



The Programme is  
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Development Fund



# Alpine Space Heading for Excellence

## European Territorial Cooperation 2007-2013



**Invitation**

**St. Johann im Pongau, Austria**  
28<sup>th</sup> and 29<sup>th</sup> of June 2007

We are pleased to invite you to a two-day conference of the Alpine Space Programme. The launch of the Alpine Space Programme 2007-2013 will be combined with the closing conference of the INTERREG IIIB Programme. The event will take place in St. Johann im Pongau near Salzburg (Austria) on June 28<sup>th</sup> and 29<sup>th</sup> 2007.

The conference will offer the occasion to learn about the new objectives and priorities and share best practise and experiences of cooperation in the Alpine Space.

- The plenary sessions will introduce the political dimension of the programme and explain how Interreg IIIB has developed into something new: “European Transnational Cooperation 2007 – 2013”.
- Thematic platforms will discuss the new programme priorities and provide a platform to present new project ideas.
- Wide space will be given to networking activities. Participants shall have the chance to discuss, exchange and generate new project ideas and learn how to fit them into the new orientation of the programme.
- A project fair and excursions will show “projects in action”.

### **Day 1: “Results achieved and challenges to meet”**

#### **How are regional, national and institutional strategies linked to the European cooperation objectives?**

Keynote addresses will outline various perspectives on the programme from different backgrounds, on the challenges and opportunities of the Alpine cooperation area, on the expectations and conditions.

#### **How will the new objectives differ from what was intended in Interreg IIIB?**

Representatives of the programme will explain the process of defining the objectives and strategies and discuss the priorities of future cooperation with experts.

#### **Will your project fit with the new programme?**

In three thematic platforms the new objectives and strategies of the programme priorities will be highlighted. This will not only be the occasion to go deeper in the contents, but also to raise questions to experts and representatives of the programme and the partner states.

### **Day 2: “Mastering the challenges: cooperation and networking”**

The second day will be dedicated to presentation, discussion and exchange of project ideas. Information will be given on new structures and procedures and guidance offered to facilitate project generation.

Participants will have the possibility to deepen project ideas presented on the first day in small working units. An on-site partner search forum will enable exchanges on project ideas and building of partnerships.

We invite you to bring in your ideas, share your knowledge and experience and – most important of all – build the foundation of future transnational cooperation projects in the Alpine Space. To join and participate in this conference, you can now register online on the programme website [www.alpinespace.org](http://www.alpinespace.org). For further details please do not hesitate to contact us.

*We look forward to meeting you in St. Johann im Pongau!*

# Agenda

June 28<sup>th</sup>

Day I

8:30 - 9:15

## Registration and welcome coffee

9:15 - 9:45

## Welcome addresses

- Günther Mitterer (*Mayor of St. Johann*)
- Wilfried Haslauer (*Deputy Governor of Land Salzburg*)
- Heidrun Silhavy (*State Secretary at the Federal Chancellery, Austria*)

9:45 - 11:30

## Territorial cooperation in Europe – keynote addresses

Chair: Margarita Jančič (*Ministry of Environment and Spatial Planning, Slovenia*)

- Herbert Bösch (*European Parliament*) (tbc)
- Bernard Soulage (*Committee of Regions, Regional Council Rhône-Alpes*)
- Marco Onida (*Permanent Secretariat of the Alpine Convention*)
- Colin Wolfe (*DG Regio - European Commission*)
- Jean Peyrony (*“Mission Opérationnelle Transfrontalière” - Cross-border Operational Organisation*)
- Rossella Rusca (*Ministry of Economic Development, Italy*)
- Welf Selke (*Federal Ministry of Transport, Building and Urban Affairs, Germany*) (tbc)

11:30 - 12:00

## Coffee break

12:00 - 13:15

## Morning session

### Territorial cooperation in the Alpine Space: New priorities for shared challenges?

Chair: Christian Salletmaier (*Land of Salzburg, Austria*)

#### Competitiveness/Attractiveness

- the programme’s view: Silvia Jost (*Federal Office for Spatial Development, Switzerland*)
- the expertise statement on future challenges: Christophe Clivaz (*Sierre University of Applied Sciences Western Switzerland*) (tbc)

#### Connectivity/Accessibility

- the programme’s view: Fabio Croccolo (*Ministry of Infrastructure, Italy*)
- the expertise statement on future challenges: Marie-Line Meaux (*Ministry of Transport, France*) (tbc)

#### Environment and Risk Prevention

- the programme’s view: Peter Eggenberger (*Bavarian Ministry of the Environment, Public Health and Consumer Protection, Germany*)
- the expertise statement on future challenges Thomas Scheurer (*ISCAR - International Scientific Committee on Research in the Alps, Switzerland*)

13:15 - 14:15

## Lunch break

14:15 - 16:15

## Thematic platforms

The inputs given in the plenary session “New priorities for shared challenges?” will be deepened in three thematic platforms aiming to explore each priority in detail. Participants will be invited to present their project ideas.

