



Workshop
Permanent Working Group
Education and
Communication
10-11 October 2024

Caderzone Terme,
Adamello Brenta Nature
Park





AGENDA

**Thursday,
10th October
Day 1**

08:30	Excursion
12:30 - 13:30	Lunch and Arrival of Participants
13:30 - 14:00	Greetings from the Major and the President and Director of the Park
	Introduction from the ALPARC-Team
14:00	Session 1, first half: Trends and Innovative Approaches - Experiences from Alpine Protected Areas and Partners
-	<ul style="list-style-type: none">• Inputs from Participants• Discussion
15:30	
15:30 - 16:00	Coffee Break
16:00	Session 1, second half: Trends and Innovative Approaches - Experiences from Alpine Protected Areas and Partners
-	<ul style="list-style-type: none">• Inputs from Participants• Discussion
17:30	
19:00	Alpine Aperitif / Dinner



AGENDA

**Friday,
11th October
Day 2**

09:00	Session 2: Use of New Technologies in PA for Environmental Education
-	<ul style="list-style-type: none">• Inputs from Participants• Discussion
10:30	
10:30 - 11:00	Coffee Break
11:00	
11:00	Session 3: Broaden the Reach of Environmental Education
-	<ul style="list-style-type: none">• Inputs from Participants• Discussion
12:30	
12:30	Wrap up and End of Workshop

Introduction



Lessons learned from last year's Workshop

The Use of Digital Tools: Chances and Risks

- Challenge: achieve successful visitor steering
- Solutions can include combining online and on the ground information strategies

Fostering Youth Engagement

- Discussion of Youth advisory boards and Youth councils
- Creation of an Alpine School network

Broaden the Scope of Awareness Campaigns

- Development of an Alpine-wide Social Media strategy



Main outcome: Strengthen existing efforts



Session 1: Trends and Innovative Approaches - Experiences from Alpine Protected Areas and Partners



Youth at the Top 2025





The event

On a common date, groups of young people meet in several protected areas and natural sites throughout the Alps and Carpathians, to share a collective experience in the mountains.



© E. Maselli

Hike in the mountains



© M. Spoettl

Pedagogical activities



Overnight stay



10 years YAT - a Retrospective



2015 & 2016

Creative activities about the importance and value of the Alps

2017

Alps in our backpacks





10 years YAT - a Retrospective



2018

Impact of climate change in the Alps



2019

Myths and mountain legends



2020

Fauna and climate change



10 years YAT - a Retrospective



© Theresa Hilber, Naturpark Nagelfluhkette

2021

Local food



© S. Zeiner, Nationalpark Hohe Tauern Tirol

2022

Water in all its forms



© Manuel Spöttli, Naturpark Nagelfluhkette

2023

Forest – the Almighty



10 years YAT - a Retrospective



2024

Alpine Flowers and Pollinator Insects

YAT in Numbers

- 10 years
- 2 mountain ranges
- 9 different countries
- 347 local events
- 4.450 and more young participants



Youth at the Top 2024

“Alpine Flowers and Pollinator Insects”

- 25 participating protected areas
- 27 local events
- 350+ young participants and organisers
- 8 countries





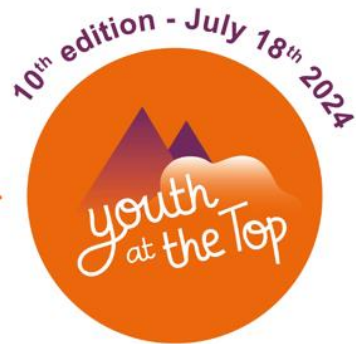
Participating parks in 2024

ALPS

Austria



France



Germany



Italy



Slovenia



Switzerland



CARPATHIANS

PROJECT

Romania



Slovakia



with the financial support of



Bundesministerium für Umwelt, Naturschutz, nukleare Sicherheit und Verbraucherschutz



Gouvernement Princier PRINCIPAUTÉ DE MONACO



Common theme: Alpine Flowers and Pollinator Insects

The common theme of 2024 addressed important issues:

- Relationship between plants and insects
- Adaptation measures of plants and insects to unfavourable (climatic) conditions
- Importance of Alpine plants and insects for ecosystems
- Traditional and/or medical use of plants
- Impact of global warming on Alpine flowers
- Importance and cultivation of alpine meadows
- Educational activities





The Alps in my Backpack 2.0

- Multifunctional pedagogical tool for educational activities focused on the Alps, mountain heritage and APAs
- Developed by members of the Permanent Working Group on Environment Education and Communication
- Hidden puzzle with the Alpine Arc at its centre
- Alpine wildlife, biodiversity and socio-cultural aspects
- Provided to all organisers of local events



YOUTH AT THE TOP 2025

11th Edition

“Reconnecting youth with its natural & cultural environment”



Youth at the Top 2025 - Date

17 JULY 2025

14-20 JULY 2025

Timeline:

March: Opening of Registration

15 April: Registration Deadline

17 July: YOUTH AT THE TOP





Youth at the Top 2025 - Common Theme

“Our footprints in the Alps”

- Impact of **outdoor activities** on nature & wildlife
- Impact of human-made **climate change** on Alps:
Glaciers and Permafrost, but also Fauna and Flora
- **Cultural landscape** → Pasture Farming and Maintenance



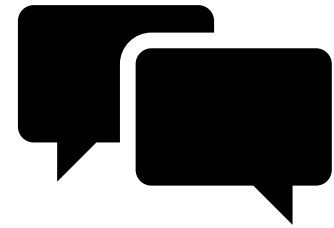
Special focus can be set individually by the organizers!

- “The Alps in my Backpack” again as a core element
- Connection to “Be part of the mountain”





Exchange, current topics & Outlook



Thank you for your attention!



