



COPPA
DELLE ALPI

by 1000Miglia

COPPA DELLE ALPI 2024
THE GREAT
ALPINE JOURNEY

SEPTEMBER 2023



1000 MIGLIA, WE CARE

ACCOUNTABILITY TOWARDS THE TERRITORIES

The 1000 Miglia has always **supported and promoted** the communities and territories that it passes through each year with its events, with the aim of returning to these places and their populations what it has received in the course of its almost 100-year history.

It is with this spirit that, respecting the essence and unique style of the brand, projects for the **valorisation** of the territory have been created over time, such as «L'Italia della 1000 Miglia» and «I Luoghi della 1000 Miglia», in-depth studies dedicated to the evolution of sustainable mobility, and official presentations that give prominence to the cultural and social aspects of the host venues.

The **strength of the 1000 Miglia network** is what makes the brand a multi-faceted communication platform, capable of representing values and content that go beyond sporting events.

«THE 1000 MIGLIA IS MUCH MORE THAN RACE CARS, DRIVERS, WINNERS AND LOSERS. THE 1000 MIGLIA IS PART OF ITALIAN LIFE AND ITS EFFECTS EXTEND ACROSS THE LENGTH AND BREADTH OF ITALY».

Denis Jenkinson, winner of the 1000 Miglia 1955 alongside Stirling Moss



1000 MIGLIA, WE CARE

ACCOUNTABILITY TOWARDS THE TERRITORIES

As part of its institutional mission, 1000 Miglia is increasingly aware of its **responsibility towards the communities and territories** traversed by the events it organises throughout the year. In addition to protecting the heritage of the Red Arrow and extending its fame, 1000 Miglia intends to promote initiatives aimed at **conscious and sustainable development**. In order to improve its approach to environmental, social and governance issues, the company has adopted a series of behaviours, policies and practices in favour of the communities involved in the events.

In times of profound transformations, 1000 Miglia intends to promote **moments of reflection** with a focus on critical factors and the challenges underlying their sustainable development, generating mutual circular learning, an exchange between 1000 Miglia, local communities and places.

During 2023, the 1000 Miglia Srl organisation has worked on the calculation of the Carbon Footprint, making the Coppa delle Alpi 2023 primarily **carbon neutral**: having obtained the VCU certification, it was in fact possible to proceed with the voluntary offsetting of the emissions caused by the event and to obtain the certification as a **carbon neutrality event**. The next step involves the creation of a systematic approach certifying a replicable format, applicable to all events **by 1000 Miglia**, organised in the spirit of the Red Arrow.



1000 MIGLIA INTENDS TO PROMOTE INITIATIVES AIMED AT CONSCIOUS AND SUSTAINABLE DEVELOPMENT.

THE GREAT ALPINE JOURNEY

1000 Miglia, in the framework of the 2024 edition of the Coppa della Alpi, will launch the project **The Great Alpine Journey**, a path of reflection parallel to the race itinerary and aimed at representing the socio-economic, anthropological and environmental transformations crossing the Alpine territory in its cross-border dimension, stopping at some of the most emblematic locations in the world, looking at the Alpine district as a unicum.

With the support of the AASTER Consortium, UNIMONT and ALTAGAMMA, 1000 Miglia is planning a **transnational container** for reflection and the exchange of experiences, selected on the basis of territorial best practices and configured as **an itinerant format** interpreted by themes related to the communities involved in the initiative. Representatives of the different areas of interest and belonging to the nations crossed by the 2024 Coppa delle Alpi will be part of the convoy that will tackle the route.

A PATH OF REFLECTION PARALLEL TO THE RACE ITINERARY AND AIMED AT REPRESENTING THE SOCIO-ECONOMIC, ANTHROPOLOGICAL AND ENVIRONMENTAL TRANSFORMATIONS

Five themes have been proposed for this zero edition: **agriculture, artisanship, culture, energy and tourism**, which will be matched to the different locations identified in the preliminary stage and in the process of being defined: Trieste, Cortina d'Ampezzo, Seefeld, St. Moritz, Gstaad, Chamonix, with the closing event in Courmayeur.