### TP 1 Competitiveness/Attractiveness

Moderated by Thomas Egger (*SAB, Swiss Group for Mountain Regions, Switzerland*)

Impulse statement by Silvia Jost and Christophe Clivaz (tbc)

### TP 2 Connectivity/Accessibility

Moderated by Romain Molitor (*Trafico – Transport Planning, Austria*)

Impulse statement by Fabio Croccolo and Marie-Line Meaux (tbc)

### TP 3 Environment/Risk Prevention

Moderated by Wolfgang Pfefferkorn (*CIPRA International, Liechtenstein*)

Impulse statement by Peter Eggenberger and speaker to be confirmed

16:15 - 16:45

## Workshop conclusions

16:45 - 18:30

## Projects in action

### Project fair

The project fair will give an insight in concrete project results and show success stories of the Alpine cooperation.

### Visit to Qualima pilot activities in St. Johann

Qualima, a project of the INTERREG IIIB Alpine Space Programme aims to mitigate the process of marginalisation and depopulation of the rural areas in the Alps. The project faces this situation by defining an innovative approach of goods and services supply as well as of management. Various activities have been implemented in three small towns in the Land of Salzburg – among others in St. Johann.

18:30 - 19:00

## Aperitif at the project fair

19:00

## Evening reception and dinner offered by Land Salzburg

# Agenda

June 29<sup>th</sup>

8:30 - 9:00	<b>Registration and welcome coffee</b>
9:00 - 10:00	<b>What's new? Technical orientations on the new Programme</b> <ul style="list-style-type: none"><li>• <b>Structures and procedures</b> (<i>Joint Technical Secretariat</i>)</li><li>• <b>Framework for new projects and partnerships</b> (<i>Joint Technical Secretariat</i>)</li><li>• <b>Outlining the first call for project applications</b></li></ul>
10:15 - 12:15	<b>Partner search – working groups</b> <p>As a result of the three thematic platforms of day 1, various small units will be set up according to existing and developing project ideas. These working groups will specify their ideas. Assistance will be offered by the Programme bodies.</p>
12:15 - 12:45	<b>Wrap-up session with interviews</b>
12:45 - 13:00	<b>Closing speech</b> <p>Christian Salletmaier (<i>Land of Salzburg, Austria</i>)</p>
13:00 - 14:00	<b>Lunch</b>

Day 2

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14:00 - 16:30	<b>Optional: On site project visits</b>  <b>1   ALPS MOBILITY II</b> <p>This INTERREG IIIB project centers on an innovative ecotourism and ecomobility packages called “Alpine Pearls” by linking the protection of the ecologically sensitive Alpine Space, the creation of environmentally sustainable transport for tourism and of new eco-tourism packages in the sense of win-win-strategies. The participants will visit Werfenweng, one of the “pearls” where a number of activities will be on display.</p> <b>2   HABITALP</b> <p>The main objective of this INTERREG IIIB project is to develop a transnational spatial database, which supports the analysis of Alpine landscape, its structures, diversity and long term changes, particularly for NATURA 2000 habitats. The participants are offered the possibility to visit the National Park Hohe Tauern where the project and project related activities will be presented.</p> <b>3   ANP - Automotive Network Pongau</b> <p>ANP is a project of the ERDF Innovative Actions Programme; Companies within the Salzburg automotive sector created a network aiming to improve the regional cooperation and knowledge flow. Concrete activities are common product development and research efforts as well as qualification measures or the development of internationalisation strategies. During the excursion strategies to overcome problems of SMEs in rural Alpine areas will be discussed.</p>
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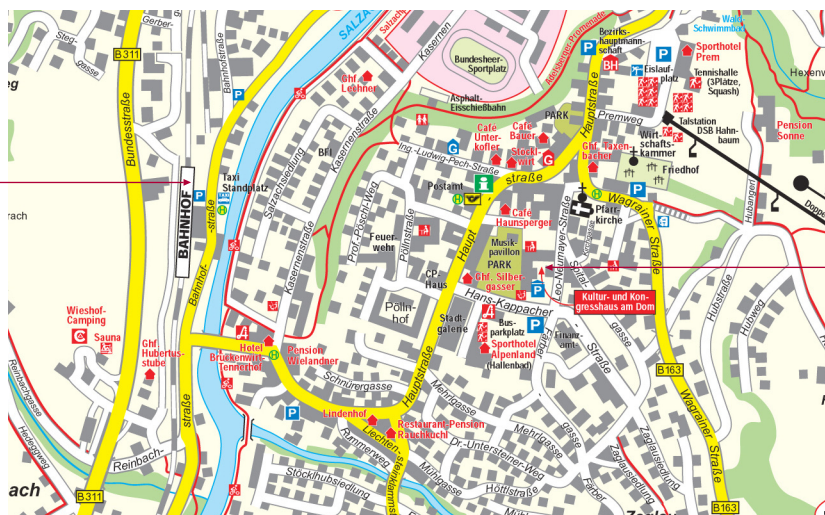
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# Organisational information

## Venue

The conference will take place in the Congress Center of St. Johann im Pongau, 60 km from Salzburg, Austria.