The Alps in my Backpack



Alpine Accentor
Prunella collaris
15 - 18 cm

Wallcreeper
Tichodroma muraria
27 - 32 cm

Spotted Nutcracker
Nucifraga caryocatactes
50 - 60 cm

Common Redstart
Erasmus ruber
68 - 71 cm

Alpine chough
Pyrrhocorax graculus
70 - 85 cm

Common Buzzard
Buteo buteo
110 - 132 cm

Black Kite
Milvus migrans
130 - 155 cm

Eurasian Eagle-Owl
Bubo bubo
160 - 183 cm

Golden Eagle
Aquila chrysaetos
180 - 234 cm

Eurasian Griffon Vulture
Gyps fulvus
235 - 270 cm

Bearded Vulture
Gypaetus barbatus
245 - 285 cm

Red Deer
Cervus elaphus

Chamois
Rupicapra rupicapra

Alpine Marmot
Marmota marmota

Rock Ptarmigan
Lagopus muta

Black Grouse
Tetrao tetrix

Mountain Hare
Lepus timidus

Wolf
Canis lupus

Lynx
Lynx lynx





The Alps in my Backpack

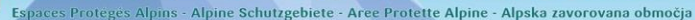


What is “The Alps in my Backpack”?

- A **common pedagogical tool** for all the Alpine Protected Areas (APA) supporting mountain environmental education activities (outdoor and indoor activities)
- It is **simple, original, multifunctional, easy to use** and adapted for an outdoor use by the mountain guides and the animators/ educators in the frame of field activities

This tool has already successfully been in use in at **21 events around the Alps** in this year's edition of “Youth at the Top”!







The Alps in my Backpack



The **topics** that can be explored with the tool include:

- Alpine Culture and Diversity
- Biodiversity: Flora and Fauna of the Alpine Region
- Professional and Free-time Activities in the Alps
- Tips on environmentally conscious behavior
- Renewable Energies
- Consequences of Human Behavior on Biodiversity
- Climate Change Mitigation





The Alps in my Backpack



Next steps

- Create a **short and intuitive manual** to facilitate its application for environmental education activities
- The manual will...
 - Offer additional information,
 - Provide questions for discussion,
 - Give ideas on how to play and learn......about the topics included in the tool!





The Alps in my Backpack

Already part of the first version of the Alps in my Backpack: **Appendix**

- Building on this, we create a manual to facilitate pedagogical usage of the tool
 - One important pillar will be environmentally conscious behavior in the mountains
 - **This way, we can connect to the BPM campaign and our next year's topic of YAT!**
- « Our footprints in the Alps »

Appendix 2 - The Alps in my Backpack



1. WHAT IS IT?

A picnic tablecloth, a nap blanket, a protection tarp for hot or rainy days?

All of these and much more!

"The Alps in my backpack" is indeed a multifunctional gear, but it is first and foremost a cross-country teaching support that you can easily carry in the provided bag or in your backpack during your outings.

It is a useful instrument for animations and educational activities on the field in connection with the Alps, the mountain heritage and the Alpine protected areas.



2. THE CONTENTS

A map... to not get lost!



The central element of the pedagogical tool is a map of the Alps. Protected areas, mounts and peaks, rivers and lakes are among the elements present in the map that can help the users to localize themselves, but also to realize they are part of a sole region with a common natural and cultural

In good company



Human beings are not alone in the Alps. They have several companions conducting their own life and interacting with each other. Every inhabitant of the Alps leaves a footprint in the environment both in a figurative and scientific sense, but also in a literal sense.

Game tip: *Guess who? Place labels to cover the animals' names. Can you still recognize the different inhabitants of the Alps from their footprint?*

A sole region with a heterogeneous set of landscapes

All the landscapes of the Alps share some similarities, but at the same time, they are very diverse.



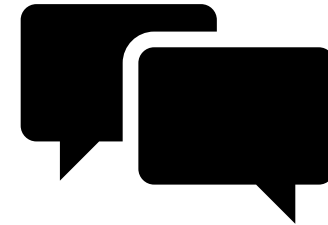
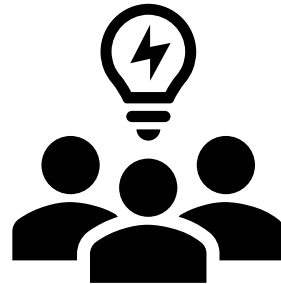


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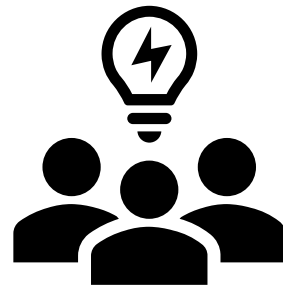
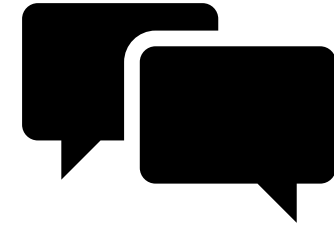


Experiences from participants





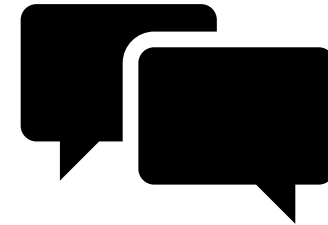
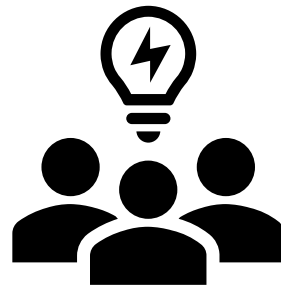
Exchange and Current Topics of the Alpine Parks



Session 1: Trends and Innovative Approaches - Experiences from Alpine Protected Areas and Partners

