



Partners & Support 🤝

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

Partners:

- Local tourism suppliers (Hotels, restaurants, tourism guides & associations, spas)
- Wine & Alpine agriculture producers
- Convention & Tourism Bureau's

Support:

- Volunteer program WWF
- Swisstainable
- Preneurship for Regenerative Food System ZHAW advise

Activities 🏠

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

- Two Alpine Regenerative Hubs established in selected destinations, connecting local actors and showcasing new experiences to both visitors and the local community.
- Create new services and experience including training staff, and monitor impacts
- MVP digital ecosystem (referencing tourist services, offering the access to the services.

Resources 🏠

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

- Environmental expertise (impact monitoring, framework and tools design for land restoration)
- System Change and transdisciplinary skills.
- Events & Tourism expertise (hotel & events management, educational workshops, animations)

Project 🎁

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

- Local Alpine community: Coordinate different services to create holistic experiences around Alpine Regenerative Hubs
- Visitors B2B and B2C: Offer a digital interface to access to the regenerative experiences

Relationship, Community ❤️

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

- Organize and coordinate events in our hubs. These hubs will engage partners and the public.
- Social media presence with engaging social media campaigns (in collaboration with the marketing agency SwissAR Digital).
- We will boost engagement by coordinate discount/free meals using the validated framework done by www.copenpay.com

Channels 📱

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

- Direct connection
- Cantonal Tourism Office
- Social media
- Farming associations

Target Groups 👤

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

- Alpine Tourism actors (tourism offices, convention bureau, hotels, restaurants, mountain guides and ski schools, bike & ski rentals)
- Local alpine farmers.
- Visitors doing holidays in the Alps and Swiss companies committed on CSR and willing to organize their seminars, meetings, team buildings and company retreats within a 3-hour range of their offices.

Budget 💰

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

- Design, coordination & monitoring of 2 Alpine Regenerative Hub pilots **(25k)**
- Marketing / Events (a big tent to create an itinerant hubs) and develop holistic programs **(CHF 15k)**
- MVP Collaborative Digital Ecosystem **(CHF 10k)**

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

- Creation of the first benchmark of regenerative tourism in alpine areas
- n° local partners in the workshops/ n° B2B choosing to the hubs (CO2 reduced)/n° alpine agriculture and regenerative projects created/ n° new experiences created/ increase occupancy rates and revenues

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

- A full operative digital & partners ecosystem that can be used across different Alpine and Andean areas.