

ALPCITY

Form 1 - Partner's introduction

Name of the partner	(National language and English translation) Gemeinde Grainau Municipality Grainau
Institutional role of the partner	(General information on all sectors of competence and degree of administrative capacity) Mr. Andreas Hildebrandt 1. Mayor Decision-maker, responsible for all tasks in general
Name of the sector in charge of managing AlpCity	Gemeinde Grainau Andreas Hildebrandt 1. Mayor
Role of the sector within the partner's administrative structure	(Information on specific competences, policies and services) see above
Partner's expected benefits from the participation to AlpCity	Transnational exchanges of experiences Good practise examples Support to Grainau
Indicate the WPs (4-7) in which the partner will undertake local case-projects (and if the partner is WP responsible)	WP 4-6 ■ ■ ■ ■ ■

Organisational expectations from the participation to one or more specific WP4-7 (case-projects)	<p>(The WP must have internal rules? Which ones? How do you see the role of the WP responsible? How do you think exchange of experiences within the WP should be promoted? What could be the ways to structure the WP: distinct meetings, news by email? Others?)</p> <p>tight but flexible timetable</p> <p>every 2-4 weeks updated newsletter by email</p> <p>good flow of information between the LP and PP as well as between PP and PP</p>
Expectations from the work of AlpCity Scientific Steering activities	<p>General information flow</p> <p>Not made up work and financial reports, which have to be passed to the partners on time</p> <p>Keep the survey of the whole project</p>

ALPCITY

Form 2 - Description of the concerned territory (geographic and/or institutional areas)

Administrative areas within the region	<p>(What are the administrative levels within the region for different policy, planning, and project purposes? What are the different competences within these areas? What is the relationship between these levels and the small towns? The mountains?)</p> <ul style="list-style-type: none"> - Grainau – planning sovereignty - Regional government of Garmisch-Partenkirchen – permission authority - Government of Upper Bavaria – inspection
Brief description of the mountain character within the whole partner's territory	<p>(Examples: what part is covered by mountains, what are the types of mountain (high, medium, low), which is the quota of the population living in mountain areas, what is the role of the mountain areas in the regional economy, etc.)</p> <p>Very high mountains – the Zugspitze – highest peak of Germany</p> <p>An extremely important role for the tourism</p>
Structure of the towns within the region +	<p>(Examples: size, hierarchy, demographic and economic changes, main social and economic problems)</p> <p>size: 3704 inhabitants; small village in our region</p> <p>100 years ago, Grainau was a pure agricultural area, which now has developed to an economically mono-structured region, with an exceptional dependency on tourism in the past 70-80 years. Due to the mentioned focus on the tourism sector and also because of the changed living habits of the population, various problems in the village have resulted. The retail sector partially disappeared, so that the basic provision of the inhabitants with goods by the local shops is not ensured anymore. A research concerning the retail structure in Grainau from the year 2003 showed that 75% of the local inhabitants purchase power drains off to surrounding cities. If no counter measures will be taken, this trend will continue. The majority of the working population commutes daily. This situation even has been made worse by the fact that the trade sector had to register a considerable lack of work places in the last years. Several employees even commute to Munich daily. Also in this field, no trend reversal can be noticed.</p>
Names of the case-projects (described in Form 3) and all administrative area/s involved	<p>WP 4: Economic development</p> <p>WP 5: Services/quality of life</p> <p>WP 6: Urban environment</p> <p>Involved: Grainau and the government of Upper Bavaria</p>
Number of inhabitants in these areas (please list all individual	<p>Gemeinde Grainau – 3704 inhabitants</p>

towns and other administrative levels concerned by each case-project)	
Specific issues on the structure of the towns in these mountain areas	Replacement of the two centres of Grainau Setting up of specific cross connections
Economic profile of these towns - regional functions - external functions	
Social image of the mountains within the region	(Examples: symbolic values attached to the mountains, level of attractiveness for residential and/or leisure time activities, level of repulsiveness, differences among community and social groups. Please comment your replies!) The symbolic value of the mountains, specific the symbolic of the Zugspitze, is quite high – it is the symbolic for Grainau, as we call us “Das Zugspitzdorf” (the Zugspitz village)
Policies for the mountain	(Is there a specific legislation concerning mountain areas? E.g. national, regional, other levels. What are the main points? Please indicate also the references and dates. Besides legal instruments, is there a specific partner’s political approach vis-à-vis the mountains? What are the objectives? What are differences with other areas/regions?) <ul style="list-style-type: none"> - nature reserve - conventions of the alps - German Alps Union - Development - Water protection - Ward of danger

ALPCITY

Form 3 - Description of the local activities within AlpCity (IMPORTANT: please copy and paste the table, and fill one for each distinct case-project)

