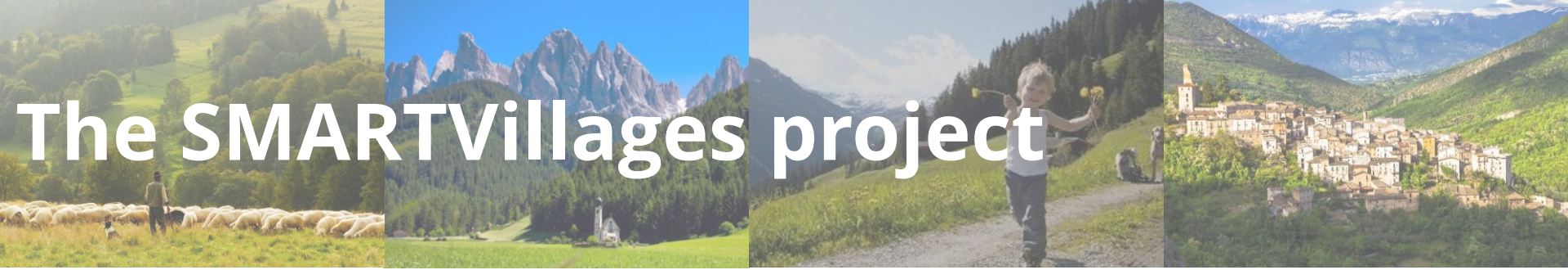
M Characterisation of the Smart Village Concept

M Production of a Smart Villages toolbox (tools, guidelines, practices, etc.)

M Testing in various areas and different sectors

M Policy recommendations

The SMARTVillages project



► Examples of pilot activities



– Smart Tourism , Slovenia

- ✓ Creating new and efficient networks between regional tourist stakeholders: Hotels, Caterers, Restaurants and Service providers (sport, relaxation)
- ✓ Creating an ACTION PLAN for effective collaboration of the local and regional tourist services network

– Smart & Sustainable Agriculture, Slovenia

- ✓ Creating new and efficient networks between regional food production stakeholders
- ✓ Catalogue of Short food supply chains for digital farm shops

