

*Laboratorio di partecipazione  
sulla montagna*

## **Caso studio del Primiero**

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*Val Noana*

*Vederne*

*Imèr*

*San Giovanni*

*Caltena*

*Mezzano*







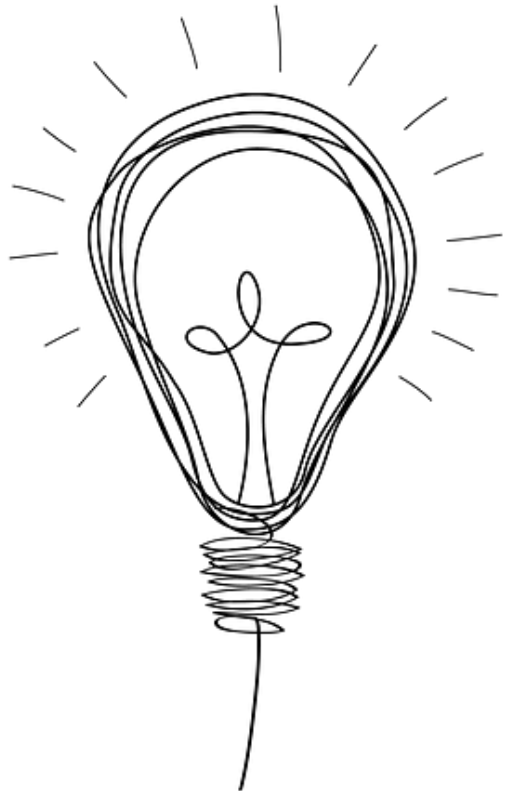






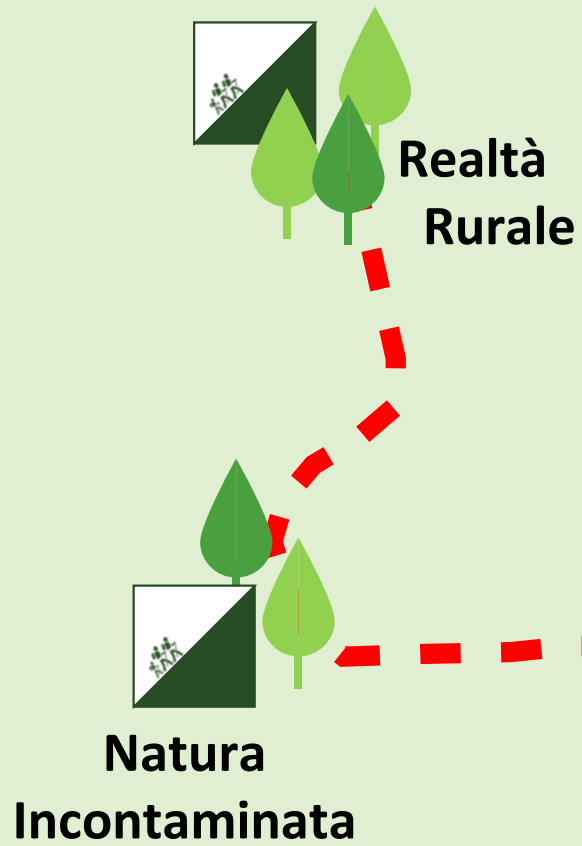




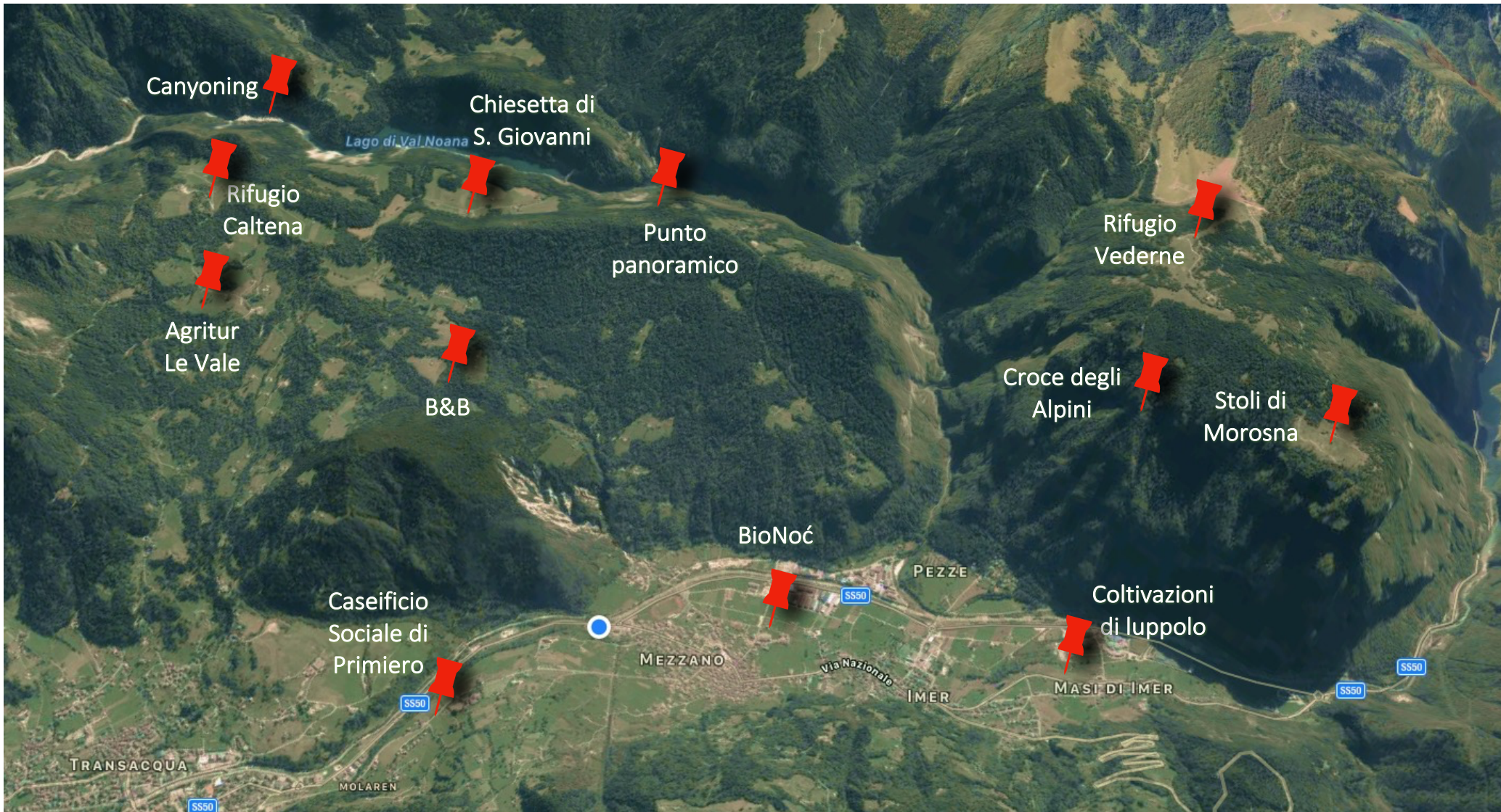




