

Please note: The entire GEAP "Green Economy Action Programme" is in a drafting process and these are possible action proposals, not yet agreed by the contracting parties

Greening Finance & financial support

ID	Sub-Category of actions for this action field	Title of proposed action	Description
FS -1	Alignment of financing offers that call for cross-border cooperation and general pathways that allow and enable cross-border and transnational approaches	Green investment Symposium "Transport & Health"	Initiate, implement and document events where knowledge on green finance, financing opportunities, cost-benefit-calculations and potential investors meet and jointly focus on potential merger of financing options for the sectors transport & health
FS -2	Alternative calculation models for value chains	Initiate dialogue between public service providers and municipalities for new calculation models for greening the services.	The AC should identify good examples for successful joint approaches and redirection of value chains and provide a platform for exchange in form of a conference. The new calculation models should include green aspects such as the ecological footprint, climate contributions etc.
FS -3	Alternative calculation models for value chains	Initiate dialogue between public service providers and municipalities for new calculation models for greening the services.	The AC should promote a dialogue on the local level and develop a step-by-step guide for cooperative approaches.
FS -4	Alternative calculation models for value chains	Close cooperation and joint planning of activities with EUSALP AG2 in the field of nature based value chains with regards to alternative, green "calculation-of-profit"-models	The AC should engage in AG2 through active involvement and shaping of the AGs activities in the field of nature based value chains, especially in the field of wood, food, recreation & health. The AC should aggregate and provide knowledge about alternative calculation models for those value chains.
FS -5	Alternative calculation models for value chains	Close cooperation and joint planning of activities with EUSALP AG2 in the field of nature based value chains	The AC should promote the results of the joint work with AG2 at the local level through its networks.

FS -6	Alternative calculation models for value chains	Model calculations for greening bank loans and public funding in the tourism sector → what will be calculated?	Providing calculations taking into account a wider context that considers ESS (e.g. internalization of external costs) Prioritizing regional value chains instead of international tourism products Calculation of climate-friendly value chains and circular economy tourism value chains;
FS -7	Alternative calculation models for value chains	Promotion of good examples of regional currencies	As already pointed out in RSA6, regional currencies have the potential to contribute to local value chains and circular economy. Good examples on regional and local level shall be collected and promoted by AC. Also, the framework conditions, the territorial and value coverage and the steps to establish such a currency shall be reflected in those examples.
FS -8	Crowd funding and similar alternative financing options	Initiating crowd-funding on local level	Initiating an Alpine wide platform for crowd funding of local projects including a ranking of the "best funded project"
FS -9	Crowd funding and similar alternative financing options	Support citizens' investments in Green Bonds	Closely connected to the action field "Life & Work", this action is a promotional activity by the AC to promote green bonds
FS -10	Crowd funding and similar alternative financing options	Promoting "green start-up" funds on local level	Either driven by the municipality or by a local bank, it is relevant to put "green start-ups" in the center of attention and to communicate their specific status among the entrepreneurs. The AC will encourage Triple-Helix-Partners on regional level to jointly identify ways to set-up funds, e.g. revolving funds, to bring green start-ups a step forward and ease market entry.
FS -11	Crowd funding and similar alternative financing options	Providing a classification (taxonomy) of Alpine Green Projects, Assets and Activities	Financiers and Investees should come together and define the Greenness of a project, activity and asset.

FS -12	Crowd funding and similar alternative financing options	Public private partnerships (Blended Finance) to share risks, high sunk costs and returns.	Projects with risky conditions, high sunk costs or long-term performance might fail to raise enough money despite their overall positive return. Thus public investors can provide finance to start the projects. Blended finance is an approach to mix different forms of capital and is emerging as an important solution to help raise resources.
FS -13	Crowd funding and similar alternative financing options	Blended finance	Microcredits/Leader-Approach
FS -14	Direct green investments	Investment brokerage platform	Initiate, implement and document events where knowledge on green finance, financing opportunities, cost-benefit-calculations and potential investors meet and green financing opportunities can be brokered such as renewable energies and regional infrastructure (in sustainable compliance with other sectors) as well as freight transport and construction
FS -15	Funding programs from public institutions or public banks	Influencing future funding programs	The AC should elaborate general statements and statements with regards to the future shape of the EU's Multiannual Financial Framework 2020+ programs Interreg A, B, C, LIFE, LEADER, HORIZON2020, UIA,(a new EU programs since 2016: Urban innovative Actions), ESPON etc. and actively introduce them into the consultation phase and programming phase on the future shape of these programs. This can be done through direct influence, but also through mobilization of partners such as CIPRA, Alparc etc.
FS -16	Funding programs from public institutions or public banks	Financial support for greening of education in schools, universities and vocational training	Initiation of funding projects that develop, aggregate and promote Elaboration of blueprint lectures and provision of "information bites" to be downloaded and "ready-for-use"

