

Owner and CEO |  
**greenRhythm Establishment**  
9495 Triesen, Landstrasse 36  
Principality of Liechtenstein  
Phone +423 232 2070  
Fax +423 232 2060  
Mobile +41 78 943 2070  
E-Mail [bsw@greenrhythm.org](mailto:bsw@greenrhythm.org)  
Web [www.greenrhythm.org](http://www.greenrhythm.org)

private  
9490 Vaduz, Im Gässle 10  
Phone +423 232 1953  
E-Mail [bswprivate@gmx.ch](mailto:bswprivate@gmx.ch)



### Experience of professional practice

Geographer MSc  
33 year's rich experience of professional practice in the private sector, public authorities and non-profit-organisations from the regional context to the international stage

since 2013  
2012-2013

#### **Owner and CEO of greenRhythm Establishment**

##### **CEO CIPRA International**

International Commission for the Protection of the Alps, Schaan, Principality of Liechtenstein Strategic and operational management of the NGO's central office with 12 employees, financial responsibility; representation of the overall organisation (100 member organisations in 7 Alpine countries), cooperation with national and regional representatives of CIPRA in the Alpine states, representation in political committees and platforms of the Alpine Convention and Alpine Space Macroregion; Communication and PR work all over the Alpine countries, publications, supervision of CIPRA's lead/participation in Alpine-wide programmes and projects.

2011-2012

##### **Head of the International Activities Unit: Species, Ecosystems, Landscapes** Federal Office for the Environment (FOEN), Berne, Switzerland

UNESCO and ALPARC: continuation of previous activities; European Landscape Convention: Preparation of the Federal Council's decisions and ratification by the parliament; responsible for international activities to conventions on biodiversity

2003-2010

##### **Head of Section Landscapes of National Importance**

Federal Office for the Environment (FOEN), Berne, Switzerland

Management of the section with 12 employees

##### *Swiss federal policy on parks*

Responsible for the creation and implementation of new legislation on parks in Switzerland. Drafting legislation basis and accompanying the parliamentary process in commissions and plenary bodies, negotiations with cantonal governments and park candidates for the ordinance and instruments to the implementation of Parks of National Importance, development and implementation of all kinds of procedures (evaluation, programme conventions, etc.) and instruments, intensive communication at different levels, development and implementation of labels for parks and products, close cooperation with contractors, federal offices and the business sector e.g. Swiss Tourism (marketing for Swiss parks). Within 5 years since the effective date of the new legislation, 16 candidates have fulfilled the conditions and are now labelled as parks (total surface area amounting to 15 percent of Swiss territory).

- Federal Inventory of Landscapes and Natural Monuments of National Importance*  
Responsible for the enhancement project (total revision) of the Federal Inventory. Close cooperation with cantons, federal offices and contractors (WTO procedures)
- 2005-2012 *UNESCO Natural World Heritage and UNESCO MAB Biosphere Reserves*  
Focal point Switzerland. Accompanying the extension of the site Jungfrau-Aletsch to Swiss Alps Jungfrau-Aletsch as well as to the new nomination and adoption of Swiss Tectonicarena Sardona, preparing the candidature of Switzerland as a member of the World Heritage Committee (WHC), expert in the Swiss delegation.
- 2009-2012 Initiating the **Capacity building Strategy** and the new **World Heritage and Sustainable Tourism Programme**, both strategically important for UNESCO World Heritage
- 2010 Leading negotiations for the adoption of the Reservat da Biosfera Val Müstair-Parc Naziunal at the International Coordinating Council of the MaB Programme, Paris
- 1998-2007 **Project Manager Swiss Landscape Concept SLC**, Head of Unit **Federal Office for the Environment (FOEN), Berne, Switzerland**  
Management, PR, communication and publishing, controlling, negotiations, coordination with other plans and concepts of the Swiss Confederation  
Responsible for the development of methods and instruments to the landscape aesthetics and landscape evaluation, sustainability in landscape development
- 1993-1997 Project management Swiss Landscape Concept SLC  
Head of Management and PR/communication division, cross-section project at the Swiss Federal administration with over 80 involved collaborators
- 1993-1997 Scientific adjunct/Deputy Head of Section  
Topics: Continuation of previous activity fields, management of expert groups
- 1990-1992 Scientific specialist  
Federal Office for the Environment (FOEN), Berne, Switzerland  
Topics: Spatial planning, regional development concepts, impact evaluation on nature and landscape, footpaths and hiking trails, historical trails
- 1988-1990 Scientific specialist  
Project management unit at government level, Federal Department of Finance  
Evaluation audit and controlling targeted to increase efficiency and effectiveness of the Swiss Federal Administration, in cooperation with McKinsey & Company, consultants and about 200 collaborators inside the federal administration
- 1985-1988 Scientific Specialist, Head of Unit, Federal Office for Statistics, Berne, Switzerland  
Responsible for Research & Development statistics, in cooperation with Swiss Business Federation, university and administration sector, representing Switzerland in the OECD Expert Group on R&D Statistics
- 1983-1985 Journalist/publisher/photographer Bündner Zeitung/Gasser AG, Chur, Switzerland  
in the Engadine (St. Moritz) and southern valleys of the Canton of Grisons, collaborating with press and photo agencies
- 1981-1983 Planner, Obrist und Partner, St. Moritz, Switzerland  
Local planning, architecture and planning competitions, data research for the publication "Bauen 1830-1980 Engadin und Südtäler"
- 1981-1982 Planner, Planpartner Madulain AG, Madulain, Switzerland  
Local and regional planning
- 1973-1981 Several temporary professional activities while studying:  
Commercial activities, operational planning, gastronomy, tour guiding, sporting goods, electromechanical installation of cableways