Title of the case-project	WP 4 – Project-cases 1: economic development
Case-project abstract	<ul style="list-style-type: none"> - Strengthen the existing trade and industry - Create new rough drafts for further trade sites - job creation out of the tourism industry - Examinations of external experts, to the above case - The inhabitants concerned will be involved into the workshops
Reasons for the choice of this case-project	<p>Since few years there is an increase of decline at the retail trade as well as a decline at the supply and variety of business and trade</p> <p>All jobs out off the tourism are in other towns</p> <p>Large flow off purchasing</p> <p>Small future prospects for young people</p>
Adopted methodology	
Expected benefits (local and regional levels)	<p>Readiness of the persons carrying on a trade to invest again more in their businesses</p> <p>Departure moral in favour of young people</p> <p>Creating more secure jobs in long terms</p>
Are follow-up activities foreseen ?	<p>(Please describe)</p> <p>yes, but not yet defined</p>
Expected value added (other than financial) from the participation to an INTERREG project	<p>(Please mention concrete examples and not general statements such as: exchange of experiences)</p> <p>Getting experiences out of the other project partners, which are possibly can be transferred to your own territory and which could be make an efficient work possible by similar problematic nature. As well we can find some solution points of departure.</p>
Output indicators	A busy village site through out

	<p>A more lively village site through out increasing more customers attendance</p> <p>Reopening of trade and business</p> <p>New base of businesses</p> <p>More turnover</p>
Impact indicators	
Name of the town/s concerned	<p>(A map may be attached)</p> <p>Municipality Grainau</p>
Demographic, social and economic situation of the town/s concerned and specifically identified problems	<p>Through out overage of the inhabitants, exodus of young people</p> <p>Connected with it, the attractivity to live at the village goes down</p> <p>A specifically problem is created through out the situation rather through out the landscape, because this is very attractive for elderly people to live here. Therefore there is a rental income increase and so the interest for young people to live at the village has been dropped.</p>
Role of the mountain resource within the local development chances of the town/s concerned (positive or negative)	<p>The housing market through out of the high rental (older aged residence) can not be financed by young peoples or families</p> <p>Through out of the mono structure of tourism, the job market is only structured seasonal</p>
Expected contribution of the foreseen actions towards the development of the town/s concerned	<p>Positive influence on the job market for the inhabitants</p> <p>Economic business through out reopening of trade and settlement of business settlement again</p> <p>Therefore are higher tax yield for the municipality, which will be given back to the improvement of the village structure</p>
Who is the responsible for the concrete development of the project?	<p>(Partner, university, local authority, consultants, other institutes? Why has it been chosen?)</p> <p>Municipality Grainau, experts (not yet decided)</p>
How are activities sub-contracted?	<p>Call for tenders – for concrete subjects as described</p>

Beside the partner, which administrative authorities are involved in the project? How?	Government of Upper Bavaria - Investigated measures, guarantee for a direct realization
Who are the main local/regional project actors?	(economic, political, cultural, social actors, NGOs) Municipality Grainau
Are there important actors who are not integrated or are opposing the project ?	no
The case is isolated or integrated within a broader frame/ programme of activities? How? How are these activities being financed?	Yes Government of Upper Bavaria ? Investigated measures, guarantee for a direct realization
Timetable for the project development (July 2004 - May 2006)	Start: October 2004 till May 2006
Are experts (non SSC) involved into the case and research activities undertaken for the case? What is their role?	Not yet – call for tenders

ALPCITY

Form 3 - Description of the local activities within AlpCity
(IMPORTANT: please copy and paste the table, and fill one for each distinct case-project)

Title of the case-project	WP 5 – Project-cases 2: services / quality of life
Case-project abstract	Summary of service and service industry supply and their structure (inhabitants and tourists) as well as the adjustment of quality and the size to nowadays demand <ul style="list-style-type: none"> • Promotion of one's own initiative to improve the quality of life • Measures to develop the local identification of children and the youth • Promotion transnational relationship with the young generation

	<ul style="list-style-type: none"> • Adaptation of the tourism supply to the demand
Reasons for the choice of this case-project	<p>The public village life is wide concentrated for the requirement of tourism industry</p> <p>Therefore the social and cultural prospects are coming sometimes into the background</p> <p>And then the community spirit suffers or is nearly falling away</p>
Adopted methodology	
Expected benefits (local and regional levels)	<p>The inhabitants should find out again their own cultural assets and accordingly set their targets and their life style through out it. Therefore the tourism should be involved, but not determinant</p>
Are follow-up activities foreseen ?	<p>(Please describe)</p> <p>yes, but not yet defined</p>
Expected value added (other than financial) from the participation to an INTERREG project	<p>(Please mention concrete examples and not general statements such as: exchange of experiences)</p> <p>Getting experiences out of the other project partners, which are possibly can be transferred to your own territory and which could be make an efficient work possible by similar problematic nature. As well we can find some solution points of departure.</p>
Output indicators	<p>Should the village grow: increase of inhabitants</p> <p>Even there is no tourism season, the culture life should take place</p> <p>Increase of the village through out of young people and not through out the increase of older aged people</p> <p>Stability of tourism or even a little increase</p>
Impact indicators	<p>The love to the native and the one village</p> <p>More increase in the interest of the neighbours and not the unconditional pursuit of own interests within the village</p> <p>Long term relationship of the tourists toward the vacation place</p>

