



# Il Course di Laurea @ informa

*The newsletter of the Undergraduate Course in Conservation and Sustainable Development of Mountain areas*

**n° 34 – 20th December 2010**

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## News

In January we are organizing the Course **"Press office, communication and public affairs in organizations that operate in the mountain sector: organization and management"**. The course will be held by Maria Teresa Pellicori, Head of the Press Office of UNCEM, Unione Nazionale Comuni Comunità Enti Montani. (Info: Tel. 0364/71324 – [course.edolo@unimi.it](mailto:course.edolo@unimi.it)).

We would like to take the opportunity to wish you a Merry Christmas and a Happy 2011!

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### **NEXT EVENTS:**

**12-13-14 January 2011** → Course **"Press office, communication and public affairs in organizations that operate in the mountain sector: organization and management"** - *Maria Teresa Pellicori (UNCEM)*

**20th January 2011 8.30pm** → **"Research and images of the CNR Everest K2 Pyramid in Nepal"** –

**25th January 2011 3.45 pm** → Meeting with the Europe Help Desk Manager of the Province of Brescia **dott. Angelo Bozza** and dott.ssa **Veronica Fanchini**

**26th January 2011 10.00 am** → Seminar **"Hydrogeological instability in Alpine Valleys"** – *Enrico Casati (Freelance)*

**For further details see below**

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## **"THE MOUNTAIN UNIVERSITY AT THE CHAMBER OF DEPUTIES "**

The importance of the undergraduate course in Edolo has been further confirmed by its mention in three legislative measures of the Chamber of Deputies in Rome.

The first, presented by the MPs Caparini, Molgora, Volpi and the second), presented by the MPs Caparini, Stucchi, Molgora, Consiglio, Volpi and Gidoni and approved by the Decree-law of 31<sup>st</sup> May 2010, n.78 and in the law dated 30th July 2010 n.122 governing urgent measures for financial stabilization and economic competitiveness commit the government to "stipulate a convention with the mountain university campus situated in Edolo (Bs) so as to maintain operational skills regarding geographic and territorial information as well as the relative hardware and software (GIS - Geographic Information System); assign to the Department for Regional Affairs the economic and legislative competence for the Ente Italiano della Montagna as well as a general coordinator to link the campus with the Department for Regional Affairs ".

The third agenda presented thanks to the parliamentary group "amici della montagna" and signed by the MPs Quartiani, Froner, Brandolini, Bobba, Codurelli and Vaccaro was approved as part of the university reform and commits the government to "favour, by emanating implementation regulations, the cultural and scientific research of issues regarding the mountains by means of those institutions which perform these important functions".

We hope that these important undertakings will make a significant contribution to the consolidation and growth of this important experience which invests in young people, in their cultural and professional education and training, as the best way to conserve and develop mountain areas.

## **20th JANUARY 2011: RESEARCH AND IMAGES OF THE CNR EVEREST K2 PYRAMID IN NEPAL**



On 20th January 2011 at 8.30pm there will be a presentation of images and videos to illustrate the trip to Nepal in 2009 when 6 researchers from the Faculty of Agriculture: Fabrizio Adani, Daniele Daffonchio, Carlo Lozzia, Anna Giorgi, Barbara Scaglia and Eleonora Rolli went to the foot of Everest to carry out research entitled: "*Study of primary colonisation and soil neogenesis mechanism in deglaciating environments at high altitude and low latitude*" from 12<sup>th</sup> October to 4th November 2009

The researchers worked at the **International "Pyramid" laboratory/observatory**, at 5050 a.s.l., in the Khumbu valley. The Laboratory is run by the "**Ev-K2-CNR Committee**" which has been carrying out technological and scientific research at high altitude for the last twenty years, renowned for its excellent results at an international level.

Our researchers were able to carry out their work also thanks to the logistic and technological support offered by the pyramid organization, under the excellent management of the Ev-K2-CNR Committee staff made up of a group of Nepalese technicians operating under the precise and constant guidance of Italian technicians who, thanks to the pyramid's technological equipment, are linked to the pyramid on a daily basis. The staff's continuous support made our researchers stay as comfortable as possible, considering the difficulties due to the high altitude.

