



Action Group 6, sub-group 2 “Future-oriented farming and forestry” of the EU-Strategy for the Alpine Region (EUSALP) is pleased to invite you to the international workshop:

Territorial Brands in the Alpine Region

A chance for a better valorisation of regional and local agri-food products!

Who

Territorial Brand managers

Practitioners of the agri-food sector interested in its valorisation and in local development

Local and regional administrators

Experts on local development

When

Monday, 13th May 2019, h12.30-18.45: Workshop

Tuesday, 14th May 2019, h 8.00-14.00: Field trip

Full programme below.

Where

Eurac Research

Conference Hall

Viale Druso/Drususallee 1

39100 Bolzano/Bozen, Italy



Simultaneous translation will be available in all Alpine languages and in English.

Attendance will be limited to a maximum of 100 participants, please **REGISTER HERE.**

Deadline for registration: **7th May 2019.**

Only complete registrations will be considered.



What

Territorial Brands are commercial valorisation instruments, which promote a multiplicity of specialities made in a specific territory. An umbrella organization coordinates the common marketing activities, involves and interfaces with the single producers.

Given the potential for further development of Territorial Brands for local sustainable growth in the agri-food sector, the EUSALP AG6, sub-group 2 “Future-oriented farming and forestry”, organises an international workshop on the topic. The objective is to raise awareness about the theme and to discuss actual trends among practitioners. The workshops will also present best practices from the Alpine territory.

Programme

Day 1	
Monday, 13th May 2019	
h 12.30 – 14.00	Registration and lunch
h 14.00 – 16.00	<p>Session 1</p> <ul style="list-style-type: none">• <i>The EU-Strategy for the Alpine Region (EUSALP) @ the valorisation of agri-food products: ongoing initiatives</i> <i>Speakers: Action Group 6 representatives</i>• <i>Agri-food products commercial valorisation and Territorial Brand, what are we talking about? An introduction to the concept.</i> <i>Speaker: Prof. Diego Rinaldo, KEDGE Business School Marseille</i>• <i>Interactive dialogue on Territorial Brands – Part 1</i> Topic: How to create a successful Territorial Brand? Processes and local stakeholder involvement Summary: A Territorial Brand is born: how did this happen? The interactive dialogue will involve representatives of Alpine Territorial Brands and discuss the process and intra-territorial dynamics that lead to the Territorial Brand acceptance and support by producers of the area. <i>Speakers:</i><ul style="list-style-type: none">• Bohinjsko/From Bohinj, Dr. Jana Vilman Proje and Dr. Tanja Lešnik Štuhec, Tourism Board Bohinj, (SI)• Roter Hahn, Hannes Knollseisen, Südtiroler Bauernbund (IT)• Valais/Wallis Promotion, Damian Constantin, (CH)• 100% Valposchiavo, Cassiano Luminati, Polo Poschiavo (CH) <p><i>Moderation: Prof. Diego Rinaldo, KEDGE Business School Marseille</i></p>
h 16.00 – 16.30	Coffee break
h 16.30 – 18.45	<p>Session 2</p> <ul style="list-style-type: none">• <i>Interactive dialogue on Territorial Brands – Part 2</i> Topic: How to create a successful Territorial Brand? Policies and administrative framework conditions. Summary: Which policies can underpin a successful Territorial Brand? Relevant instruments and tools will be highlighted by the administrative and policy level actors. <i>Speakers:</i><ul style="list-style-type: none">• Euromontana, promoter of the “Mountain product” label, Enrico Calvo, ERSALP Lombardia (IT)• Bavarian Ministry for Food, Agriculture and Forestry (Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten, StMELF), Prof. Dr Richard Balling, (DE, Bavaria)• Paniere dei prodotti tipici della Provincia di Torino, Elena Di Bella, Città Metropolitana di Torino (IT) <p><i>Moderation: Francesca Teston, Institute for Regional Development, Eurac Research</i></p>

- *Interactive dialogue on a Territorial Brands – Part 3*
Topic: The impact of Territorial Brands: how to measure economic, social, cultural and environmental sustainability?
Summary: How are Territorial Brands impacting the development of the territory they are in? How do Territorial Brands relate with the economic, social, cultural and environmental sustainability?

Speakers:

- **alpinavera**, Jasmine Said Bucher, (CH)
- **Agrarmarketing Tirol**, Clemens Mair, (AT)
- **Valais/Wallis promotion**, Damian Costantin (CH)

Moderation: **Dr Thomas Streifeneder**, Institute for Regional Development, Eurac Research

- Questions and discussion
- Presentation Territorial Brands mapping – potential and impact of a new interactive tool
- Wrap-up and greetings

h 19.00

Aperitif

Day 2

Tuesday, 14th May 2019

h 8.00

Bus leaving from Eurac Research

h 08.30 – 12.00

Site visit to Roter Hahn (South Tyrol)

h 12.00 – 13.00

Lunch (cost not covered by the event)

h 13.00 – 14.00

Bus returning to Eurac Research