



mountain.TRIP

**Mountain Sustainability: Transforming
Research into Practice**

BACKGROUND DOCUMENT TO THE PRACTITIONERS' CONSULTATION WORKSHOP:

**"Sustainable development in EU mountain regions – Options for
communicating research to practitioners"**

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1. The mountain.TRIP project

What?

mountain.TRIP is an EU FP7 project that started in December 2009 for a duration of 2 years. It starts where other EU projects have finished, translating research findings into useful information and developing relationships between users and researchers.

The goal of mountain.TRIP is to provide stakeholders, end-users and practitioners with readily accessible and understandable forms of research-based information relevant to sustainable development in mountain regions. The project also wishes to provide an example of how research can successfully be communicated to practice.

Why?

EU research projects often produce valuable results, methods, tools and instruments, but at the end of the project neither time nor money remains to disseminate these results among practitioners and to the interested public. Furthermore, research results usually exist in forms recognised by the research community but not easily or quickly assimilated by communities of practice.

During recent decades, research has focused on finding sustainable solutions for regional development in mountain regions. However, many of these results have not yet been recognised by the practitioner community charged with economic development, planning and policy-making in the mountains. There is a strong need to address the research results to these practitioners, and to present the results in a user-friendly format.

For whom?

mountain.TRIP participates in bridging the gap that currently exists between EU project findings and the information needs of regional policy- and decision-makers, stakeholders in economy and environment, planners and administrators, non-governmental organisations, end-users, and other members of groups representing the interests of citizens and industry of the most important mountain regions of Europe, which we further refer to as "practitioners"

How?

mountain.TRIP aims to match information needs with available research results. Based on an iterative interaction and feedback process with practitioners the content, format and dissemination



channels of these results will be adapted and the user-friendliness and attractiveness of proposed tools and outputs will be improved.

mountain.TRIP 's working steps:

1. Locate, retrieve and review results of at least 50 **EU-funded research projects** pertinent to sustainable development in mountain regions
2. Assess **European mountain practitioners' needs and demands** in terms of data and information and preferred formats and dissemination channels based on a survey of mountain practitioners and their representative organisations and associations.
3. Develop information strategies tailored to practitioners' information needs and demands, targeting specific groups of the mountain practitioners' community in order to **design adapted information products to communicate selected relevant research results**.
4. Organise **workshops to obtain feedback and sharpen the strategies** and subsequently the design and format of information products. The first workshop (Brussels, November 2010) will be dedicated to the consultation of practitioners and their representatives at the broader EU level. The regional workshops, which will be held in Austria, Poland, Spain and Romania in 2011, will allow consulting regional practitioners in important European mountain regions. These cycles of consultation will also **reinforce the social relationships** required for sustainable connections between research and practitioners.
5. <http://www.mountaintrip.eu>: Develop and maintain a continuous informal interaction and consultation with interested end-users, stakeholders and practitioners via the mountain.TRIP ESN (Enterprise Social Network) platform and develop a mountain.TRIP online community to initiate an ongoing debate on research and practice in European mountain regions. Results of the workshop in terms of reviewed strategies and products will be available on the ESN for further comments and improvement.
6. Develop innovative information products and instruments (videos, podcasts, library of documents, teaching tools and manuals) for the dissemination and advertising of selected research results.



2. Brussels Workshop, 9th November 2010.

Objectives and procedure of the workshop

This workshop seeks to obtain feedback from practitioners and their organisations on communication options to transfer relevant EU research results to targeted groups of mountain practitioners. Participants' feedback will take the form of testing and validating the developed communication options; checking their suitability; identifying strengths and weaknesses and creating new ideas on how strategies and products can be improved.

The communication options have been developed in the form of **information strategies**. These strategies have been targeted at 4 different groups of mountain practitioners. The information needs and preferences of the target groups for these strategies (see sections 3.1 to 3.4) have been analysed through a survey¹. Matching research results have been sought to respond to the information needs expressed by practitioners during the survey. Based on this, **communication goals** have been formulated, which will be reached through the development of **information products**. Currently, the information strategies include **product ideas**, (i.e. the early development stage of the information products) which are a combination of relevant content (selected research results) and proposed **formats and dissemination channels**. Following the workshop, these product ideas will be reviewed, together with the information strategies, based on the results of the workshop consultation process.

The workshop is structured around four information strategies, and their set of product ideas (see sections 3.1 to 3.4). This will be reflected in the set-up of the World Café method, which allows discussing the strategies separately at four different tables. The discussion at these tables will loosely be guided by a list of questions (see section 4). In addition, a fifth table will gather feedback on broader questions related to the gap between science and practice and will thus also generate reactions and input independently from the proposed strategies and product ideas. (see section 3.5)

The topics of the World Café tables are the following:

1. Climate change clearinghouse
2. Indicators and instruments of alpine regional development
3. Quality mountain food products in Romania
4. Sustainable olive farming in Spain

¹ The survey sought to collect information on the sources of and needs regarding information of practitioners across Europe. The answers of 166 respondents obtained through face-to-face interviews or online interviews were analysed to establish target group profiles See <http://www.mountaintrip.eu/project/results.html>



5. Bridging the gap between EU research and mountain practitioners information needs – a practitioners' wish list.

World Café

In a World Café dialogue, **small, intimate conversations link and build on each other as people move between groups**, cross-pollinate ideas and make new connections around given questions. Because of its unique structure, Café learning enables large groups to share their own viewpoint and think together. By fostering dynamic conversations, participants can provide their experience and opinion on the presented topics and develop productive and creative feedback to the information strategies presented in the groups.

While talking, participants can **draw and write on a paper support** what they recognise as key or interesting points. This ensures that no key comment is "lost." The table notes also serve to connect comments and ideas at the end of the working group round.

There will be **three rounds of discussion of 45 minutes** each (see workshop programme). When the table chair signals the end of the first round of conversation, participants bring their conversation to a close and **everyone, except the table chair, moves to different tables**, so that each table represents a new constellation of participants.

The table chair **shares the key points of the initial group's conversation** (for example as recorded by the previous participants' written notes). Then every other person has a chance to contribute what he or she has brought from the previous table, thus linking and connecting ideas. As all insights are shared, the conversation moves to deeper levels. Sharing experiences from another table will enable finding common points that go beyond the specific content of the projects and products discussed at separate tables. It will thus provide more general input on practitioners' information needs and demands.

After the three discussion rounds, **table chairs will present a summary of the discussions**. On this basis, a discussion pulling together the main findings and ideas will take place with all participants as a concluding session of the workshop.



3. Information strategies

3.1. mountain.TRIP - information strategy: clearinghouse for climate change research results relevant to European mountain regions

1 Introduction

This information strategy has been developed in the context of the mountain.TRIP project which aims to bridge the gap between existing results of EU research projects and practitioners' needs for information in mountain areas in the EU.

The strategy first presents the particular group of mountain practitioners targeted. In this case the information strategy is targeted at practitioners throughout all mountain ranges in Europe. The strategy further highlights the target group's information needs and preferences² in terms of content and type of information, format and channels of dissemination. Based on an analysis of these needs and preferences this strategy then proposes matching EU research results. Communication goals, i.e. the results that are aimed at through this strategy, are formulated in view of building awareness, facilitating the use of these results and the potential uptake of recommendations by the target group. The proposed 'key messages' represent the messages derived from research projects results that will be transported to the target group via 'communication products'. Draft communication products and their potential dissemination channels are briefly presented and will be further developed based on practitioners' feedback.

2. Target Group Profile

Based on the results of our mountain practitioners' survey, the target group for this information strategy is quite broad as it is constituted by practitioners working on climate change related issues. Thus, officers working on any issues related with climate change in public, local and regional authorities are as much integrated in this group as regional development agencies or officers dealing with environmental issues in relevant organizations (e.g. environmental agencies, spatial planning

² A survey has been realised to assess the information needs and the sources of dissemination of stakeholders from mountain areas. The answers of 166 practitioners have been analysed to prepare the target group profiles and prepare the communication strategies. See online questionnaire on www.mountaintrip.eu and <http://www.mountaintrip.eu/project/results.html> for the results.



departments, agricultural services, etc.). Hence, the target group covers local and regional levels as well as national and even EU levels.

The job responsibilities of this target group are mainly concentrated on **project work** (supervision, implementation and development of projects) and **research and monitoring** (mainly writing reports or articles, data collection and analysis). Tasks related to **policies, communication** or **education and training** play important roles in the work of this target group as well. The information sources that are favoured by the target group of this information strategy are **direct contacts** and the **internet**. The great importance of finding data **digitally in one single place** was raised. This wish is related to specific information tools the practitioners of the target group prefer. Amongst them are **web-based online libraries** in a well-structured way. **Articles and scientific journals** were named among relevant information tools as well. A variety of data is required by the people from this target group, and especially data related to climate trends and to climate change impacts on the environment at regional and local levels (data on species and habitats, agriculture and forestry).