THE COPPA DELLE ALPI 2024

28 APRIL - 4 MAY

1st Leg

Trieste (ITALY) → Cortina D'Ampezzo (ITALY)

2nd Leg

Cortina D'Ampezzo (ITALY) → Seefeld in Tirol (AUSTRIA)

3rd Leg

Seefeld in Tirol (AUSTRIA) → St. Moritz (SWITZERLAND)

4th Leg

St. Moritz (SWITZERLAND) → Gstaad (SWITZERLAND)

5th Leg

Gstaad (SWITZERLAND) → Courmayeur (ITALY)

From East to West, from Trieste to Courmayeur across the borders of Italy, Slovenia, Austria, Switzerland, Germany and France.

The participating cars, limited to a maximum of 40, will embark on **5 days of racing** during which they will cross the Alpine chain before arriving in Courmayeur. Here The Great Alpine Journey will end with a Forum, the culmination of ideas and contributions collected every day in the transition workshops, in the local meetings with stakeholders, key figures of the different territories crossed and involved in the project topics.



ROUTE OPTION

1st Leg

Trieste (ITALY) → Cortina D'Ampezzo (ITALY)

Departure from Trieste, heading towards Slovenia, arriving first in **Tolmin, Alpine Town 2016** "for its enhancement of the natural and cultural heritage" and then **Kranjska Gora**, a municipality in the forefront of waste and water management, energy saving, territorial planning and management of green areas. Returning to Italy, with passage to **Tolmezzo, Alpine Town 2017** for its "particular attention to relations with the surrounding area"; arrival in Cortina d'Ampezzo, which through the Cortina Thinks Green project has long been using 100% Green certified energy for its ski facilities.

2nd Leg

Cortina D'Ampezzo (ITALY) → Seefeld in Tirol (AUSTRIA)

Departure from Cortina d'Ampezzo towards **Val Badia**, which obtained the **GSTC certification** (Global Sustainable Tourism Council) in 2022, thanks to initiatives aimed at encouraging responsibility towards the territory and hospitality. Entry into Austria, destination Innsbruck, leading city of the Tyrolean Clean Alpine Region project, and arrival in Seefeld, where the first hydroelectric plant with zero environmental impact is located, as it uses purified wastewater to produce energy.

3rd Leg

Seefeld in Tirol (AUSTRIA) → St. Moritz (SWITZERLAND)

Departure from Seefeld, to reach Garmisch in Germany, the town that presented the **Nachhaltigkeitsstrategie** in 2020, a systemic strategy for sustainable economic development and demographic change; return to Austria, with a final leg in St. Moritz (Switzerland), the first ski resort in the world to use only recycled water for artificial snow.

4th Leg

St. Moritz (SWITZERLAND) → Gstaad (SWITZERLAND)

Departure from St. Moritz, in the direction of Canton Ticino, where the Swisstainble project operates (decarbonisation, digital mobility, encouragement of responsible behaviour); passage to Italy and return to Switzerland, to **Brig - Alpine Town 2008** and GOLD Energy Town since 2000. Finally, arrival in **Gstaad**.

5th Leg

Gstaad (SWITZERLAND) → Courmayeur (ITALY)

Departure from Gstaad, with entry into France, at **Chamonix**, home of the CREA (Centre de Recherches sur les Ecosystemes d'Altitude) and **Alpine Town 2015**, thanks to land protection measures and cooperation policies with neighbouring Gstaad, Grindelwald, Valtournenche and Courmayeur. The final leg is in Courmayeur, where the local administration, within the framework of the Courmayeur Climate HUB, is implementing measures to reduce traffic in the valleys and work to monitor and study glaciers. Closing forum.

