

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

Examples and initiatives from Saxon – Bohemian Switzerland
National Park region

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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



NationalparkZentrum Sächsische Schweiz



Dům Českého Švýcarska



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







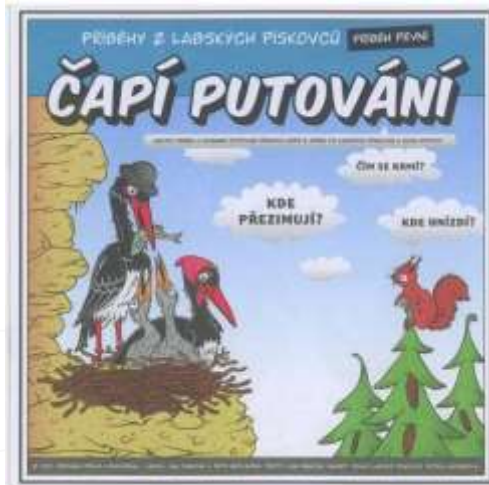
Bilingual
childrens
holiday camps



Bilingual board games



Bilingual brochures, e.g. about Koepler'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





2014

restoration of an old fruit orchard with local helpers



2015



2016



- development of a common, patent-protected, regional brand
- common selection criteria and certification process
- common marketing and public awareness activities.