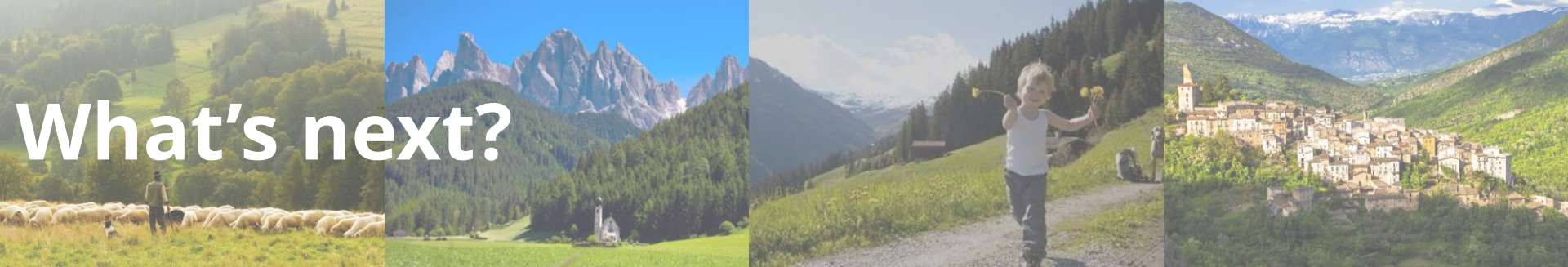
The SMARTVillages project



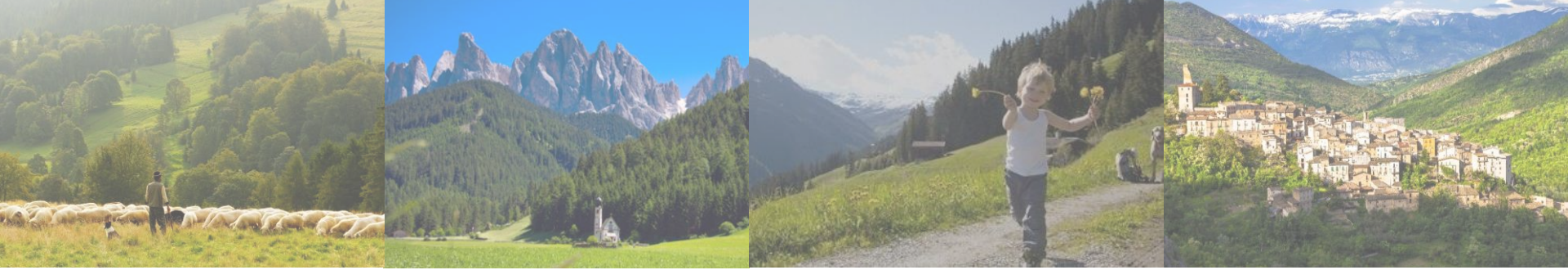
► Policy recommendations

- Consider the smart transformation of mountain, rural and peripheral villages as a strategic priority
- Embed Smart villages in existing and future strategies and policies
- Allocate funds to integrative approaches such as the Smart villages
- Allow room for innovation and experimentation
- Encourage networking and the **exchange of experiences** around the Smart village approach within rural and mountain areas and with urban areas
- Use the potentials of the Smart villages approach to communicate the innovation potentials and attractiveness of mountain and rural areas and to link urban and rural areas
- **Develop digital infrastructures and skills** according to the needs and to the technological possibilities

What's next?



- ▶ **Euromontana supports and monitor Smart Villages initiatives**
 - Collection and dissemination of good practices
 - Participation to Horizon Europe projects
- ▶ **Euromontana to work towards further developing the concept in EU policies**
 - Similarities with SMART CITIES concept (convergence?)
 - European Mountain Convention on “SMART MOUNTAINS”, 25-26-27 October, Italy
 - ↳ Goes beyond current definition (not limited to ICT driven innovation)
 - ↳ Prepares a Final Declaration on how to make our mountains more resilient and future oriented by 2040




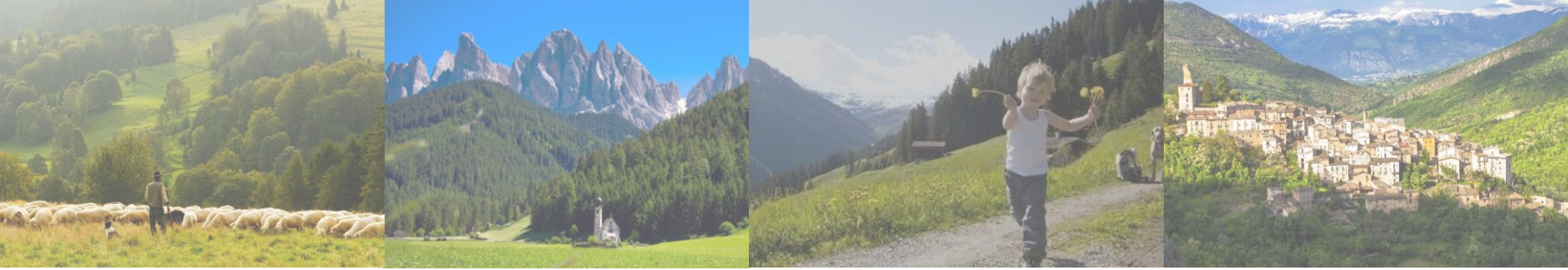
Environment and Climate Change



Environment and Climate Change

► Different avenues of work

- Protection and maintenance of mountain areas as Europe's ecological backbones
- Climate change adaptation (i.e. from natural hazards to four seasons tourism)
- Opportunities with the circular and bio economy
- Climate proofing the CAP and Cohesion policies
- Bridge the knowledge gap and build capacity
 -  Horizon Europe
- Sustainable mobility

