
SCRIPT

<p>14 minutes coverage: Sustainability in tourism. Tyrol sets new standards www.rocketmedia.at</p>
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Editors: Oliver Rubenthaler, Seppi Dabringer, Helmut Sommer

Camera, cut: Seppi Dabringer, Helmut Sommer

Animation: Karim Shafik, image

Speaker: Sepp Glanz

MUSIC CUE SHEET

PART #	TITLE	ARTIST	ALBUM	DURATION	LABEL
1	"Chamberlain"	Normally Invisible	Pust	00:00:32:00	Staalplaat
1	"Sometimes" feat. Anita Riegler	Parov Stellar	Rough Cuts	00:00:17:01	Our Distr (Soulfood Music)
2	"Close To The Source"	LTJ Bukem	Journey Inwards (Disc 2)	00:00:38:04	Zyx/Goodlo (ZYG)
3	"Watercolours"	LTJ Bukem	Journey Inwards (Disc 1)	00:00:36:03	Zyx/Goodlo (ZYG)
4	"Watercolours"	LTJ Bukem	Journey Inwards (Disc 1)	00:02:38:00	Zyx/Goodlo (ZYG)
5	"Moodswings"	LTJ Bukem	Producer	00:02:30:03	Zyx
6	"The return of the red hot brethren"	Fila Brazila	Mess	00:02:09:05	Pinnacle I (rough trade)
7	"Kemuri/EI Condora Pasa"	DJ Krush	Code 4109	00:01:12:17	Japan (Megaphon Importservice)
8	"Journey Inwards"	LTJ Bukem	Journey Inwards	00:02:42:13	Zyx/Goodlo (ZYG)
9	"Deserted Vaults"	LTJ Bukem	Journey Inwards (Disc 2)	00:00:55:00	Zyx/Goodlo (ZYG)

TIMECODE SHOTLIST AND VOICEOVER SCRIPT

SHORT TYPE	EXPLANATION
GI	General Impression
VO	Voiceover
OT	Off Text
BL	Black
ATMO	Original Sound from Recording
MU	Music
ITV	Interview
ANI	3D Animation

TIMECODE	TYPE OF PIC	TEXT
10:00:10	GI, MU	Contrasting Images: Nature/ Industry
10:00:11	VO	Voiceover: "People in motion. Drifting in the flow of time. Nonstop. Breathless. A human being, victim of a society that is focused on achievement, where there is too much of most things, but still not enough of a lot of things. Desires and longings."
10:00:32		For calm. For health, for unspoilt nature, for time. For "time out", where things are permitted that usually are not.

10:00:49	ITV	<p>Josef Margreiter, general manager of Tirol Werbung GmbH Interview:</p> <p>“You could say that the more people denature in cities, that is, the more they are surrounded by technology, and the increased luxury and comfort that comes with it, the more they find themselves actually longing to return to nature.”</p>
10:01:07	ITV	<p>Josef Margreiter, general manager of Tirol Werbung GmbH Interview:</p> <p>“When people go on holiday to Tyrol, they above all expect an unspoilt mountain landscape, healthy nature, and, in this wonderful environment, good service. But according to all the studies and surveys that we have carried out over the years unspoilt nature is always on top of the list.”</p>
10:01:41	GI, MU	Introduction of the 4 projects with 2-3 settings each per project
10:01:42	VO	<p>Voiceover:</p> <p>“Regionally integrated architecture, not architectural eyesores. Quality, not quantity. Sustainability and being considerate with our energy resources. Four examples in Tyrol show that it is possible to implement alternative energy concepts even in Alpine regions that are often difficult to access.”</p>
10:02:03	ITV	<p>Rudi Köck, general manager of Bergbahnen Brixen im Thale</p> <p>Interview:</p> <p>“We have really given priority to environmental concerns.”</p>
	ITV	<p>Manager of Bergbahnen Riffelsee Josef Möderle</p> <p>Interview:</p> <p>“This has practically saved us around 35 to 36 thousand litres of fuel.”</p>
	ITV	<p>Mr Peter Falkner, general manager of Bergbahnen Obergurgl</p> <p>Interview:</p> <p>“We want to run the whole thing in an eco-friendly way.”</p>
10:02:17	GRAFIK	Grafik Location Sunna Alm
10:02:21	VO	<p>Voiceover:</p> <p>“At 2,300 metres above sea level in the Pitztal (Pitz valley), you’ll find the mountain restaurant Sunna Alm. Wood and glass dominate in what’s the highest located eco-friendly “Passive Energy House” building in the Alpine region. The use of solar and geo-thermal technologies means that there is no need for fossil fuels at all. A lot of thought went into building the mountain restaurant this way.</p>