On 27th October there was a **videoconference link** between the Pyramid (with the research group and the pyramid manager Dr. Laxman Adhikari) and the Mountain University in Edolo, with the presence of Dr. Andrea Lami (EV-K2-CNR Research Unit and CNR researcher) and Prof. Claudio Smiraglia (Università degli Studi di Milano and Scientific Council of the Ev-K2-Cnr Committee).



**The seminar on 20th January 2011 is open to the public and is free of charge, all are invited**

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### **25th JANUARY 2011: Europe Help Desk**

On Tuesday **25th January at 3.45pm**, in the Main Hall of the Faculty of Agriculture Edolo Campus, , **dott. Angelo Bozza**, manager of the Europe Help Desk of the Province of Brescia and dott.ssa **Veronica Fanchini**, will be explaining about European Institutions and how to access European funding.

The meeting is mostly for the students of the Edolo Undergraduate Course but is open to the public.

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## ***Extra activities***

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### **JANUARY 2011: COURSE OF COMMUNICATION AND PRESS OFFICE**

The Edolo Undergraduate Course, in collaboration with the UNCEM Unione Nazionale Comuni Comunità Enti Montani and the Val.Te.Mo. Association is organizing a course entitled **"Press office, communication and public affairs in organizations that operate in the mountain sector: organization and management of functions"**

The course, which will last 20 hours, will be held by **Maria Teresa Pellicori**, Head of the Press Office of UNCEM, Unione Nazionale Comuni Comunità Enti Montani at the Faculty of Agriculture Edolo Campus – Via Morino n.8 – 25048 Edolo (BS).

The course will explain how to manage a press office and communication in companies and other organizations which operate in the mountain sector.

#### **CALENDAR**

Wednesday 12th January 2011 9.30am – 16.30pm

Thursday 13th January 2011 9.30 am – 16.30 pm

Friday 14th January 2011 9.30 am – 16.30 pm

#### **CONTENTS**

The first day will deal with recent changes in legislation regarding institutional communication and resulting career opportunities in public administration, in particular concentrating on lobbying and public affairs with strategies for influencing high level decisions

The second day will concentrate on the Press office from techniques for writing press releases to setting up an interview and other ways to capture the attention of the media and the general public.

The third day will deal with press conferences analyzing in particular the communication activities involved as well as communication on a European level with particular reference to career opportunities in the UE and international organizations which deal with mountains.

#### **ENROLMENT**

Enrolment must be by **10th January 2011**, presenting the enrolment form together with the course fee (€ 95,00 + € 5,00 Val.Te.Mo membership). Places are limited to a maximum of 40, and the course will take place if there is a minimum of 10 participants.

**All participants will receive an attendance certificate at the end of the course.**

**Further information and the enrolment form are available at [www.valmont.unimi.it](http://www.valmont.unimi.it)**

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## **26th JANUARY 2011: SEMINAR ON HYDROGEOLOGICAL INSTABILITY**

On Wednesday **26th January 2011** from 10.00 am to 4.30 pm, in the Main Hall of the Faculty of Agriculture Edolo Campus, dott. **Enrico Casati** will hold the seminar "*Hydrogeological instability in Alpine valleys*".

The seminar will look at real cases to illustrate the main problems connected with various forms of geological instability in alpine areas: floods, landslides, surface erosion. Particular importance will be given to the spontaneous dynamics of the main active geomorphologic agents (watercourses, gravity and surface water) and to the process involved in the formation of landscapes, highlighting the connection with human activities (agriculture, industry, settlements) in order to define the concept of hydrogeological risk and give a qualitative assessment.

