

SAVE THE DATE

Third International EUSALP Territorial Brands Conference: Towards Circular Territorial Brands in the Alpine Region and beyond

Monday, November 13th, 2023, 13:30–18:00

Tuesday, November 14th, 2023, 08:30–12:30

At Polo Poschiavo, Via da Melga 2, 7742 Poschiavo (Switzerland) and on Zoom

In our 3rd edition of the Territorial Brands (TBs) Conference, we're integrating a circular dimension to short value chains. TB initiatives that highlight regional resources and skills have shown the potential to improve cooperation between SMEs and promote territorial innovation. Yet, adopting circularity in Alpine regions is crucial for sustainable development, moving away from linear economies, reducing ecological footprints, accelerating climate neutrality and aligning TBs with their sustainable image.

This workshop aims to explicitly link TBs with circular economy principles and bring together policymakers, experts, local actors, and interested parties.

Join the conference online or on-site – for peer-to-peer learning, sharing insights, and driving forward the innovative, circular development of Alpine communities.

Interpretation will be available throughout the event in English and in the four Alpine languages: French, German, Italian and Slovene.

Target Audience

- Regional governments
- EUSALP action groups
- Tourism organizations
- TB organizations and their stakeholders
- Trade organizations (SMEs operating in agro-food, wood, textile and other typical Alpine value chains)
- Members of other EU macro-regional strategies
- Academic experts and professionals in place branding and the circular economy

This event is supported by the Swiss Presidency of EUSALP.

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