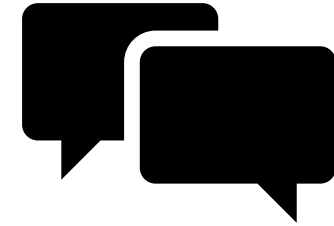


Experiences from participants





Exchange and Current Topics of the Alpine Parks





AGENDA

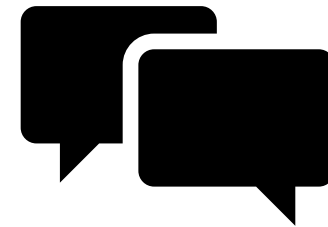
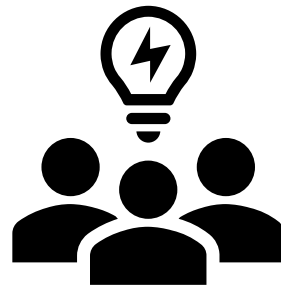
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Session 2: Use of New Technologies in PA for Environmental Education



Experiences from participants



ALPARC Survey on Digital Technologies



ALPARC Survey on Digital Technologies in Alpine Protected Areas

Four thematic blocks:

- Tools for biodiversity monitoring and management
- Tools for visitor information, guidance and management
- Tools for other missions of APAs
- Digital collaborations and outlook

Survey items:

- Tools in use
- Challenges that parks encounter in tool implementation
- Opinions on tool efficiency
- Collaborations with organizations and parks
- Future tool implementation goals





ALPARC Survey on Digital Technologies in Alpine Protected Areas

Our goal: Produce a report to help APAs

- review existing technologies,
- map common challenges, and
- promote future collaboration on digital tool implementation with other APAs

The report will consist of

- Survey results
- In-depth profiles of National parks
- “Zoom-in”: Interviews





ALPARC Survey on Digital Technologies in Alpine Protected Areas

➤ 29 participants

Among them

- 11 National Parks (three Hohe Tauern),
- 11 Nature Parks,
- 3 Nature Reserves,
- 1 UNESCO World Heritage Site,
- 1 UNESCO Biosphere,
- 1 Wildlife park (Zürich), &
- Ente di gestione delle Aree Protette delle Alpi Marittime



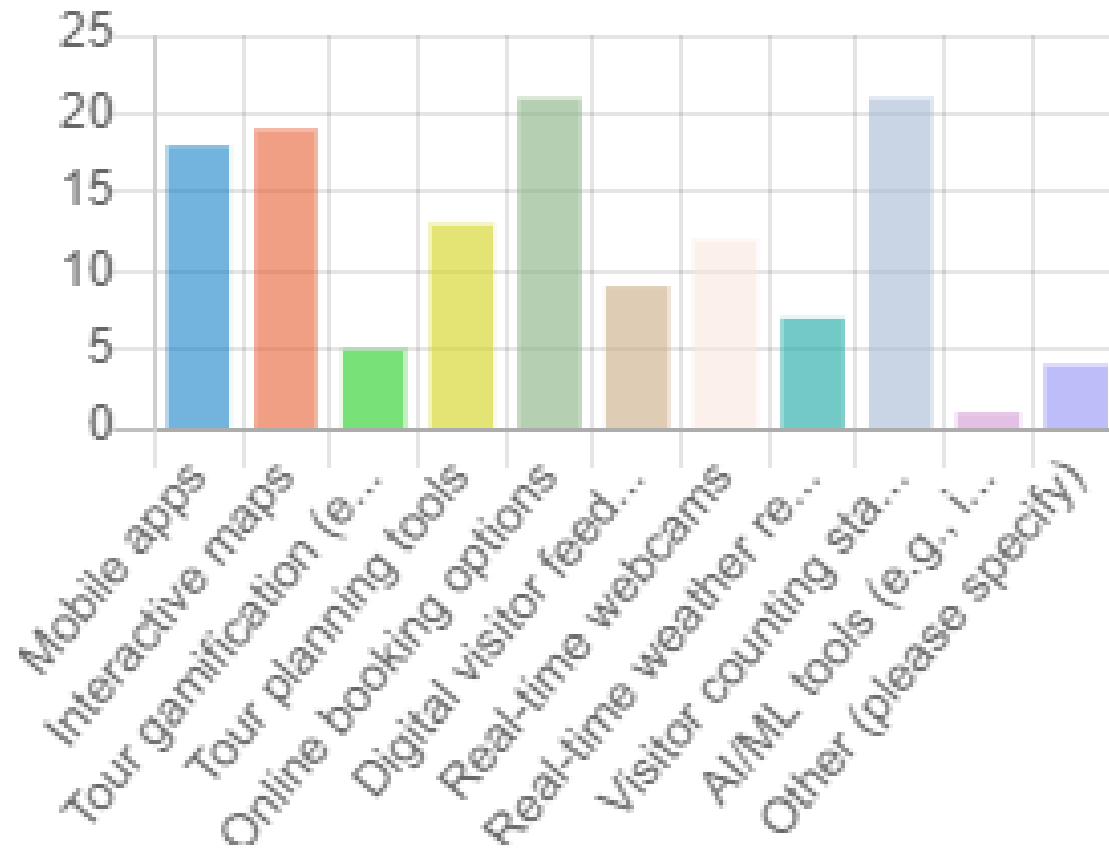
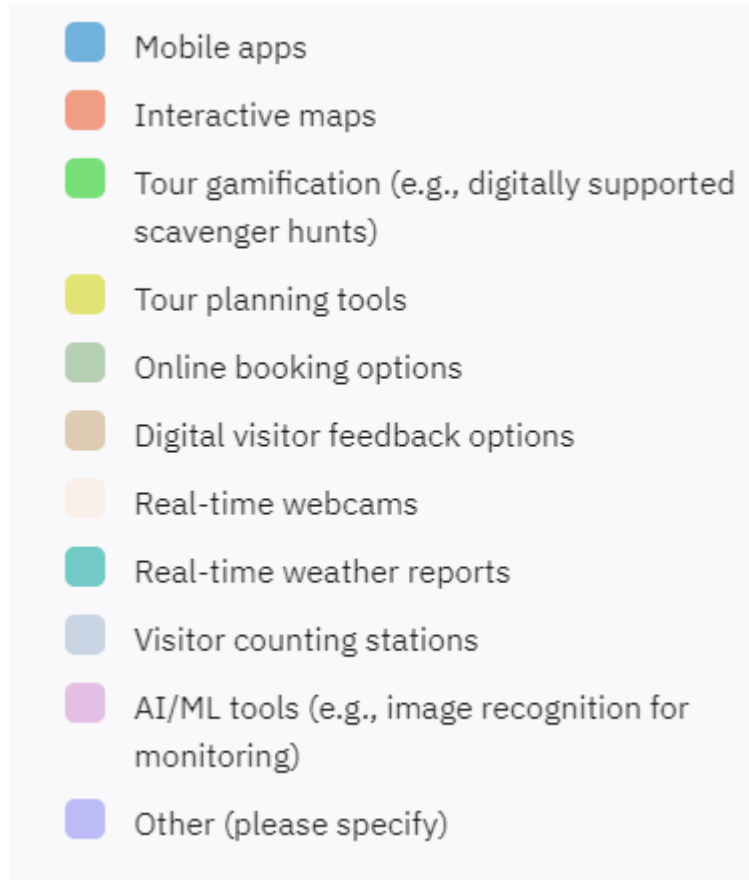
Among them

