

14:30 Welcome & Tech Support

14:45 **Good practice examples**

Focusing on sustainable valorization of natural resources, transnational and cross-sectorial cooperation, youth engagement and innovative business models for future generations:

1. Valeur Parc, a unique alpine-wide umbrella brand for all nature parks in France for the development and promotion of sustainable products and services

Stéphane Adam, Fédération des parcs naturels régionaux de France

2. SOCIAALP, Reti SOCIALI per Agro Ambienti Alpini

a cross-sectorial cooperation project in protected areas that focuses on the enhancement of the protected area territory in terms of tourism and agricultural production

Beatrice Demeglio, Aree Protette dell'Ossola

3. Hiking & Coaching, an innovative health tourism approach

Dr. med. Elisabeth Gaus

Break

15:40 **Discussion in small groups**

Discussion of critical success factors and Alpine transnational synergy potential.

Break

17:10 Presentation of results from each group

Discussion in plenum, documented by graphic recording

Wrap up and next steps

18:00 End of workshop

PROGRAM

Interreg
Alpine Space



HEALPS²

European Regional Development Fund

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9 DECEMBER 2020

Health | Work | Life!

Ideas for sustainable lifestyles in the Alps.

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WORKSHOP WITH TRANSNATIONAL STAKEHOLDERS

OUR PARTNERS



Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
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Lessons learnt from the Interreg Alpine Space project HEALPS2 or how a health tourism strategy can contribute to improving living and working conditions in the Alps.

Remote Alpine areas such as mountainous regions and protected areas often suffer from peripherality and brain drain and thus face the challenge of rethinking their tourism policy, heritage management and job creation for the young generation. The increasing attention to authenticity, regionality and natural resources offer a variety of chances for the development of new and innovative strategies.

Topics such as health and well-being, strengthening of the immune system, healthy lifestyle are in vogue – and not just since COVID-19. Moreover, we are living in times of civilization diseases such as stress, noise and stimulus satiation and lack of exercise, which have their origins in an increasingly urban lifestyle. It can be assumed that these tendencies will intensify even more in the coming years, so that the concentration on the target group of health seekers is a future-oriented decision for alpine destinations. But how can municipalities and regions approach this path? How can health tourism value chains be developed to drive local employment opportunities and sustainable growth in remote Alpine areas?

This workshop for transnational stakeholders and other interested participants will be organized in the framework of the Interreg Alpine Space project HEALPS2, which stands for “Healing Alps” and focuses on the positioning of the Alpine region as a healing environment for tourists and attractive working and living area – especially for the younger generation.

In the workshop, valuable experience of innovative regional development initiatives will be shared and success factors, barriers to success, chances and risks will be jointly identified and discussed.

Particular attention will be paid to opportunities to strengthen the engagement and integration of the young generation to foster regional development processes that shape and are shaped by young people’s lives in Alpine regions.

Date

09.12.2020, 14:00-18:00

Venue

ZOOM

The link will be sent out to all registered participants a few days in advance.

Registration

The workshop is free of charge.

Registration [here](#)

Due to the basic data protection regulation DS-GVO, registrations can only be accepted via the form.

Organization

Paracelsus Medical University Salzburg (PMU)
Community Network “**Alliance in the Alps**” (AidA)
ALPARC - the Alpine Network of Protected Areas

in cooperation with **the HEALPS2 consortium**

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Financial support

HEALPS2 is funded by the Interreg Alpine Space program 2014-2020

Co-financing for AidA by the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.

...valuable
experience
of innovative
regional
development
initiatives
will be shared...