



Workshop 1/2:

Economic valuation of alpine landscapes (NRP 48 synthesis 4)

Moderator: **Adrienne Grêt-Regamey** (CH-Zürich)

Concept:

Alpine landscapes are often perceived as economically non-profitable regions. It seems undisputable, however, that these regions provide a wide range of goods and services. Nevertheless, their benefits are usually bypassed by the monetary economy; the reason being that many of these goods and services are of public nature. **How important are these benefits for the regional economy? How can Alpine regions increase profitability by making use of these benefits?** In this workshop, we present results of landscape valuation studies in the Swiss Alps and abroad. The findings are based on lessons learned from the NFP48 and the MARS projects. Furthermore, we present approaches in order to integrate these values into the regional economy. The discussion will focus on the economic potential of strategies to make use of the goods and services provided by Alpine landscapes and their realization in different Alpine regions.

Inputs:

Felix Walter (CH-Bern): Economic potential of Alpine landscapes – lessons learned from the NRP 48

Urs Wohler (CH-Scuol): Filling beds and landscape