



Be Part of
the
Mountain



« An international raising awareness initiative for the protection of wildlife and Alpine biodiversity. »



BACKGROUND

- Increasing popularity of nature-based (winter) sport activities
- Diversification of activities, user groups and needs
- **Impact: Wildlife Disturbance (destruction of habitats, noise, distress of the animal in case of encounter)**

2016

ALPARC's international seminaire « Wildlife and winter sport activities »

2017

WeWild project (2017-2018)



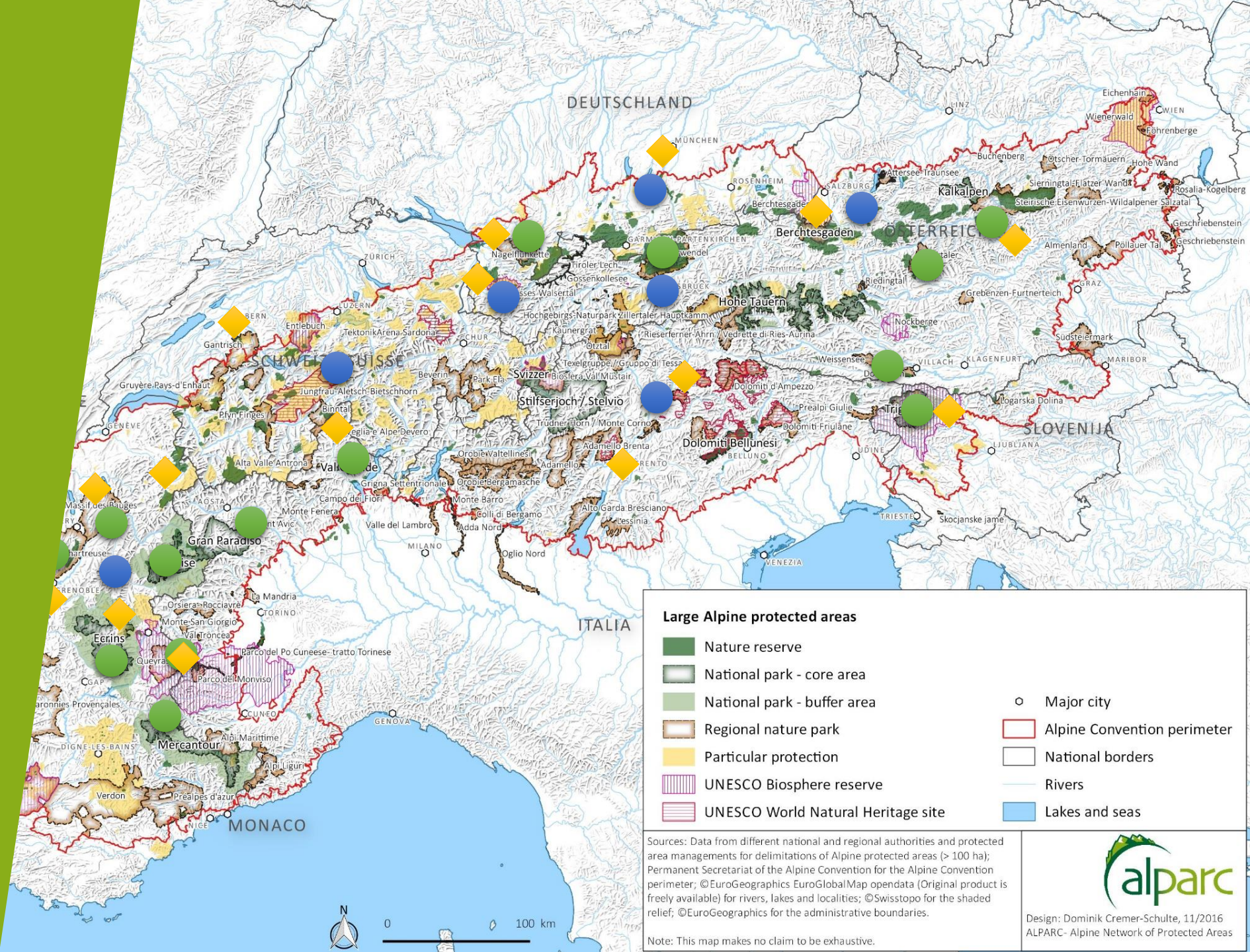
- **2** international workshops
- **3** local workshops
- **60+** experts from over 40 organizations from 6 countries

2018...








Be Part of the Mountain!








-  Local measures and action in protected areas
-  Regional or national action and campaigns
-  WeWild expert group



Large Alpine protected areas

-  Nature reserve
-  National park - core area
-  National park - buffer area
-  Regional nature park
-  Particular protection
-  UNESCO Biosphere reserve
-  UNESCO World Natural Heritage site

-  Major city
-  Alpine Convention perimeter
-  National borders
-  Rivers
-  Lakes and seas

Sources: Data from different national and regional authorities and protected area managements for delimitations of Alpine protected areas (> 100 ha); Permanent Secretariat of the Alpine Convention for the Alpine Convention perimeter; ©EuroGeographics EuroGlobalMap opendata (Original product is freely available) for rivers, lakes and localities; ©Swisstopo for the shaded relief; ©EuroGeographics for the administrative boundaries.

Note: This map makes no claim to be exhaustive.



Design: Dominik Cremer-Schulte, 11/2016
ALPARC - Alpine Network of Protected Areas

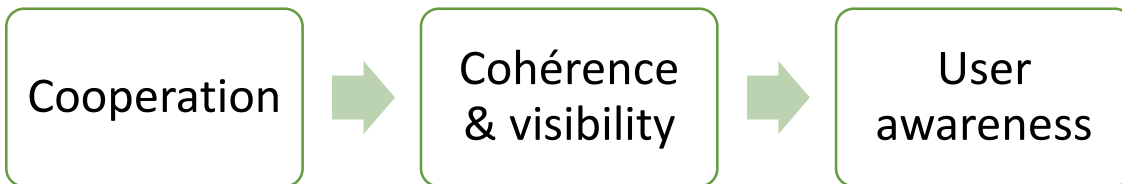


APPROACH

Overall objective: Reduce impacts of outdoor sports

- x Differences in **awareness** and steerability
- x Law enforcement is extremely difficult
- x Regulations alienate users

Most impacts result from ignorance rather than malicious acts of users





CHARTER

- ✓ Initiate or continue a program of awareness raising
- ✓ Promote BPM's goals, messages and tools
- ✓ Use BPM graphic identity
- ✓ Share knowledge, methods and tools
- ✓ Contribute to the evolution of the initiative
- ✓ Produce a short annual report

SIGN UP!





COMMON COMMUNICATION TOOLS

- ✓ Logos
- ✓ Video
- ✓ Website
- ✓ Social media campaign



← Post engagement ▾

1,923

👍 1,418 Total reactions - 1,288 from shares ⓘ



1.2K



5



114



10



7



12

- ✓ Stickers
- ✓ ... and more!



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

They perceive you as a danger, will be put under stress and will most probably take flight and burn precious energy in order to save their lives.



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.



IMPLEMENTATION AT LOCAL LEVEL

Different approaches depending on the needs and the local context of each protected area

- ✓ Creation of **new communication material** (flyers, webpage, t-shirts...)
- ✓ **Educational activities** addressed to large public, youngsters, rangers
- ✓ **Trainees** for mountain guides groups
- ✓ Implement **ambassador actions**
- ✓ New **partnerships** established with local stakeholders (Alpine club, regional department, NGO and associations...)





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