

# New brochures and maps

at Parco Maremma

We have decided to update our paper materials to give to visitors, because old brochures and maps were old not only about the contents, but about the form too. So during this summer, thanks to the occasion of the 40th Park's anniversary, the Park participation to Fuori Expo 2015 and the annual participation to Festambiente event in august, we have thought to present our new brochures and maps to give our visitors and guests.

We have updated the informations about the itineraries, which are lightly changed during the two past years. We have update the contents with App, Facebook, Instagram, Qr code and etc. references. The brochure talks about the Park in general, its extension, its natural peculiarities, the different ways of visit, about the environmental education, the didactic, about the recommended facilities and so on. The map has a part with a big map of the area and a part with itineraries description, their dedicated maps and the technical trekking altitude profiles.



PARCO REGIONALE DELLA MAREMMA  
**MAREMMA PARK,  
ITALY**

LOCATION



*More updated  
materials for  
our visitors  
and potential  
visitors.*

## OUTCOMES/RESULTS

- 1 Update of information
- 2 Simplicity on the design
- 3 Originality (map's close format).

VISITORS  
MATERIAL  
MAREMMA PARK

KEYWORDS

## MORE INFORMATION

### Policy

New brochures and maps are well welcome by stakeholders and other associations (for example Legambiente) for the update informations.

### Evidence

The project is funded by Tuscany Region (Project 4/21).

### Delivery and Outreach

New brochures and maps have been presented during Park participation to Fuori Expo 2015 and during Festambiente event (august 2015).

The target of these new brochures and maps (in Italian and English language) is our visitors and potential visitors (for example people interest in the Park or people who are agritourism, B&Bs, campings and Hotels guests).

## FURTHER INFORMATION

**Website :** [www.parco-maremma.it](http://www.parco-maremma.it)

### LESSONS LEARNED

1 The importance to update the informations about itineraries and the ways to visit of the Park.

2 The importance in giving to recommended facilities and in general to the facilities in the territory two type of update products.

3 The importance to update not only the contents, but the form too.

4 People have welcome these products for their simplicity and the comfort to carry (the close map is a small square of about 10 cm for 10 cm).

5 The importance about the richness in multimedia informations (Park's App, Instagram, Facebook and Qr code references).

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