



**Jahresforum der EU-Alpenstrategie**  
23. November 2017, BMW-Welt, München

**Annual Forum of the EU Alpine Strategy**  
23 November 2017, BMW-Welt, Munich

**Workshop 2**

**Extended Alps? Mutual stereotypes between urban and mountain regions in Europe**

**Jens Badura, Bernhard Tschofen**

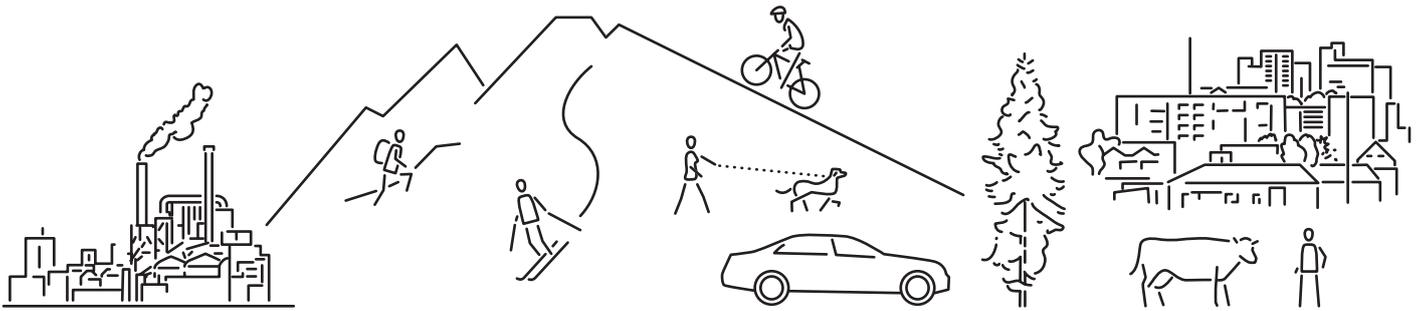


**Jens Badura** / berg\_kulturbüro Ramsau  
jens.badura@bergkulturbuero.org

**Bernhard Tschofen** / University of Zurich  
bernhard.tschofen@uzh.ch

# Extended Alps?

## Mutual stereotypes between urban and mountain regions in Europe



The relationship between inner- and perialpine regions is a crucial factor for the success of the EUSALP strategy. Against this background, the study *Extended Alps? Mutual stereotypes between urban and mountain regions in Europe* investigated the mutual perception of both regional contexts by conducting interviews with Alpine policy actors and experts. The aim was to reveal and systematize different assessments of the importance ascribed to this relationship as well as to point out possibly problematic stereotypes.

On the basis of our findings, we will have to identify the central challenges for the development of a fruitful 'broadened' conception of the Alpine space. Therefore, we summarized the preliminary results in six working theses that will be presented and subsequently discussed by the different action groups during our workshop at the EUSALP annual forum 2017. The six theses represent those opinions shared by most of the interview partners, especially with regard to the estimated importance of the relationship between inner- and perialpine regions for a successful further development of EUSALP.

The results of the discussions during the workshop at the EUSALP forum will be integrated in the study.

### Working theses

#### 1 Extended alps – an ambiguous concept

The appearance of mountain landscapes coins images about the Alpine space. European traditions of perception and self-images of alpine habitants meet at this point. However, relationships to perialpine regions and especially to distant cities are not regarded as an integral part of 'the Alps', even if they are considered to have some significance with regard to socio-cultural and economic developments of Alpine regions.

#### 2 Transforming imagination – a challenge

To deal with established ideas and emotionally loaded images of the Alpine space will be a central challenge for EUSALP. 'Extended alps' means first of all an extension of the horizon to imagine what the alpine space is and could become.

#### 3 Use the potential of commitments and networks

The balance of power in the EUSALP perimeter does not primarily depend on the size of a region or its respective state or nation, neither on its economic strength or geographical position (inner- versus perialpine). What counts is the engagement, the interconnectedness and networking of the responsible actors.

#### 4 Empowerment – a keyfactor

The success of EUSALP depends essentially on an area-wide empowerment of regional and local actors to effectively use EUSALP-options and to implement measurements developed therein. Furthermore, it seems necessary to activate the potentials of heterogeneity and creativity in the Alpine areas.

#### 5 Rebuild the Alpine policy community

To create new perspectives on experiential spaces and horizons of expectations concerning the Alpine space, it would be helpful to productively 'irritate' well-established Alpine policy communities and the significant camps of 'protectors' and 'developers' of 'the Alps' found therein. This could also produce general impulses for macro-regional strategies and their governance.

#### 6 Communication beyond transmission and explanation

Communication is a central issue in the EUSALP process. Communication has to reach out far beyond the mere transmission and explanation of political decisions. The task is to establish a subsidiary system with strong participative elements to negotiate EUSALP issues within their specific spatial relations and local conditions.