Railway station



**Congress Center:**  
Färbergasse 2  
5600 St. Johann im Pongau  
Tel +43-6412-80 80  
Fax +43-6412-80 80-88  
[www.kongresshaus.at](http://www.kongresshaus.at)

## St. Johann im Pongau

### How to get to St. Johann im Pongau?

#### By Train

St. Johann im Pongau is easy to reach by train:

- There are regular trains (twice an hour) **from Salzburg**. The trip will take you about one hour.
- Starting **from the South, e.g. Villach**, trains are leaving to St. Johann in a two-hours interval.
- From Villach to St. Johann im Pongau it will take you less than two hours.

In Austria a train reservation is not obligatory.

You can find further information at [www.oebb.at](http://www.oebb.at)

(in English language: [www.oebb.at/vip8/oebb/en/index.jsp](http://www.oebb.at/vip8/oebb/en/index.jsp)).

#### By Plane

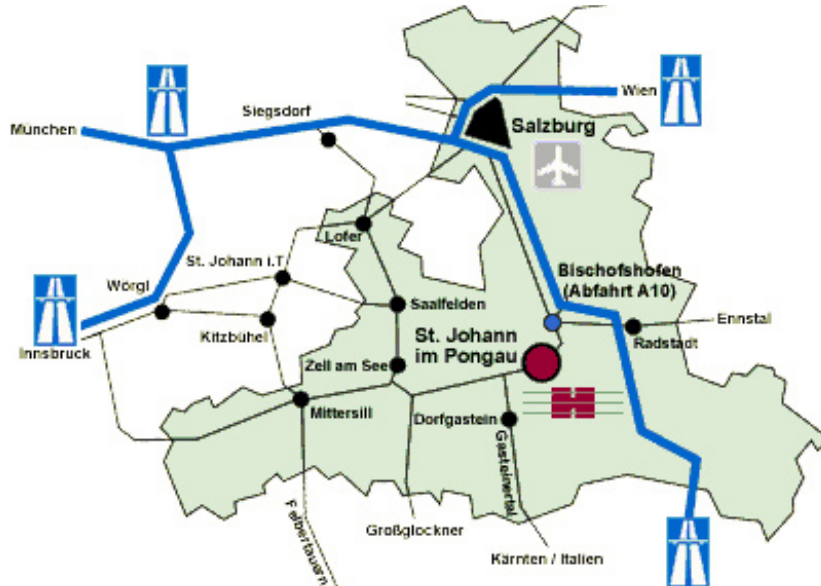
From the Wolfgang Amadeus Airport **Salzburg** a shuttle service is arranged. Registered conference participants will be provided with the precise times of departure. If the shuttle departure times offered do not fit you, there would be public buses (line 2) connecting Salzburg Airport and Salzburg main station regularly. Please find the bus schedule under [www.stadtbus.at](http://www.stadtbus.at). The transfer to the main station takes about 20 minutes, from there you can go on to St. Johann im Pongau by train.

From the Franz Josef Strauß Airport in Munich, you should take the **S-Bahn S 8 to Munich Ostbahnhof (Munich East)**, from there you can go on by train to Salzburg and then further to St. Johann im Pongau.

## By Car

Over the motorway **A10**, “**Tauernautobahn**” (coming either from Salzburg or Villach), to the “**Knoten** (intersection) **Bischofshofen**”; from here you have to drive in **direction to St. Johann im Pongau**, then take the **B 311** (“**Pinzgauer Bundesstraße**”) and you will reach St. Johann after 5 kilometers.

Please note: As there are several places called St. Johann all over Austria, please consider the full name (“**St. Johann im Pongau**”) in case you search for the location, e.g. in a route planner.



## Registration

The registration will be possible on the Programme website: [www.alpinespace.org](http://www.alpinespace.org).

## Accommodation

A hotel booking service is available. We suggest to book in advance by filling in the booking form which you can find on the website [www.alpinespace.org](http://www.alpinespace.org).

For all further information on accommodation, please contact Ms. Lainer, staff member of the Tourismusverband St. Johann-Alpendorf ([lainer@sanktjohann.com](mailto:lainer@sanktjohann.com), Tel. +43 (0) 6412/60 36 - 71).

## Languages

There will be a simultaneous translation of the plenary sessions in all Alpine languages (Italian, French, German, Slovene) and English. The workshops, projects visits and project fair will be held in English language.

## Further information

For further information, please visit the conference´s section of the Programme website [www.alpinespace.org](http://www.alpinespace.org).

Please do not hesitate to contact us for any specific questions:

[Wolfgang.Schrattenecker@Salzburg.gv.at](mailto:Wolfgang.Schrattenecker@Salzburg.gv.at) (for organisational questions)

or [Magali.Kirchgesser@Rosenheim.de](mailto:Magali.Kirchgesser@Rosenheim.de) (for questions on contents)