



CLIMATE ADAPTATION: WHAT OPPORTUNITIES FOR MOUNTAIN BUSINESSES?

Webinar • 27 May 2021 • 14:00 – 15:45

Euromontana will organise its XII European Mountain Convention on “Smart mountains: how to make our territories attractive and future-oriented?” in the Natural Park & UNESCO Biosphere Reserve of Sila, Italy in 11-12-13 October 2022. This 3-Day event will aim at defining a sustainable strategy for the development of smart mountains towards 2050. In view of this event, Euromontana is organising a series of webinars to feed reflection and showcase good initiatives and contribute to foresight analysis for our collective future. The third webinar will focus on **business opportunities for mountain SMEs linked to climate adaptation**.

Climate change acts **faster** in mountain regions compared to lowland areas, and it strongly affects the mountain economy. For instance, a 2°C-temperature increase is expected to reduce the length of the European winter sport season by an average of 19 days, causing a loss of 10.1 million nights per winter season. Local businesses shall **act quickly and seize the existing opportunities** to tackle the effects of climate change in their business and foster mountain adaptation.

What are the current and future opportunities to foster climate adaptation for SMEs and businesses in mountains? What are some of the most inspiring examples?

14:00 – 14:05

Introduction

Marie Clotteau, Director of Euromontana

14:05 – 14:25

EU Adaptation Strategy: which prospects for local economic actors?

Elena Višnar Malinová, Head of Unit, CLIMA.A.3 Adaptation, DG CLIMA, European Commission

14:25 – 14:45

Browsing Climate-KIC opportunities for climate adaptation

Salvatore Martire, Regional Innovation Scheme’s Team Expert, EIT Climate-KIC

14:45 – 15:30

Inspiring examples of climate adaptation of mountain businesses

- Métabief ski station - transitioning towards a four-season tourism
- Italian Alps – the new frontier of olive oil production
- Interreg ALPTREES– economic opportunities and risks of non-native tree species in the forest value chain

Olivier Erard, Director of Syndicat Mixte du Mont d’Or

Valeria Leoni, Research Fellow, University Centre UNIMONT – University of Milan

Katharina Lapin, Head of the Department for Forest Biodiversity and Nature Conservation, Federal Forest Research Centre

15:30 – 15:45

Discussion with the audience and conclusion

Moderation

Maria Carla Lostrangio, Project Manager, Euromontana