



EU Community Initiative  
Alpine Space Programme



Interreg III B

# Alpine Space Programme:

“Best practice examples and new priorities and opportunities in the Alpine Space Programme”

Third Conference  
ALPTER

Ljubljana, 14/15 February 2008

# ALPTER

Terraced landscapes of the Alpine arc

- Project of Measure 3.2:  
**Good management and promotion of  
landscapes and cultural heritage**
- Project duration:  
**December 2004 – March 2008**
- Project Budget: **1 263 650 € / 652 075 € ERDF**

# Best practice examples “Regional products” projects

## Territorial capital

### TERRITORY

- Landscape management
- Protection and management of biodiversity
- Protection of water resources
- Risk management (hidro/geological)

# Best practice examples “Regional products” projects

## Territorial capital

### „CAPITAL“

- Possibility of sustainable use of biomass (E-production)  
CO2 emissions?
- Quality (bio/integrated agri-food) products and services  
raw materials and regional products
- Short value chains (producer-consumer)
- Traceability of products (and services)  
local marketing and internet
- Linked education projects (young people, disabled..)

# Regional products and cultural landscapes

*Stakeholders shared with us:*

*... A synergy between products on the one hand and territory, history and cultural heritage on the other should be boosted.*

*... An integration among production sectors would be useful.*

*... Producers and service providers need marketing and branding for the local production.*

*... Specific promotion measures, including a labelling system, could be planned.*

# Alpine Space Programme 2007-2013

- Heading for Excellence -

## **Priority 1**

Competitiveness and  
Attractiveness of the  
Alpine Space

## **Priority 3**

Environment and Risk  
Prevention



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**Thank you very much!**

**Constantly updated information  
on transnational cooperation in the Alps**

**[www.alpine-space.eu](http://www.alpine-space.eu)**