*The seminar is open to the public and is free of charge, all are invited*

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## **VAL.TE.MO. Association**

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### **JANUARY-MARCH 2011: ADVANCED ENGLISH COURSE**

After the success of the "*English for tourism – beginners' level*" course which took place from October to December 2010 allowing the 25 participants to get to grips with some basic functions useful in dealing with tourists or travelling abroad, the Val.te.Mo. Association has decided to hold a more advanced course.

The course "**Conversation Club: LET'S TALK Upper Intermediate/Advanced Level**" is organized in 10 meetings (each of which last one hour) every Wednesday from 26th January to 30th March 2011 from 5.30 pm to 6.30 pm

The course is aimed at those who already have a good knowledge of English grammar but who wish to practice and improve their communicative abilities concentrating on conversation.

Each meeting will start off with brief input of authentic materials (a film clip or a listening activity involving native speakers); the topic will then be developed in pairs or small groups with conversation, discussion or role-play activities.

The course will be held by Tina Crellin, mother-tongue teacher, at the Edolo Campus of the Faculty of Agriculture Via Morino n.8, Edolo.

The deadline for enrolment is **24th January 2011** presenting the enrolment form and course fee.

For further information on enrolment and costs see the site [www.valtemo.it](http://www.valtemo.it) or contact Associazione Val.Te.Mo. Tel. 0364/71324 [valtemo@tiscali.it](mailto:valtemo@tiscali.it)

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## START OF NEW PROJECT "INTRODUCING THE ALBERGO DIFFUSO"

The Fondazione Comunità Bresciana Onlus, has chosen the project presented by the Valtemo Association entitled: **"Introducing the Albergo Diffuso AD in Upper ValCamonica"**

The project starts in December. The first event consists in a play entitled **"Stasera si recita a soggetto...forse!"** by the theatre group *"Campanù"* of Vezza D'Oglio (BS), on **29th December 2010** and **3rd January 2011** at the Centro Eventi Adamello in Vezza d'Oglio. The play presents the idea of *Albergo Diffuso* giving some basic information in an amusing way whereas the actual project will continue through 2011.

### **The project:**

The project **"Introducing the Albergo Diffuso AD in Upper ValCamonica"** will explain the potential of this form of tourist accommodation in particular highlighting positive financial repercussions for the towns of the upper valley (Monno, Incudine, Vezza D'Oglio, Vione, Temù e Ponte di Legno). The initiative is in collaboration with *Unione dei Comuni Alta Valle Camonica*, *Fondazione Bresciana Onlus*, *Faculty of Agriculture Edolo Campus*, *Comunità Montana il B.I.M. di Valle Camonica*, *Cooperativa Sociale Stella Alpina* in Ponte di Legno and *Cassa Rurale AltaValdiSole e Pejo*.

The **first phase** will explain the characteristics of *Albergo Diffuso* with meetings aimed also at encouraging a positive approach to the opportunities offered by tourism in the area.

The **second phase** will concentrate on setting up *info points* in each village to provide information regarding costs, organization, taxation and financing as well as registration. The final objective is to form the basis for the realization of an *Albergo Diffuso* in Upper ValCamonica by an association or a cooperative.

### **What is Albergo Diffuso?**

Literally a "scattered hotel", it is a particular type of hotel conceived to provide guests with a unique experience of living a historical centre of a town or of a village. It provides all the services of traditional hotels (welcoming, assistance, common spaces, meals), although the rooms are scattered around the historical centre, within a radius of no more than 300 meters from the centre and the heart of the hotel (the reception, the common spaces, the restaurant). An Albergo Diffuso also represents a unique approach to development which doesn't carry negative environmental impacts. To create it nothing has to be newly constructed, since it is just necessary to restore and recuperate existing houses and apartments according to the local cultural and historical backgrounds, and to network what already exists. Often it acts as the most relevant stakeholder on the territory stimulating the historical centres and involving local existing entrepreneurs which are key components in this form of hospitality. An Albergo Diffuso in fact, thanks to its authenticity, to the vicinity of the structures that compose it, and to the presence of a lively local community, more than a period of pure holiday, proposes the acquaintance of a new life style. This point of strength "de-seasonalizes" demand and can generate economic turnover helping to reduce the abandonment of historical centres.