- 9 are from Austria,
- 8 from Italy,
- 7 from Switzerland,
- 3 from France,
- 1 from Slovenia, &
- 1 from Germany.



ALPARC Survey on Digital Technologies in Alpine Protected Areas

Which digital tools are currently used for visitor management in your park?





ALPARC Survey on Digital Technologies in Alpine Protected Areas

What are the main barriers to adopting new digital tools for visitor management and information?

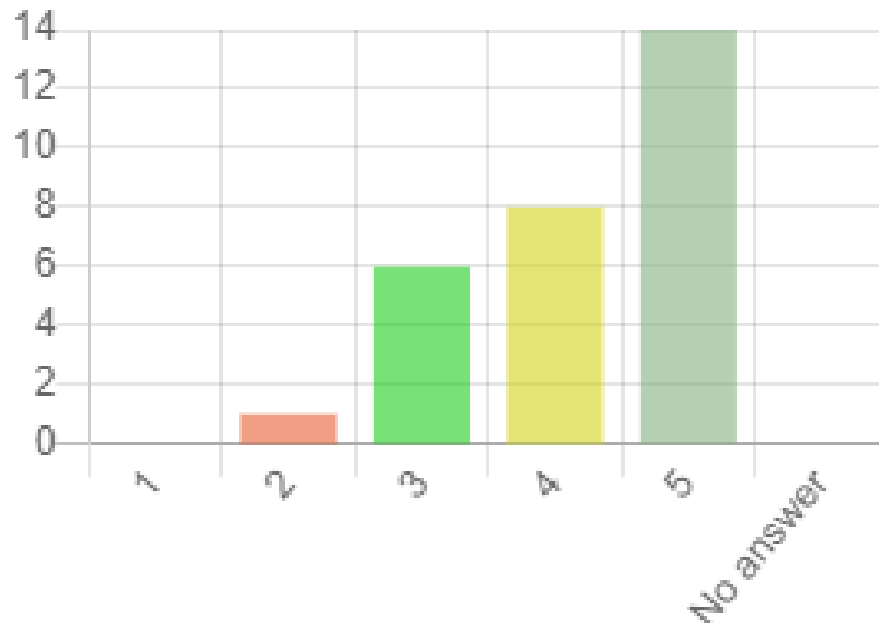




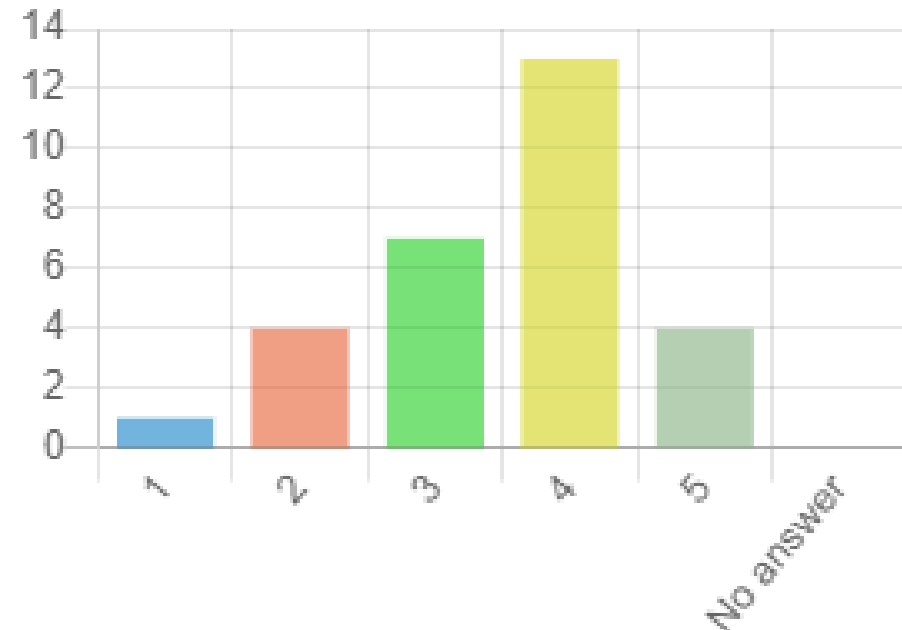
ALPARC Survey on Digital Technologies in Alpine Protected Areas

Generally speaking: How useful do you think digital tools are for...

informing visitors?