10:02:24	GI, MU	Impressions of the Suna Alm mountain restaurant
10:02:41	ITV	Willi Krüger, M.A., general manager of Bergbahnen Riffelsee - Pitztaler Gletscher Interview: "We were motivated by the fact that the public has become much more aware of energy alternatives. On the other hand, the Pitztal (Pitz Valley) Railways Company, which set up and operates this restaurant, has always been open to newer technologies and was therefore keen to implement such energy saving efficiency."
10:03:07	GI	Willi Krüger, M.A., and Josef Möderle in conversation
10:03:07	VO	Voiceover: "Josef Möderle is responsible for maintaining the technical equipment at Sunna Alm."
10:03:13	ITV	Manager Bergbahnen Riffelsee Josef Möderle Interview: "Here we are in the engineering room, where almost all the solar technology and the heat pump are housed."
10:03:22	GI, MU, ANI	Installation engineering room, details plus animation
10:03:24	VO	Voiceover: "Solar and geothermal energy drives the water heating system and the under-floor heating system in the mountain restaurant. Seven thermowells, 120 metres deep inside in the mountain, heat the building. In the interior of the mountain, the temperature is five degrees higher. Heat is extracted from the ground and passed on to the system using a heat exchanger. In addition, the energy derived from 50 square metres of solar panels is also fed into the system. This solution is profitable not just from an ecological point of view."
10:04:02	ITV	Manager of Bergbahnen Riffelsee Josef Möderle Interview: "Yes, last year. It has been used for about a year now, and it has practically saved us around 35 to 36 thousand litres of fuel."
10:04:14	GI, MU	Assembly with guests

10:04:14	VO	Voiceover: “Sunna Alm has become well-known now not only for its high-quality cuisine but also for its architecture and energy-saving technology.”
10:04:22	ITV	Willi Krüger, M.A. Interview: “The fact is that many interested people from the industry came here in the first year to take a look at the complex. Perhaps in order to find inspiration here for similar projects in comparable regions.”
10:04:42	GI, MU	Finale Sunna Alm, people walking, sunset
10:04:54	GI, MU	Beginning assembly Crystal, fast motion
10:04:58	VO	Voiceover: “The Biohotel Crystal in Obergurgl is also getting into energy-saving technology. The hotel with one hundred and twenty beds at two thousand metres above sea level is the first one in Austria to exclusively use renewable energy for its heating.”
10:05:12	VO	Voiceover: “Geo-thermal pumps and a three hundred square metre solar panel allow the hotel to do away with fossil fuels. Hotel director Peter Falkner developed this alternative energy model together with Ekehardt Rainalter.”
10:05:26	ITV	Mr Ekehard Rainalter, builder of the heating system Interview: “Originally, the hotel was supposed to have wood pellet-based heating, and then we suggested an alternative: geothermal heaters.”
10:05:37	ANI	Animation of the building and the heating system.

10:05:37	VO	Voiceover: "As with the Sunna Alm, Hotel Crystal also uses a combination of geothermal and solar energies. The energy generated this way flows into a joint 20,000 litre buffer store and from there, via high temperature distributors, it is fed into the system. In order to meet the hotel's high energy requirement, 67 thermowells had to be installed. This was very expensive. It will take another ten years for the investment to pay off."
10:06:07	ITV	Hr. Peter Falkner Interview: "It was not easy for us because the investment costs are 2 thirds higher than for oil or wood chip heating, but in the end we decided to make the investment."
10:06:23	GI, MU	Assembly technology plus solar images
10:06:23	VO	Voiceover: "200,000 litres of fuel saved per year, that's what is expected from the combination of geothermal and solar energies."
10:06:33	ITV	Mr Ekehard Rainalter Interview: "The good thing about solar energy combined with geothermal energy is that solar energy produces high temperatures of 80° - 90°, and geothermal heating produces lower temperatures of 30° to 60°C."
10:06:47	GI, MU	Assembly wellness
10:06:50	VO	Voiceover: "Nowadays, a large wellness area is considered standard in a 4-star hotel. Hotel Crystal has a wellness area of 2,000 square metres. This requires a huge amount of energy, which, without alternative energy generation, would be difficult to justify from an ecological point of view for Peter Falkner."
10:07:09	ITV	Mr Peter Falkner Interview: "Yes, we wanted to run the entire thing in an eco-friendly way, and we made a big investment in this."
10:07:17	GI	Assembly Timelaps sunset, end Hotel Crystal
10:07:24	GI, MU	Introduction Sonnenlift, animation location

10:07:27	VO	Voiceover: “The ski region Brixen im Thale. Part of SKIWELT, the largest skiing association in Austria. 279 kilometres of piste, 91 railways and lifts, 70 restaurants and apres-ski bars, 180 kilometres of cross-country runs. A dream for winter sports lovers. The infrastructure is being improved continuously. Last year, new gondolas and pistes were built. The Kandleralm ski run was a building site.”
10:07:54	ITV	Mr Rudi Köck, general manager Interview: “The problem with this ski run was that a whole valley had to be crossed, and so we thought we didn’t want skiers to have to do this and swing their ski sticks in all kinds of ways, and so we built a lift, the so-called Sonnenlift or Sun Lift .”
10:08:09	GI	Assembly Lift
10:08:10	VO	Voiceover: “This a worldwide innovation. The Sun Lift in Brixen im Thale is fully fuelled by a 113 square metre solar panel. Running the lift uses up three-quarters of the energy produced by it each year.”
10:08:25	ITV	Mr Rudi Köck, general manager Interview: “There was a large space on the southern side of the building, which we didn’t really like. And so we said that we have to disguise this somehow. And then we somehow came up with a solar panel. We built a relatively large panel that produces a lot of electricity and then we said how can we use it? And so we thought, why don’t we use the electricity that is produced here for this Sonnenlift.”
10:08:53	GI	Assembly lift technology
10:08:54	VO	Voiceover: “The solar panel has a performance of fifteen kilowatt hours, which are fed into the electricity network. The project is no money spinner. The emphasis is on the ecological benefit.”