FS -17	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Imitating dialogues with banks for promoting financing schemes by banks for local green investments for households and businesses	The AC should identify good examples for local green financing schemes and initiate dialogues with regional banks about this.
FS -18	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Support of intermediaries for promoting financing schemes by banks for local green investments for households and businesses	The AC should promote a dialogue on the local level with regards to bank driven financing schemes with good arguments and model calculations with regards to the benefits for households and municipalities.
FS -19	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Framework setting for greening bank loans in the tourism sector	Raising awareness and collecting and promoting examples in a joint conference with regional banks
FS -20	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Promotion and pooling of examples for greening bank loans in the tourism sector	Raising awareness and collecting and promoting examples identified during the dialogue with regional banks at the local level for businesses and municipalities through promotion of information
FS -21	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Endorsement of intermediaries for greening bank loans in the tourism sector	Reflection of alternative roles of local banks with regards to regional value chains with limited geographical range in dialogue with banks and municipalities
FS -22	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Private bank loans for businesses, other bank products or bank-managed financing schemes for private households and businesses on local level.	Making local banking products more flexible	Initiating cooperation between local finance providers and municipalities to be more flexible and to lower bureaucratic hurdles for enabling integrated and inter-sectoral approaches on lower level (strongly connected to eco-innovation)
FS -23	re-green investment models for green cost saving mechanisms or financial support for local actions		Making green investments more profitable	Initiating cooperation between municipalities and business to jointly think of accounting models for the re-investments of cost-savings (strongly connected to eco-innovation), e.g. in energy efficiency management

Please note: The entire GEAP "Green Economy Action Programme" is in a drafting process and these are possible action proposals, not yet agreed by the contracting parties

Encouraging Eco-Innovation

ID	Sub-Category of actions for this action field	Title of proposed action	Description
EI-1	Cooperation approaches for innovative synergies	Innovative approaches for integration of eco- and social innovation	Especially in the field of nature protection and fieldwork, the activation of unexplored capacities (e.g. unemployed people, migrants, etc.) can create a win-win-situation. Good examples for this could be activities already presented in the stakeholder workshops. Further examples should be aggregated and promoted in an Alpine wide exchange.
EI-2	Cooperation approaches for innovative synergies	Cooperation with investors forum in action field "Greening finance" through support with innovative ideas in order to address the innovation-related funding options	A continuous pipeline of good project applications under suitable programs should be pursued (close relation to action field "greening finance" . This action here is more a reminder.
EI -3	Cooperation approaches for innovative synergies	Cross border solutions to generate synergies and eco-efficiency	The stakeholder process revealed that there is a specific potential for innovations through cross border approaches in many processes, e.g. waste management. The AC should develop a blueprint for acquisition of cross border funds for those type of "green synergies".
EI -4	Creating supportive framework conditions for innovators and cultivating innovation-oriented mind sets	Encouragement of change agents on the individual level	In order to support a favorable mind-set for innovative people, they need to be encouraged in their daily doing. Potential barriers need to be addressed and solutions shown. Contact persons and networks should be open for those people and a step-by-step guide how to proceed in cooperation with the municipality or a bank needs to be promoted. Brochures, flyers and also online video messages or webinars could be ways how the AC could directly reach out to those key-people.

