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What's the key to triggering and supporting new forms of development in mountain areas? A matter of scale.

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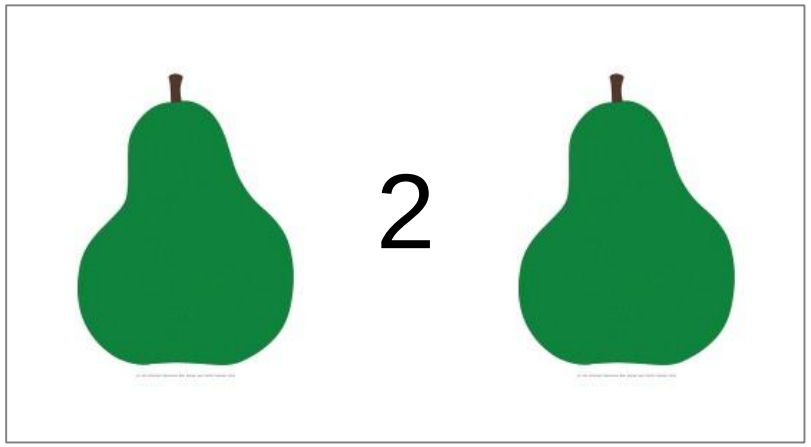
OUR APPROACH



RESEARCH DISCUSSION

How Youth Make Economy Different through the Economic Sectors

- Traditional Identity - Innovative Sectors
- Contaminated Sectors and Multifunctionality
- High-tech, Low-Tech, Non-Tech Enterprises

Peer-to-Peer Strategic Models

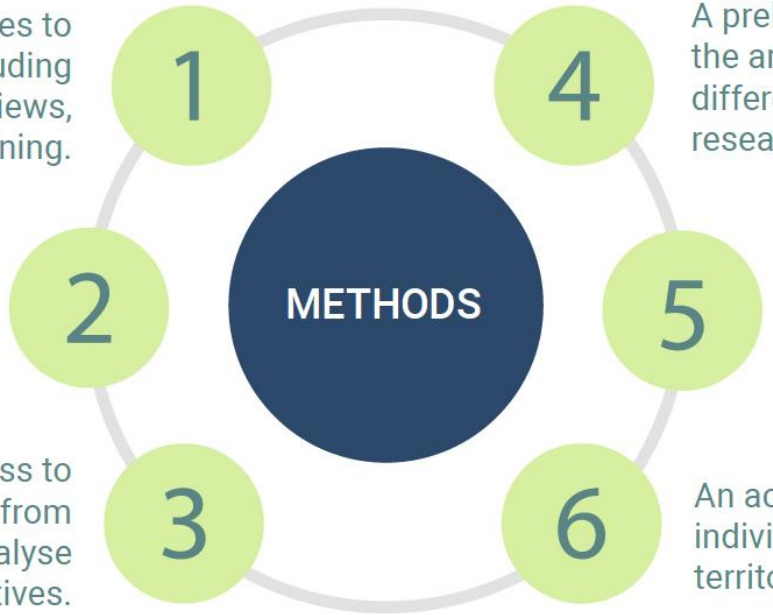
- Short and Long Value Chains
- Collaborative Starting-up and Scaling-up
- Collaborative Networks and Market Partnerships
- W2W Models

Innovation in Mountain Areas

- High-tech, low tech and no-tech Innovation
- Social Innovation
- Network Innovation

METHODS

Searching, Listening to and Learning Journeys



1. Project teams adopted different methodologies to define the state of the art and to get results, including data merge and analysis, questionnaires, interviews, text mining.

2. Research teams were formed of researchers and professionals from different fields and with different backgrounds (e.g. Business-, Financial-, Agriculture-Economists, Sociologists, Anthropologists, Historians, Geographers, Communication and Project Managers, etc), coming from different Regions and Countries.

3. Researchers contributed in the research process to integrate the data collection with knowledge from their fields: multidisciplinarity helped to analyse data from different perspectives.