THE ROUTE

5 LEGS
(AROUND KM 1.570)

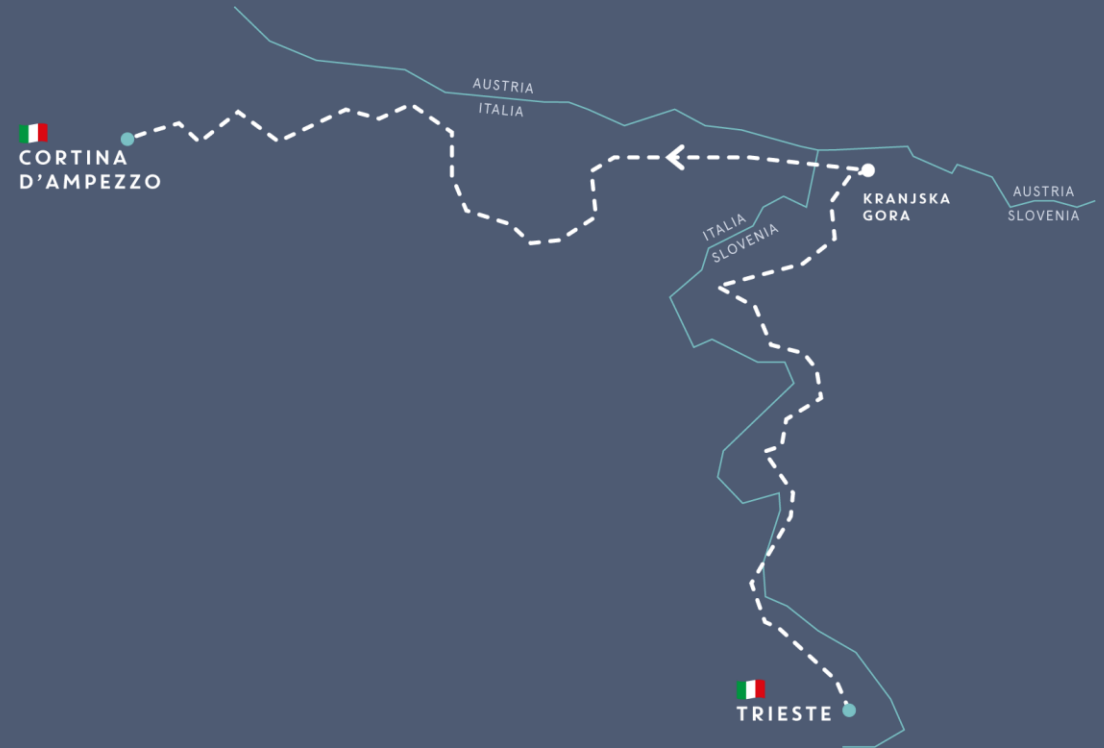
1. TRIESTE – CORTINA D’AMPEZZO
2. CORTINA D’AMPEZZO - SEEFELD
3. SEEFELD – ST. MORITZ
4. ST. MORITZ - GSTAAD
5. GSTAAD - COURMAYEUR



LEG 1

TRIESTE – CORTINA D’AMPEZZO (AROUND KM 360)

- START 8AM
FINISH 5:30PM
- TRIESTE - KRANJSKA GORA (LUNCH)
- KRANJSKA GORA (LUNCH) – CORTINA D’AMPEZZO



LEG 2

CORTINA D'AMPEZZO - SEEFELD IN TIROL (AROUND KM 285)