<p>EI -5</p>	<p>Creating supportive framework conditions for innovators and cultivating innovation-oriented mind sets</p>	<p>Communication and media trainings for entrepreneurs on local level</p>	<p>Local innovators often lack simple know how on communication and media training to promote their idea. The action is not focused on promoting the newest and complex media training, but to proactively provide relevant people on the local level with access to sufficient skills in this field to formulate and initially process their idea without being overwhelmed by administrative work. The action explicitly activates people who do not want to fully engage in the promotion of their idea, but to create manageable spin-offs of their work on the local level</p>
<p>EI -6</p>	<p>Creating supportive framework conditions for innovators and cultivating innovation-oriented mind sets</p>	<p>Campaign "Alpine Green Inventions"</p>	<p>The aim of this action is to promote a new mind-set that sees "normal" people as potential innovators. By describing the history of a certain green invention in a storytelling mode, other stakeholders might be encouraged to see themselves in a different light.</p>
<p>EI -7</p>	<p>Developing a supportive framework on local level</p>	<p>Good governance for innovation (together with action field "regional development"</p>	<p>While the action field on regional development dedicates specific actions to this topic, the present action brings in specific input for the innovation process. A focus should be laid on the support and role of "change agents" along the different steps of an innovative process. This action is also an aggregation of results of the other actions in the action field on "regional development". For example, the existing collaboration models on the local and regional level or progress made in other actions (young innovators award, communication and media trainings, etc.) will be introduced to the other action fields.</p>
<p>EI -8</p>	<p>Developing a supportive framework on the local level</p>	<p>Young Innovators Award</p>	<p>Especially dedicated to young innovators, but closely connected to the two actions on disruptive and incremental innovation, a jury from the YPAC (Youth Parliament of the AC) could award the best ideas from people under 18 and a regular ceremony could be held. Businesses should be involved and invited to this activity.</p>
<p>EI -9</p>	<p>Developing a supportive framework on the local level</p>	<p>Knowledge Campaign: Innovation methodology and best practice platform</p>	<p>By establishing close contact to economic actors and clusters via the actions of RIS3 or clusters, the AC should improve access to innovation know-how than can - in this action - be adapted and communicated to Alpine innovators and innovation supporters on the local and regional level. The campaign should communicate and promote existing information sources via traditional information channels: newspapers, flyers etc. that are able to reach all Alpine people.</p>

El -10	Developing a supportive framework on the local level	Platform of ideas and examples on "Innovation through Tradition"	As an Alpine specificity, "green innovations" do often go hand-in-hand with a reconsideration and re-valorization of traditions: ancient work practices, collaborative work, short chain production and short-range distribution in a modern context. A specific platform should collect these approaches and add them to the other actions.
El -11	Developing a supportive framework on the local level	Supporting the innovation supporters on the local level	Often, local administrations are struggling when an inventor approaches them and asks for help. A training brochure "How to accompany an inventor?" helps to show pathways and promotes a step-by-step guide that enables municipal and research people on the regional and local level to manage innovative people without using up too much of their own capacities (Facilitating bank contact, provision of useful addresses, set of recommendation for further procedure, blueprints for structuring ideas etc.)
El -12	Developing a supportive framework on the local level	Alignment and pooling of banking support for green start-ups	The AC has the potential to broker ideas. Innovators could be assisted by a platform that shows where and how different banks in the Alpine region would help to finance green innovations. Through this competitive effect, awareness for the relevance of green banking products could be raised among bankers.
El -13	Developing a supportive framework on the local level	Study on innovation culture for the Alpine region	In the literature, many books explain the relevance of innovation culture on the local level. Basically, the entire socio-economic environment has to be more open, self-reflective, "ready to learn" and open for communication and exchange. All these books refer to a specific situation, e.g. the book HitRefresh that tells the story of reinvention of Microsoft through internal innovation and digitalization. It would be necessary to adapt these valuable insights to the Alpine region with its specific set of mentalities, cultures and to the principles of green economy.
El -14	Greening profiles of regional innovation frameworks	Foster transnational or cross-border cooperation for greening of Alpine RIS3 strategies	As the RIS3 strategies represent comparable regional strategies, they will represent a good basis for transnational exchange and for consideration of the eco-innovation aspects brought in by GEAP. Also, it is interesting to reflect contra productive effects, e.g. in the field of natural risk management, where more preventive measures could be emphasized. The RIS3 strategies are most likely to be revised