10:09:16	ITV	Mr Rudi Köck, general manager Interview: "The solar panel costs around 70,000 euros and there is not much funding in Austria, so this was definitely not profitable but we really prioritised the eco idea, and we would like to see other people do the same thing."
10:09:33	GI	Assembly winter sport topics,
10:09:34	VO	Voiceover: "Accessible valleys. Ascent support. Nature tamed. The Alps offer holiday-makers the perfect way to relax. The mountains have to be accessible all the time. But the associated environmental impact leaves behind marks in this apparently ideal mountain environment. The Austrian Alpine Association sees itself as advocate and protector of the country's mountain ranges."
10:10:00	ITV	Graduate engineer Peter Kapelari, consultant for lodges and paths of the OEAV Interview: "The Alpine association is very critical of energy wasted by mass tourism. So much is used, and ultimately at the expense of our natural environment."
10:10:16	GI	Assembly topics
10:10:25	VO	Voiceover: "The development of energy technology in the past few years means that we can plan in an eco-friendly way that is not limited to new buildings. Existing infrastructures can also be adapted in this way. Even in remote and difficult-to-access regions."
10:10:46	GI	Assembly paths to the Senn lodge, animation location
10:10:47	VO	Voiceover: "Oberbergthal valley near Neustift in the Stubai valley. 2,145 metres high up in the mountains: the Franz-Senn lodge. Thomas Fankhauser is the leaseholder. He has been living here since he was a child."

10:11:04	ITV	<p>Thomas Fankhauser, leaseholder of Franz Senn lodge</p> <p>Interview:</p> <p>“Previously, my parents were the leaseholders here and for three years now, my wife Beate and I have been running the lodge as leaseholders. The lodge was then gradually extended. At first there was room for 12 people, and the accommodation itself was very simple. We now have room for 180 people and offer many more mod cons.”</p>
10:11:33	VO	<p>Voiceover:</p> <p>“The Franz-Senn lodge is famous across the valleys for its excellent cuisine. Ski tourers, hikers and mountaineers can find a cosy place to sleep here. And there is hot water for the showers.”</p>
10:11:48	ITV	<p>Thomas Fankhauser, leaseholder Franz Senn lodge</p> <p>Interview:</p> <p>“Well, the energy source, the energy supply for the Franz-Senn lodge is primarily assured through hydraulic power. We have our own hydropower plant, which we use for electric lighting, some of the hot water, and the cookers in the kitchen.”</p>
10:12:11	GI, MU	<p>Introduction Peter Kapelari, Peter and Thomas on the way to the sewage plant</p>
10:12:12	VO	<p>Voiceover:</p> <p>“The Alpine Association owns the Franz-Senn lodge and 240 other lodges across Austria. It costs a lot of money to keep them technologically up-to-date. The association is open to suggestions for improvements, which often come from the leaseholders themselves.”</p>
10:12:30	ITV	<p>Graduate engineer Peter Kapelari, consultant for lodges and paths OEAV Interview:</p> <p>“They live in the lodge, they work there, they can see if something is not working properly, and they say that this or that needs to be improved. But we don’t really want the leaseholders to make the investments themselves, the association does that.”</p>
10:12:43	GI, MU	<p>Assembly sewage plant, leave first image for explanation</p>

10:12:45	VO	Voiceover: "Guests leave their marks. Sewage for instance is processed in the in-house sewage plant. The sewage sludge is collected, dried and flown out once a year in a helicopter. Almost all the supplies are delivered via a specially built supply cable railway. For Thomas Fankhauser, the sheer hard work is outweighed by the romance of living in the Alps and in a lodge."
10:13:11	ITV	Thomas Fankhauser, leaseholder of the Franz Senn lodge Interview: "I do all this, but I don't mind because I get to experience life in the mountains."
10:13:33	VO	Voiceover: "The Austrian Alps. A cultural treasure in the heart of Europe. Making them accessible for tourism requires interfering with the pristine mountain environment. Our aim has to be to do this as gently as possible."
10:13:51	ITV	Graduate engineer Peter Kapelari, consultant for lodges and paths of the OEAV Interview: "For the mountain environment to stay as it is, we need to do a little rethinking, politicians need a little foresight and also a little courage: they need to say that they recognise nature's value, and maintain what there is and not make maximum profits a priority and instead focus on sustainability."
10:14:13	GI, MU	fast motion
10:14:24	BL	End / black