

Project title:

Systemic Cycles - a cycling journey toward resilient regenerative futures

Created by:

MonViso Institute

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Partners & Support 🧑‍🤝‍🧑

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

SC benefits from its embedding in the Living Systems Lab MonViso Institute's support network in bioregional weaving and entrepreneurial activities, and as didactic in the globally active ETH DRRS MOOC learning program.

Further partners are from tourism agencies and offices, public local authorities, regional developers and planners, sports associations such as snow sports/bike/kayak/hike instructor programs, agriculture and forestry, the energy sector, mobility providers, the arts, bicycle companies, and other academic/educational programs.

Budget 💰

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

50K: to scale the guides training program in partnership with CH institutions and tourism officials, and to communicate SC's holistic impact to decision makers

Activities 🛠️

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

SC is a widely prototyped, successful program, didactic, and economic opportunity. We are now in a "scaling out" process which involves to

1. further grow the communities and social engagement through continuous, place-repetitive SC tour offers and customized educational communication
2. enlarge the SC weaving guide training program
3. build strong business and local authorities connections, i.e. in tourism regions
4. monitor and evaluate local-regional systemic impact

Ressources 🛠️

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

Systems thinking and sensing Curiosity, creativity and openness Collaborative investment spirit

Project 📺

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

Systemic Cycles is a (multiple) day (bicycle) tour combined with a regional exploration of supply chain systems, offering a playful experience of a moving social adventure as alternative didactics on learning systemic design. Shifting from sightseeing to insight-seeing forms of exploring, activity and tourism, SC is a systemic program, didactic, and business opportunity, nudging more diverse, resilient, and regenerative economies with locally grounded clusters often starting from tourism, as an enriched tourism activity with a mission to weave across economic sectors.

Channels 📱

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

SC is embedded in the cycling, alpine tourism, sustainability, and broader education- science-entrepreneurial communities in CH, the Alps, globally, with fairs, conferences, webinars, ETH DRRS MOOCs, MonViso Institute's program, and partnerships with local-regional tourism actors, (sport) associations, companies, farmers, thought leaders, governments, regional developers, tourism offices and many more.

Relationship, Community 🌱

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

We offer public SC tours already in CH, IT, DE, NO, CA/USA, and a weaving guide training program. SC is a didactic in the ETH Zurich DRRS educational program with a global reach already to more than 8000 MOOC participants from 115+ nations. Hosted by MonViso Institute, SC fascinates people from academia, the public sectors (communities), tourism, regional planning, sports, etc.

Impact 🌱

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

Through repetitive SC tours in a region we spur curiosity and concrete implementations for more diverse, circular, resilient economies in a bioregional sense - reduced CO2eq by shorter supply chains, seasonality, and different (tourism) mobility.

Target Groups 🧑‍🤝‍🧑

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

SC is an opportunity for villages and regions to spur more diverse, resilient economies through such alternate tourism activities. The public sector, regional developers, tourism offices and providers, agriculture and food suppliers, artists, craftsmen, any sector is a target group in addition to academia and any sports-instructor and guide to expand their portfolios.

Scaling 🌱

Scaling/Expansion/Unfolding:

How to increase the impact of your project?

We scale and expand through a new SC weaving guides training program involving sports and guides education associations, tourism authorities, and academia. We evaluate and communicate impact through research (ETH, MVI,...) and communicate with local-regional politics, public authorities, and regional developers.