			<p>with regards to the upcoming EU funding period (MAF2020+ Multiannual Framework) and the AC could have a direct influence on the shape of these programs.</p> <p>It is proposed to draw from the EU-platform on RIS3-strategies as a good way to start cooperation with regional economic actors to generate joint activities and identify matching partners.</p> <p>Other actions in this action field could be introduced and implemented in this framework.</p> <p>This could also result in an interregional network, funded by a suitable support programs.</p>
EI -15	Greening profiles of regional innovation frameworks	Bringing together / creation of green Alpine business clusters	<p>In close cooperation with the framework set by the actions on RIS3 strategies, an analysis of the existing green business clusters should be carried out. Based on this, either a new, Alpine wide cluster, or a networking of existing clusters could be implemented. The AC will be able to introduce knowledge and values into these clusters while being in direct contact with businesses. A close cooperation with EUSALP AG2 is specifically recommended. Furthermore, it is relevant to also consider different needs of different sectors, which might be subject to a peer-analysis.</p>
EI -16	Greening profiles of regional innovation frameworks	Comparative Assessment of Alpine RIS3 Strategies	<p>Assessment of the RIS3 strategies and identification of gaps or potential for greening. The report could be used for work in cooperative platforms in other actions in this field. This action focuses on cooperation with intermediaries on existing RIS3 strategies.</p>
EI -17	Instruments to foster disruptive innovation	Transnational open innovation market place for disruptive innovations: Market place of disruptive innovations, bringing together the triple helix and solving IPR-problems	<p>The aim of this action is to take into focus the specific nature of disruptive ideas. While they are usually developed in a scattered way, the AC should aggregate, pool and broker them. In an open innovation approach, ideas should be collected on the local level and communicated to researchers and investors (see action field "green financing"). Local inventors should be participating in the further development of their ideas, but with additional skills and capacities from triple-helix-partners. The disruptive innovations can either be oriented for regional, but also for wider markets.</p>

EI -18	Instruments to foster incremental innovation	Pushing incremental innovation: Promotion and aggregation of regular calls for improvements and for self-reflection and feedback circles on the local level.	The action pays attention to the specific profiles of incremental innovation that are always attached to an existing process, product, value chain or methodology. The action aims at facilitating an open and trustful communication between the representatives of the traditional approach (who could be implementers and not inhibitors of the innovation) and the innovative person. Encouragement of good ideas could be uploaded into a map that would show where and with regards to what topic a good idea is presented. A close cooperation with green clusters could be initiated where the interactive mapping could be hosted. Furthermore, an initiation of trustful and constructive feedback circles for businesses could be promoted on the local level.
EI -19	Instruments to foster incremental innovation	Encourage a constructive environment for green innovation on company level	Ideas for innovation both incremental and disruptive in companies often come from insiders, especially employees, who have an imitate knowledge of the underlying processes. To tap this potential for Eco innovation both executive staff and employees should have an open mind for innovative ideas emerging from within companies. To achieve this, exchange platform between executive staff could be established as well as help provided on how to make executive staff and employees more sensitive to these opportunities.
EI -20	Instruments to foster incremental innovation	Encouraging businesses to implement environmental management systems	RSA6 recommends to encourage enterprises to use a comprehensive environmental management systems to improve their environmental performance. The AC should launch a cluster-specific cross-border support programs to introduce EMAS. Germany made good experiences with the so called "Konvoi"-approach: several enterprises meet with a consultant and learn how to implement an environmental management system. They undergo the process of external EMAS-verification together. To further enhance environmental performance improvements and foster technological but also organizational eco-innovation and their diffusion, the AC should introduce possibilities for enterprise peer-learning and sharing of best practices. Existing Eco-Profit Clubs in Austria and Germany, EMAS Clubs in Germany and Energy Efficiency Networks in Germany and Austria should be considered in and may be connected by the cross-border network.

El -21	Joint approaches for a competitive Alpine region	Adapting green technological innovations to Alpine framework conditions.	Innovation is often reflected in a technological sense. Many regional and national strategies promote and push technological innovations. The present action is there to collect green technological innovation from worldwide sources and adapt them to the Alpine conditions. This could be promoted at the investor's forum in the action field "greening finance".
El -22	Joint approaches for a competitive Alpine region	Supporting the Alps as a green trademark	In an overall initiative, a concept for an Alpine wide trademark should be started that considers the specific innovative potential of the region and develops quality criteria for green products in food, health, tourism and housing. Also here, a close cooperation with EUSALP is recommended in order to boost the political impetus.
El -23	Joint approaches for a competitive Alpine region	"Call for ideas" for specific innovation subjects where solutions are needed	The platforms for disruptive and incremental innovation should launch "Calls for ideas" for specific thematic areas that RSA6 and the stakeholder process have deemed specifically relevant, such as transport and logistics & railway system, climate mitigation and adaptation, renewable energies, valorization of natural resources etc. The ideas should be processed in the open innovation platform in the respective action.