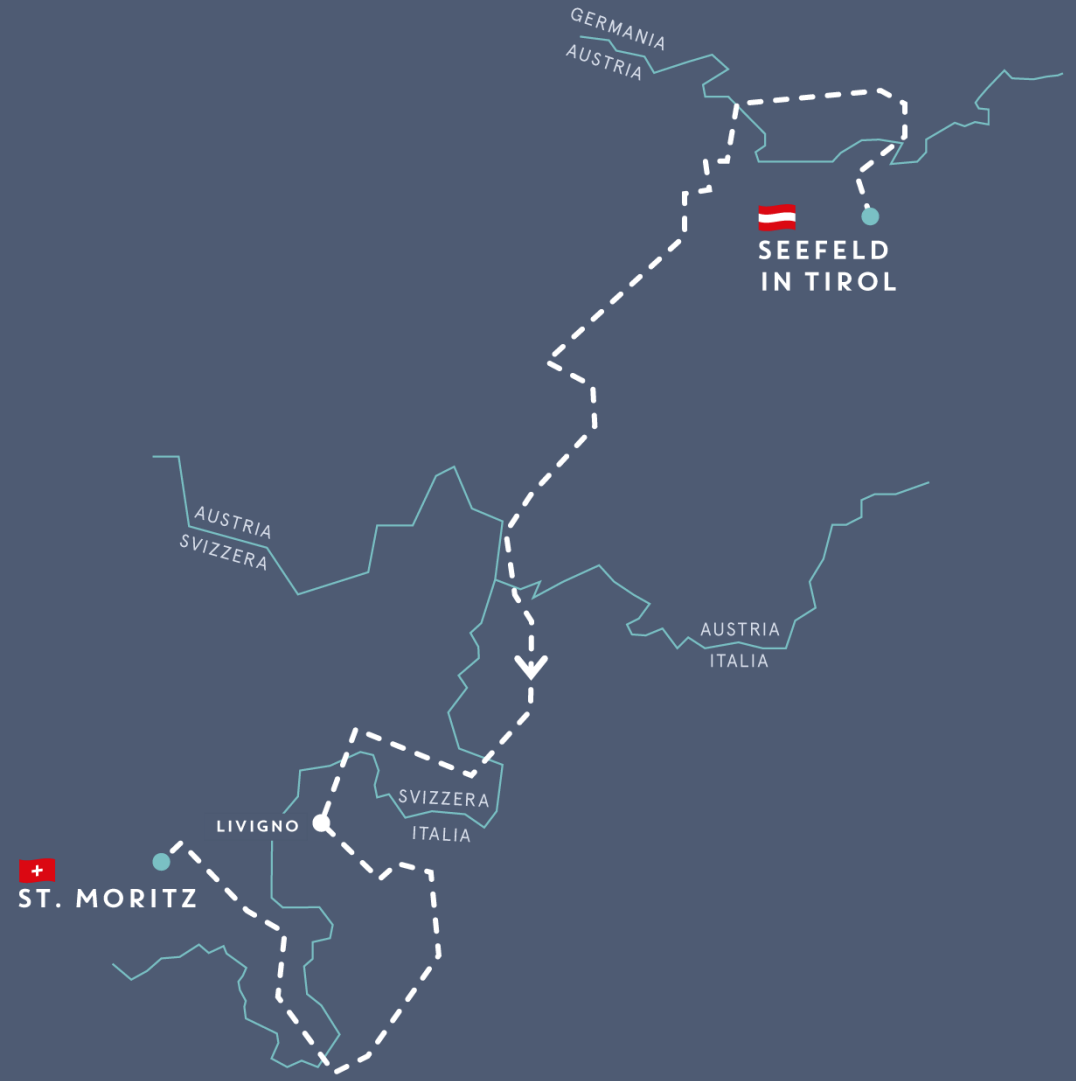
- START 8AM
FINISH 5PM
- CORTINA – BRUNICO (LUNCH)
- BRUNICO (LUNCH) – SEEFELD



LEG 3

SEEFELD IN TIROL - ST. MORITZ (AROUND KM 370)