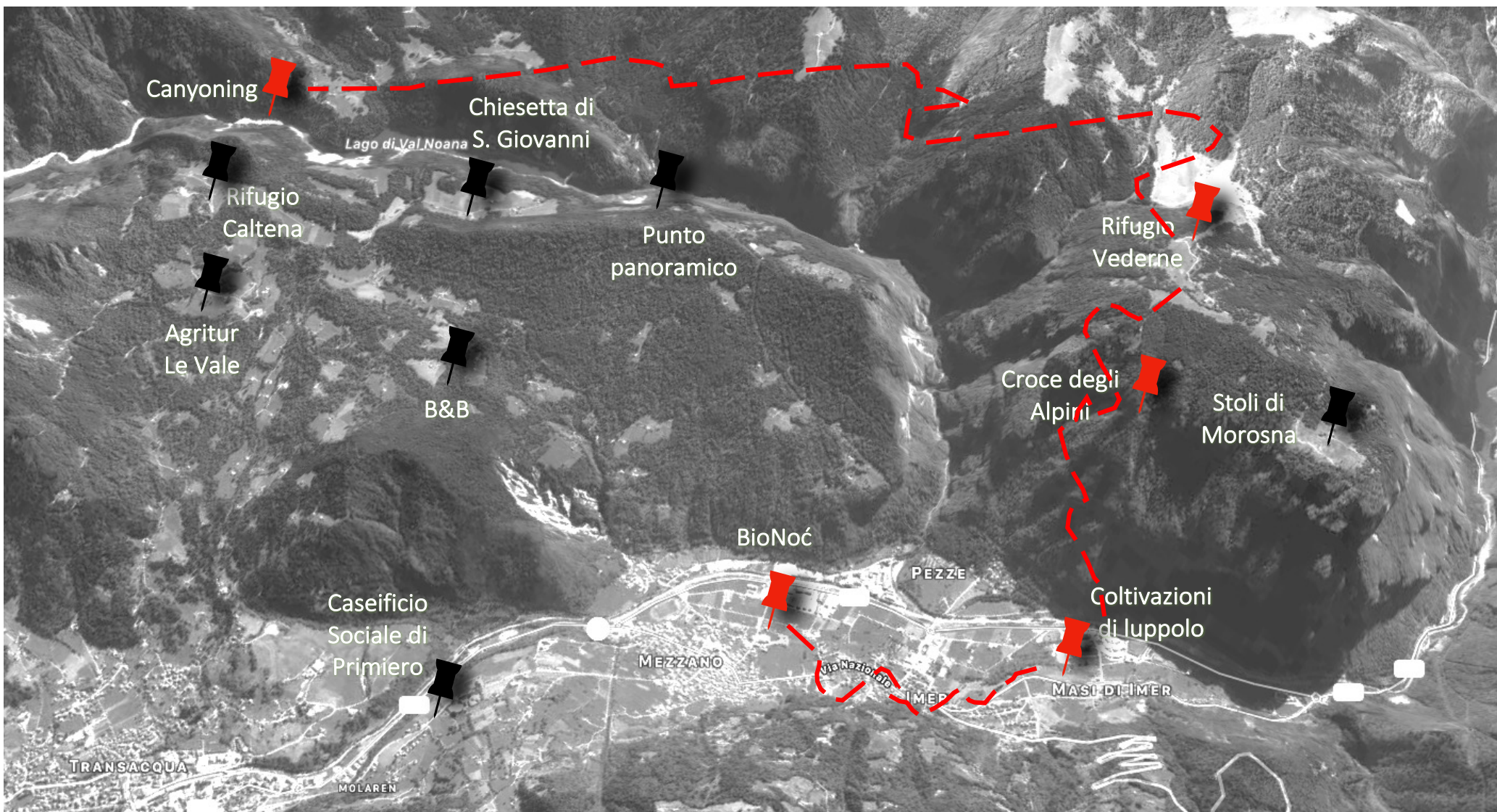
ZEROPIÙ



# Punti di interesse



# La filiera della birra



# Step 1: Scoprire ZEROPIÙ



# Step 2: La scelta del percorso





# Step 3: Orientiamoci!



# Step 4: Tappa raggiunta!



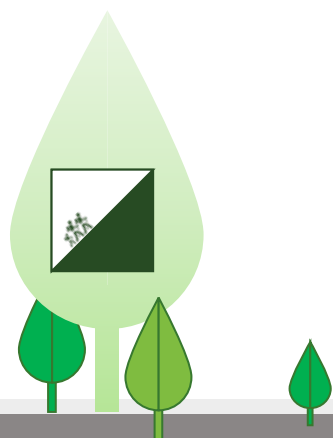
# Timeline



## **STEP 1**

Network tra  
stakeholders

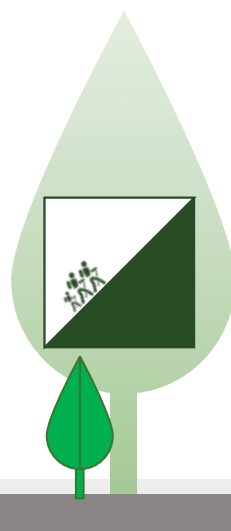