The major constrain regarding data availability and quality seems to be the **lack of time** available for searching for specific information. Representatives of this target group raised that online libraries can serve as a very good entry point when research is undertaken: *“The development of a web-based on-line library/clearing houses of case studies, reports, etc: could be an entry point when looking for specific data”*. Furthermore, the importance of synthesized information and summaries was expressed - *“Manuals and handbooks should be available in synthesized formats with the possibility to go further in details”*.

3. Matching EU research results

The information needs that are raised by this target group can be met with outputs produced in several EU research projects. Amongst them ClimChalp, AdaptAlp and Clim-ATIC could be named. Recommendations, best-practice examples and tools as regards climate adaptation and mitigation were produced and can together serve as useful and complementary pool of information on different aspects of climate change in mountainous regions in Europe..

4. Communication Goals for the Target Group

The overall objective is to **communicate relevant information and supporting tools for climate change adaptation and mitigation initiatives** and state-of-the art knowledge as relevant for mountain regions.

Specific objectives:

1. **Increase awareness** of practice-oriented research on climate change



2. **Facilitate the access** to a variety of climate related information relevant to mountain practitioners to allow comparison and synergies between results, to offer an overview of state of the art EU research results and to reduce the time spent searching for the adequate climate related information.

3. **Present practical information** in the form of key recommendations, best practice examples and tools developed and identified by relevant EU projects

5. Available project results for the climate change clearinghouse

Many EU research projects have produced **practical results, information and tools for the management and assessment of climate change adaptation or mitigation** relevant to the specific context of mountain areas. For some selected projects the following output and results are available and could constitute the content of a clearinghouse for climate change research results (see also content sheet in appendix 5.1):

ClimChAlp - Climate change, impacts and adaptation strategies in the Alpine Space:

- ALPS-CLIMATE-RISKS database : State of knowledge on climate change impacts in the Alps
- PLANALP-DB is a database tool which helps to get and compare detailed information about laws, organizations, responsibilities, guidelines, used methods, progress, actual problems to solve, event analysis etc. on the national and regional level in the participating regions and nations of the ClimChAlp project

AdaptAlp - Adaptation to Climate Change in the Alpine Space:

- Recommendations for policy-makers and stakeholders regarding adaptation strategies and disaster risk management
- 'Best-practice' examples of climate change adaptation strategies and disaster risk management
- Effects of climate changes to torrential hazards: scenario building toolbox and guidelines
- SLAP - shallow landslides analysis package: a user-friendly ESRI ArcView© 3.x extension for the analysis of shallow landslides through the Montgomery and Dietrich stability model.

Clim-ATIC - Climate Change - Adapting to the Impacts by Communities in the Northern Periphery:

- Podcast series on you tube figuring interviews of practitioners presenting specific community adaptation initiatives



- List of adaptation demonstration projects
- Sustainable advice service for climate adaptation of communities
- Regional project papers and articles

→ For a more detailed description of the climate change clearinghouse see the corresponding content sheet in appendix 5.1.

6. Product ideas

a. Communication products (content and format)

In order to achieve the above communication goals the following communication products will be developed and implemented:

A **Clearinghouse for climate change adaptation and mitigation in mountain areas** will be created on the mountain.TRIP ESN. This clearinghouse will offer centralised access to **short and harmonised descriptions** of climate change related projects. The descriptions will accompany further direct links to the main available and practical information resources of the projects. These can include:

- A short introductory guide and access to available online tools developed in the course of the projects (e.g. AWARE geo-portal)
- Recommendations to practitioners
- The project website
- Best practice cases

To enhance an easy access, the clearinghouse will offer a **search and a structured overview of the projects** available.

The draft information product will be created for a set of 5 to 7 research projects on climate change adaptation and mitigation in mountain areas. Eventually, this exercise could serve as an example of the standards that could be achieved to centralise and disseminate the outputs and findings of a much wider category of EU research projects.

b. Dissemination channels (including networks, multipliers)



The dissemination channels to advertise the climate change clearinghouse will reflect the broadness of the target group. The dissemination channels and networks will in part be related to climate change management and impact assessment, e.g. professional journals and e-newsletters or conferences. . To cite a few examples: publications of regioSuisse, the Swiss network for regional development, electronic Newsletters of the Federal Authorities such as the Federal Offices for the Environment, and for Spatial Planning, journal of the SAB, the Swiss Association for mountain regions. The clearinghouse will also be advertised through research related channels, e.g. on the CORDIS website and through European climate research networks.



3.2. mountain.TRIP - information strategy: indicators and instruments of sustainable regional development in the Alpine region

1 Introduction

This information strategy has been developed in the context of the mountain.TRIP project which aims to bridge the gap between existing results of EU research projects and practitioners' needs for information in mountain areas in the EU.

The strategy first presents the particular group of mountain practitioners targeted. As the characteristics and challenges proper to mountain areas in the whole of Europe can vary extensively depending on local and regional specificities, the information strategies have been targeted at particular mountain ranges. This information strategy is thus mainly targeted at practitioners in the Alps. The strategy further highlights the target group's information needs and preferences in terms of content and type of information, format and channels of dissemination. Based on an analysis of these needs and preferences³, this strategy then proposes matching EU research results. Communication goals, i.e. the results that are aimed at through this strategy, are formulated in view of building awareness, facilitating the use of these results and the potential uptake of recommendations by the target group. The proposed 'key messages' represent the messages derived from research projects results that will be transported to the target group via 'communication products'. Draft communication products and their potential dissemination channels are briefly presented and will be further developed based on practitioners' feedback.

2. Target Group Profile

Practitioners working on regional development in European mountain regions constitute the target group of this information strategy. This group includes among others regional development agencies and departments of public authorities, non-governmental organizations and research institutes, at local and regional level.

Based on the results of our mountain practitioners' survey, this target group has diverse job responsibilities. These reach from **project work, research and monitoring, communication and**

³ A survey has been realised to assess the information needs and the sources of dissemination of stakeholders from mountain areas. The answers of 166 practitioners have been analysed to prepare the target group profiles and prepare the communication strategies. See online questionnaire on www.mountaintrip.eu and <http://www.mountaintrip.eu/project/results.html> for the results.



policies (advice to decision makers, lobbying, policy design and implementation) **to education and training activities**. Regional development in mountain areas is faced with specific challenges in Europe: there is a need to consider coherent economic and social development (e.g. need of taking into account mobility and development of infrastructures for everyday life to maintain activity and local population on the one hand, and for recreational activities/tourism on the other hand) together with the conservation of natural (particularly in parks and biosphere reserves but not only) and cultural diversity and heritage (e.g. protection of landscapes). The objectives are sometimes contradictory and have to be carefully balanced.

The information sources that this group of practitioners mainly use are the Internet, direct contacts, GIS and statistical data. **Informal personal exchanges, web-based online libraries, practical trainings, conferences and articles or scientific journals** are favored. Digital data, available online, plays an important role for this target group. Formats like GIS or excel can be deemed very useful. The target group prefers information presented in an easy and clearly understandable language. Other features of importance as regards the format and content of information are best-practice examples and practical guides.

Important problems concerning data availability and quality of data and information are related to data aggregation at different spatial levels, the location of data in various sources and the format of data. For instance, the following concrete information needs had been articulated: *“development of land use”, “EU wide info on spatial data”, “indicators at local level”, “land use data at regional level”, “statistics on land management”, “development indicators for regional level that can be used for comparison of NUTS 3⁴ regions”, “Best-practice examples in sustainable regional development”, “information on mountain economy, policy and transport”*.⁵

3. Matching EU research results

The DIAMONT database can serve as a useful tool for this target group in several aspects. The database gives access to data on NUTS2 and NUTS3 level for indicators of mountain development related to the integration between centre and periphery in the Alpine area. It also provides templates and definitions for the development of indicators of mountain development that can be used with local data, as well as concrete examples of governance instruments for the management of

⁴The NUTS (territorial units for statistics) classification is a hierarchical system for dividing up the [economic territory of the EU](#). [NUTS 1: major socio-economic regions](#), [NUTS 2: basic regions for the application of regional policies](#), NUTS 3: as small regions for specific diagnoses. For more information refer to: http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/introduction

⁵ The complete analysis can be found in the document “TG Analysis – Regional Development”



land resources. The DIAMONT database thus provides information that can support the work of practitioners of different fields within the broad subject of regional development in the Alps.

Based on these findings our communication towards our target group could be geographically refined and mainly focuses on practitioners working on regional development in the Alpine area, even though the developed indicators and presented instruments can also be valuable for practitioners in other European mountain areas serving as a repository of good practices especially as regards the instruments for the management of land resources.

