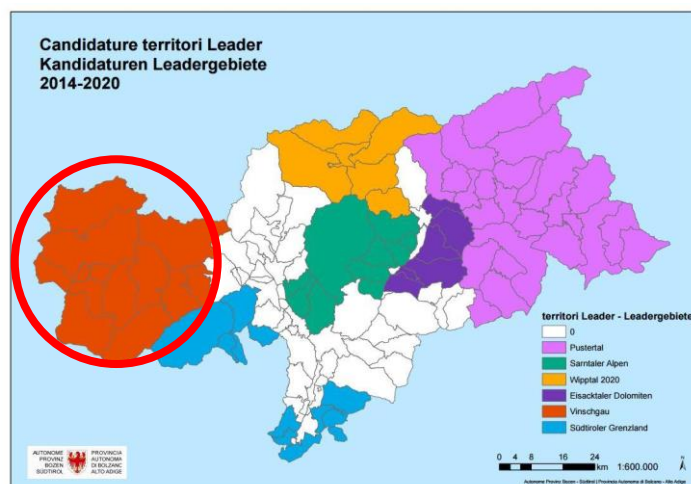


ALPJOB

Anticipate Future Jobs on Alpine Remote Areas



Work package 3.3

Report on Promising local capitals, values and competences

LAG Vinschgau

Author: Hermann Atz*

*Apollis



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1. List of promising local capitals, values and competences

Tangible Capitals

Bioregion Obervinschgau bzw. „Der Obervinschgau kooperiert smart“ (Upper Vinschgau cooperates smart)

Business and Service Incubator Schlanders (Silandro)

Sustainable tourism in combination with natural and cultural heritage

Laas marble as ambassador of the region, stonemason school

Intangible Capitals

Bürgergenossenschaft Obervinschgau (Obervinschgau Citizens' Cooperative)

Cultural activities and traditions

2. Tangible capitals

BASIS Business and Service Incubator Schlanders (Silandro)

As part of the European regional development project for research, innovation and creative industries EFRE1053 (investments in growth and employment ERDF 2014-2020), the municipality of Silandro/Schlanders is rebuilding and bringing the former utility tract “palazzina servizi” of the Druso barracks back into action, to set up a new centre for innovation and incubation. Through the functional reuse and the opening of the previously abandoned rooms, new spaces will be created for creativity, experimentation and contemporary working models enabling and motivating the community to actively shape its own living and economic space.

The beating heart of “BASIS” is the companies and the creative industries that are brought together under “one roof” – companies ranging from the craft industry to agriculture, education, culture and the social sector. The BASIS hub will bring together business, education and culture. The project aims to give life to social development both local and global as well as inter-sectoral.

The project executing agency and the cooperation partners are concerned with reactivating initiative, enthusiasm and responsibility, enabling, shaping and consolidating cross-sector development processes.

<https://basis.space>

People actively involved: 3 employees, supported by the municipality of Silandro/Schlanders represented by its mayor (currently funded by the ERDF project, until October 2019)

Structure: 2.300 m² on 2 floors of the building in 8 sections:

- Open workshop
- Digital workshop
- Art studio
- Co-working space (370 m²)
- Salotto (parlour)
- Lodging (4 small apartments)
- Bar and canteen
- Multifunctional hall

Target groups: SME, start-ups, free lancers, cultural and social associations, artists, ...

Up to 100 persons could use the co-working space.

Once the structure is active it will need 8-10 persons to manage all the activities.



The crucial feature of BASIS is the possibility for actors of different area to have moments of spontaneous exchange and the physical neighbourhood that fosters all kinds of – also unusual – cooperation. In the self-description:

“BASIS” brings together the economy, creative industries, crafts, agriculture, education, culture and social affairs, thus enabling cross-sectoral, holistic social development.”

Because of its innovative character the project manager has already been invited to present the project in Ukraine and Russia.

Success factors and risks:

The success of the project depends of the creativity and commitment of its managing team to convince commercial and non-commercial actors to move into BASIS, on the selection criteria used and of its ability to encourage cooperation between the different groups of users. On the other hands it will be of crucial importance that the various users are open-minded enough to seize the specific opportunities of BASIS.

A risk stems from the need to have sufficient long-term financing to fulfil all these tasks. Moreover the economic conditions for renting offices and other types of rooms and the technical equipment of the building are important factors.

