

## Graubünden, Switzerland

### Pilot area(s)

Medel Lucmagn

### Aim

To identify territorial dynamics and the elements that could represent strengths and/or weaknesses for the development and the profile improvement of the historical settlement.

### Methodology

The project was scheduled as a three-step process.

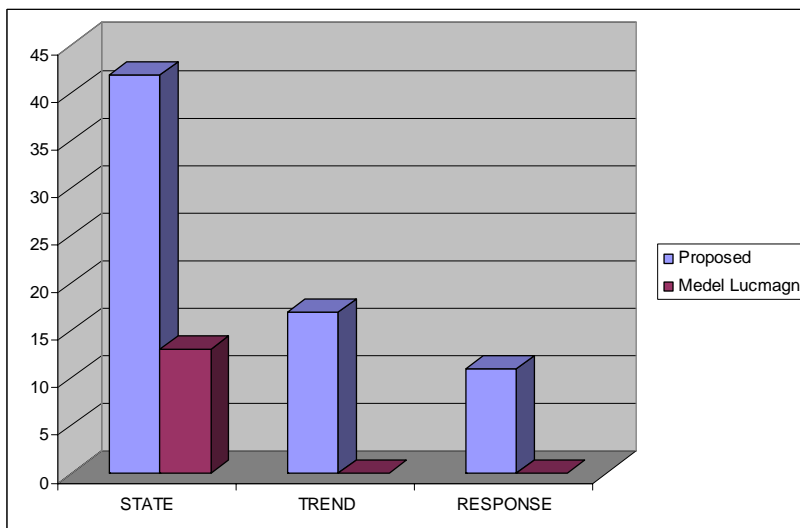
First phase: community planning method (workshops open to the public) led to the collection of declarations and needs from participants, as a basis for the SWOT analysis. Project team was made up of representatives for monument preservation, nature and landscape conservation, a farmer counselor, representatives of unit departments for landscape development and tourism of the Fachhochschule Rapperswil. Data deriving from the workshops was combined with what was extracted from existing data sets; only State indicators were taken into account.

Second phase: the findings were assessed by the citizens in order to identify actions to be carried out.

Third phase: creation of three workgroups to pursue identified proposals and actions. Workgroups focus on agriculture, tourism and the promotion and the carrying out of projects related to preservation and profile improvement for the cultural landscape and the historical settlement.

### State of work

Already concluded



Proposed/used indicators

## SWOT analysis of Medel Lucmagn

Strengths	Weaknesses
Geographic location (accessibility)	Historic settlements and landscape as touristic product offer too little attractiveness
Good road network (melioration roads)	Sector perspectives inhibit holistic solutions (farmers / non-farmers)
Traditional building and settlement form mainly preserved despite the continuous (slow) growth and improvement carried out	Incentive systems for good solutions for historical building substance are not available
Handling historical buildings with respect (by integration of monument preservation)	Seasonal dependency of farmers (winter)
Growing awareness of value of historical settlement and cultural landscape within the local population (input by visitors)	Lacking innovation, passivity (valley dwellers are not „go-getters“)
Significance of good architecture promoted and reinforced by meaningful examples (barn, kindergarten)	Lack of self-confidence of valley dwellers in their public appearance towards the outside
Agricultural issues a major contribution to preservation of cultural landscape (landscape conservation)	No housing reserve for local inhabitants
Cultivation of usable agricultural area preserved at all levels	Modern people only open to rational arguments
Farmers with commitment and ambition	Migration of adolescents and qualified manpower
Flexibility	No possibilities/indebtedness for costlier investments
Quality of products	Consequential costs for improvement works e.g. road maintenance
	Lack in regional thinking
	No marketing (tourism, product label)
	Insufficient scope of offers (i.e. bad weather)
	Lack of innovative gastronomy
Opportunities	Threats
Creation of incentive systems for targeted maintenance of historical settlements and cultural landscapes and of individual cultural landscape elements	Historical settlements become uninhabited due to migration
Development of agricultural brands	Diversity of building materials leads to inadequate rebuilding.
Alp cultivation as niche products (goat alp)	Meadows and pastures suffer from more extensive agriculture
Sensitivity of farmers for ecology and environment	Agriculture in Val Medel is governed by national agriculture and subsidy policy (no self-determination)
Expansion of proportion of organic firms	Abandoning of smaller agricultural firms, large-scale firms will not be able to take over major contributions regarding maintenance of cultural landscape
Village sawmill (wood processing for the region)	Extinction of traditional crafts and trades (shingle maker)
Continued existence of traditional craft and trade	Economy of valley export is too little
Supra-regional marketing of wood in building and furniture business (creation of label)	The added value of the products of the valley is mainly carried out outside the valley
Creation of a regional collective structure for trade and commerce	
Connection to international traffic network („Alpentransversale-Bahnhof Sedrun“ – Alpine transversal Railroad Station Sedrun)	