4. Communication Goals for the Target Group

The goal is to increase and facilitate the use of the DIAMONT database for decision-making and as a general source of information on development at the regional and municipality levels in the Alps. The following subordinate objectives are preconditions of **an enhanced use of the DIAMONT database**:

1. Increase **awareness of the existence** of the DIAMONT database
2. Increase **awareness of the usefulness** of the database: practitioners increasingly identify the link between their information needs and the data and information supplied by the database. In that respect, the content of the database and its limitations should be precisely presented.
3. **Facilitate the use** of the database

5. Key messages derived from the DIAMONT project

The DIAMONT database is a useful tool for accessing and retrieving information on mountain development. It can be used to inform decision making in Alpine areas at various governance levels.

- Its main two outputs, available through the online database, are (1) a system of indicators of mountain development covering main development trends⁶, with definition of all indicators presented and (2) a collection of instruments referring to various best practice approaches to land resource management at regional level in the Alpine area.

⁶ The indicators cover the main mountain development trends: a) local centres and fringes between competition and cooperation, b) Congestion of transport system, c) innovation and competitiveness - modernisation of agriculture in favoured areas, d) Increasing generation of renewable energy.



- The information and data contained in the database are available in the form of *indicator factsheets*; *result data* at municipality level and *metadata* for selected indicators on one of the mountain development trends identified in the project “local centres and fringes between competition and cooperation”; some *data maps* for selected indicators; and *instrument factsheets*. The indicator and instrument factsheets and the metadata can be downloaded in pdf.

→ For a more detailed description of the content and tools of the DIAMONT database see the DIAMONT corresponding content sheet in appendix 5.1.

6. Product ideas

a. Communication products (content and format)

Several information products will be produced in order to reach the above communication goals.

1. A promotional video will **increase awareness of the database and of its usefulness**. This video will show the entire process of use of the database: the phase preceding the use in which a question or information need arises, clearly showing which starting information is needed and how to personalise a query, and the phase in which the information or data retrieved is put at use to solve the initial question. The transferability of the explained case will be made explicit by using a (fictional) character the target group can identify with. As the video’s aim is to attract attention it will be produced as a short teaser, with a duration of maximal 1-3 minutes.
2. In order to **facilitate the use** of the database and to improve the rate of successful and helpful queries a context sensitive online support tool will be created based on the format of the “Windows Office help tool”. By clicking on a given icon a “help” window will open in which key words that match the occurring problem or question of the user can be searched. A set of matching potential topics and answers is then proposed by the tool. After having selected one of these options the user is guided through subsequent steps to solve the problem or question.
3. Finally, a short text **advertising the database and its new features** will be prepared and circulated via selected mountain related newsletters (alpMedia – CIPRA, <http://www.mtnforum.org/europe/rs/news.cfm>) (including a link to the advertisement/tutorial video).



b. Dissemination channels (including networks, multipliers)

Based on the most common information sources used by practitioners working on mountain regional development and planning, direct contacts (local experts) and the internet are favoured as channels of dissemination and communication.

The promotional video will be made available on the websites of the target groups as described in chapter 2: regional development agencies and departments of public authorities, non-governmental organisations and research institutes, at local and regional level. It will also be available on the mountain.TRIP portal, the DIAMONT website (diamont-database.eu) and on the European Mountain Forum. A link to these websites and to the video will be disseminated through direct contacts with trusted organisations i.e. through their newsletters (Royal Town Planners Institute, Swiss Conference of Cantonal Planners Euromontana, etc.). The tutorial video will be presented at several additional workshops and conferences in which the mountain.TRIP consortium is involved together with a direct online access to the DIAMONT database.

The Help tool will be available on the DIAMONT website and accessible through an easily recognisable icon (e.g. question mark). The enhanced user friendliness of the DIAMONT database thanks to this tool will be advertised together with the dissemination of the promotional video (see above).



3.3. mountain.TRIP – information strategy: regional food quality marketing in the Carpathian Mountains in Romania

1 Introduction

This information strategy has been developed in the context of the mountain.TRIP project which aims to bridge the gap between existing results of EU research projects and practitioners' needs for information in mountain areas in the EU.

The strategy first presents the particular group of mountain practitioners targeted. As the characteristics and challenges proper to mountain areas in the whole of Europe can vary extensively depending on local and regional specificities, the information strategies have been targeted at particular mountain ranges. This information strategy is thus at first broadly targeted at practitioners in the Carpathian Mountains. The strategy further highlights the target group's information needs and preferences⁷ in terms of content and type of information, format and channels of dissemination. Based on an analysis of these needs and preferences this strategy then proposes matching EU research results. Communication goals, i.e. the results that are aimed at through this strategy, are formulated in view of building awareness, facilitating the use of these results and the potential uptake of recommendations by the target group. The proposed 'key messages' represent the messages derived from research projects results that will be transported to the target group via 'communication products'. Draft communication products and their potential dissemination channels are briefly presented and will be further developed based on practitioners' feedback.

2. Target Group Profile

While defining a target group for this information strategy, a geographic focus on the Carpathian Mountains was chosen, more specifically on Romania. The target group includes practitioners who are dealing with agricultural issues such as production and marketing of mountain quality products, policy decision making or provision of agricultural advisory services. In particular, farmers, supply chain stakeholders (e.g. restaurants) as well as policy makers at local and regional level constitute this target group. Thus, the information strategy is clearly directed to the local and regional levels.

⁷ A survey has been realised to assess the information needs and the sources of dissemination of stakeholders from mountain areas. The answers of 166 practitioners have been analysed to prepare the target group profiles and prepare the communication strategies. See online questionnaire on www.mountaintrip.eu and <http://www.mountaintrip.eu/project/results.html> for the results.



Sources used by this target group in order to gather relevant information are mainly **direct contacts** and the **internet**. **Networks are also often mentioned**. **Informal personal exchanges, manuals or handbooks** as well as **regular conferences presenting research results** are considered very useful, since Internet connection does not always allow the easy download of documents in remote rural areas. The target group also favors traditional media like articles, journals and magazines and mentioned a wish to have hard copies like flyers, brochures etc. However, it was also expressed that the preferred format of information remains digital. In general, there is a demand for information presented in a synthetic way. As a consequence, results should be communicated through 2 ways: internet and hard copies, or through easily downloadable documents (light documents).

The target group expressed the need for best-practice examples that can be transferred to other regions and from which they can learn, for example “best practice examples in sustainable community development”. The respondents also stress the need of having reliable data and information, in an easy language. It was stated that *“required information is generally available but too detailed and in inaccessible language”*. The choice of medium for communication should be done carefully since some, such as videos on youtube, are not considered as a “scientific tool”: *“Youtube videos and podcasts are not a professional way of presenting information to users”* The main problems encountered are the time needed to obtain information and the location of data in various sources, followed by the problem of the format of data.



3. Matching EU research results

The EuroMARC project - European mountain agrofood products, retailing and consumers - conveys information on how to develop mountain quality food products. The research was conducted in 6 European countries, including Romania. The results of the project, combined with other research projects around the same topic (MOUNTAIN PRODUCTS, Euromountain.net etc.) can adequately respond to the needs for **best practice examples and the provision of recommendations in short documents in accessible language**. The value of the results also lies in the integrated approach to regional development and mountain agriculture through addressing the whole regional supply chain and offering new perspectives and experiences in the valuing of traditional mountain food production for example through tourism and regional branding.

Thus, the target group to which these research results are of major use represents practitioners in the whole regional economical cycle of mountain food products in mountain regions in Romania. Taking into account the project outputs two sub-groups can be identified among the target group. In the first sub-group, practitioners involved in the production and marketing of products are targeted, that is to say farmers, restaurants, tourism agencies etc. The second sub-group is constituted by actors influencing policy making at regional and local level: local or regional authorities, advisory services and municipalities' departments dealing with agricultural topics.

4. Communication Goals for the Target Group

The aim is to familiarise practitioners in Romania with the supporting tools for developing and improving local and regional **mountain food quality production and marketing**.

The communication products will also focus on the **facilitation and mobilisation of collective action** on food quality marketing in Romania. The focus will be on **knowledge transfer (exchange)** from other mountain regions to the Romanian Carpathians.

1. **Improve access and raise awareness** of practitioners at local and regional level to key recommendations and best practice cases identified in EuroMARC.
2. **Target information needs** of specific groups of practitioners: i)concrete implementation recommendations and examples (farmers, supply chain actors, and tourism sector); ii) policy related recommendations to facilitate action (public agencies, specialised advisory services and administration departments)



5. Key messages derived from the EuroMARC research project

Agricultural products, their processing, marketing and purchase play an important if not the main role for the economy of many mountain areas. To make better use of these agricultural resources stakeholders in Romanian mountain regions can learn from experiences in other mountain regions.

