



## VIIth European Mountain Convention

"European Mountain Regions- A spirit of Innovation"

15<sup>th</sup>-17<sup>th</sup> September 2010, Lillehammer, Norway



Euromontana, the European association of mountain areas together with Fjellregionsamarbeidet (The Norwegian Mountain Region Cooperation) invites you to the **biggest event for stakeholders from mountain areas in 2010**. Every two years, since 1998, the European Mountain Conventions organised by Euromontana gather European, national, regional and local key stakeholders, scientists and entrepreneurs. During 2.5 days, the participants discuss important issues for the development of mountain areas and communities.

In 2010 the theme selected for the Convention is *innovation*, a key for the development of **mountain areas**. Innovation, together with research, is part of the strategy the European Union and its Member States recently chose to respond to the economic crisis and to energize European businesses. For mountain areas it is also vital to develop endogenous innovation that can bring diverse and adapted solutions to mountain issues such as negative demographic trends, need of economical diversification, accessibility, etc.

The work of this convention will focus on two different themes: during the first workshops *the innovation process* will be treated: how can we innovate in mountain areas and what are the main factors required. In a second session of workshops *the sectors* in which mountain areas can use best their specificities in order to innovate will be considered. Best practices from mountain areas will be presented and the main focus will be put on the transferability of these identified examples.

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Registration will be open on-line from 15th May to 15th August on [www.euromontana.org](http://www.euromontana.org)