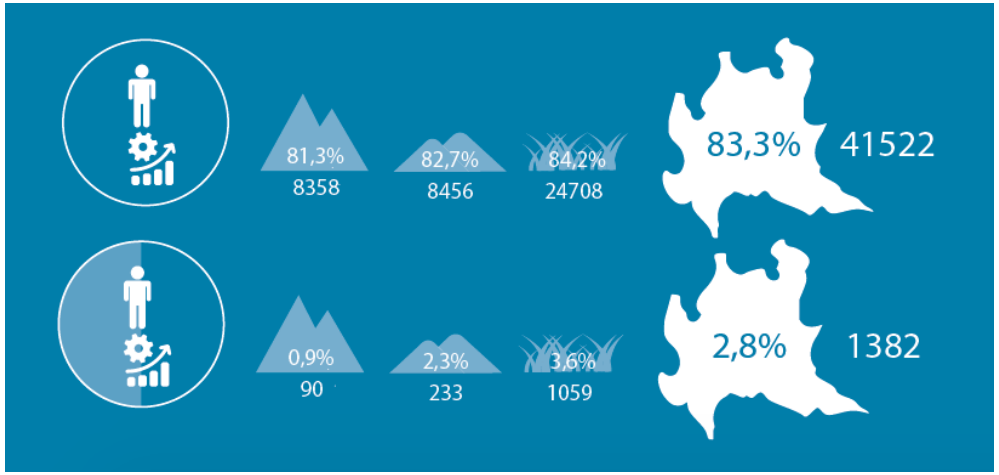
4. A preliminary literature search about the state of the art in mountain areas was conducted in the different projects in order to provide an up-to-date research framework

5. Projects concerning the development of mountain areas created the opportunity for researchers and professionals involved to meet different groups of stakeholders and to explore their entreprises, over a hundred in number.

6. An active dialogue was established with young individuals who live and operate in mountain territories.

KNOWLEDGE ABOUT THE STATE OF THE ART

Ongoing Projects on Young Entrepreneurs in the Alps



1. Map and know about **Young Entrepreneurs and Innovative Enterprises in Mountain Areas**: it is a project run by Unimont, Centre of Excellence of the University of Milan - Edolo (BS) in 2018, considering Lombardy region as a pilot area.

2. Demographic Dynamics and New Farming in the Alps: within the activities of the «Demographic change in the Alps» Research Group, at the Department of Geography at the University of Innsbruck, a particular attention is dedicated to the socio-economic effects of multi-level dwelling.

3. Anticipate Future Jobs on Alpine Remote Areas: **AlpJobs** is an Alpine Region Preparatory Action Funds (ARPAF) funded project which aims at identifying attractive job profiles which have the potential to induce young people to stay in or to return to Alpine rural areas.

4. Next Generation - Alpine Farming 2030 is a trans-regional project financed by ARGE-ALP which aims to bring farmers' children and young people who live in mountain areas to open a dialogue on the future of the Alpine agriculture; figure out the biggest challenges and possible solutions to tackle them; develop new approaches to improve next future agriculture in mountain areas.

RESULTS

Results produced both at the regional or European level agree on the necessary for more openmindness, high flexibility and unconventional thinking in order to allow young entrepreneurs to identify growth opportunities for their activities in the Alps and policy makers to understand and accompany the new socio-economic trend in mountain areas.

1

MOUNTAIN ECONOMY AND YOUNG ENTREPRENEURS

.1 Mountain is a context for sustainable growth characterized by quality of life, economic and cultural attractiveness, innovative and evolutionary capacity.

.2 Redesign of mountain territories is ongoing by young entrepreneurs who choose to stay or to return, live and work in those places.

.3 In spite of the positive trend, strategic, economic and governance tools to support and enhance the phenomenon are still lacking.

.4 Multifunctionality, uniqueness and high quality resulted to be keys for the most of enterprises and these call for a more effective participation in process and creation networks, economic webs, local business ecosystems, university and research partnership.