The EuroMARC project developed recommendations for...:

- **... policy-makers** at the regional and local level, on the designation and support to the development of these foods. They should provide support and advice for sustainable regional development in mountain areas, e.g. through the diversification of rural activities and association of the food production with tourism and through branding and legislation on the food production. The project presents information on the key constraints and opportunities related to the mountain foods process (production, processing, marketing and distribution). This information focuses in particular on issues relating to EU policies and support instruments.
- **... supply chain actors** (involved in the production, supply and marketing of local mountain food products) to foster mountain food product production and marketing at regional and local levels:
 - take advantage of the market potential and consumers trends,
 - improve efficiency and cooperation of the supply chain,
 - market more efficiently the products,
 - promote them better to consumers and potential consumers,

Guidelines further illustrate these advices with examples of local initiatives.

→ For a more detailed description of the content and outputs of the EUROMARC project please consult the corresponding content sheet in appendix 5.1.

6. Product ideas

a. Communication products (content and format)

1. Short brochure in Romanian



One brochure will be targeted at **farmers and food supply chain stakeholders**, including restaurants and the local tourism sectors. It will present guidelines with relevant information on the imaging and branding of mountain products, consumers' expectations towards mountain products, importance of supply chains organisation, marketing strategies, mountain product promotion, and synergies between mountain product production and tourism. The brochure will also emphasise local experience with mountain food marketing using best practice examples in order to present factors of success of local initiatives.

A second brochure will be targeted at actors within local authorities, advisory services and municipalities in charge of agriculture, food quality, and regional development. This brochure will contain policy recommendations on key constraints and opportunities related to the mountain foods process and to the marketing and distribution of mountain quality-food products with a specific focus on EU programmes that could support this development.

Both brochures will advertise additional available information on the mountain.TRIP ESN portal (see below).

2. An entry on mountain.TRIP ESN portal through which the following information will be available:

- short summaries of the projects' outcome and main results in an easy language (in Romanian),
- digital versions of the brochures for easy download and further dissemination, (in Romanian)
- best practice examples and contact list of the relevant stakeholders that could be contacted for further information,
- links to other project documentation to allow access to entire set of information available on the project and links to other EU research results related to the topics of mountain products and regional branding (e.g. mountainproducts, euromountains.net, IMALP).

b. Dissemination channels (including networks, multipliers)

Existing national and regional networks will be used to disseminate electronic versions of the brochures and to direct interested readers to the **website of the project and to the mountain.TRIP ESN portal** for more information.

- Short notes in agricultural journals : Ferma, Anunturi agricole
- Notes in existing Newsletters and e-Newsletters from existing networks:
 - a. Romontana, Euromontana, Romanian Mountain Forum, Europark, Propark



- b. Romanian Rural Development Network (including Leader local action groups)
- c. Farm Advisory Network, local advisory services and organisation (CEFIDEC, FAMD...)

Hard copies will be distributed during regional conferences and workshops (Workshops organised by the Romanian Academy of Sciences and ROMONTANA (e.g. “MUNȚII – RESURSE ȘI STRATEGII DE DEZVOLTARE DURABILĂ”), Training sessions organized by FAMD, CEFIDEC) and at the mountain.TRIP workshop in Romania in 2011.

Relevant contacts for the target group in Romania have been identified, these include: FAER Foundations, Dorna Mountain Farmer Federation, CEFIDEC Vatra Dornei, ADEPT Foundation, SLOW FOOD Foundation etc., Romanian Federation for Mountain and Rural Development.

Some examples of mountain quality food production from Romania

Romanian Mountain Products: BORSEC mineral Water, ADEPT jams, honey, sheep's cheese, Rosehip tea and seed potato(FAER), LA DORNA dairy products

Lactofarm Hamba: a mountain enterprise selling meat products at the regional/interregional level in Romania. The compliance of these mountain meat products with hygiene standards, their quality raw materials and the absence of additives, as well as the capacity of the enterprise to innovate in its processes and recipes, led the enterprise to obtain a national label for healthy products

ADEPT Foundation Transylvania: created an umbrella brand for food products from a region in the lower Carpathians, especially home-made jams. The Romanian association built its communication to consumers on the taste and the traditional means of production of jams in the region. The jams produced are natural, but not certified with an organic label. It is vital to tell the products' story to consumers so that they become aware of products' qualities.



3.4. mountain.TRIP - information strategy: sustainable olive farming in Spain

1. Introduction

This information strategy has been developed in the context of the mountain.TRIP project which aims to bridge the gap between existing results of EU research projects and practitioners' needs for information in mountain areas in the EU.

The strategy first presents the particular group of mountain practitioners targeted. As the characteristics and challenges proper to mountain areas in the whole of Europe can vary extensively depending on local and regional specificities, the information strategies have been targeted at particular mountain ranges. This information strategy is thus broadly targeted at practitioners in the Mediterranean Mountains. The strategy further highlights the target group's information needs and preferences⁸ in terms of content and type of information, format and channels of dissemination. Based on an analysis of these needs and preferences this strategy then proposes matching EU research results. Communication goals, i.e. the results that are aimed at through this strategy, are formulated in view of building awareness, facilitating the use of these results and the potential uptake of recommendations by the target group. The proposed 'key messages' represent the messages derived from research projects results that will be transported to the target group via 'communication products'. Draft communication products and their potential dissemination channels are briefly presented and will be further developed based on practitioners' feedback.

2. Target Group Profile

While defining a target group for this information strategy, a geographic focus on the Mediterranean Mountains was chosen, more specifically on Spain. Hence, this group consists of Spanish practitioners working in the field of mountain agriculture, such as farmers, agricultural advisory services and regional public services working on agriculture. Thus, the information strategy clearly targets stakeholders from local and regional levels.

Based on the results of our mountain practitioners' survey, the target group of this information strategy, who work mainly on agricultural topics, identified especially issues related to **biodiversity, conservation of nature, tourism and cultural heritage and local knowledge systems** as being

⁸ A survey has been realised to assess the information needs and the sources of dissemination of stakeholders from mountain areas. The answers of 166 practitioners have been analysed to prepare the target group profiles and prepare the communication strategies. See online questionnaire on www.mountaintrip.eu



challenging for the rural and mountainous Mediterranean areas. For example, maintaining the rich biodiversity in areas with agricultural activities or keeping traditional activities and at the same time ensuring a economically sustainable production constitute difficult undertakings where solutions need to be found. Another challenge of importance for this target group is land abandonment *“One challenge is reducing the dynamic of land abandonment in agriculture”*. Thus, the target group needs information on how the economic situation of their farms can be improved, which will result in the long term in avoiding land abandonment in the area, while at the same time on how to work in a environmental sustainable manner.

The information sources mainly used by this target group are **direct contacts**, in particular local experts like local development actors, and the **internet**. In this regard, networks or associations are playing an important role as well as traditional sources like newspapers or professional journals. The target group also finds **conferences** useful to find synthesized information through interpersonal contacts and networking activities. Data should also be available digitally in a format that can be further worked with.

In addition to not knowing where to find the appropriate information, one of the main difficulties of this target group in obtaining information is related to technical constraints. In rural areas the internet connection is not as good as in urban areas. Thus, **information stored on the internet might not be accessible for all practitioners**. Hence, despite the fact that many practitioners of this target group use the internet as a source of information, traditional personal interaction seems to play a more important role in the daily work of this group.

3. Matching EU research results

The results of the OLIVERO project are of interest for olive plantation farmers and advisory services as they provide practical information related to improving the economic situation of olive farmers while at the same time promoting sustainable agricultural measures. The information needs of the target group can be satisfied especially in two respects: recommendations are given i) on how to improve the economical situation of different types of sloping and mountainous olive plantation systems (SMOPS) in order to avoid land abandonment and ii) how sustainable development can be supported through certain agricultural activities.

4. Communication Goals for the Target Group

The communication with the target group will have a threefold aim. It will generally aim to further knowledge and exchange on the different types of Sloping and Mountainous Olive Plantation Systems (SMOPS) and ways to improve their environmental performance. The two more specific communication goals will be:



1. Promoting the **uptake of management practices and recommendations** developed by the OLIVERO project in order to optimise environmental and socio-economic functions of various types of SMOPS (traditional, organic, semi-intensive and intensive) and to reduce their respective negative impacts.
2. **Raising awareness of the high positive environmental and social externalities** of less productive olive plantation systems among SMOPS farmers and local advisory services.

