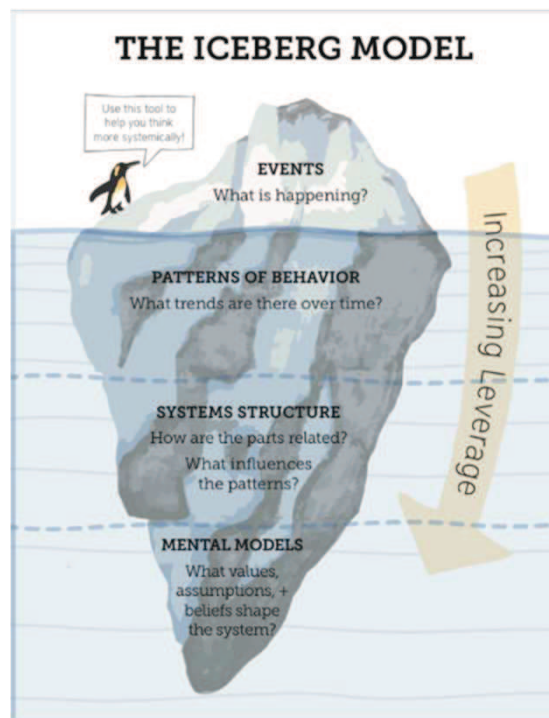


## Anticipate Future Jobs on Alpine Remote Areas



## Guidelines for reporting Local Treasures



This project is co-financed (ARPAF Fund) by the European Union

## Desk research

### WP 3.3 Promising local values and skills

What (WP objectives)	Who (involved)	Materials for partner	Materials produced by partners	Time	Where
<b>Desk research</b>	Partners + Operatives + Stakeholders (with remote coaching by FEM experts)	Guidelines from 3.1	Report on local values and skills	10-15 h	Study area of the partner

*Partners:* FEM, PoP, EAA, KGZS, PL

*Operatives:* facilitators, interviewers, data analysts, desk researchers appointed – if necessary - by partners (operatives can be the same partners)

*FEM-Experts:* experts – appointed by FEM - providing training on methods (from futures studies) and coaching in their application

Each partner performs the assigned task:

- map the variety of “local treasures”: products & services, production processes, environmental assets, outstanding traditions, etc.
- send the outcomes to FEM that will produce the Action report, 3.4

Considering all collected materials in the previous tasks (definitions of desirable futures, related critical events and variables, and the systems maps), **such report contains a list of and describes the most relevant elements of local “treasures” that** (can) contribute to **identity** of SELECTED AREA and that can be capitalized (or capitals for development) in the future, distinguishing the **tangible** ones (related to goods, assets, products) and the **intangible** ones (related to culture, local skills, local practices, local values, local cultural activities or groups) in the following sections.

**These may provide the bases for:**

- **innovation (e.g. re-inventing the identity)**
- **durable local development through lasting of (profitable) tradition**
- **local job creation and support**

**The report should be no longer than 10-12 pages and containing some images**

**The report should be sent to FEM by November 15<sup>th</sup> 2018**

Local "treasures" are considered the resources and the processes that base the evolution of the local territorial system towards desirable futures while maintaining their own identity. Without local treasures, innovation could be at risk of losing identity or copying practices from others, becoming a local copy of the same systems elsewhere.

The list "treasures" may suggest strategic and operational indications for:

- Original innovation (e.g. updating or re-inventing the identity)
- Durable local development through lasting and benefiting of local traditions
- Creation and support for local jobs (original and perhaps unique)

**The report should be no longer than 10-12 pages and containing some images**

**The report should be sent to FEM by November 15<sup>th</sup> 2018**

**Tangible Assets:** are physical and measurable assets that are used in a company/organization/territory's operations.

Assets like property, plant, and equipment, are tangible assets.

These assets include:

- land uses/covers (outstanding forest, outstanding landscape, ...)
- buildings/sites/areas attracting activities/tourism/production...
- natural resources (raw materials, timber, water, fruits, ....)

