



EU Community Initiative
Alpine Space Programme



Interreg III B

Alpine Space Programme:

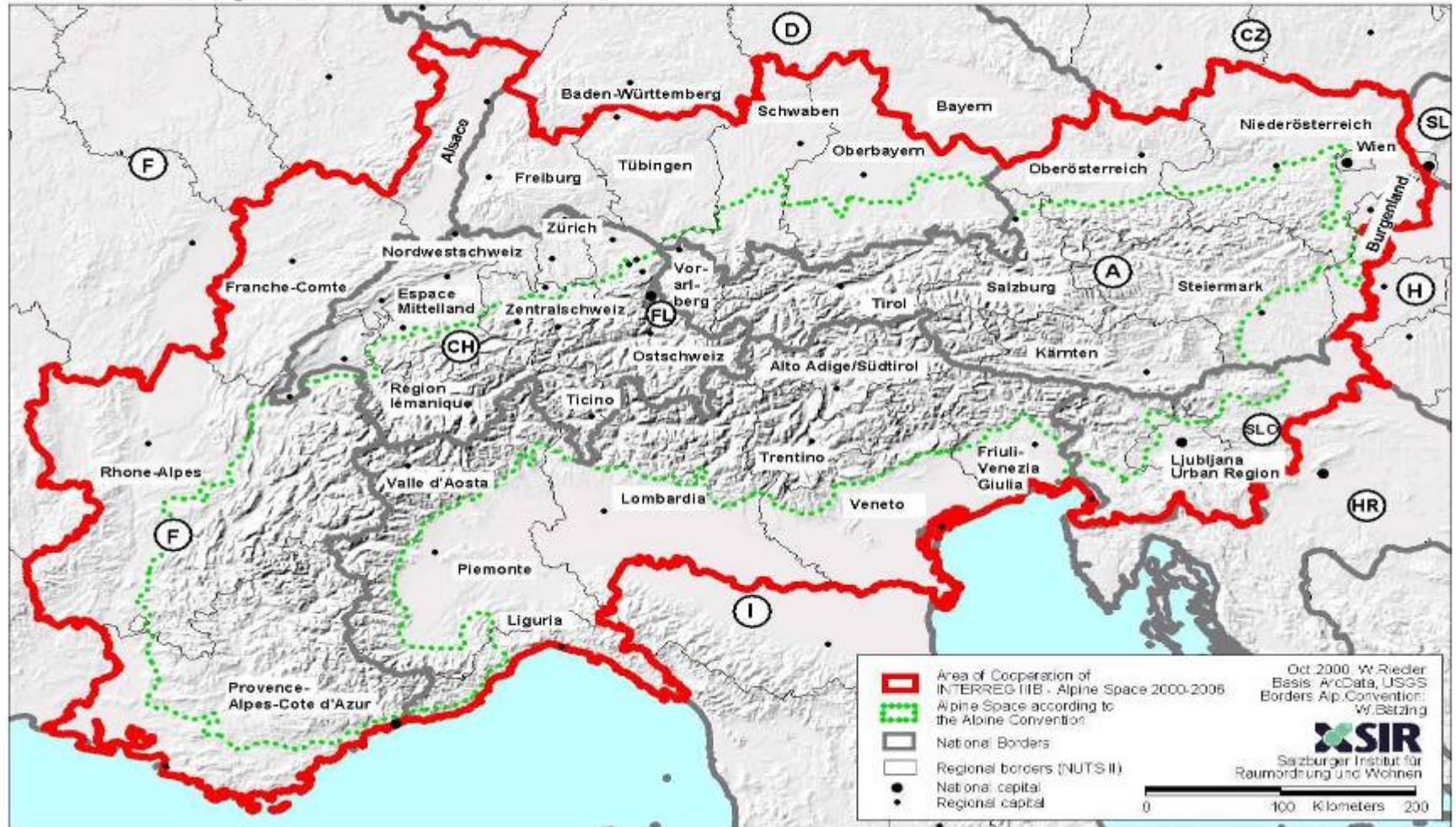
“Cultural landscapes
and Regional Products”

Second Conference
ALPTER

Venezia, 22/23 February 2007

Cooperation Area

Alpine Space - INTERREG IIIB
Area of Cooperation 2000 - 2006



The Alpine Space Programme in Figures

Programme duration: **2000-2006**

Total Budget: **118 Mio € / 60 Mio € ERDF**

Total approved projects: **58**

The Alpine Space actions

3 priorities

**Priority 1: Spatial planning and
competitiveness**

Priority 2: Transport

Priority 3: Environment and cultural heritage

ALPTER

Terraced landscapes of the Alpine arc

- Project of Priority 3.2:
**Good management and promotion of
landscapes and cultural heritage**
- Project duration:
December 2004 – March 2008
- Project Budget: **1 263 650 € / 652 075 € ERDF**

Regional products and cultural landscapes

Stakeholders shared with us:

... A synergy between products on the one hand and territory, history and cultural heritage on the other should be boosted.

... An integration among production sectors would be useful.

... Producers and service providers need marketing and branding for the local production.

... Specific promotion measures, including a labelling system, could be planned.

Alpine Space Programme 2007-2013

- new generation of Alpine cooperation -

Enhance the “territorial capital”

Important topics: balanced territorial development, cultural and natural assets; environmental diversity and cultural Landscapes

Transnational activities: valorisation of cultural heritage; conservation and integrated management of biodiversity and cultural landscapes

Alpine Space Programme 2007-2013

- further information -

- **National Info Days**
- **Launch of the European Cooperation Interreg IV Alpine Space Programme:**
Conference on June 28th/ 29th, 2007
in St. Johann im Pongau, Austria

Thank you very much!

**Constantly updated information
on transnational cooperation in the Alps**

www.alpinespace.org

(see section »Alpine Space Programme II«)