5. Key messages

Extensively and traditionally managed olive orchards in sloping and mountainous areas generate important positive externalities. The OLIVERO project has developed recommendations on management improvements for SMOPS farmers to optimise the environmental and socio-economic performance of their olive tree plantations and to reduce their potential negative impacts:

- **Traditional SMOPS:** recommendations for orchards in process of abandonment or abandoned orchards, continuation as traditional orchards, conversion to other orchard types or land use, and recommendations to improve economic sustainability of traditional SMOPS
- **Organic SMOPS:** recommendations on environmental and economic sustainability
- **Semi-intensive SMOPS:** recommendations on improvement of economic sustainability while reducing the environmental effects of intensification
- **Intensive SMOPS:** recommendations on improving the environmental sustainability

Agri-environmental schemes that are effectively targeted at extensive and traditional SMOPS are important tools to support the economic viability of these systems which provide important benefits for rural society.

→ For a more detailed description of the content and outputs of the OLIVERO project please consult the corresponding content sheet in appendix 5.1.

6. Product ideas

a. Communication products (content and format)

In order to achieve the above communication goals and to reach the targeted group of practitioners a **moving exhibition presenting the OLIVERO recommendations in local advisory centres in Spain** will be organised.



The exhibition will be composed of a series of 4 to 6 posters. The posters will be presented in local or regional farming advisory services and unions for a period of 2 to 4 weeks before being moved to the next station. An itinerary and schedule of 3 to 5 stations will be prepared beforehand.

The posters will visually present the main recommendations for farmers from different types of SMOPS and will highlight the positive environmental and social externalities of traditional and organic SMOPS. The touristic potential of extensively managed olive orchards will be presented as an opportunity to diversify sources of income. One poster will stress the difficult situation of this type of SMOPS in the context of the Common Agricultural Policy (CAP) and its dependence on increased support from rural development schemes in order to remain competitive. The text of the posters will be in Spanish. A folder with additional information and with the link to the OLIVERO and mountain.TRIP websites will also be freely available for visitors seeking additional information.

b. b. Dissemination channels (including networks, multipliers)

The exhibition will be organised in collaboration with farmer union- and advisory- services. Based on the target group's preference for direct contacts and the potential barrier posed by internet access in rural areas the chosen dissemination channel will reach both the practitioners hosting the exhibition (local farm advisory services and unions) and the practitioners visiting the exhibition during their visit to a local or regional office. The former will also act as multipliers in the dissemination of the information through the exercise of their profession. Personal contacts between farmers visiting the exhibition and the staff of the organisation hosting it will also increase potential communication and exchanges on the subject. The exhibition will most likely be positioned in a lobby. Hosts can also advertise the exhibition in their communication with SMOPS farmers.



3.5. mountain.TRIP - “Bridging the gap between EU research and mountain practitioners’ information needs – a practitioners’ wish list”

1. Introduction

The mountain.TRIP project aims to participate in bridging the gap between science and practice by intervening at the stage of dissemination of project results. However, it is also clear that this necessitates an increased understanding of this gap, and thus of the wider causes and consequences related to it.

In the course of the mountain.TRIP project various challenges arose regarding the match between, on the one hand, identified demands for information and, on the other hand, relevant EU research results available to us. These challenges had a number of causes, including “obsolescence” of research results and access to the outputs of research projects, but also the high diversity of mountain practitioners and the ensuing difficulty of finding an appropriate basis for categorisation.

This particular row of workshop sessions seeks to gather wider feedback and input regarding current problems and obstacles in creating scientific results that are useful for mountain practitioners in Europe and in innovative ways of transporting practitioners’ demands to scientists upstream of the development of new research projects.

2. Objectives and guiding questions

1. Build creative suggestions on how to improve the integration of EU research and practitioners’ information needs in the specific context of European mountain areas.

- How to integrate practitioners’ demands into research?
 - What are practitioners’ information needs and demands? How can they be identified by scientists?
- How to spread relevant research results and reach the appropriate group of practitioners?
 - Is it sufficient to optimise access, format and advertising or should the “practitioners in need of information” be identified, who might not be aware of the fact that new research results can provide valuable input to their works?
 - How to target groups of practitioners? In how far is it possible to categorise “mountain practitioners” (geographically, per topic, per activity etc



- Who should be responsible for matching demand and offer, and for producing targeted communication products?
2. **Establish a “wish-list” of needed information (content) and preferred communication tools (format/dissemination channels).**
- What is currently the largest or most important gap between science and practice that acts as an impediment in working towards sustainable mountain development in Europe? (in terms of content or topic where knowledge gaps exist among practitioners)
 - Which formats and dissemination channels are most appropriate to reach specific groups of mountain practitioners?



4. Guiding questions for the working groups

The questions below will structure the working group discussions at the four working group tables that will be gathering feedback on a specific information strategy⁹. The questions will be adapted to every topic and **can be articulated and emphasised interactively** during the discussion with participants. A fifth working group table will be dealing with overarching questions on obstacles in bridging the gap between research results and European mountain practitioners' information needs. (Please refer to section 3.5 for more specific information on and questions of this working group)

Every question encourages direct feedback AND suggestions and advice on potential improvements and overarching remarks to the proposed information strategy

Content and match of the selected research results

Content:

1. How *useful* is the content of the project results, output and tools **that has been selected** (see key messages in the information strategies – sections 3.1-3.4 and content sheets appended)?
 - with regard to the *quality* of the data information,
 - the *relevance* of the information i.e. tackling an important challenge for mountain areas,
 - is it *up-to-date* i.e. taking in account new on the ground developments and progress in research findings
2. How does the selected content **respond to the information needs and demands** of the respective target group (e.g. in terms of *adequacy and sufficiency*)? (see target group profile, but also based on your own understanding of and experience with this target group.

Communication goals:

⁹ Clearinghouse for Climate change research results, Indicators and instruments of sustainable regional development, Regional Food Quality Marketing in Romania, Sustainable Olive farming in Spain



3. How well do the **communication goals** that have been set in the framework of this strategy address existing communication and dissemination problems (based on the identified target group demands but also on your experience with communication and dissemination challenges between research and practice)?
 - Are these goals *ambitious* enough? i.e. Should they be more specific or rather far-reaching?
 - How *feasible/realistic* are they? In relation to the product ideas proposed to reach these goals but also to the practical circumstances and conditions in which the implementation will take place.
 - How *relevant/important* in the context of the topic and of sustainable development in mountainous regions?

Product ideas

Products:

4. What are the **strengths and weaknesses** of the proposed **information products** (as a combination of content, format and dissemination channel)?
 - Is it the most *adequate* combination? How do content, format and dissemination **fit** together?
 - Is the format *attractive*; is it *adequate* for the **type of content** and **target group**?
 - Can this combination be *effective* in reaching the **communication goals** or in addressing **needs and preferences** of the target group?
5. Are the **different products** of the information strategy *complementary*? Do they fully address all communication goals?

Formats:

6. How does the **proposed format(s)** respond to the needs and preferences of the respective target group (e.g. in terms of *adequacy and sufficiency*)? (see target group profile, but also based on your own understanding of and experience with this target group)

Dissemination:

7. What are the strengths and weaknesses of the concrete examples of the **dissemination channels** (newsletters, conferences, networks...)? Do you have additional suggestions?



Outlook:

8. In general, **for future research**, do you think such an information product might be useful (e.g. if it were prepared and disseminated in the context of a different research project)?



5. Appendix – Content sheets

5.1. Content sheet - Climate Clearinghouse

There are many different examples of Climate (change) clearinghouses on the web¹⁰, but the idea standing behind the **mountain.TRIP clearinghouse** is based on three assumptions:

- it should be focused on European mountain regions
- the information comes from research projects carried out within European research schemes (e.g., framework programmes)
- the information and data available will be presented in the way useful for the practitioners, going beyond the basic form existing in many databases available on the internet (e.g. CORDIS, <http://cordis.europa.eu/>)

The EU-funded projects analysed within mountain.TRIP offer a wide range of information, data, recommendations or tools, which might be interesting for practitioners. Much of that may be found directly on the project websites. The “added value” of searching for projects and browsing project information via **mountain.TRIP clearinghouse** will be:

- focus on project results useful for practitioners;
- rich content of metadata describing various aspects of projects and project results (e.g. duration, contact person, available tools, recommendations for practitioners).

Using two examples of projects analysed within the mountain.TRIP project, ClimChalp and AdaptAlp, the project information that the clearinghouse would provide, together with links to the direct download of the respective documents and project outputs, would be the following:

ClimChAlp - Climate Change, Impacts and Adaptation Strategies in the Alpine Space

- 1. Project duration:** 03/2006 - 03/2008
- 2. Keywords:** climate change, natural hazards, Alpine Region
- 3. Contact person:** Erik Settles - erik.settles@stmugv.bayern.de

¹⁰ Climate (change) clearinghouses (CC) can be found virtually anywhere in the net, with a range of functionalities and target audience. Examples include e.g.:
http://ec.europa.eu/clima/sites/campaign/index_pl.htm (education) ;
<http://www.theclimatechangeclearinghouse.org> (generic, science) ; <http://climate.dot.gov/index.html> (Transportation and Climate Change Clearinghouse) ; or more focused <http://www.elnino.noaa.gov/> .