**Intangible assets:** are nonphysical assets typically used over the long-term. These assets include:

- intellectual assets (practices, knowledge e.g. local medicinal herbs)
- reputacy (territorial brand – consumers are *willing to pay more* for a product with a recognizable brand name than they would pay for it from others)
- events, living traditions

See also: [https://en.wikipedia.org/wiki/Intangible\\_cultural\\_heritage](https://en.wikipedia.org/wiki/Intangible_cultural_heritage)

## 1. Promising local capitals, values and competences

A list of the most relevant elements of local “treasures”

example

### **1. List of promising local capitals, values and competences**

For the [SELECTED AREA] the following capitals, values and competences can be considered as local “treasure” for development: ..

- AAA
- BBB
- ...

## 2. Tangible capitals

Few sentences defining it, following these points:

- estimation of **N° People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people
- estimation of **N° People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people
- **type of resources on which it depends** (natural, organizational, economic,....) – few sentences describing the mentioned resources
- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions
- Comments: why it could be considered as a “treasure” to grow ...
- Pics (if possible)

example

## 2 Tangible capitals

### 2.1 Capital AAA

- **N° People actively involved:** Some / tens / hundreds are the locals who continue to carry on the tradition ...

## 3. Intangible capitals

Few sentences defining it, following these points:

- estimation of N° **People actively involved** (supporting, building, developing it) – few sentences defining such estimation and describing the mentioned people
- estimation of N° **People interested** (beneficiaries, e.g. clients, users, buyers, ...) – few sentences defining such estimation and describing the mentioned people
- **type of resources on which it depends** (natural, organizational, economic,....) – few sentences describing the mentioned resources
- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions
- Comments: why it could be considered as a “treasure” for local development ...
- Pics (if possible)

example

### 3 Intangible capitals

#### 3.1 Capital BBB

- The intangible capital XXX may reveal to be part of a virtuous process supporting local young families ...



# Example

(only indicative, not relevant for any selected areas!!)

## 2. Tangible capitals

*The speck production in Sudtirool is promoted and protected by the Speck Alto Adige Consortium...*



- **N° People actively involved:**
  - *Interested 29 speck producers, mainly family businesses*
- **N° People interested** (beneficiaries, e.g. clients, users, buyers, ...):
  - *It is difficult to count the clients, the production is about 31.800 tons (2015), exported abroad 34%, 66% sold in Italy*
- **type of resources on which it depends** (natural, organizational, economic,...): consortium
  - *The speck production depends on traditional recipes, traditional smoke rooms, imported and locally produced meat*
- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions
  - *The production of speck is related to (promoted by and promoting) several initiatives of local producers, farmers, restaurants and tourist organizations in terms of certification, events, culinary itineraries, feasts*
- Comments: why it could be considered as a “treasure” to grow ...
  - *the whole chain of speck and local initiatives can be considered a treasure to be cultivated and protected in the future, from negative events (reputation incidents, eg sophistication and abuse, or falsifications) or from competing processes (loss of local businesses, traditional skills)*
- Pics

# Example

(only indicative, not relevant for any selected areas!!)

## 3. Intangible capitals

### 3.1 the collective property of *Magnifica Comunità di Fiemme* (Talgemeinde Fleims)

*a social institution that possess collective heritage (woods and pastures, with annexed structures) which dates back to 900 years ago. The institution, beside managing woods, promotes and supports the local healthcare, the local culture and other public services for local community (including territorial tourism marketing)....*



#### N° People actively involved:

- *8.478 households (18.609 users)*
- **N° People interested** (beneficiaries, e.g. clients, users, buyers, ...):
  - *8.478 households (18.609 users), tourists (hikers, bikers, ...)*
- **type of resources on which it depends** (natural, organizational, economic,...): consortium
  - *the institution relies on natural landscapes and woods, on traditional organization and historical voluntary commitment of the participants*
- **possible links** with critical events, patterns, structures, mental models drawn in the iceberg exercise – few sentences describing the mentioned links and related assumptions
  - *The institution supports the value chain of local timber production, as well as the alpine dairy production (managing the alpine pastures).*
- Comments: why it could be considered as a “treasure” to grow ...
  - *This institution is a key local “treasure” to sustain and continue with the continuous and voluntary support of local communities and with a constant and productive dialogue between generations.*