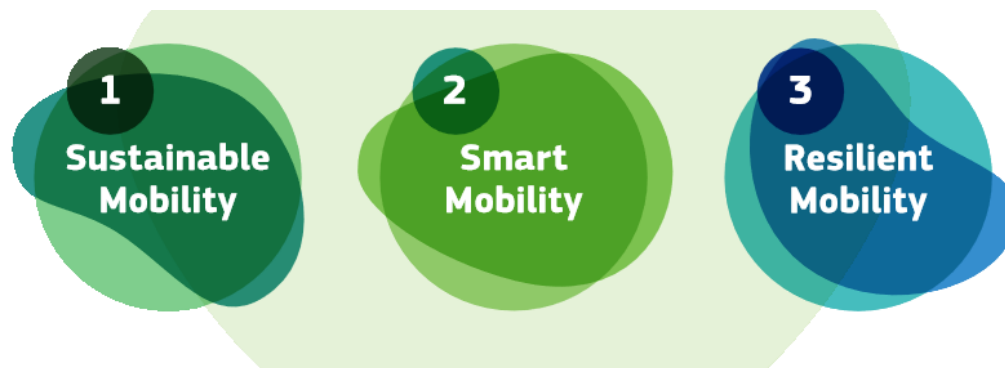


Improved mobility in rural and mountain areas

EU Sustainable & Smart mobility Strategy

- ▶ Communication “Sustainable and Smart Mobility Strategy – putting European transport on track for the future

– presented in December 2020



- ▶ Communication on LTVA, published in June 2021

– “Commission calls on Member States and regions to develop sustainable rural mobility strategies”

Some EU funding schemes



▶ Horizon Europe:

- Research, innovation

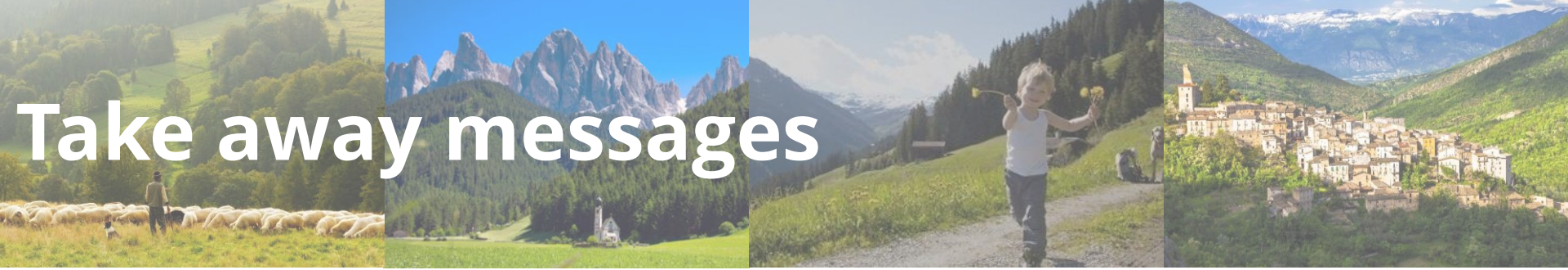
▶ ERDF:

- Different investments at local and regional levels
- Linked to Climate change / digitalisation

▶ EAFRD:

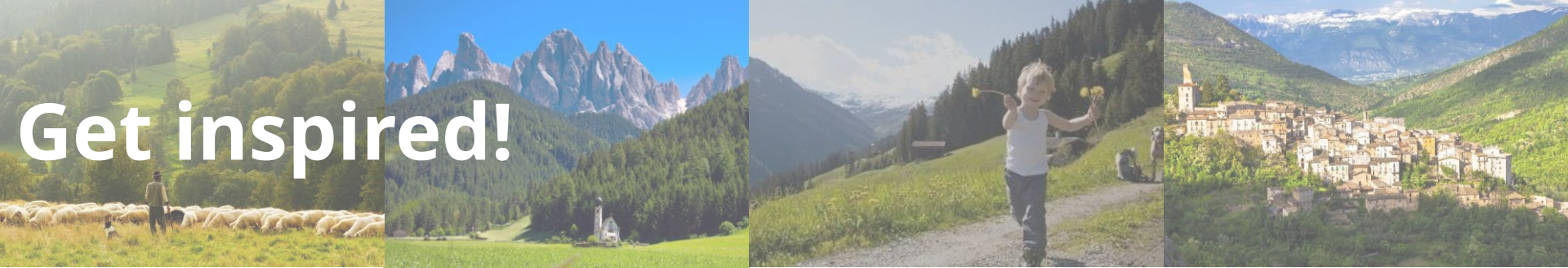
- Linked to rural development

Take away messages



- ▶ Mobility is key for the attractiveness
- ▶ Take rural and mountainous aspects into account
- ▶ Solutions not 1 solution
- ▶ Connect different mobility solutions (public transport, bikes, private car, trains...)

Get inspired!



► [Montana174, mobility brochure:](https://www.euromontana.org/wp-content/uploads/2021/12/Mobility_BrochuresMontana174_EN_FINAL.pdf)
https://www.euromontana.org/wp-content/uploads/2021/12/Mobility_BrochuresMontana174_EN_FINAL.pdf

► 12th October 2021: conference:
Daily mobility: how to improve the quality of life of mountain inhabitants?

<https://www.euromontana.org/en/events/daily-mobility-how-to-improve-the-quality-of-life-of-mountain-inhabitants/>



Get inspired! Le bus des Neiges

- ▶ Between 2-6 persons to enjoy (winter) sports
- ▶ Need to book in advance and pay online



Get inspired! Rezopouce



- ▶ Smart hitchhiking, carpooling
- ▶ Dedicated stops
- ▶ With or without web and mobile app
- ▶ Security
- ▶ 6 min wait in average



Get inspired! Reversed mobility at La Exclusiva

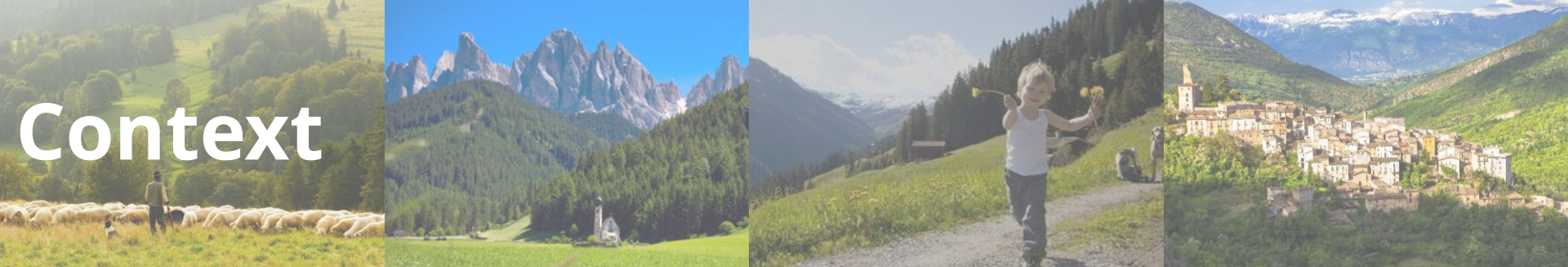
- ▶ Improved quality of life of older adults
- ▶ Deliver food, newspapers, electronics and medicines
- ▶ <https://www.youtube.com/watch?v=xWKMumwx4t8> (SILVER SMES)