4. **Website:** <http://www.climchalp.org/>
5. **Project report:** book format; strategic paper and scientific report available at <http://www.alpine-space.org/temp-results115.html>
6. **Summary with key issues:** not available
7. **Data available / tools developed in the project:** Risknat and PLANALP databases

[Risknat Database - Alps-Climate-Risk - State of knowledge on climate change impacts in the Alps](#): contains well-structured and updated information on climate change and its impact on Alpine Region. The main division of the database consists of 4 parts – References, Inventory, Analysis and Syntheses. Although the project has been resolved in March 2008, the database is still being updated. Syntheses are prepared in a well-structured user-friendly form, written in the language understandable not only for the scientist but focused rather on other social actors.

PLANALP-DB contains description and comparison of national and regional administrative structures and hierarchies, the underlying framework conditions and the identified good-practice examples. The database can be searched by using territorial filter starting from the level of Alpine countries based on thematical information tree. Search by keywords is also available.

8. **Scientific (peer-reviewed) papers:** Staffler H., Pollinger R., Zischg A., Mani P., 2008, *Spatial variability and potential impacts of climate change on flood and debris flow hazard zone mapping and implications for risk management*, Nat. Hazards Earth Syst. Sci. 8, p. 539-558.
9. **Practitioners recommendations/key messages :**
 - a) Climate change is already occurring in the Alps and is a phenomenon that all those working in the Alps must consider in their programme and project planning: main effects of climate change in the Alps
 - b) Economic development will change the forces driving land use in Europe. Land use projection models can forecast the pattern of future land use as a result of these forces, and can also examine the impact of policies proposed to address these forces.
 - c) While climate uncertainties make it impossible to forecast now the expected value of future damage one can however specify those areas that, given plausible future climate scenarios, will present greater hazard. A case study in northern Italy provides an example of how such assessment can be performed.
 - d) Slope monitoring should be applied more intensively in the Alpine Space. More intensive monitoring requires both traditional surveying methods as well as new technologies such as radar, laser, GPS and remote sensing.



- e) Adaptation to climate change should become a core objective of spatial and economic planning at all levels. Recommended required actions are listed.

10. Other media products (videos, etc.): -

11. Other relevant information: Common Strategic Paper, including the strategic recommendations for decision makers available in English and partly in German, French, Italian and Slovenian

12. Similar projects: AdaptAlp (link to this project on mountain.TRIP)

AdaptAlp - Adaptation to Climate Change in the Alpine Space

- 1. Project duration:** 09/2008-08/2011
- 2. Keywords:** climate change, natural hazards, environmental management, water system, Alpine Region
- 3. Contact person:** Jörg Stumpp, joerg.stumpp@stmug.bayern.de; Marion Damm marion.damm@stmug.bayern.de
- 4. Website:** <http://www.adaptalp.org/>
- 5. Project report:** to some deliverables as project is still running – available at http://www.adaptalp.org/index.php?option=com_docman&task=cat_view&gid=122&Itemid=120
- 6. Summary with key issues:** project is still running
- 7. Data available / tools developed in the project:**
[Torrent Climate Scenarios Tool](#) : the tool offers possibilities to identify and characterise torrent catchments and processes that are sensitive to selected effects of climatic changes. The aim of the tool is to analyse the spatial variability of the sensitivity of torrent catchments on a regional scale rather than giving quantitative advices of changes in process activity. The procedure bases on the following assumptions:
 - the daily mean temperatures in summer and winter are increasing
 - the intensity and frequency of short extreme rainfall events in summer and autumn is in-creasing
 - the mean sum of precipitation in summer is decreasing by about 20 %, the mean sum of precipitation in winter is increasing by about 25%

It was assumed that the following factors are varying spatially and are relevant for the sensitivity of the torrent catchments to climate changes.



The tool is easy to use and offers clear and understandable user interface, however it is available only in German. The results of the query produced by the tool are also available only in German. Only the documentation to the tool is available in English.

[SLAP – Shallow Landslides Analysis Package](#) : ESRI ArcView© 3.x extension for the analysis of shallow landslides through the Montgomery & Dietrich stability model. The interface is prepared in English and the user manual in pdf file is available on the project website. As the input data, Digital Elevation Model of the basin as well as some hydrological and soil parameters are needed. The disadvantage of the tool is that it is available for ArcView only – the component of the main ESRI GIS software (ArcGIS). Since then, ArcGIS has been upgraded several times and newer versions may not be compliant with the SLAP tool.

8. Scientific (peer-reviewed) papers: -

9. Practitioners recommendations/key messages:

- a) Under changing climate conditions torrents may change their dynamics. The tool (only available in German) provides a questionnaire in order to detect the basic conditions of torrent dynamics.
- b) Cost estimation for risk protection is a necessary instrument to plan effective management measures.

10. Other media products (videos, etc.): -

11. Other relevant information:

- more deliverables will be available in further phases of the project
- during the project, workshops for practitioners as well as Expert hearing were organized – short summaries (in English, partly in German) are available at http://www.adaptalp.org/index.php?option=com_docman&task=cat_view&gid=122&Itemid=120

12. Similar projects: ClimCHAlp (link to this project on mountain.TRIP)



5.2. Content sheet - DIAMONT database

DIAMONT = Data Infrastructure in the Alps: Mountain Orientated Network Technology:

<http://www.diamont-database.eu/>

Between 2004 and 2008, the INTERREG IIIb-project DIAMONT has collected a large amount of information. The database provides information about the status of municipalities in a number of fields of development, and allows stakeholders to carry out benchmark analysis for their respective municipality in comparison to other municipalities across the Alpine Convention area. It is dedicated to support sound and transparent decision-making on regional and local level based on statistical data and a transnational collection of regional development instruments. Conceived with the steering bodies of the Alpine Convention, the database represents a vital impulse to the relaunch of SOIA, the *System for the Observation of and Information on the Alps*, and its newly designed objectives.

1 Strengths and weaknesses of the database

- publicly available online database
- alpine wide harmonised data (census data 1999-2002 – depends on the Alpine country)
- A non-online product was generated out of the database: the Alpenatlas/Mapping the Alps (Borsdorf, A., Tappeiner, U. and Tasser, E., 2008)
- the dataset is more than or up to ten years old
- the database was launched 2008 and will be shut down 2011, because of no further funding.

2 Content of the database

The following queries can for example be answered at municipality level Alpine wide:

- Population density per available settlement area
- Foreign residents
- Female employment rate in the age group 25-45
- Older people living in single person households
- Land cover diversity of near-natural in natural areas



- Mean used agricultural area per farm

The database is structured in:

1. **Indicators:** Within the project a system of indicators describing and evaluating basic issues of sustainable regional development in the Alps was developed. The conceptual framework consists of the following components:
 - Main trends: the overall “indicandum” to be described and analysed
 - Dimensions: differentiating the pillars of sustainability to make the sustainability concept manageable
 - Indicators displaying the main trend (see point 1)

From this basis a detailed set of indicators was developed for the selected main trend: “Urbanisation - local centres and their hinterland between competition and cooperation” for example: “average enterprise size” or “employment rate”, “young age dependency ratio” and old age dependency ratio”.

There was also statistical and geographic data collected and indicators calculated for each municipality within the Alpine Convention area. For all of them data and metadata are stored in the database.

The indicators are documented in the form of “fact sheets”, providing information on title and unit of the indicators as well as calculation formula used and background information. The fact sheets can be downloaded as pdf-files.

2. **Data** = result data: It represents calculated indicator values with a spatial resolution of single municipalities. These data have been produced in the DIAMONT project through data processing and formula calculation out of raw data delivered by statistical agencies.

Datasources: Statistic Austria, Bundesamt für Statistik (CH), Bayerisches Landesamt für Statistik und Datenverarbeitung (DE), INSEE (FR), ISTAT (ITA), Amt für Volkswirtschaft (LI), Statisticni urad Republike Slovenije (SLO)

Search functions in the database allow the selection of data for administrative divisions down to the level of single municipalities or thematic issues. Additionally, indicator and metadata fact sheets are available for all data in the database.

3. **Metadata:** it provides important information on the presented data following the requirements of the ISO 19115 standard. Its documentation has been adjusted to the planned metadata documentation of the Alpine Convention for the first Report on the State of the Alps and SOIA. Metadata can be downloaded as pdf-files.