Name of the town/s concerned	(A map may be attached) Municipality Grainau
Demographic, social and economic situation of the town/s concerned and specifically identified problems	The cultural and social life is extraordinary influenced by the tourism From now on it should be more influenced by the different social groups, but under consideration of the tourist demands Service industry should become more importance at the public standing
Role of the mountain resource within the local development chances of the town/s concerned (positive or negative)	The social and cultural priorities are spreaded only over few summer months and over a very short time at winter time – even the time of tourism
Expected contribution of the foreseen actions towards the development of the town/s concerned	Creating a cultural and social environment, which is life and loveable for young people Pay specific attention to the tourism, the main target of the village,
Who is the responsible for the concrete development of the project?	(Partner, university, local authority, consultants, other institutes? Why has it been chosen?) Municipality Grainau, experts (not yet decided)
How are activities sub-contracted?	Call for tenders – für konkrete Teilobjekte
Beside the partner, which administrative authorities are involved in the project? How?	Government of Upper Bavaria - Investigated measures, guarantee for a direct realization
Who are the main local/regional project actors?	(economic, political, cultural, social actors, NGOs) Municipality Grainau
Are there important actors who are not integrated or are	no

opposing the project ?	
The case is isolated or integrated within a broader frame/ programme of activities? How? How are these activities being financed?	Yes Government of Upper Bavaria? Investigated measures, guarantee for a direct realization
Timetable for the project development (July 2004 - May 2006)	Start: October 2004 till May 2006
Are experts (non SSC) involved into the case and research activities undertaken for the case? What is their role?	Not yet – call for tenders

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Title of the case-project	WP 6 – Project-cases 3: Urban environment
Case-project abstract	Protection of the village life appearance and building up of a new traffic situation Revival of the two downtowns at the village Creating of a new industrial estate and improvement of the traffic situation
Reasons for the choice of this case-project	The permanent simplification of the construction law is taking risk, that by the development only the economic side is determined and not the village life situation In the past the development of the road network was determined by the meaning that the car got the complete priority Creating of a suitable site for new business
Adopted methodology	
Expected benefits (local	Creating apartments for families

and regional levels)	Declining of the car traffic and better use of the public transportations
Are follow-up activities foreseen ?	(Please describe) yes, but not yet defined
Expected value added (other than financial) from the participation to an INTERREG project	(Please mention concrete examples and not general statements such as: exchange of experiences) Getting experiences out of the other project partners, which are possibly can be transferred to your own territory and which could be make an efficient work possible by similar problematic nature. As well we can find some solution points of departure.
Output indicators	No increase of second homes Supply of new jobs
Impact indicators	Through out of clear air more life quality (less exhaust fumes) Getting back to traditional and old development style
Name of the town/s concerned	(A map may be attached) Municipality Grainau
Demographic, social and economic situation of the town/s concerned and specifically identified problems	Most of the people consider only the economic side at the development The public The public traffic is not use adequate, because in the meaning of convenience and independence
Role of the mountain resource within the local development chances of the town/s concerned (positive or negative)	Through out of the unique site there is a constant development desire, which is not only according through to the development criterions of the town, but also by the ideas of the owner of the properties. This concerns the whole development (water, sewage system, ...)
Expected contribution of the foreseen actions towards the development of the town/s concerned	A good and healthy development of the village

Who is the responsible for the concrete development of the project?	(Partner, university, local authority, consultants, other institutes? Why has it been chosen?) Municipality Grainau, experts (not yet decided)
How are activities sub-contracted?	Call for tenders – for the above description
Beside the partner, which administrative authorities are involved in the project? How?	Government of Upper Bavaria - Investigated measures, guarantee for a direct realization
Who are the main local/regional project actors?	(economic, political, cultural, social actors, NGOs) Municipality Grainau
Are there important actors who are not integrated or are opposing the project ?	no
The case is isolated or integrated within a broader frame/ programme of activities? How? How are these activities being financed?	Yes Government of Upper Bavaria ? Investigated measures, guarantee for a direct realization
Timetable for the project development (July 2004 - May 2006)	Start: October 2004 till May 2006
Are experts (non SSC) involved into the case and research activities undertaken for the case? What is their role?	Not yet – call for tenders