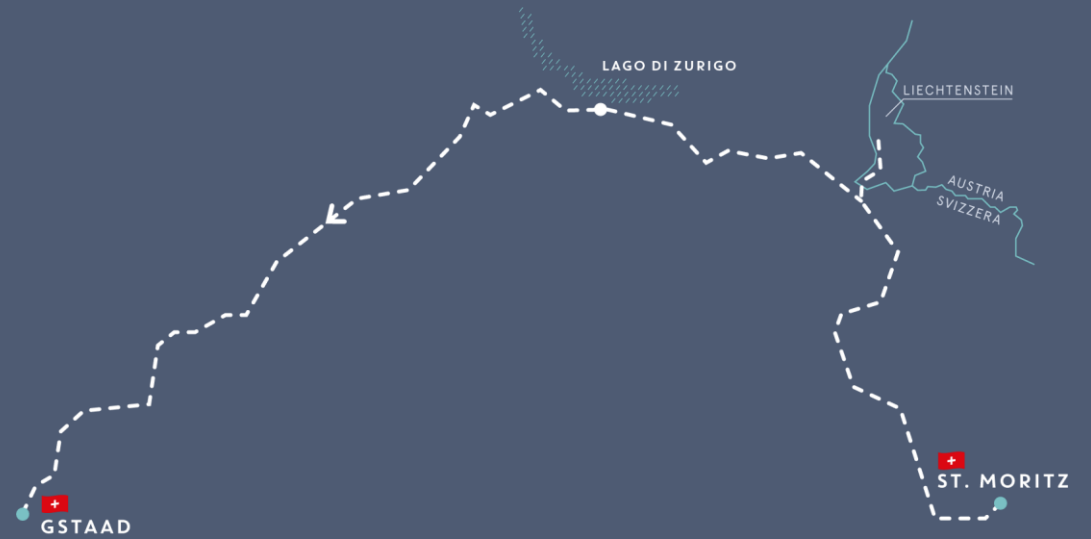
- START 8AM
FINISH 5:45PM
- SEEFELD - LIVIGNO (LUNCH)
- LIVIGNO (LUNCH) - ST MORITZ



LEG 4

ST. MORITZ - GSTAAD (AROUND KM 395)

- START 8AM
FINISH 5:30PM
- ST. MORITZ - LAGO DI ZUGO(LUNCH)
- LAGO DI ZUGO (LUNCH) - GSTAAD



LEG 5

GSTAAD - COURMAYEUR (AROUND KM 160)

- START 8AM
- FINISH 3:30PM
- CHAMONIX (LUNCH)



THE GREAT ALPINE JOURNEY

THE REASONS FOR THE INITIATIVE

Within the framework of the great challenges of our time, the Alps represent a **European territorial laboratory** in which fundamental issues are intertwined that refer to the **precarious balance between man and nature**, between growth and development, between the great drivers of modernisation and the capacity of local communities to govern the transformations underway in the social, economic and environmental spheres.

The Alps, the **greenlung** of our continent, a mosaic of places that are the result of an ancient stratification of languages, cultures, religions and communities of different matrixes, united by living and working in the most populated mountains in the world, are an **important reservoir of values**, such as inclusion, solidarity, conscious use of resources, determination, and labour.

The idea of the 1000 Miglia to **create a multi-voice narrative** on the great topic of territorial sustainability - intrinsically linked to environmental and economic sustainability - is to restore a small fresco useful to frame the contingent dichotomies between man and nature, growth and development, drivers of modernisation and local communities, which in the Alpine laboratory find a clear preview of the challenges that await Europe in the future.

THE ALPS ARE AN IMPORTANT RESERVOIR OF VALUES, SUCH AS INCLUSION, SOLIDARITY, CONSCIOUS USE OF RESOURCES, DETERMINATION, AND LABOUR.

The Alpine journey proposed by 1000 Miglia for 2024 intends to **promote the representation of good territorial practices**, to contribute to the cultural debate, starting from the horizontal exchange between local communities and informed professionals, without neglecting the vertical dimension of the great economic, social and institutional processes (the flows) that impact on the Alps (the places), changing the assets inherited from the past.



FOUR FUNDAMENTAL LINES THAT UNDERLIE THE REALISATION OF THIS THINK TANK

Networks of interconnection between flows and places

The conditions of habitability and attractiveness of mountain contexts increasingly depend on levels of **interconnection** with broader geo-economic contexts. It is therefore necessary to work to **increase access and connection** to hard and soft infrastructural systems that enable the efficient circulation of people, goods, knowledge, information, money, energy and utilities. From this point of view, we can distinguish several topics, against which we can compare themes and good practices:

- **PEOPLE AND GOODS**

Improvement of sustainable road and mobility, distribution micro-logistics (trade, tourism) and for the management of environmental resources, access to basic public services.

- **KNOWLEDGE AND EXPERTISE**

Improvement of knowledge and expertise networks supporting entrepreneurial and professional development (secondary education system, university departments, technology hubs).

- **ENERGY AND UTILITIES**

Efficiency gains in the management of the water cycle for civil and industrial use, efficiency gains in the management of the waste cycle and recycling of secondary materials; increased opportunities for energy self-production on a local scale and common uses of forests for biomass.