4. **Maps:** result data has been linked to Geographic Information Systems, visualising the distribution of indicator characteristics in the Alps in maps. These differentiated maps make information more perceptible and reveal interlinkages between geographic conditions and the subjects in focus.
5. **Instruments** are referring to any approach that is designed to intentionally stimulate and steer land resource management at regional level in a sustainable manner. The instruments provide an overview of the existing manifold possibilities how to handle land resource management in the Alps. Through this information pool, stakeholders shall be put in the position to look beyond the national context and to assess problem-solving approaches and lessons-learnt in other countries.

Examples:

- Municipal land policy resolution (DE)
- Rezoning of residential area to agriculture land in land use plan (AT)
- Direct financial supports from communes to companies (Aides financières directes des communes aux entreprises) (FR)
- Municipal Master Plan (Piano Regolatore Generale) (IT)

http://www.uok.bayern.de/fssystem/servlet/ServletStart?fs=true&_username=diamontguest&_password=diamontguest



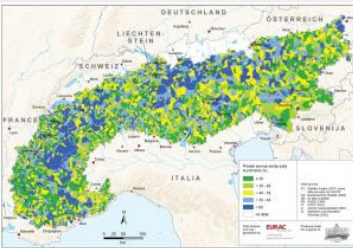
3 Examples

1. Example factsheet map

Database

Factsheet "Map"

[<<< back to map overview](#)

Title	Private Service Sector Jobs
Abstract	<p>The map shows the proportion of private service sector employment, without distinguishing between the economically important information sector (often labelled quaternary sector), i.e. business-oriented, internationally tradeable services, and traditional services such as trades, tourism, etc. This limits the indicator's value for assessing the overall performance of the service sector. One must even assume that high-value services such as headquarters of international corporations are located not within the Alpine space but in large peri-Alpine cities (Munich, Milan, Vienna, Marseille). The map therefore mainly throws up active tourist regions. This is particularly striking in the case of Slovenia, where the national park region of Triglav and Kranjska Gora shows a service sector employment rate of nearly two thirds of total employment. Traditional tourist regions are found in Switzerland, along the Austrian-Italian main range of the Alps, in the Dolomites and in Brenta, in the higher part of the French Alps and in Provence. There the limitations of the "private services" indicator as an indicator of development become particularly clear.</p>
Sources	<div style="text-align: center;">  </div> <div style="display: flex; justify-content: center; margin-top: 5px;"> [show corresponding indicator fact sheet] [show corresponding metadata fact sheet] </div>

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2.

http://www.uok.bayern.de/jsystem/servlet/ServletStart?fs=true&_username=diamontquest&_password=diamontquest



3. Example data querye

Data | [list all documents](#) | [show last List](#) | search

Diamont database list >>>				
DOWNLOAD complete list as CSV file with all indicators(use right click and 'save as')				
	Country ^	Community ^	NUTS 3 ^	NUTS 2 ^
>>	AT	Forchtenstein	AT112 Nordburgenland	AT11 Burgenland
>>	AT	Marz	AT112 Nordburgenland	AT11 Burgenland
>>	AT	Mattersburg	AT112 Nordburgenland	AT11 Burgenland
>>	AT	Sieggraben	AT112 Nordburgenland	AT11 Burgenland
>>	AT	Wiesen	AT112 Nordburgenland	AT11 Burgenland
>>	AT	Kobersdorf	AT111 Mittelburgenland	AT11 Burgenland
>>	AT	Lockenhaus	AT111 Mittelburgenland	AT11 Burgenland
>>	AT	Markt Sankt Martin	AT111 Mittelburgenland	AT11 Burgenland
>>	AT	Pilgersdorf	AT111 Mittelburgenland	AT11 Burgenland
>>	AT	Bernstein	AT113 Südburgenland	AT11 Burgenland
>>	AT	Mariasdorf	AT113 Südburgenland	AT11 Burgenland
>>	AT	Markt Neuhodis	AT113 Südburgenland	AT11 Burgenland
>>	AT	Stadtschlaining	AT113 Südburgenland	AT11 Burgenland
>>	AT	Unterkohlstätten	AT113 Südburgenland	AT11 Burgenland
>>	AT	Weiden bei Rechnitz	AT113 Südburgenland	AT11 Burgenland
>>	AT	Wiesfleck	AT113 Südburgenland	AT11 Burgenland
>>	AT	Klagenfurt	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Villach	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Dellach	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Hermagor-Presegger See	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Kirchbach	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Kötschach-Mauthen	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Sankt Stefan im Gailtal	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Gitschtal	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Lesachtal	AT212 Oberkärnten	AT21 Kärnten
>>	AT	Ebenthal in Kärnten	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Feistritz im Rosental	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Ferlach	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Grafenstein	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Keutschach am See	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Köttmannsdorf	AT211 Klagenfurt-Villach	AT21 Kärnten
>>	AT	Krumpendorf am Wörther See	AT211 Klagenfurt-Villach	AT21 Kärnten
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4. Example factsheet data

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Database

Factsheet Data

Community	Kobersdorf	Country	AT
NUTS 3	AT111 Mittelburgenland		
NUTS 2	AT11 Burgenland		

Statistical Data
Statistical datasets based on indicators for the Alpine Convention area.

Indicator	Value	Info
Employment Rate [1]	66,38865721	[Indicator] [Metadata]
Jobs Density [3]	24,18682235	[Indicator] [Metadata]
Female Employment Rate [5]	54,43478261	[Indicator] [Metadata]
Rate of Female Employed to Total Employed Persons [7]	39,32160804	[Indicator] [Metadata]
Rate of Local Jobs held by Women to Female Residents [9]	19,30434783	[Indicator] [Metadata]
Jobs held by Women [11]	38,27586207	[Indicator] [Metadata]
Female Employment Rate in the Age Group 25-45 [13]	69,81132075	[Indicator] [Metadata]
Employment Rate of Older People [14]	6,203007519	[Indicator] [Metadata]
Older Employed Persons [15]	4,145728643	[Indicator] [Metadata]
Primary Sector Jobs [17]	6,551724138	[Indicator] [Metadata]
Secondary Sector Jobs [18]	44,48275862	[Indicator] [Metadata]
Tertiary Sector Jobs [19]	48,96551724	[Indicator] [Metadata]
Public Sector Jobs [20]	4,482758621	[Indicator] [Metadata]
Private Service Sector Jobs [21]	44,48275862	[Indicator] [Metadata]
Sectoral Breakdown of Jobs [22]	0,029979599	[Indicator] [Metadata]
Enterprise Density [24]	0,037540805	[Indicator] [Metadata]
Average Enterprise Size [23]	3,927536232	[Indicator] [Metadata]
Self-employed Rate [16]	9,296482412	[Indicator] [Metadata]
New Enterprises in the Secondary and Tertiary Sector [25]	no data	[Indicator] [Metadata]
Commuter Balance [26]	-60,55276382	[Indicator] [Metadata]
In-commuters Ratio [27]	16,20603015	[Indicator] [Metadata]
Out-commuters Ratio [28]	76,75879397	[Indicator] [Metadata]
Rate of Farms to Total Enterprises [29]	51,4084507	[Indicator] [Metadata]
Mean Capacity of Tourist Accommodation Establishments [37]	21	[Indicator] [Metadata]
Tourist Beds per Resident [38]	0,011425462	[Indicator] [Metadata]
Natural Population Growth [47]	0,996384199	[Indicator] [Metadata]
Average Annual Net Migration Balance [50]	0,005114255	[Indicator] [Metadata]
Young Age Dependency Ratio [52]	23,18598832	[Indicator] [Metadata]
Old Age Dependency Ratio [53]	30,10842369	[Indicator] [Metadata]
Total Dependency Ratio [54]	53,29441201	[Indicator] [Metadata]

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5.3. Content sheet – the EuroMARC project

Recommendations for food supply chain actors:

1. Need to adapt to consumer's needs

The EuroMARC project shows that many mountain producers do not have the opportunity to differentiate or communicate their products to the market. Mountain quality products need to satisfy the consumer's needs and expectations in order to find a place on the market.

Apart from the mountain origin, mountain products should: respond to high (industrial) standards of hygiene, have a link to the cultural identity of local communities, be produced from raw mountain materials, be connected to specific cultural areas, support local employment, and be produced with traditional methods by small-scale producers ensuring their authenticity.

2. Organisation and communication of supply chains

The marketing of mountain products can be improved by better communication among the actors of the mountain food supply chain. Good communication between supply chain actors requires exchanging information about their expectations and fears, production and marketing possibilities, and the product and its attributes. Coordination of several smaller partners in the production chain can contribute to reaching larger markets.

Extensive services should promote the opportunities that collective actions can offer participating members as means to improve their efficiency. Different modes of cooperation and collective actions should be considered, including contracts of acquisition of raw materials and the creation of cooperatives of farmers.