Guiding visitors to improve conservation?



...with 5 being the most effective



ALPARC Survey on Digital Technologies in Alpine Protected Areas

Are you currently collaborating with any applications (e.g., Outdooractive, Komoot, Actionbound, etc.) to improve visitor guidance in your park?

➤ **22** yes

➤ **7** no

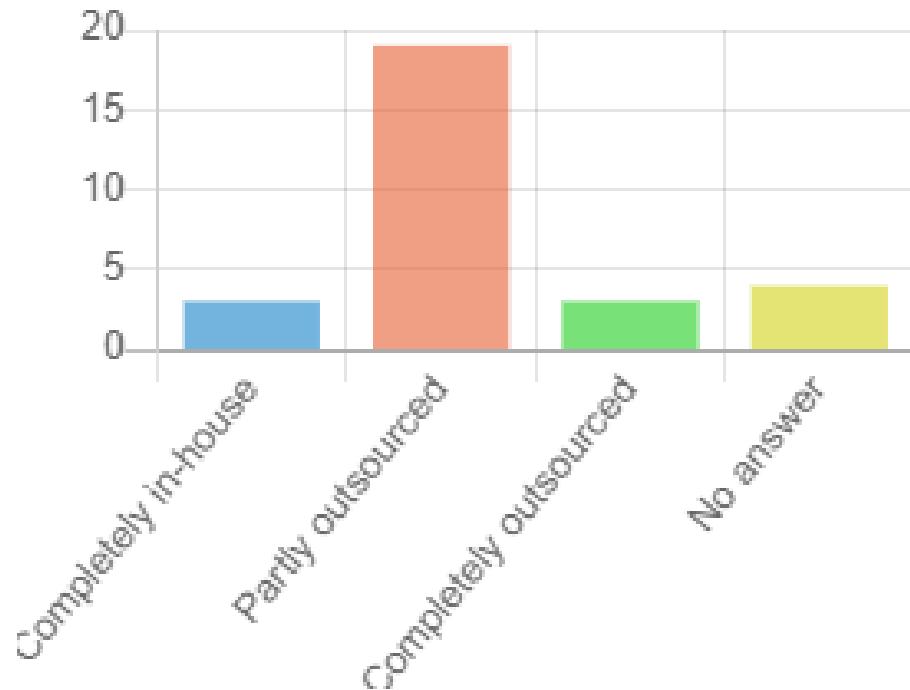
➤ Also, **8** of the protected areas use digital assistance for environmental education in schools



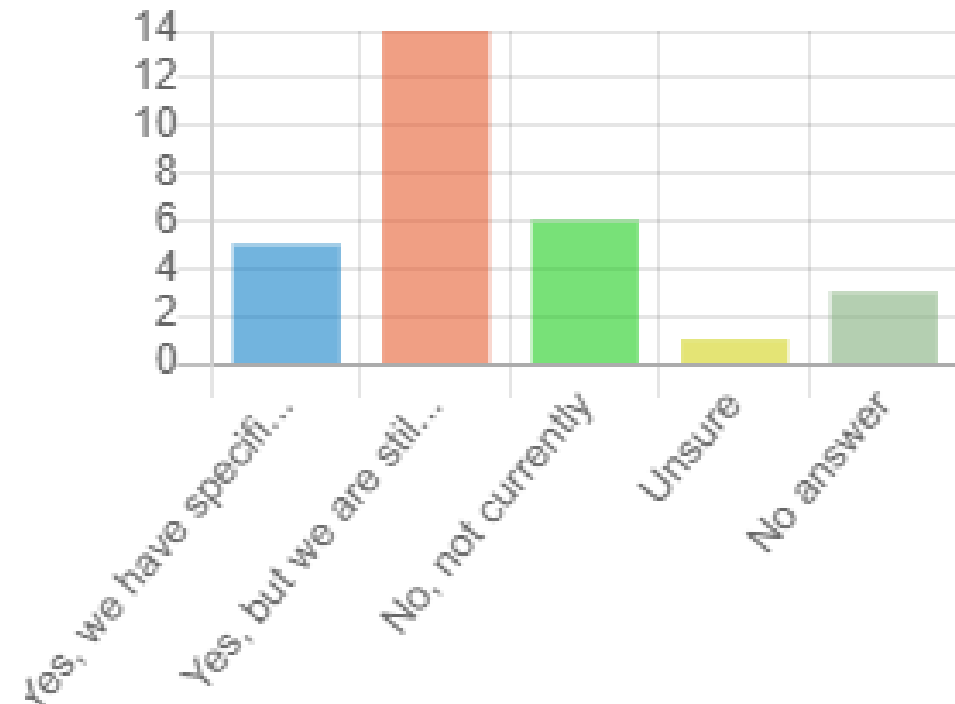


ALPARC Survey on Digital Technologies in Alpine Protected Areas

Does your park rely on service providers for the implementation or maintenance of digital tools (outsourcing), or do you manage them in-house?



Are you planning to implement any new digital tools for Visitor Management and Information in the next 1-2 years?





ALPARC Survey on Digital Technologies in Alpine Protected Areas

Regarding future collaborations with other protected areas...