Bioregion Obervinschgau - "Der obere Vinschgau kooperiert smart" (Upper Val Venosta/Vinschgau cooperates smart)

The project idea (included in LEADER strategy Vinschgau 2014-2020):

Conception and implementation of a holistic approach in Obervinschgau (Upper Val Venosta) in the key areas of production, processing, marketing and awareness raising, involving all sectors and relevant actors, towards a "Bioregion Obervinschgau" as an eco-model region.

The project has not started yet but especially the municipality of Mals seems to be very interested. At a referendum in September 2014 in the South Tyrolean municipality of Malles/Mals, a large majority of the population (75 percent) voted for a ban on chemical-synthetic pesticides in their community. A total of just over 69 percent of the 4.837 eligible voters took part in the referendum. Since then the municipality of Malles/Mals is considered as a pioneer on the way to a more sustainable and ecological type of agriculture.



Demonstration against industrial agriculture in Berlin ("Wir haben es satt") in January 2018 where the mayor of Malles/Mals, Ulrich Veith, was invited to give a speech.

Promoters:

7 Municipalities of Graun, Mals, Glurns, Schluderns, Taufers im Münstertal, Prad am Stilfser Joch, Stilfs (ca. 16.000 inhabitants)

Bürgergenossenschaft Obervinschgau (a cooperative of committed citizens; see below)

In the 7 municipalities forming the Obervinschgau exist ca. 1.000 farms, 800 of them with animals (2010). The number of farms that strictly respect the criteria of organic farming is rather low but the livestock farms are usually rather small and extensive and their production technology is not far away from organic farming. Recently some younger farmers started with niche products like soft fruit or medicinal herbs.

Around 7 percent of all the farms in Vinschgau/Val Venosta offer holidays or restoration/bar services at the farm. Even the normal tourism enterprises have small or medium dimensions. Therefore, the conditions would be appropriate to concentrate the touristic offer on regional products in an integrated production chain with mainly typical autochthonous food and drinks (but

also regional building materials and furniture such as wood from the local forests). This is meant by the claim for smart cooperation.

Success factors and risks:

There is a good chance of realisation of the project idea because of the existence of a motivated group of promoters, in particular the citizen's cooperative (see below). But the risk is that not enough farmers can be convinced to engage in production forms that are less proved and where they have to acquire new know-how. Moreover the cooperation among different economic sector is not yet well established and needs a specific stimulus to be successful and lasting.

In addition, the most important farmers association of the Province of Bolzano/Bozen, the Südtiroler Bauernbund, has presented recently a specific strategy to increase the portion of organic farming in the region ("Biokonzept 2025").



Irrigation in the upper Vinschgau/Val Venosta

Sustainable tourism in combination with natural and cultural heritage

The tourism industry is an important pillar of the regional economy in Vinschgau/Val Venosta. Here are some statistical data:

Tourist accommodations: 425 (half of them “commercial”)

Restaurants, bars and hotels: 345 (2011)

Tourist arrivals: ca. 350.000 (2017)

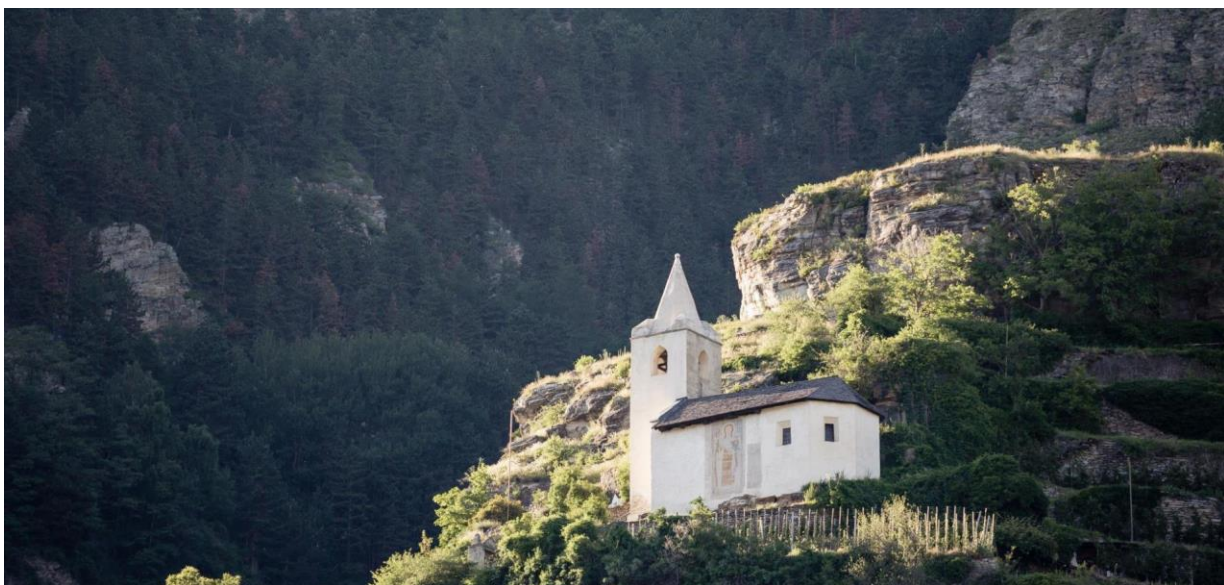
Nowadays its strength and maybe also its weakness is the lack of specialisation: The destination management addresses every kind of tourists: travellers, activity tourists (summer and winter sports), families, wellness, culture, enjoyment. A focus on sustainability and slowness could valorize the regional treasures of alpine landscape, cultural heritage and historical sites.