Youth

Context



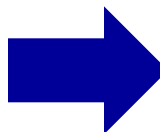
www.rhonealpes.fr

JEUNESSE
ET MONTAGNE

**SYNTHÈSE DES TRAVAUX
PRÉPARATOIRES MENÉS
PAR EUROMONTANA**
EN VUE DES VIIIÈMES ASSISES
EUROPÉENNES DE LA MONTAGNE


**LES JEUNES AU SOMMET :
LA VOIE VERS L'AVENIR DES MONTAGNES**
2-4 OCTOBRE 2012


 EUROMONTANA  RhôneAlpes



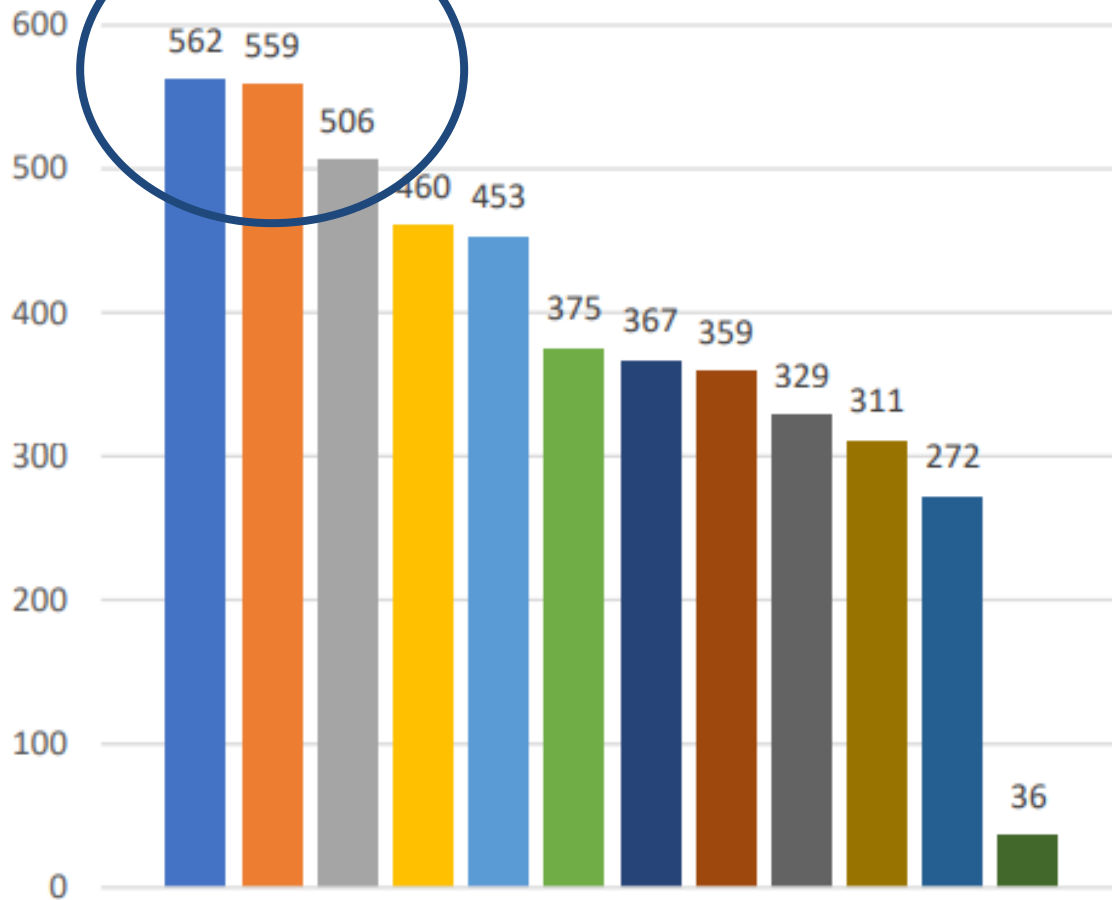
Being young in a mountain area

**Mountain youth's needs in 2022 and
aspirations for the future**