Please note: The entire GEAP "Green Economy Action Programme" is in a drafting process and these are possible action proposals, not yet agreed by the contracting parties

Greening Regional Development

ID	Sub-Category of actions for this action field	Title of proposed action	Description
RD-1	Alpine Cities as drivers, hubs, networkers, turntables and promoters of a green economy	Alpine cities focusing on green and blue, climate-resilient urban solutions	Focus on urban challenges with regards to transport, public transportation, challenges in bike & pedestrian mobility, urban green and blue spaces and urban planning in close cooperation with AC observer organizations and networks, also urban networks outside of the Alpine region, e.g. EUROCITIES
RD -2	Alpine Cities as drivers, hubs, networkers, turntables and promoters of a green economy	Alpine cities formulating and promoting policy statements	Active support of Alpine networks in formulation of policy statement on green economy as a strong voice
RD -3	Alpine Cities as drivers, hubs, networkers, turntables and promoters of a green economy	Alpine networks of cities and / or municipalities as "matching platforms" for green urban solutions	Networks should be encouraged to further develop their functions as - active promoters of green economic solutions - turntables and brokers of solutions, which means that there will be a matching activity that brings together problems and needs with possible solutions found in other parts of the Alpine region.
RD -4	Alpine Cities as drivers, hubs, networkers, turntables and promoters of a green economy	Campaign on more e-cars fueled by photovoltaic systems	As also mentioned in RSA6, "green" e-cars are to be endorsed and further promoted. Here, AC could, via the network of cities and municipalities, support the proliferation in Alpine areas.
RD -5	Remote areas ensuring accessibility for economic activities in natural environments	Cooperation for green solutions for remote areas	Network of rural regions elaborate, exchange and implement solutions for rural regional economic cycles or value chains. In addition, solution could also include rural energy models, e.g. through the organization of renewable power plant.

RD -6	Remote areas ensuring accessibility for economic activities in natural environments	Collect ideas for smart soft mobility programs	The Alpine area especially disposes of various soft mobility ideas. One examples is the reintroduction of horse-power for waste-disposal, school-busing etc., but also lots of other approaches exist. These shall be pooled and disseminated.
RD -7	Remote areas ensuring accessibility for economic activities in natural environments	Proactive information events on the spot in rural regions	Rural regions do often have more barriers than Alpine cities. Here, on-site information events can help to raise awareness and develop, transfer or exchange green economy solutions. Direct information on the spot is a way that has good chances of being well-perceived by the citizens and local stakeholders.
RD -8	Urban rural relationships for greener regional approaches	Endorsing urban-rural cooperative approaches on tourism and transport.	The action aims at improving the communication and planning between rural and urban areas in the fields of tourism and transport in order to provide end-to-end travel chains for tourists with public transport. This could have the form of a round table or a regular mutual exchange in another form. The forms of these cooperative approaches should result in personal contact. Wherever already in place, these contacts should be maintained and further developed. Also, networks such as "Alliance for the Alps" or "Alpine Town of the Year" could cooperate in carrying out round tables through cooperation.
RD -9	Urban rural relationships for greener regional approaches	Endorsing urban-rural cooperative approaches on regional value chains and regional economic cycles in energy and food supply.	The action aims at improving the communication between rural and urban areas, namely the consideration or re-consideration of regional value chains and regional economic cycles in energy and food supply. The forms of these cooperative approaches should result in personal contact. Wherever already in place, these contacts should be maintained and further developed. Also, networks such as "Alliance for the Alps" or "Alpine Town of the Year" could cooperate in carrying out round tables through a cooperation.
RD -10	Urban rural relationships for greener regional approaches	Pooling and sharing successful joint approaches for urban-rural relationships	Introduction of the topic of urban-rural relationships into the work of networks such as "Alpine Town of the Year" or "Alliance in the Alps" and promotion of the topic on the website.

RD -11	Urban rural relationships for greener regional approaches	Spatial planning for green businesses	Although space is limited, businesses need room to do their work. Regions, cities and municipalities can jointly develop smart solutions to enable green businesses to stay in their region. They can identify business locations, either through priority placement in business areas or through support in finding a good location.
RD -12	Urban rural relationships for greener regional approaches	Formulation of policy statements via networks	Aggregation of sectoral strategies and promotion to stakeholders for coordinated formulation of political messages on green economy
RD -13	Urban rural relationships for greener regional approaches	Transformation pathways for climate change-adapted tourism	Alpine tourism needs to adapt to current and future climate change impacts. The action aims to strengthen adaptive capacities of regions, municipalities and businesses, e.g. by promoting transnational learning processes.