Inhabited already in ancient times by Celts, Romans and Rhaetian Venostes, the centuries have left their historical traces in the cultural landscape on the Adige river. In the Venosta Valley you can find tourist attractions, castles and churches with frescoes and artworks from more than 10 centuries of history.

Early Romanesque churches along the old trade route Via Claudia Augusta link together at the foot of the high alpine scenery to form a unique cultural landscape. The Alpine Road of Romanesque Art project follows a path leading past Romanesque art, churches, monuments and frescoes, through South Tyrol and the neighbouring Grisons region in Switzerland. One of the highlights of the route is passing through the Venosta Valley, from the Val Monastero and throughout the entire Venosta Valley. The medieval market towns of the region like Glorenza/Glurns and Malles/Mals are home to Romanesque churches, but also magnificent Gothic, Renaissance and Baroque buildings.

Alpine Road of Romanesque Art:

The "Alpine Road of Romanesque Art" embodies an invaluable cultural heritage. In the border area separating the Swiss Engadine and South Tyrol are numerous works of early Romanesque art dating from its most glorious epoch. This includes the Convent of St. John in Müstair, founded by Charlemagne, today a UNESCO World Heritage Site.



ST. ÄGIDIUS CHURCH. The Romanesque landmark in Corzes/Kortsch



Fresco inside the St. Proculus Church in Naturno/Naturns.

In summer, the cultural region of the Venosta Valley turns into a natural sports haven for hikers, cyclists and mountain bikers alike. And in winter there are no fewer than five outstanding family ski areas to choose from. During the “white season”, one can enjoy skiing, exploring the mountain landscape or just simply relaxing.

A very popular cycling route is the Vinschger Radweg – Via Claudia Augusta:

The Via Claudia Augusta is an ancient Roman road that leads from Donauwörth across the Alps to the Adriatic Sea. Today, the Via Claudia Augusta is mainly known as a cycle and hiking trail and is also very popular. The road was completed in 47 AD under Emperor Claudius of Altinum.

The Vinschger Radweg is one of the most beautiful and varied cycle paths in South Tyrol. The cycle path is largely developed and signposted, it is mainly asphalted. The cycle route runs partly on roads with little traffic. It starts at Merano/Meran (323 m) and leads along the Adige/Etsch river, through meadows, woods, villages and orchards to Glorenza/Glurns (907 m) and further to Malles/Mals (1099 m) and to Resia/Reschen (1525 m). As an alternative, many people take the Vinschger train from Meran/o to Mals/Malles to cycle the way back. There are bike rental points at the stations.





Important Sights are: the ruins of the Lichtenberg, the Reinhold Messner Museum of Alpine Curiosities, Schloss Churburg, the Vinschger Museum, Glurns, the Church of St. Johann in Taufers, the Marienberg Cloister, the sunken church tower in the Reschensee, Schloss Juval and Schloss Kastelbell, St. Martin am Kofel (Latsch).

Success factors and risks:

The rich natural and cultural heritage of Vinschgau/Val Venosta and the well developed and differentiated touristic offer are good prerequisites for an integrated strategy of sustainable tourism. However, up to now there are many different actors in the field (tourism associations, enterprises, municipalities, tour operators, trade associations, cultural associations, museums...) which follow their specific agendas.