.5 To support W2W processes, innovative educational approaches have started to appear
Women play a relevant role in mountain entreprises and they emerge because of the passion for their work, high-skills and will to improve constantly by learning.

2

INNOVATION

.1 Innovation in mountain areas is expressed by the technological, social and environmental components which often coexist in the companies.

.2 It is strictly connected with a direct producer-consumer dialogue, a generated peer-to-peer exchange (both in the short and long chains) and the identity-story-properties of products and services.

.3 Novelty is often due to outsiders who approach mountains with “fresh eyes”.

3

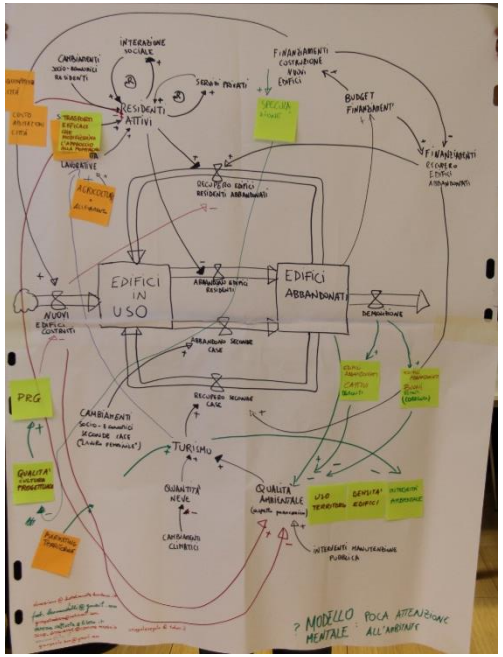
INVESTMENTS

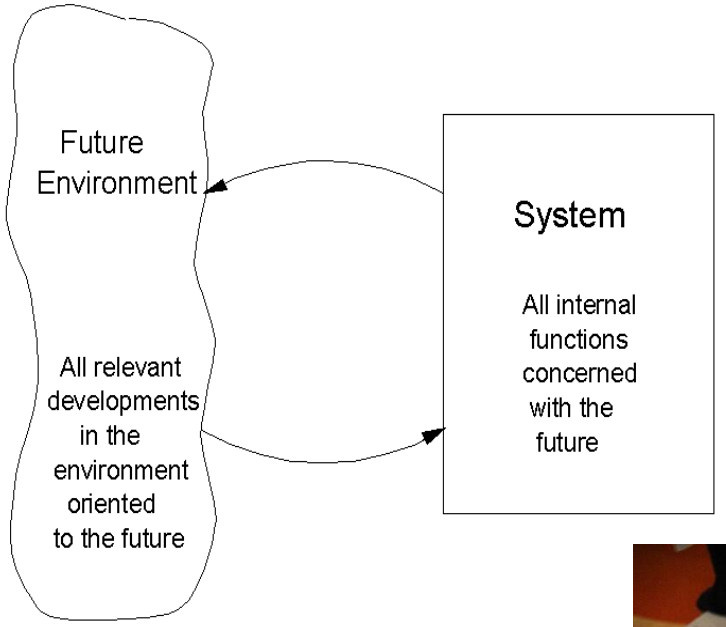
.1 The majority of entrepreneurs self-financed the start-up of their own business, often thanks to their family support.

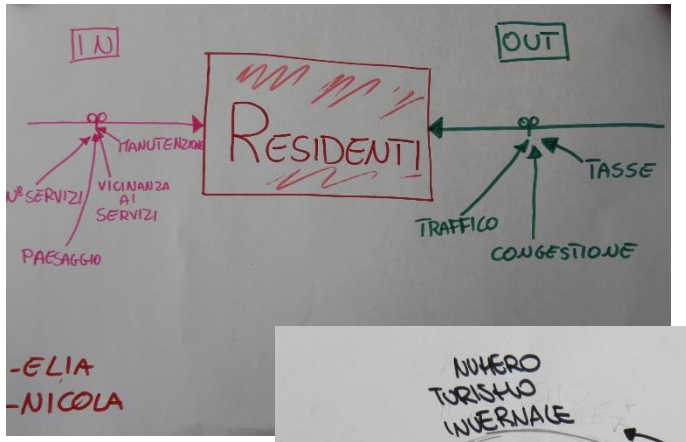
.2 A number of them made use of bank loans, but only few obtained private financing.