Please note: The entire GEAP "Green Economy Action Programme" is in a drafting process and these are possible action proposals, not yet agreed by the contracting parties

Valorising Ecosystems and Biodiversity

ID	Sub-Category of actions for this action field	Title of proposed action	Description
ES-1	Aggregation, pooling and communicating of existing knowledge on the local and regional level	ESS-knowledge hub: Pooling and monitoring of applied research activities	All research activities (existing and initiated by AC) should be transparently assessed, pooled and monitored. Here, is especially relevant to strive for convincing evidence for problems on the local level (e.g. sustainable local approaches in unsustainable territorial context; business development in competition with unsustainable value chains, etc.).
ES -2	Aggregation, pooling and communicating of existing knowledge on the local and regional level	Aggregating, assessing and pooling existing projects on applied ESS and Biodiversity in an economic context	Selecting suitable projects that deliver evidence and aggregate them in a database
ES -3	Development of specific knowledge for regional economic sectors where implementation takes place on local level	Defining targeted research in specific economic fields	A specific call for starting more specific research on the application of ecosystem service approaches in specific economic fields should be launched: <ul style="list-style-type: none"> - Specific description of research needs for practical input in the fields of ecosystem service-based value chains in the field of agriculture & food, wood industry, health & recreation, energy and water supply, tourism, natural risk prevention) - Proactively, a collection of best practices that will focus on the challenges of set-up and implementation (lessons learned, actors involved, success factors, etc.) will be aggregated.

ES -4	Development of specific knowledge for regional economic sectors where implementation takes place on local level	Initiating transdisciplinary research in specific economic fields	Based on the list of researchers and institutes, research topics should be proposed and possible sources of funding should be identified to push further applied research: <ul style="list-style-type: none"> - Topics for practice oriented master thesis should be proposed. - Wherever possible, cooperative approaches between economic and natural science institutes should be proposed. - Assistance for theses on "Labelling" as a priority research for the Alpine Convention should be offered. - Active monitoring and pooling of information should be offered. - Establishment of a research network will be offered.
ES -5	Encouraging networking among economic change agents that are active in the field of valorizing nature and biodiversity.	Alpine wide network of change agents & meetup (short and compact personal meetings)	Through pilot implementations, entrepreneurial change agents on the local level have been identified. Those should be encouraged through the establishment of a long-term network of practitioners that have personal or virtual meetups and can upload success stories or lessons learned onto a web-platform. These stories should be printed once a year and communicated to those actors.
ES -6	Information and training of decision makers in economic sectors	Development of sectoral training concepts on the local level and initiating trainings	For the different economic sectors, training concepts should be developed that are specific and close-to-practice.
ES -7	Introduction of the term "ecosystem services and biodiversity" not only into nature protection policies, but rather into local and regional economic policies	Shaping future policies on all levels	Active participation in consultation phases for EU and national policies to introduce the term "ESS" into economic strategies
ES -8	Stakeholder dialogues, participative action and joint solutions	Proactive communication campaigns to businesses or entrepreneurial people in municipalities on the local level	In order to reach the target groups (economic actors on the local level like municipalities, businesses), existing information must be target oriented both regarding the sector as well as the level. A set of flyers should be produced together with economic actors and jointly promoted.

ES -9	Stakeholder dialogues, participative action and joint solutions	Assisting campaigns on stakeholder dialogues for large carnivores or wetland management with aggregated knowledge and good examples	The knowledge developed through the other actions in this field shall be actively provided to economic sectors where compliance with ESS and biodiversity principles puts local businesses at risk, such as wetland conservation and large carnivore protection for local farmers. AC should actively assist stakeholder dialogues through the provision of prepared information.
ES -10	Supporting pilots in their interdisciplinary context	Initiating, monitoring, evaluating and promoting pilot implementation on the local level, also through funding projects	Initiating pilot implementations in regional and municipalities and assist in the identification of possible funding sources where different sectors need to cooperate from the beginning in order to be successful. [Develop systems of chairmen from all sectors for monitoring those pilots. : unclear]