Laas marble as ambassador of the region, stonemason school

“WHITE GOLD FROM THE JENNWAND QUARRY”

High above the localities Covelano/Göflan and Lasa/Laas, there is a quarry where the purest marble in Europe has been mined for centuries. This marble is not only pure in character, but extremely hard, durable, and weather-resistant. Even in ancient times the Lasa marble was used for the milestones on the Roman road Via Claudia Augusta, and in modern times, the marble seams were rediscovered. Hence, the noble rock has been quarried since the mid-19th in the Jennwand and the Weisswasser quarry.

The white rock from Laas is without doubt one of the most valuable of its kind. Experts appreciate its consistently uniform, glossy white with slight shades, but without strong grains and yellowish spots. Other essential features of Laas marble are its enormous resistance to various external influences and frost resistance. Today, marble from the quarries in Lasa and Covelano is used mainly in construction, architecture, and for artistic purposes.

The Laaser marble is produced by two companies: Lasa Marmo Srl and Covelano Marmi Srl.

The local marble is also at the origin of a vocational school (Berufsfachschule für Steinbearbeitung "Johannes Steinhäuser") specialised in stonemason and situated in Lasa/Laas.

(<http://www.schlanders.berufsschule.it/ausbildung/berufsfachschule-steinbearbeitung.asp>)



Recently the Laaser marble got famous for being used at large scale in the World Trade Center Transportation Hub in New York: 40,000 square meters of Laaser marble for the largest subway station in the world, the new subway station at Ground Zero.



Von massmatt - World Trade Center Path Station, CC BY 2.0,
<https://commons.wikimedia.org/w/index.php?curid=50219727>

The marble quarry has also some importance for tourism.

A series of guided tours and marble-themed hikes leading to the White water marble quarry, the Covelano quarry or the incline quarry railway used to transport the heavy marble slabs down to the valley offer visitors an interesting insight into the history of the local marble industry. The interior of the centuries-old marble quarry itself cannot be visited for safety reasons.

The Marble & Apricots summer festival offers a varied program surrounding two of the most influential Venosta Valley cultural assets.

3. Intangible capitals

Obervinschgau citizens' cooperative

The goal of the Obervinschgau citizens' cooperative is an ecologically and economically sustainable development of Obervinschgau. The cooperative is supported by individuals, initiatives and companies who rely on the diverse potentials and resources of the valley. To strengthen regional cycles and local added value. Currently the cooperative has about 80 members.

In order to achieve our goals, the cooperative acts as a hub, offers advice, promotes networks, supports initiatives and implements its own ideas and services.

<http://da.bz.it>

Activities:

Festival "hier und da – Gut leben auf dem Land '18"; 23. bis 25. März 2018 in Mals im Obervinschgau

Complementary currency "Obervinschgauer"



<https://gutlebenobervinschgau.wordpress.com>

Cultural activities and traditions

With its combination of living customs and an innovative spirit, the cultural region of the Venosta Valley still today spawns renowned individuals engaged in the cultural sector, artists and architects. For instance, the Vinschgau architects Walter Dietl or Christian Kasteller, Arnold Gapp or Werner Tscholl, who was appointed Italy's architect in 2016, are considered to be pioneers of form and design and created architectural sights that attracted international attention.

The Vinschgau region is characterised by a high density of cultural associations reaching from the traditional brass bands, quires and Schützen to education initiatives, museum clubs and festival organisations.

Currently mostly done on a voluntary basis via educational committees and local organisation committees, some interesting initiatives are: Franz-Tumler literature prize in Laas, "squeeze box" (harmonica festival) in Prad, "marmor&marillen" (marble&apricot festival) in Laas, Vinschger Palabiratage in Glurns and many more.

Another example is the "Kulturhof Rimpf" an ancient farm house near Schlanders/Silandro that can be rented from the municipality for individual (cultural) purposes. It has also an "artist apartment" where someone can retire for a few months to concentrate on its proper creativity.

<http://www.schlanders.it/system/web/zusatzseite.aspx?detailonr=225078070&menuonr=224921652>



2 pictures of the Rimpfhof

As described above, the concept of BASIS aims to foster cross-sector development processes including artistic and cultural activities, bringing together professionals, citizens and artists.

Success factors and risks:

The rich variety of traditional and contemporary cultural activities, the existence of a rich cultural heritage, the fact that the Vinschgau region has been the origin and living place of artists like Karl Plattner, Paul Flora and Luis Stephan Stecher, architects like Walter Dietl and Werner Tscholl makes culture a source for identification that should be developed, not at least to make the region attractive for young people.

Important actors to coordinate and develop the different activities are the "Bildungsservice Vinschgau" and the Incubator BASIS. The risk is that these lack the necessary funding but also that parish-pump politics prevail.