EUSALP 2019
PITCH YOUR PROJECT

EDELWEISS: THE ALPINE CURRENCY

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WHY ARE WE HERE?

THE CRISIS OF LOCAL SHOPS IN THE ALPS

The number of large supermarkets and international chain stores in the alpine region is growing rapidly.

In the last ten years, around one in every twenty local shops have had to close in the area.

These photos, showing international chain shops in some alpine villages, were taken by us during an Interrail in the Alpine region.
WHAT ARE THE CONSEQUENCES?

LOCAL SHOPS AND CRAFTSMEN
Local shops are forced to close and skilled craftsmen are put out of business by the low prices typical of large scale production.

ONLINE SHOPPING AND TRANSPORT
Due to increases in the popularity of online shopping, Alpine roads are now full of shipping trucks bringing items from far away and polluting the fresh air.

WEALTH MOVING OUT
For every euro spent in an international chain, more than eighty cents leave the area, thus contributing to economic inequality and imbalanced income distribution.
REVERSING THE PROCESS

HOW CAN WE CHANGE THIS TREND?

In order to support their own small and local shops, cities like Bristol, Brixton and Totnes tackled this problem by introducing in their communities a **local complementary currency**.
What is a local currency?

**LIMITED USE**
A local currency can be used to buy only in local businesses, discouraging purchases from big chains and e-commerce.

**PERFECTLY LEGAL**
The local complementary currency is backed by the national one. It could be thought of as a voucher.

**COMPLEMENTARY**
A local currency is meant to work in parallel with the national currency and not to substitute it.

**TAXES PAID AS USUAL**
Thanks to the complete correspondence between local currency and national one taxes are paid normally.
The effects of the introduction of a local currency in the Alpine region

**SOCIAL**
Increased collaboration within the community and rising awareness about responsible spending.

**ENVIRONMENTAL**
Reduction of green-house gas emissions caused by transportation due to more people shopping locally.

**ECONOMIC**
Support for local businesses and additional local growth thanks to the process known as "local multiplier effect"
Arriva il “Bonus bebè comunale” da spendere nei negozi di Tirano - INTORNO TIRANO

L’Amministrazione Comunale con delibera di Giunta n.175 del 29 ottobre 2019 ha introdotto il “Bonus bebè comunale” per tutti i bambini nati o adottati dal 1° gennaio al 31 dicembre 2020.

In un periodo caratterizzato dalla forte denatalità, l’Amministrazione vuole far sentire la sua vicinanza alle famiglie che vivono l’esperienza della nascita e dell’adozione di un figlio offrendo un aiuto concreto: un bonus da 500,00 euro da utilizzare per l’acquisto di qualunque prodotto nei negozi di Tirano (ad eccezione di bevande alcoliche di qualsiasi gradazione, tabacchi e prodotti per i fumatori, giochi e scommesse con vincita in denaro: ad esempio gratta e vincì, lotto, scommesse, gioco d’azzardo ecc.). Una misura voluta anche per dare sostegno all’economia locale: si parla infatti di una previsione di spesa di 35.000,00 euro per il 2020 e di 35.000,00 euro per il 2021: risorse che rimarranno interamente sul territorio comunale (i dati sono stati calcolati sul numero di nascite del 2018).

Translation:

A “baby bonus” to spend in Tirano’s local shops is coming!

The municipal administration will provide every family with a new-born baby with a 500€ bonus to be used for the purchase of goods in Tirano’s local shops (with the exception of alcohol and tobacco). It is a measure intended to substan the local economy: the total expected expenditure is of 35.000€ for each year.
FROM THIS
CURRENT WAY THE BONUS WORKS

TO THIS
OUR PROPOSAL
THANK YOU
FOR YOUR KIND ATTENTION

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