



**ALPENCOM Project**

Réseau Alpin des Espaces Protégés  
Rete delle Aree Protette Alpine  
Netzwerk Alpiner Schutzgebiete  
Mreža zavarovanih območij v Alpah

# ALP ENVIRONMENTAL COMMUNICATION

2005-2007

[www.alpencom.org](http://www.alpencom.org)



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Development Funding  
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Community Initiative



**Interreg III B**

## ALPINE SPACE

The **Alpine Space Programme** belongs to one of the three strands (A,B,C) of the Community Initiative Interreg III. Strand B programmes address trans-European cooperation and aim to encourage harmonious and balanced development of the European territory.

The main objective of the Alpine Space Programme is to contribute to a more cohesive, balanced and sustainable territorial development of the Alpine Space Area by fostering transnational co-operation and maximizing the benefits in important fields of mutual concern between Member States, regions and other authorities.

## ALPARC

The **Alpine Network of Protected Areas (ALPARC)** brings together all large protected areas (over 100 hectares) with field workers and activities (land management, managing the general public). For the last 10 years, ALPARC has facilitated a wealth of close contacts between the Alpine parks, nature reserves, biosphere reserves, quiet zones and many other kinds of protected areas, not to mention the contributions from nature conservation agencies and institutions, local stakeholders, local residents and scientific experts.

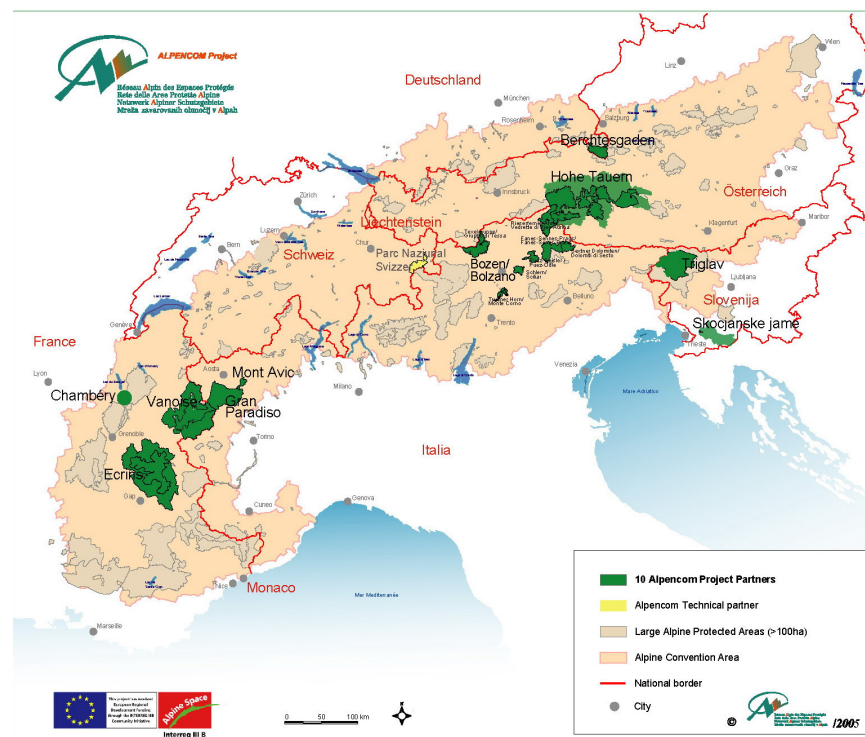
The Alpine Network of Protected Areas is an official tool of the Alpine Convention



alpenkonvention convention alpine convenzione delle alpi alpska konvencija

## ALPENCOM

The pilot project **ALPENCOM** aims to establish a global Information and Communication Exchange System for sustainable management of natural resources and public relation for the alpine network of protected areas.



## ALPENCOM PROJECT OBJECTIVES

This project is an integrated approach for protected areas managers to ensure a **regular exchange, training and common planning** on environmental management and **to strengthen the networking** between public institutions responsible for management of natural resources and the building of public awareness in environmental issues.

On one hand, the project is based on **exchange of experience and evaluation of management measures**, which will lead to **integrated strategies** for the protection of alpine natural and cultural resources and for sustainable land use.

On the other hand, the **development of common communication tools** based on an interactive approach of public information in protected areas will strengthen public awareness of mountain ecological systems. It includes an interactive data **exchange platform** used for data and know-how exchange between protected area managers. The integrated approach is complemented by **common media activities** for a higher transparency of alpine environmental management strategies and by international professional training programmes.

## 3 THEMATIC WORKPACKAGES

### WP4 - Information and publicity activities

**Objective:** Development of general communication strategies and tools for use outside the visitor centres.

**Examples:** Development of a common press and communication strategy  
Realization of a traveling exhibition illustrating the importance of the role of protected areas, for nature conservation, wildlife habitats and sustainable development,  
Creation of an internet-based communication platform of protected areas (event communication) etc.

### WP5 - Public information in visitor centres

**Objective:** Development of an innovative tool for general public information about all the participating protected areas and their conservation policy as well as about regional and local initiatives of sustainable land use and sustainable economic approaches.

The tool will provide an overview about the whole alpine space and the protected areas, in 5 languages. (virtual visit of PA's and an animated 3D simulation of the concerned alpine territories).

### WP6 - Communication between Protected Areas

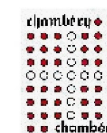
**Objective:** Improvement of the communication between the protected areas' management structures.

**Examples:** Establishment of a data flow of experiences in management of the territories concerned,

Organization of 4-days training sessions for protected areas staff  
Organization of seminars for the definition of common criteria and indicators for management strategies and measures of sustainable land use.

Improvement of networking between the protected areas:  
development of an internal communication tool, as a reserved-access section of the common internet-based platform (WP 4) opened only to the project partners.

## PROJECT PARTNERS



## CONTACT - INFORMATION

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