.3 New tools and knowledge are needed to stimulate more private funding (venture capitalists, investors, etc) and access to alternative funding tools (e.g. crowdfunding models, blockchain, etc).

SYSTEM THINKING
Participatory modelling







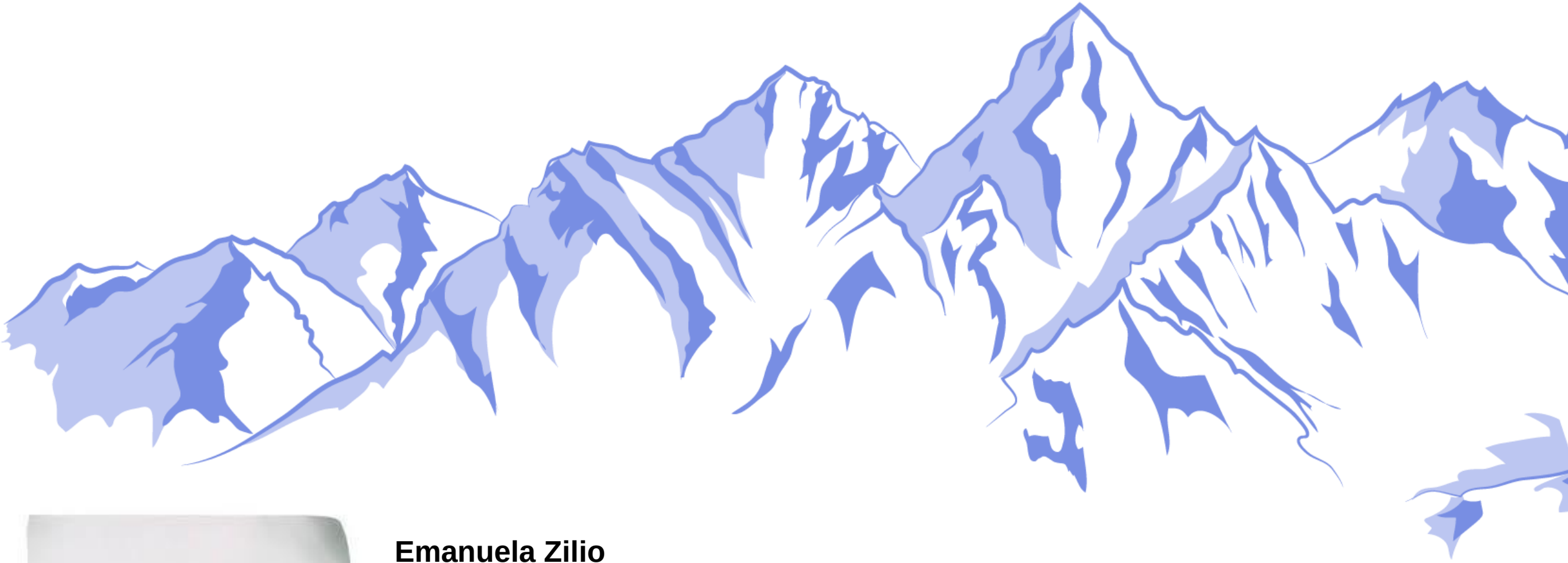
System thinking exercise together with students from Cavalese

Workshops with stakeholders
Rete Monte Bondone

ALP JOBS

EUSALP EU STRATEGY FOR THE ALPINE REGION

IMC Innsbruck 2019 International Mountain Conference



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THANK YOU!