Rifugi, Birreria, Caseificio



## **STEP 2**

Ricerca  
sponsors

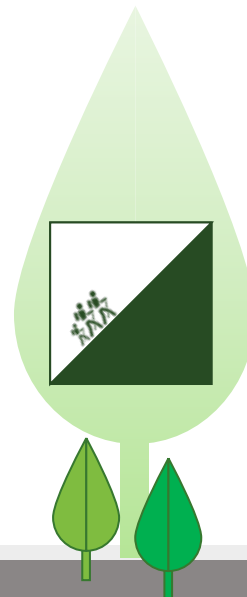
Luxottica, La Sportiva



## **STEP 3**

Realizzazione  
materiale

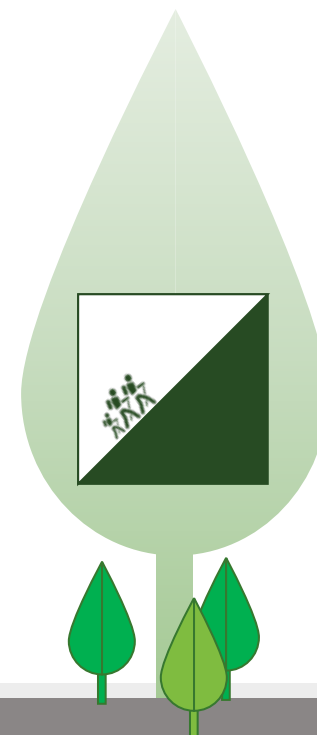
APT



## **STEP 4**

Ampliamento percorsi  
Marketing diversificato  
Eventi a tema

Concerti



# Il team



ZEROPIÙ

RITORNO ALLE ORIGINI E OLTRE

SANI!