



Mission Model Canvas

Project title:

PALP

Created by:

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Date:

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Cultural Institutions
Artists
Public authorities (municipalities, State of Valais and Confederation)
Tourism offices
Public transports (gondolas, bus, train, etc.)
Hotels, restaurants, caterer
Cheese makers
Farmers
Wine makers
Local businesses (wood, forge, etc.)
Civil population

Activities 🛠️

What are the three main activities needed to create/realize your project?

Short-circuit ecosystem

Multidisciplinary events & projects

Touristic, cultural, and economic dynamism and synergies

Ressources 🏗️

Financial ressources

Proactive and professional team

Complementary and diverse local partners

Which three skills and resources are central to the implementation of your idea?

Project 📦

How do you explain your project to a stranger in 1 minute?

PALP enhances the (re)discovery mountain regions through innovative and accessible cultural tourism that fosters the development of a circular economy ecosystem. It offers projects and events on a human scale, without large-scale infrastructures, promoting local and seasonal gastronomy, which raise public awareness of the challenges facing mountain regions by offering an environmentally friendly tourist experience. Cultural heritage and local communities are at the heart of the approach.

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

The community and the population are key players in the project and are an integral part of every stage (brainstorming, partners, venues, organization, etc.).

Channels 📱

Social media: Facebook & Instagram (41K), websites: www.palpfestival & www.palpvillage.ch (100'000 views in 2023)

Press partners: Radio Television Suisse (RTS), Le Temps, Le Nouvelliste

What channels will you use to reach your community? How will the target group find out about your project?

Target Groups 👤

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

The target group is diverse, multi-generational and from different social backgrounds: public, partners & local population and businesses.

Budget 🗑️

What costs do you expect to incur to realize your idea?
What are the costs?

Budget CHF 3'500'000.-

Expenses

| | |
|---------------------------------------|-----------------|
| Artistic expenses | CHF 1'380'000.- |
| Operating expenses | CHF 830'000.- |
| Promotion & Communication | CHF 300'000.- |
| Infrastructure & Technical & Security | CHF 490'000.- |
| Personal & Administration | CHF 500'000.- |

Income

| | |
|----------------------------|---------------|
| Sale of merchandise | CHF 900'000.- |
| Ticketing sale | CHF 750'000.- |
| Public grants | CHF 900'000.- |
| Sponsoring, private grants | CHF 900'000.- |
| Prize money Spotlight | CHF 50'000.- |

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

Objectives:

Developing sustainable cultural tourism in the Valais
Raise public awareness of the challenges facing mountain regions
Create local and regional cultural, tourist, economic and social synergies
Develop a short circuit model that can be transferred to other outlying regions
Encourage well-considered, positive choices in terms of climate through local cultural tourism and a soft mobility concept
Raising awareness and encouraging the consumption of local, seasonal produce

Measure/verify the impact:

Press cover
Number of people taking part
Recognition from partners and public authorities and engagement
Satisfaction of the public and the partners
Diversity of key-players

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

New and singular touristic and cultural offers, formats, etc.
To develop and maintain links of proximity and trust between the various players involved
To propose municipalities on the periphery of the Alps a high-quality cultural and tourist offering, closely linked to the cultural heritage, living traditions and local cultural identities