- **14** parcs are very interested
- **13** parcs are somewhat interested
- **1** parc is neutral
- **1** did not respond





ALPARC Survey on Digital Technologies in Alpine Protected Areas

Zoom-in: Interviews



So far: Interview with Nature Park Karwendel on their Digital Ranger

- Mostly in charge of visitor guidance → contact visitors on Social Media
- Work mainly online, but also on interface with rangers
- Currently implementation of a ranger app to facilitate work in the field
- Main challenges: Responsiveness particularly of Influencers

Further interviews planned: National Park Gesäuse and their project on tours with influencers to improve visitor guidance



**Be Part of
the Mountain**





OBJECTIVE

“An international initiative
to raise awareness of the importance to protect
wildlife and Alpine biodiversity.”



OBJECTIVE

Damage is caused by lack of knowledge rather than a malicious intent!

- **Raise awareness** about the **vulnerability of Alpine biodiversity**
- **Encourage** outdoor sports practitioners to take **greater responsibility** when being outdoors
- **Reduce negative impact** of outdoor activities on alpine wildlife and biodiversity
- **Create an Alps wide information and communication campaign**





Recap & Status quo



25 Members joined the initiative



Presentation of BPM at a conference of the CAI



WINTER CAMPAIGN

- Be Part of the Mountain - I like snow
- Targeting different winter outdoor activities: snowshoe hikes, ski mountaineering, off-piste skiing, visualisation of cables, ...
- Introducing different animals
- Highlighting the challenges that winter poses for animals
- Giving advice about how to plan responsible outdoor activities

head out, you might enter the animals' comfort zone – often and without noticing it.

ceive you as a danger, will be put under stress and will most take flight and burn precious energy in order to save their



A sudden flight in a steep slope with 50cm of powder snow requires a Chamois to spend **60 times more energy** than it would need for a walk under no stress.



A black grouse, once it took flight from its igloo, **spends many hours** perched on a tree before digging a new one.



Overall, negative effects from snow sports are **30 % more frequent** than from any other type of recreational activities.

Stressed and weakened animals are more vulnerable to diseases and to natural predators.



SUMMER CAMPAIGN - Website

- [Be Part of the Mountain - I like summer](#)
- Targeting different summer outdoor activities and providing general advice
- Greater focus also on different Alpine ecosystems

Good

Practices



SHARING TRAILS WITH
GRAZING HERDS



HAPPY TRAILS,
HAPPY TAILS -
RESPECTFUL HIKING
WITH YOUR FURRY
FRIEND



EXPLORING THE
MOUNTAINS
SUSTAINABLE: **EMBRACE
PUBLIC TRANSPORT**



WITNESSING **ALPINE
SUNRISES RESPONSIBLY**



**KEEP THE MOUNTAINS
CLEAN**



HOW TO USE A
NATURE TOILET IN THE
MOUNTAINS



**PRESERVE ALPINE
WATERS: CHOOSE
SHADE OVER SPLASH**



STAY ON TRACK



SAFEGUARDING
MOUNTAIN WILDLIFE:
**KEEP THE DRONE
GROUNDED**

Summer in the mountains, endless opportunities

mindful steps



WILDERNESS ETIQUETTE:
RESPECTFUL CAMPING BENEATH THE STARS



CLIMBING IN HARMONY:
TIPS FOR OUTDOOR ASCENTS



MINDFUL WATERWAYS:
PADDLING THROUGH MOUNTAIN MAJESTY



FOOTPRINTS OF RESPECT:
EXPLORING THE MOUNTAINS WITH CARE

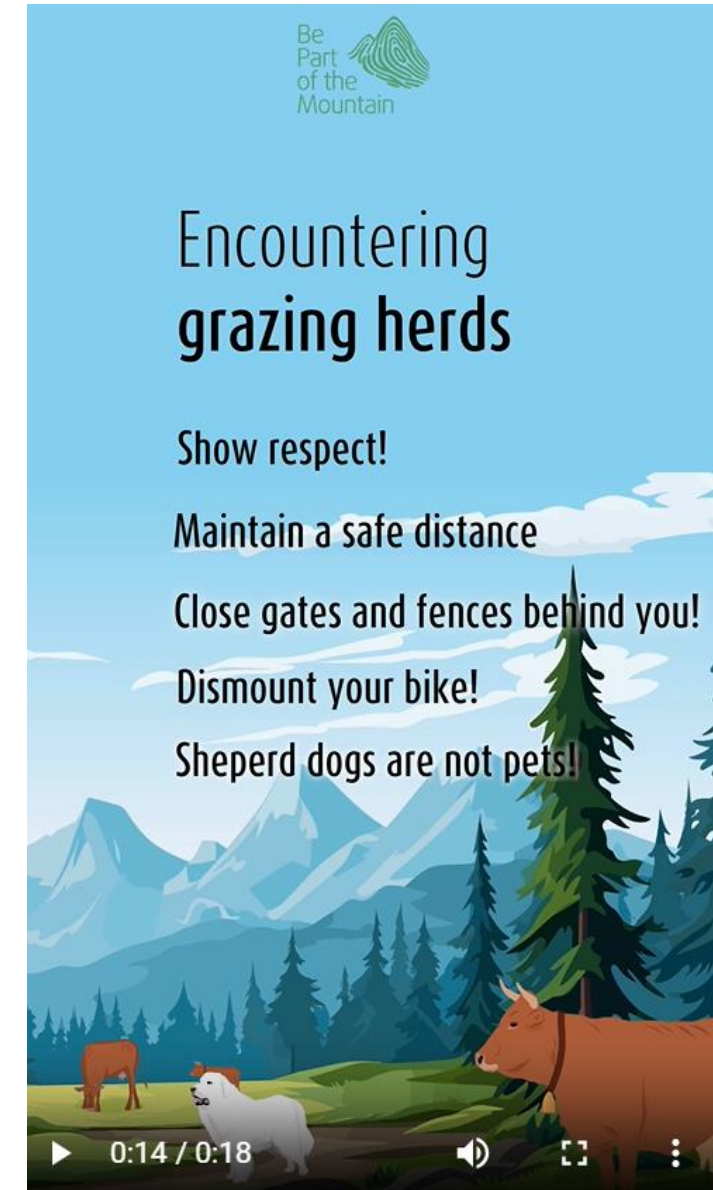


MOUNTAIN BIKING WISDOM:
RIDE RESPONSIBLY, PRESERVE NATURE



Best Practice Videos

- Short videos targeting different best practice topics
- Will be made available to all members of the initiative in all Alpine languages
- Suitable for Social media, websites or presentations and educational activities