For further information see: <http://www.albergodiffuso.com>



Fondazione della  
Comunità Bresciana



Unione Comuni  
dell'Alta Valle  
Camonica



Course di Laurea in  
Valorizzazione e Tutela  
dell'Ambiente e del Territorio  
Montano  
Centro Interdipartimentale  
Ge.S.Di.Mont.



Cassa Rurale  
Alta ValdiSole e Pejo



Stella Alpina  
Società Cooperativa Sociale dell'Alta Valle  
Camonica

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## Ge.S.Di.Mont.

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### I PROGETTI DEL GE.S.DI.MONT.

The interdepartmental centre Ge.S.Di.Mont. is involved in planning many projects which aim to promote activities linked to mountain areas. Here is a summary of the projects which have been approved, presented or are being developed:

#### **APPROVED PROJECTS:**

- "THE MOUNTAIN TRAINS AND INFORMS LA MONTAGNA FORMA E INFORMA" – presented on 02/08/2010 under the RFP Misura 111 sottomisura B "Information and knowledge diffusion" (PSR), Lombardy Region;
- "VALTEMAS" – Technological improvement of autochthonous microorganisms in Silter cheese - presented 26/04/2010 under the RFP Ricerca Agricola 2010, Lombardy Region.

#### **PROJECTS PRESENTED**

- "A MOUNTAIN OF KNOWLEDGE" – presented 16/09/2010 under the RFP "bando ex art. 4 legge 6/2000 diffusione della cultura scientifica", MiUR.
- "A NEW GOVERNANCE FOR MOUNTAIN AREAS" – presented 15/10/2010 under the third RFP of the programme for territorial cooperation, Spazio Alpino 2007-2013;
- "WATER MANAGEMENT IN THE ALPS" - presented 15/10/2010 under the third RFP of the programme for territorial cooperation, Spazio Alpino 2007-2013;
- "DEVELOPMENT OF SELECTED FARM ACTIVITIES FOR MOUNTAIN AREAS IN AFGHANISTAN e PAKISTAN", Ministry for Foreign Affairs. Executive agency : FAO. Start date: November 2010.

#### **FUTURE PROJECTS:**

- "CULTURAL PATHWAYS IN VALLECAMONICA: HISTORY THROUGH FABRIC" – to present by 31/12/2010 under the RFP "I beni culturali invisibili: una risorsa da valorizzare" Fondazione Telecom Italia

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## News about us...

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This month:

- "La montagna ha bisogno di nuovi PR" published by *Giornale di Brescia* on 13th December 2010 [CLICK HERE](#);

We also invite you to see page [http://www.valmont.unimi.it/italiano/course/dicono\\_di\\_noi.html](http://www.valmont.unimi.it/italiano/course/dicono_di_noi.html) where you can find all the articles published regarding the Undergraduate Course.

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**The Undergraduate Course in Conservation and Sustainable Development of Mountain areas and the Interdepartmental Centre Ge.S.Di.Mont.**

*wish you*

**A MERRY CHRISTMAS AND A HAPPY NEW YEAR!**

**Università della Montagna**



Please note that the Edolo Campus will be closed from 23rd December 2010 to 9th January 2011.

All activities will resume as normal on Monday 10th January 2011.

If necessary you can send an e-mail to [corso.edolo@unimi.it](mailto:corso.edolo@unimi.it)

Visit our site: [www.valmont.unimi.it](http://www.valmont.unimi.it)

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**FOR FURTHER INFORMATION ON THE ABOVE-MENTIONED NEWS ITEMS WRITE TO**

[corso.edolo@unimi.it](mailto:corso.edolo@unimi.it)

**Corso di Laurea in Valorizzazione e Tutela dell'Ambiente e del Territorio Montano**

Via Morino, 8 25048 Edolo - Tel and fax 0364.71324

[www.valmont.unimi.it](http://www.valmont.unimi.it)