The successful organisation of producers' supply chains depends on the development of strong business, communication and marketing skills among the concerned actors as well as by creating partnerships: collaboration between small companies/farms, which otherwise would have been in competition. In this respect, LEADER can be a tool to be used.

3. Tourism and Mountain Quality Products:

The cooperation between tourism and quality food products can have a great impact in Romania. Production of local quality food products has a direct effect on a region's socio-economic development (e.g. products with a positive image for their quality have a positive impact on the region of origin). Producers and tourism professionals should work together for the common promotion of products and of their region through, for instance:

- Tourism at the location of production (farms, processing units)



- Trial of local products at different places and events
- Participation of tourists in main stages of production
- Cooperation between producers and guest houses, restaurants etc.
- Promotion of local recipes
- Establishment of network of hotels and restaurants to promote and sell local products
- Farmers' markets
- Festivals, local events
- Twinning, exchanges between producers from different regions
- Product trails

Policy recommendations:

A holistic approach at all levels of governance (European, national and regional/local) is needed in order to support Mountain Quality Food Products. In this respect, it is essential that EU Hygiene policy development takes careful account of small-scale mountain food producers and their existing regulatory burdens and that Member States take full advantage of existing opportunities to interpret and derogate from EU Hygiene regulations, and to adequately advise and support small-scale operators in dealing with these regulations.

Campaigns should be launched to make actors aware of the potential interest in mountain quality food products and to organise themselves in relation to market trends.

Environmentally-friendly methods of production in mountain areas should be supported (e.g. encouragement in using possibilities of the second pillar in CAP, regional authorities should make sure that producers understand these measures).

Country-specific recommendations:

1. Defining mountain areas at national level: Defining mountains is a prerequisite for creating and protecting a European scheme for protecting mountain quality food products and its implementation (e.g., mountain law in Romania)
2. Using successfully the possibility to interpret legislation at each level: Member States should interpret EU legislation efficiently and to use the harmonisation possibilities offered (as in the case of Hygiene regulations).
3. Raising awareness on opportunities of mountain quality food products for actors in supply chains: dissemination of information



4. Fostering the production of mountain quality products: Supporting the production of these products through extensive environmentally-friendly means (e.g., Agri-environmental measures in the second pillar of the CAP); Focussing on farmer training and farm business development; Supporting on-farm processing and direct selling of mountain products; rioritising the development of infrastructure in mountain areas: transport infrastructure, access to information and communication technologies.
5. Fostering collaboration within mountain supply chains, including material and non-material support (Fiscal assistance, fiscal measures like tax relief, advisory and training support)
6. Supporting market penetration by communicating about mountain products: finance promotional campaigns to make consumers and actors in supply chains aware of the existence of protection for mountain products and their qualities; use more frequently mountain products at the local level, promote products through agricultural tourism.

Additionally, bottom-up approaches from local and regional level are important:

- Put pressure on the national level to incorporate measures of harmonisation and information
- Raise awareness of actors in supply chains on opportunities of mountain quality food products
- Foster the production of mountain quality products e.g. contributing to the training of farmers and farm business development
- Promote mountain foods locally: e.g. supporting mountain foods by offering them in local institutions and for local events



5.4. Content sheet - the OLIVERO project

The OLIVERO project generated recommendations directed at A) farmers of olive plantations on the one hand and at B) policy makers on the other hand aiming at the sustainable development of sloping and mountainous olive production systems (SMOPS).

Different types of SMOPS have been identified and targeted recommendations for each of them were developed:

1. Traditional orchards

Recommendations as regards good agricultural and environmental practices in order to guarantee a minimum management and to prevent from environmental impacts of abandonment

- For continuation as traditional orchards, the positive environmental impact on biodiversity, erosion control and landscape value should be maintained by: preserving terraces and other structures; minimum tillage or alternative soil management; pruning trees into traditional shapes; employing traditional harvesting and other management techniques; and minimising the use of chemical inputs.
- In orchards that have been or are being abandoned, recommended agricultural practices should focus on minimising the risk of wildfire. This can be achieved by eliminating herbaceous soil cover at the end of spring and removing suckers and small shrubs at least every 2 years. Rough pruning of olive trees to prevent the development of a closed canopy will also help, as it will keep terraces and stone bunds free of vegetation and collecting or chopping combustible dry crop residues and woody debris.
- Low economic sustainability, the reason behind widespread abandonment, could be improved by applying fertiliser to rectify nutrient shortages revealed by leaf and soil analysis and by implementing integrated pest management based on pest monitoring; these practices not only improve productivity, but also reduce production costs. Better marketing of the high-quality traditional product, e.g. by the Protected Denomination of Origin (PDO) label, would allow a better price to be obtained. The marketing skills required to achieve this could best be achieved through collective actions, e.g. by involving cooperative mills.

2. Semi-intensive orchards

Recommendations concern the improvement of economic sustainability, while reducing the environmental negative effects of intensification

- The main actions that can be suggested to guarantee the economic viability of semi-intensive systems are irrigation (of low input systems) to increase productivity, adequate marketing (labelling/certification, etc.) to ensure a higher value of the final product, and augmentation of



olive areas (buying neighbouring plantations that are being abandoned) to allow easier mechanisation, thereby helping reduce production costs.

- Negative environmental effects of intensification can be reduced by the following soil and canopy management practices:
- C-cycle management in accordance with the carbon balance of the system and use of organic carbon of different origin: use of cover crops, burying of pruning residues, applying manure and compost, and grazing as a means to control erosion, improve soil fertility and hence soil water retention capacity.
- Nutrient-cycle management in accordance with the olive trees' requirements as revealed by leaf and soil analysis, with the aim to improve yield and quality of production.
- Management of the canopy through light annual pruning and harvest at the appropriate time, to increase yield consistency and olive oil quality.
- Integrated pest management strategies.
- These practices also increase economic viability through quality improvement.

3. Intensive orchards

Recommendations are aiming at increasing the environmental sustainability in order to reduce problems of soil and water pollution, depletion of natural resources and destruction of natural ecosystems through an adequate fertilization, pest and irrigation management

- Apply chemical inflows, adjusted to crop needs through pest monitoring and soil and leaf analyses. Integrated production will provide adequate production and minimise the negative impact of these systems on the environment;
- Increase the efficiency of water use, by means of proper irrigation scheduling tailored to the actual needs of the plants. This process could be facilitated by establishing a system for advising farmers on their irrigation schedules, introducing appropriate agronomic practices and applying salinity management techniques.

4. Organic systems

Recommendations aim at improving the economical sustainability

- When possible, irrigation is the main intervention to increase productivity; Improved marketing can increase the price differential between organic and conventional production;
- Combining organic olive production with other agricultural and rural activities (extensive goat and sheep grazing, agro tourism, etc.) can improve household income.



- As regards environmental sustainability, organic olive growing faces the same erosion risk as other systems do, because mechanised tillage is the most widespread technique for weed control. So, the use of a cover crop during the rainy period should also be recommended for this system.

Recommendations to policy makers

- **CAP policy change**

The single payment scheme (SPS) as currently implemented, lacks equity, as under the new scheme the main beneficiaries of production aid—farmers with the most productive systems—will again receive more. Faced with the decoupling of CAP subsidies equity could be enhanced by reinforcing Rural Development Measures (that include agri-environmental measures). The reinforcement of these measures is indeed essential, if society recognizes the environmental and social functions of these low intensive olive production systems, and prevention of abandonment is considered a policy objective.

- **Cross-Compliance**

The present CAP, with the application of the SPS to the olives and olive oil sector, can now contribute to improve olive growing practices through cross-compliance rules. Cross-compliance can help preventing abandonment and preserving the positive environmental functions of olive growing. Good agricultural and environmental conditions should also include minimum obligations to prevent erosion and fire risk, and the application of cross-compliance rules in general needs the implementation of effective extension and control services provided by public or private institutions

- **Agri-environmental measures (AEM)**

AEM can be a very useful policy instrument to enhance the environmental and landscape value of SMOPS, particularly of traditional, semi-intensive and organic olive-growing systems.

Therefore, it is very important to stimulate through adequate AEM:

- integrated production management;
- organic production;
- preservation of terraces on steep slopes;

- **Modernisation incentives**



Public interventions aiming at increasing productivity and improving quality of products concern mainly investment incentives. These types of incentives can take different forms like loans at reduced interest rates, or investment subsidies. Micro-credits for small firms and the participation in mutual guarantee societies are other possible ways to enhance investment capacity.

Public funding should give priority to projects with a clear market orientation, and based on a straight cooperation of agents participating in different stages of the supply chain. This option would ensure that the modernisation of processing units would go hand in hand with the improvement of olive growing agronomical practices contributing more efficiently to obtain a higher quality and higher market value product.