**Questions,
feedback,
inspiration?**





More information:
www.bepartofthemountain.org



LiveAlpsNature

Interreg Alpine Space
Project





Project consortium

N°	Partner		Country
PP1	ALPARC	ALPARC (LP)	FR
PP2	Paracelsus Medical University Salzburg	PMU (WP2)	AT
PP3	Aree Protette dell'Ossola	APO (WP1)	IT
PP4	Triglav National Park	TNP (WP3)	SL
PP5	Swiss National Park	SNP	CH
PP6	Berchtesgaden National Park	NPB	DE
PP7	Ecrins National Park	PNE	FR
PP8	Asters	ASTERS	FR
PP9	CIPRA	CIPRA	AT
PP10	Parco Natural Mont Avic	PNAM	IT
PP11	Tourism Bohinj	TB	SL
PP12	OutdoorActive	OA	DE



LiveAlpsNature–

Promoting biodiversity protection through innovative and health orientated nature-based activities in Alpine Protected Areas based on biodiversity responsible visitor management and digital outreach

SO 1.2: Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution

Overall objective:

Mitigate the impact of NBA on biodiversity & climate and enhance people's health & the protection of nature in APA and beyond. The OHA is applied to innovative data-driven visitor management concepts to facilitate behavior change in sustainability on demand and supply side of outdoor recreation and tourism. Developed interventions, manuals and data-based assessment models will provide good practices for relevant stakeholders to start and guide sustainable transformation processes in APA.



LiveAlpsNature - Project Activities

1. **Analysing the impacts of outdoor activities** on biodiversity, outdoor trends & visitors behaviour at alps-wide level. This extensive understanding of outdoor trends and impacts on biodiversity serves as base for
2. **Shaping new visitor concepts that safeguard biodiversity & creating innovative tourism offers based on the One Health Approach.**
3. These **biodiversity-friendly models integrating** benefits for environmental and human health will be implemented and tested in **7 different pilot regions** (Alpine Protected Areas). **Open GIS-data with information on biodiversity,** vulnerable areas & potential health benefits guarantee the implementation of biodiversity-friendly visitor offers



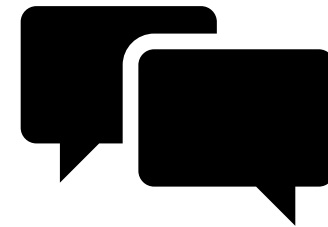
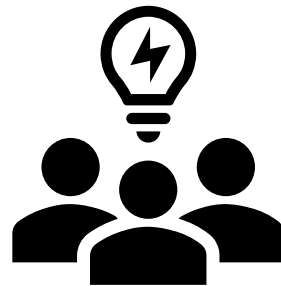
Key Elements of the Project

- **Analyzing Impact:** Comprehensive assessment of NBA impacts on biodiversity and visitor behavior.
- **Addressing Over-tourism:** Management of visitor flows and over-tourism, adaptation of tourism models with OHA & income options for less developed regions
- **Innovative Management:** Developing and testing biodiversity-friendly visitor offers based on OHA principles.
- **Digital Integration:** Open-source GIS data and digital platforms ensure wide dissemination and uptake of biodiversity-friendly practices
- **Standardization:** Creating standard visitor information and guiding tools for integration into APA and online outdoor platforms.
- **Pilot Regions:** **APA present 28,5 % area AC** serve as pilot areas for implementing and evaluating project outcomes.
- **Transnational Exchange:** Facilitating collaboration among stakeholders across six Alpine countries for alps-wide solutions.