 EUROMONTANA



A mountain committed to sustainability



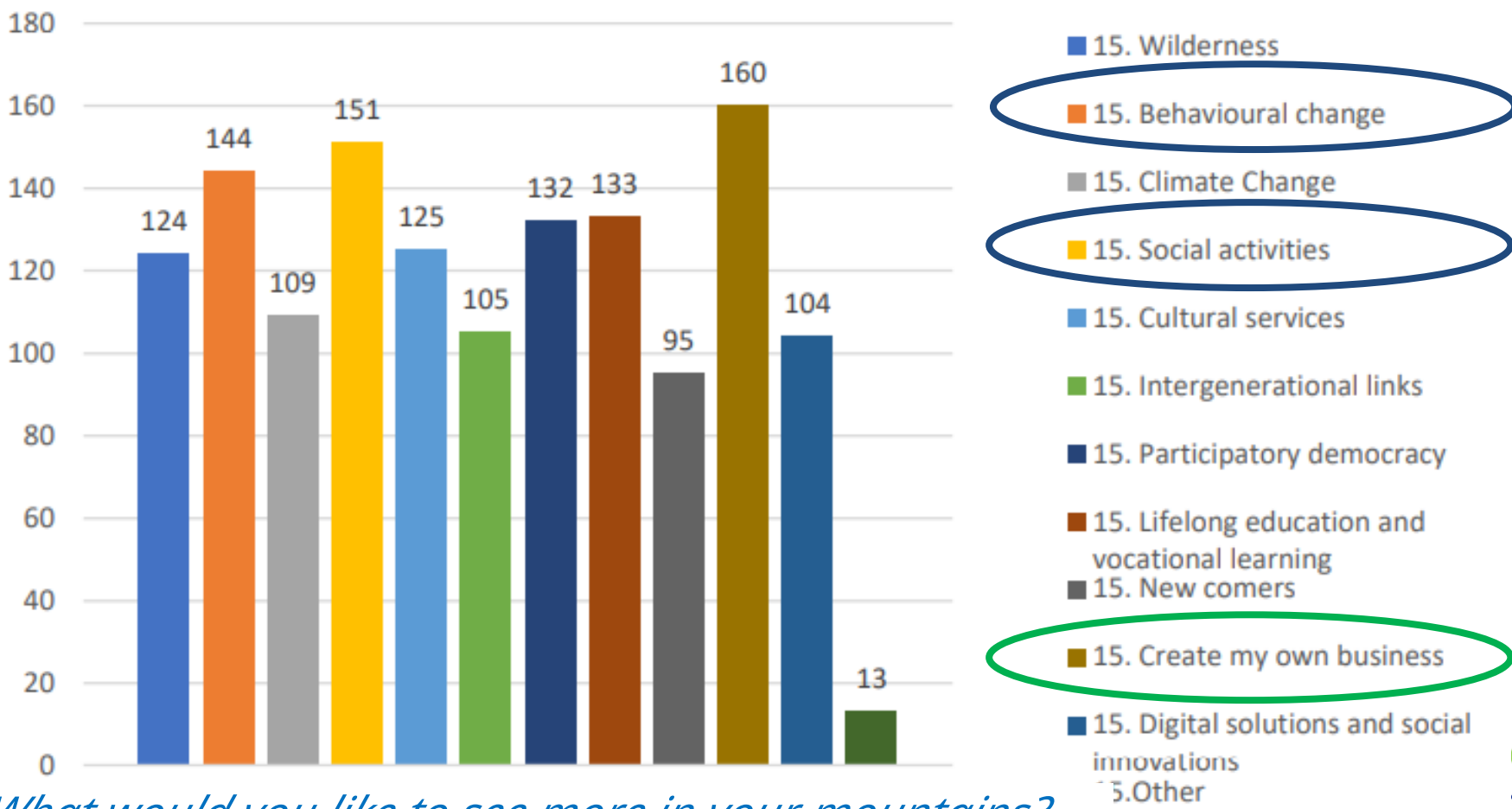
- 15. Wilderness
- 15. Behavioural change
- 15. Climate Change
- 15. Social activities
- 15. Cultural services
- 15. Intergenerational links
- 15. Participatory democracy
- 15. Lifelong education and vocational learning
- 15. New comers
- 15. Create my own business
- 15. Digital solutions and social innovations
- 15. Other

What would you like to see more in your mountains?



