Promoting acceptance through transboundary involvement of the regional population and regional branding

Examples and initiatives from Saxon – Bohemian Switzerland National Park region

Dr. S. Stab
NP Saxon Switzerland Information Centre
Aims:

1) to foster acceptance for nature conservation and the National Parks

2) to foster acceptance for the sustainable development of the N.P. region
bilingual publicity and marketing, common entrance ticket (1 price – two centres)
cooperative planning of exhibition contents and design, all exhibitions bilingual
bilingual staff, exchange and meetings of staff,
all planning and events in cooperation with the NP administrations
1) to foster acceptance for nature conservation and the National Parks

transboundary and/or bilingual excursions
Bilingual work camps for young people
Bilingual childrens holiday camps
Bilingual board games

Bilingual brochures, e.g. about Koegler’s path (CZ) and lynx path (D)

Bilingual education materials and give-aways
common Corporate Design & logo of:
3 protected areas
2 regional tourism organizations and
2 NP Information Centres
landart projects near frequented tourism pathes:
- attract curiosity
- surprise & get in contact with people
2) to foster acceptance for the sustainable development of the N.P. region
Markets, public awareness raising events, family events: cooperative planning, loan of materials, mutual participation
working on specific conservation actions in the villages and with local volunteers and initiatives
restoration of an old fruit orchard with local helpers
- development of a common, patent-protected, regional brand
- common selection criteria and certification process
- common marketing and public awareness activities.