Session 3: Broaden the Reach of Environmental Education

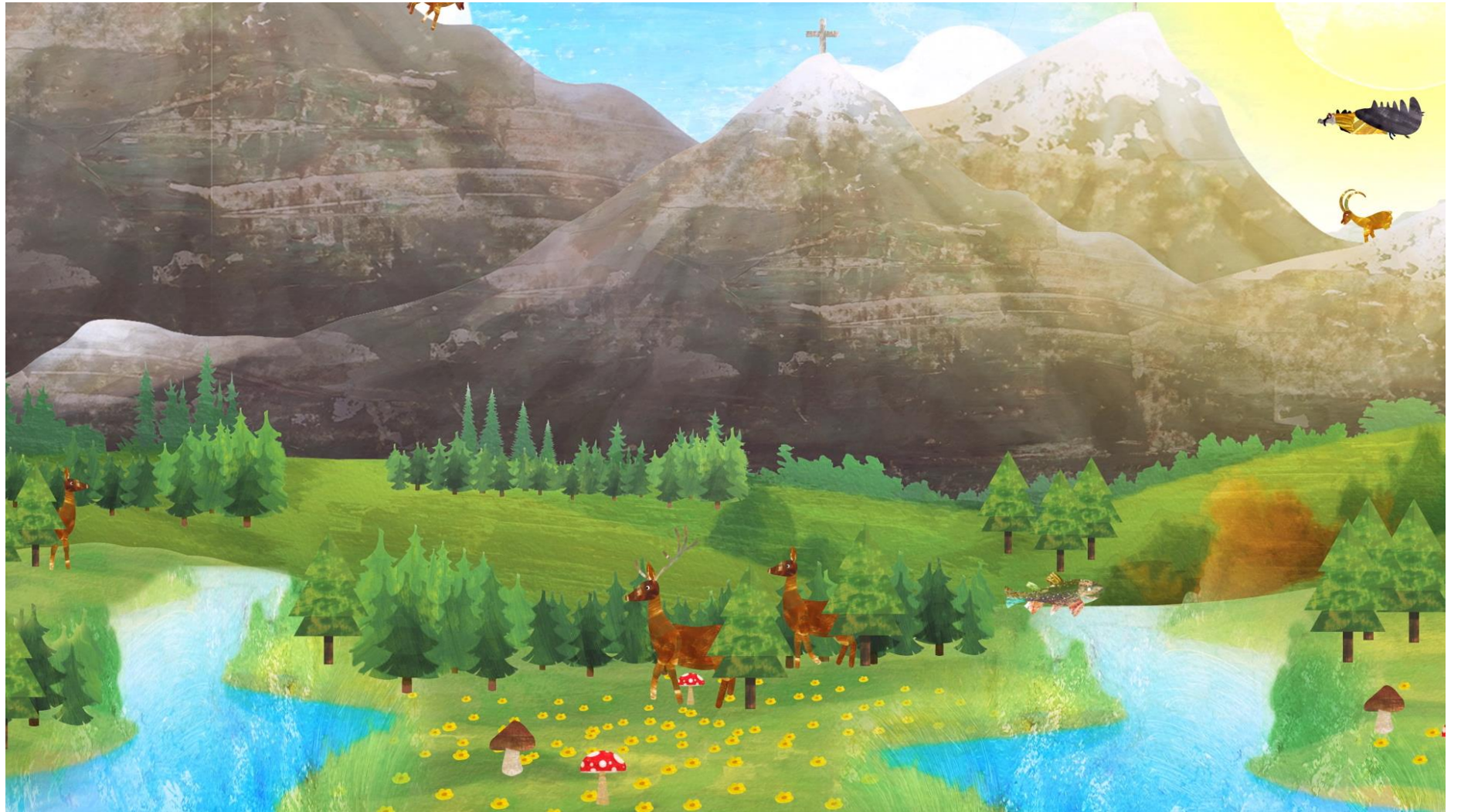


Experiences from participants





Alpine Parks 2030



<https://www.youtube.com/watch?v=IXnWGgpP05Y>



Discussion

Last year, participants concluded that the establishment of youth councils or advisory boards can be useful for engaging youth in protection efforts.

- Do you think youth participation in environmental protection should be widely institutionalized in the Alps?
If yes, how so?





Broaden the Reach of Environmental Education

Creation of an Alpine School Network

Idea: Create an Alpine-wide alliance to link schools

- Participants agreed that this project should be developed further
- Many participants were project partners of the Interreg Alpine School Model, already collaborating with schools
- Important aspect: Simplify 'Alpine School Model'-criteria for schools to become partner schools of APAs; base it on the park's activities to overcome problem of country school system differences





Broaden the Reach of Environmental Education

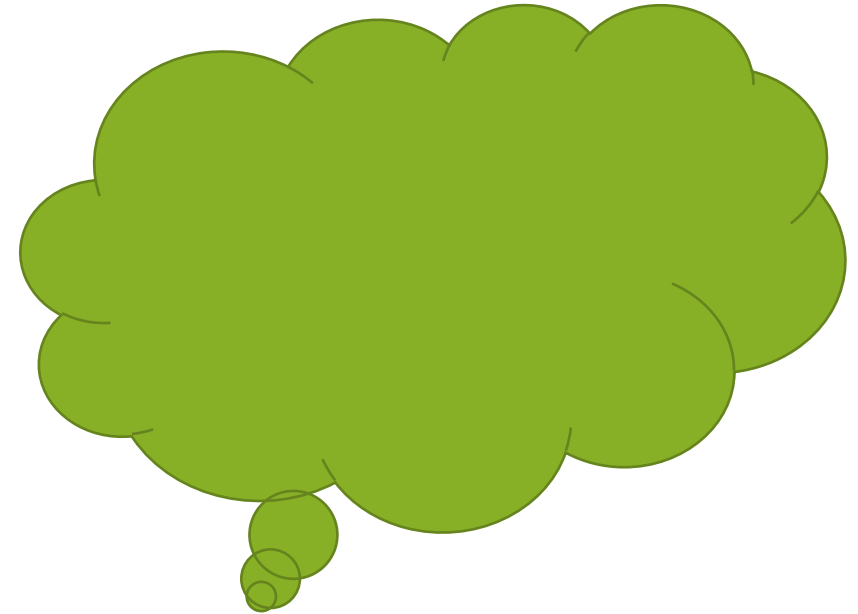
Steps proposed:

- Survey to ask members about their current alliances with schools
- Develop simplified criteria
- Link the ALPARC-School Network to the Alpine Convention or its Youth Parliament

Current project status: on hold

Do you think we should continue building on this?

If yes, how so?





Discussion

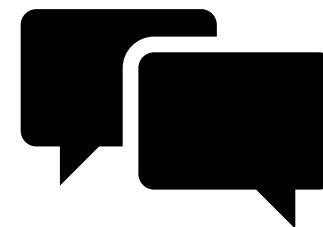
Many (if not the majority of) visitors are older people that may be resistant to digital tools such as Apps.

- What options are there to make digital information interesting to these visitors?
- What other challenges do you encounter with digital tool implementation for visitor information?





Discussion



Thank you for your attendance!