- **INFORMATION**

Ensuring high-speed infrastructure connection; increasing the digital literacy rate.

Demographic crisis and quality of life

In the context of a demographic crisis, which is more or less evident in the various Alpine states, planning and acting on demographic trends presupposes the adoption of **medium- and long-term objectives**, with investments and strategies oriented towards **acting on the main demographic indicators**: birth rate and fertility rate of the resident population, emigration rate of young people, attractiveness factors for new population, etc.

Economic development

The Alps present central characteristics in relation to economic development centred on the reproducibility and maintenance of environmental assets, in the intertwining with the change of consumption cultures (material and immaterial) and of tourist fruition modes. This is a **development potential that must be exploited**, with the general objective of **increasing the settlement density of entrepreneurial activities** in all sectors: primary agro-forestry, 'light' secondary, commercial and tourism tertiary with a high knowledge content, tertiary aimed at companies and people with a high inter-sectoral integration/hybridisation.

Climate crisis and conversion

Data recording the impact of climate change indicate that some critical phenomena are **advancing much faster in the Alps than the global average**, especially with regard to overheating. The emergence of climate change on the global agenda and related rhetoric has produced regulatory visions of what the Alps should be as an **"early warning system"**. The debate on **"what to do"** for the future of the Alps has given rise to opposing radical positions. These are positions of principle that, in the case of the Alps, have to reckon with history in the long term. The history of the Alps is a history of exchange and mutual influence with the lowland areas, today the ecological crisis makes the Alps a frontrunner and a laboratory of what will be insofar as it is able to establish new and unprecedented relationships with the urban-regional and the big cities.

THE GREAT ALPINE JOURNEY

THE DEVELOPMENT OF THE PROJECT

It is precisely from the status quo, from the four basic lines of the metamorphosis of the Alpine platform, that the **Great Journey** project is developed, articulated and applied to the **five topics** around which the interventions, contributions and contents that will gradually take shape along the way will revolve:

CULTURE



ENERGY



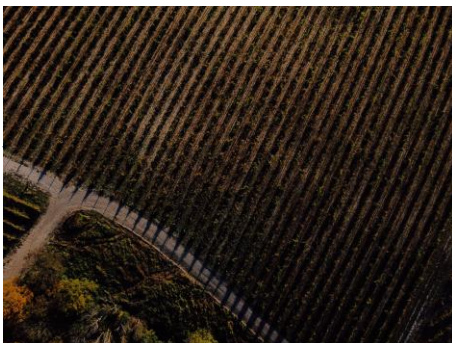
ARTISANSHIP



TOURISM



AGRICULTURE



FORMAT OF TERRITORIAL FORUMS

The outline of the specific topics will be based on a set of interviews conducted with a mix of local actors operating in the sector, witnesses of good practices from other Alpine communities, experts in sector scenarios, and representatives of institutions, who will provide the “narrative” of the issues, challenges and practices around which to develop the reflections of the panel.

10 OPINION LEADERS FROM THE COUNTRIES COVERED BY THE ROUTE WILL PRESIDE OVER AS MANY AREAS OF INTEREST.



The moderators, 10 opinion leaders from the countries covered by the route (Italy, Slovenia, Austria, Germany, Switzerland, and France), will preside over as many **areas of interest**: sociology, anthropology, architecture, tourism, agriculture, energy, entrepreneurship, communication, universities, and institutions.

At each stage, these professionals will fuel a **debate focusing on specific aspects** related to the chosen theme (e.g., Gstaad and tourism, St Moritz and energy, Trieste and culture, etc.), based on good practices identified in the Alps, starting with those found in local proximity.

The outline of the reflection will consist of a concise paper, which will serve as an introductory and guiding canvas for the forum, which will launch the **2025 ThinkTank**.

TARGET GROUP OF THE INITIATIVE

WHO IS THE INITIATIVE AIMED AT?



