



ForumAlpinum'14

Plenary Session 1: Alpine branding – the valorisation of Alpine resources

Concept Workshop 1.3: Alpine branding and Mountain branding: a preliminary research

Wednesday, 17.09.2014, 11.15-13.15

Language: EN

Moderation: Prof. Elena Di Bella, Euromontana & Dr. Andrea Petrella, University LIUC

Inputs:

- The european mountain branding scheme: A short framework and the Euromontana's survey
Elena Di Bella - presentation and chairman
- The Alpine pasture: A Slovenian good practice in alpine branding
Andreja Borec (University of Slovenia)
- Economic and cultural revival of Italy's marginal area: empirical assessment of strategies for sustainable local development
Marco Brusati (Università Carlo Cattaneo-LIUC, Castellanza)
- Branding quality: A focus on Italian mountain labels and brands and their replication potential
Andrea Petrella (Università degli Studi di Trento)