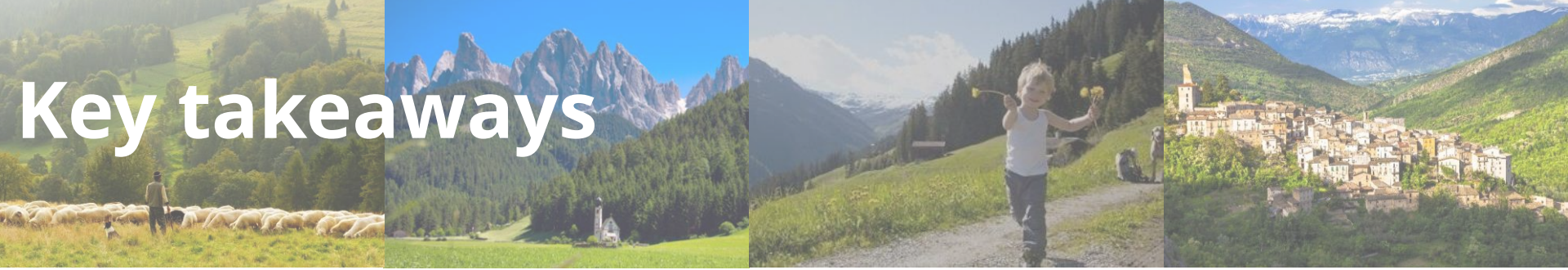


... now without the French 😊



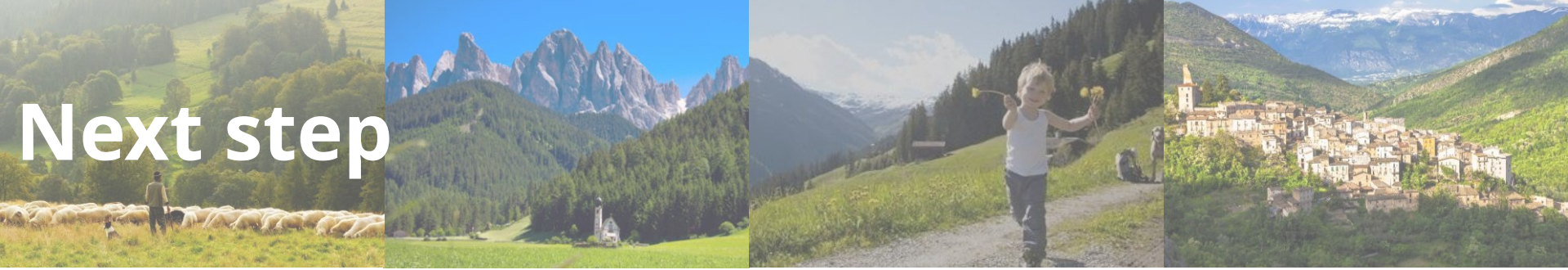
What would you like to see more in your mountains?

Key takeaways



- ▶ Mountains are attractive to young people: they want to live and work there, and bring new life to their mountains
- ▶ Quality of life goes hand in hand with nature protection
- ▶ The ideal mountain:
 - Economic diversification (no ultra specialisation)
 - Adequate housing, transport and education opportunities
 - A territorial development that does not compete with environmental protection

Next step



► European Mountain Convention, 25-26-27 October 2022 in Sila Natural Park, Italy



How to make our territories attractive and future-oriented?

A man in a dark blue jacket and black pants is hiking on a grassy mountain ridge. He is carrying a young child on his back in a grey and red backpack. The child is wearing a black beanie and a red jacket. They are looking out over a vast mountain range under a blue sky with scattered white clouds. The foreground is filled with tall, golden-brown grasses.

Thank you !

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Let's keep in touch