Please note: The entire GEAP "Green Economy Action Programme" is in a drafting process and these are possible action proposals, not yet agreed by the contracting parties

Living and working in a green economy

ID	Sub-Category of actions for this action field	Title of proposed action	Description
LW-1	Aggregating and promoting green job profiles	Platform for Alpine green job offers	Digital, interactive brokerage platform for job offers, based on an agreed list & definition endorsed by AC, maybe also as "green area" for larger digital platforms such as stepstone or monster
LW -2	Aggregating and promoting green job profiles	Brochure on new, green job profiles	Especially to be distributed in universities or at the end of a school year, a brochure will be delivered where green job profiles are collected that have developed within recent years and that many young people as well as job counsellors or career advisers are not aware of.
LW -3	Aggregating and promoting green job profiles	Transfer of good examples	This very generic action emphasizes the relevance of examples to create transition. Here, specific good examples on how mind-sets have been changed on the local level should be actively collected and information prepared for target groups: Company leaders, mayors, and heads of business associations.
LW -4	Aggregating and promoting green job profiles	Alpine Green Jobs Fair	A fair for green jobs should be developed and held in a rotating system, e.g. in the "Alpine Town of the Year".
LW -5	Alpine green economy trademark	Concept for an Alpine trademark	A criteria list from the viewpoint of the consumer side will be added to the Alpine trademark (concept see under the action field "eco-innovation")

LW -6	Bringing together actors on the local level	Encouraging "green business regulars" in local gastronomy	Municipalities should be encouraged to initiate "green business regulars" where interested people can meet in informal atmosphere. Mayors should encourage these meetings through mottos like "first round of beers on me!"
LW -7	Bringing together actors on the local level	Promotion of cooperative purchasing groups	Based on existing examples, (https://en.wikipedia.org/wiki/Gruppi_di_Acquisto_Solidale), information on these groups should be spread. This is relevant in order to bundle consumer wishes and generate more sustainable buying power.
LW -8	Guidance and training for existing businesses	Elaborating training concepts for businesses and administrations	Online classes on green economy, based on the results of other actions, should be elaborated and offered online.
LW -9	Guidance and training for existing businesses	Aggregating existing training concepts and promoting them online	Existing trainings on green economy aspects should be aggregated and actively promoted.
LW -10	Participative approaches - changing mindsets	Petitions and initiatives from employees	Employees who are interested that the company or the administration complies more with GE principles should be encouraged with a step-by-step guide. An example could be the brochure "greening your office".
LW -11	Participative approaches - changing mindsets	Stimulating organic self-production of food	Joint activities such as urban gardening can contribute to a change in awareness and mind-sets, but at the same time generate green products on the local level. For successful initiatives, cities and towns need to cooperate with their citizens and provide assistance. Good examples shall be pooled and disseminated.

LW -12	Private consumption - make choices easier	Easy green choice - Make green choices easier	Green offers are often scattered and consumers have to actively search for the right product or service. It is relevant to present offers in an aggregated way, either physically or virtually: - Encourage local shops with green products (based on an agreed definition of "green") - Offer digital platform for aggregated search for green products and services.
LW -13	Private consumption - make choices easier	Connecting urban and rural offers	Via a digital platform and print flyers, overview on green offers and services for municipalities, businesses and private consumers can be aggregated.
LW -14	Private consumption - make choices easier	Brochure on green procurement	Based on existing guides for green procurement, local guidelines will be put together that help public administrations and local businesses to make green choices for procurement.
LW -15	Promoting role models on local level	Role model campaign	Mayors should be encouraged to act as role models. For this reason, a digital platform allows to interactively express why someone is a "green role model" and this will be visualized.
LW -16	Promoting role models on the local level	Endorsing and promoting the "Special Green City Prize" by Alpine Town of the Year as role model	In general, this action stands for the fact that many Observers to the AC have already interesting tools to promote Green Economy, such as the Prize on the "Special Green City". These initiatives shall, in cooperation with the GEAB, be integrated into the action list.
LW -17	Promoting role models on the local level	Promote and communicate food sharing initiatives and use of unconventional agricultural products	Collection and promotion of successful local and regional initiatives
LW -18	Promoting role models on the local level	Promote and communicate repair-mind-sets on the local level such as Repair-Cafés / Internet trade for old construction elements	Collection and promotion of successful local and regional initiatives