**International professional experience**

- 2012-2013 CIPRA: Representing the NGO in the Organs of the Alpine Convention, XII<sup>th</sup> Alpine Conference, Permanent Committee, Working groups and Platforms
- 2010-2012 ALPARC: Vice President, Observer at the Alpine Convention
- 2008-2012 ALPARC: representing Switzerland on the International Steering Committee
- 2010-2012 UNESCO World Heritage, World Heritage and Sustainable Tourism Programme: Initiator, customer and active part of the programme development team
- 2009-2012 UNESCO World Heritage, Capacity Building Strategy: Initiator, customer and project controller
- 2010-2012 UNESCO World Heritage: representing the Swiss federal authorities in the 2nd periodic reporting cycle in the Africa region
- 2007-2012 UNESCO World Heritage: Member of the Swiss Delegation, 2009-2012 at the Committee
- 2005-2012 UNESCO World Heritage and MAB Biosphere Reserves: Focal point Switzerland
- 2004-2013 Lectures/cooperation/participation on many different kinds of international conferences, workshops and meetings
- 1985-1988 OECD Expert Group on R&D statistics: representing Switzerland

**Languages**

German	mother tongue
English, French, Italian	professional working proficiency
Romansh	basic knowledge

**Academic education**

- 1981 Master in geography, Geographer MSc  
Thesis in geography and sociology: Social impact of tourism in mountain areas. "Change in the tourism periphery – socio-geographical aspects on the example of the Lower Engadine. Development of tourism and change of the ownership on ground"  
(Prof. Dr. G. Furrer, Prof. Dr. H.-J. Hoffmann-Nowotny)
- 1978 Award in cartography, University of Zurich, Switzerland
- 1975-1981 Natural sciences/humanities, University of Zurich, phil. II, 12 semesters  
Major: Geography, sociology; Minor: Geology, mathematics, botany for cultural engineers
- 1973-1975 Humanities
- 1974-1975 University of Geneva, Switzerland, 2 semesters, Major: Sociology
- 1973-1974 University of Zurich, phil. I, 3 semesters, Major: Sociology, Minor: communications

**Scientific activities**

Research projects during my studies

- 1979-1981 "Change in Tourism periphery", Institutes of Geography and Sociology at the University of Zurich (Lead)
- 1976-1978 "Migration of women from mountain areas", Institutes of Geography and Sociology at the University of Zurich (Lead)
- 1974-1975 "Leisure and spatial mobility", M. Bassand, University of Geneva (cooperation)

**Permanent capacity building**

- since 1988 Various seminars and courses in project management, leading negotiations, marketing, controlling, personality development, enlarging consciousness

**Training and part-time activity as naturopathic practitioner**

- since 2002 Spine Liberating Therapy
- 2000-2001 Rhythmic Massage and treating of the organs, method after Wegman/Hauschka
- 1997-2001 Complementary medicine: Diploma as naturopathic practitioner, certificated by the Swiss Naturopathic Practitioner Association NVS