LOCAL COMMUNITIES AND
INSTITUTIONS, OUR FIRST
INTERLOCUTORS

THE OPINION LEADERS
WHO SHARE THE PROJECT
WITH US



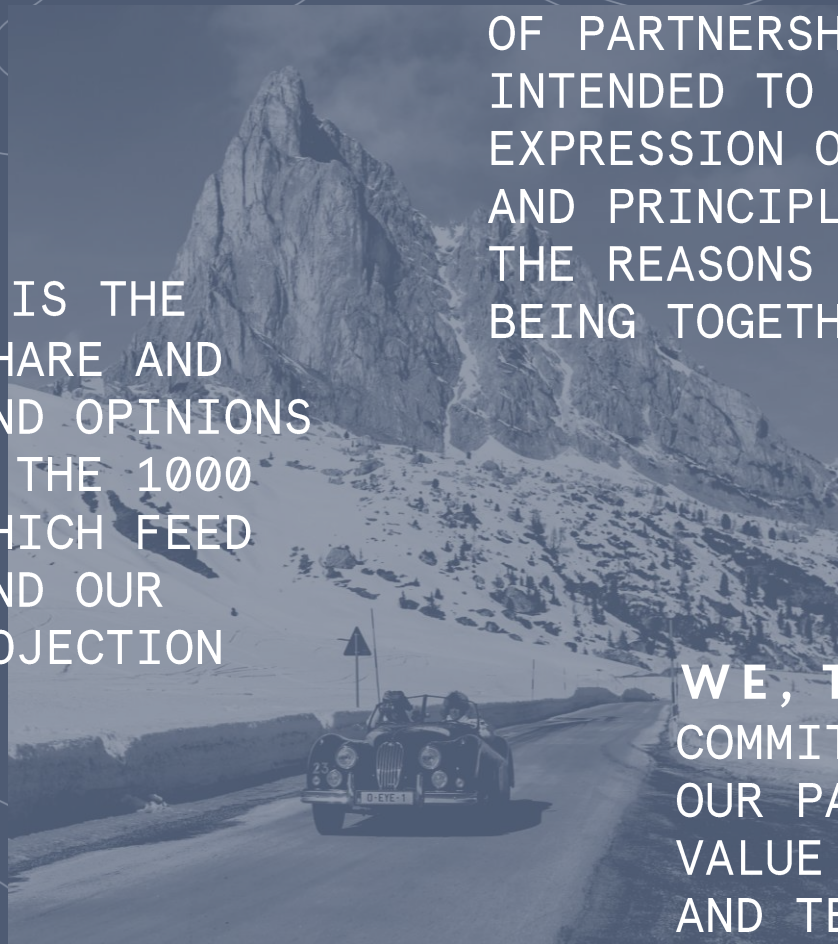
THE RACING COMMUNITY,
SELECTED ON THE BASIS
OF CRITERIA OF SENSITIVITY
AND ORIENTATION TO THE
ISSUES ADDRESSED

THE VIRTUAL
COMMUNITIES, REACHED
THROUGH SOCIAL MEDIA



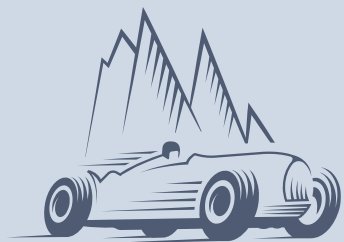
WE, TOGETHER

WE, TOGETHER IS THE OPPORTUNITY TO SHARE AND GENERATE IDEAS AND OPINIONS ON THE FUTURE OF THE 1000 MIGLIA EVENTS, WHICH FEED OUR EXPERIENCE AND OUR INTERNATIONAL PROJECTION



WE, TOGETHER IS THE FORM OF PARTNERSHIP, WHICH IS INTENDED TO BE AN EXPRESSION OF THE VALUES AND PRINCIPLES UNDERLYING THE REASONS FOR OUR BEING TOGETHER

WE, TOGETHER IS THE COMMITMENT, TOGETHER WITH OUR PARTNERS, TO RESTORE VALUE TO THE COMMUNITIES AND TERRITORIES THAT ARE THE STAGE FOR OUR EVENTS



**COPPA
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In collaboration with:



consorzio
AASTER

