

“And if we show our gratitude to nature?”

Outreach and Awareness device “Green and Blue”

The Regional Park is committed to improving the environment and the living environment of its people in order to increase the attractiveness of its territory. The conservation of the biological value of the natural environment is one of its essential missions. The park aims to preserve and recreate biological corridors within its perimeter, in partnership with local players. Different communication operations with locals, professionals, elected officials and users have been (and are) organized to inform and educate the public on various issues of preservation of the biological value of the ordinary nature and remarkable natural heritage. This policy follows an identification operation of the ecological network planning.

The aim is to inspire audiences to attend or participate in the activities of the Park, the choice of the places is important:

- All the operations taking place in the territory of the Regional Natural Park in user-friendly venues (bars and restaurants) for cafe-debates in halls for theater, on the site of the Park House for cinema outdoors.
- Video is broadcast on the occasion of specific meetings, trade shows, as well as digital tools (website, Facebook, YouTube).

OUTCOMES/RESULTS

- 1 “Nature caged”, five café debates
 - 2 “The Park at the Movies” open-air screening organized with a market of local products
 - 3 ‘Plants & Animals, what’s happening?’ Five newsletters frame green and blue
 - 4 “Reconnect nature”, a film
 - 5 “Animal Love”, an online survey
- A participatory spectacle on natural environments carried out as part of the residence “For the common” around commemorations of the Great War (planned).



**PARK MONTAGNE DE REIMS,
FRANCE**

LOCATION

After making an inventory of the ecological network of its territory, the Montagne de Reims Regional Natural Park has organized various communication operations with locals, professionals, elected officials and users to inform and raise awareness of the issues the preservation of the biological value of the ordinary nature and remarkable natural heritage.

COMMUNITY ENGAGEMENT
NATURAL HERITAGE
VALUING NATURE

KEY WORDS

1 / "Nature caged"

- Organized as part of the Sustainable Development Week, cafes and debates of the Regional Nature Park are offered to all special moments to discuss biodiversity and its relationship with the natural environment and, more generally, the future of the environment in the region.
- The objective of the five café debates was to bring together residents, elected officials and users of the park, with a drink in friendly places, to discuss the future of the environment "around home," and awareness of the operations conducted (green and blue frame, Natura 2000).
- The transaction was financed by the EAFRD, the ERDF, the DREAL, the Champagne-Ardenne Region and the General Council of the Marne
- Tools were created to lead discussions (powerpoint, games) and engage attendees.

2 / "The Park at the Movies"

- The goal was to educate residents about the conditions of life (private, work, leisure ...) in rural areas and to debate.
- The operation brought together both the open-air screening of a feature film on the issues of rural territories prior to a public debate (at dusk or to 22h-23h), a market with local produce and a farmer picnic (18h-22h).
- The film was awarded to the film bewitched (regional association producing and distributing all types of short films including outdoor).
- Different farm producers, network members Welcome to the farm, presented their productions and sold picnic baskets.
- The transaction was financed by the EAFRD, the ERDF, the DREAL, the Champagne-Ardenne Region and the General Council of the Marne
- The operation results are positive, with a good participation (between 10 and 15 people per night on average) and a public interest.

3 / "reconnect nature"

- The goal of the video is to present the different natural habitats present on the territory of the Park and the stakes of the operation Green and Blue to a wide audience.
- The transaction was financed by the EAFRD, the ERDF, the DREAL, the Champagne-Ardenne Region and the General Council of the Marne
- The film was (and is) distributed at meetings, conferences, trade fairs and on the Internet, Facebook, YouTube ...

4 / "Animal Love"

- The inventory of the ecological network must be enriched continuously to be closer to reality and be able to carry out conservation work and reconstruction of biological corridors. The park appeals to all persons traveling on its territory and randomly meet their journeys animals. It provides them with a questionnaire on the Park site to record their (s) witness (s).
- The operation carried out internally receives funding from the post of the loaded étudde Green and Blue (EAFRD, ERDF, DREAL, Champagne-Ardenne Region and General Council of the Marne).
- The results are currently difficult to use and few. This however has the merit to make drivers aware of the present fauna in the Park and the risks of potential crash in 'encounters' with the animals at night on the roads.

5 / "Plants and animals, what's happening?"

- To educate its entire population, the Park has published a new newsletter dedicated to green and blue. Five issues were carried out in 15,000 copies directly from the inhabitants of its territory, schools, partners, etc. Numbers 4 and 5 each have a poster on the back: wildlife and forest flora, fauna and flora of campaigns.
- The transaction was financed by the EAFRD, the ERDF, the DREAL, the Champagne-Ardenne Region and the General Council of the Marne
- The extension and awareness materials to the richness of the natural environment and their protection have been perceived by residents, professionals and elected representatives of the Park.

6. Participatory Show

- The project is to address the issue of devastation to wildlife and flora by struggles in 1914-1918 in the Marne, identify stigma are still visible and in-fine to mention the need to preserve the ecological network.
- This show is part of the artistic residency "For the common" participatory events around the celebrations of World War II in Reims Mountain created and performed by the Devil's Company with 4 legs, municipalities and residents of the Park regional Nature (2013-2018).
- The transaction was financed by the EAFRD, the ERDF, the DREAL, the Champagne-Ardenne Region and the General Council of the Marne
- The participation of people of all ages is effective. The show can be played several times seems acquired under shows already played sold out since October 2013.

MORE INFORMATION

Results vary depending on the communication tools developed:

- The public has proved awareness and / or interested in the subject (information and video letters)
- Good benefits to outdoor cinema
- The café debates have attracted few people. The main reasons are probably the very low number of ads or articles published by the press, the shape of the café debates previously unused
- The show has not yet been scheduled but presumably it will be packed as all participatory performances interpreted since October 2013.

FURTHER INFORMATION

- The café debates (photos + press article)
- Newsletters frame green and blue 'Plants & Animals, what's happening?' (5 numbers download [here](#))
- **Video**
- **"Animal Love", an online survey**
- A participatory spectacle on natural environments carried out as part of the residence "For the common" around commemorations of the Great War (unrealized to date).
- The spirit of the residence is presented as a **video**

Other actions were carried out in parallel with those mentioned above as a photographic contest, exit-kind, etc .. Other awareness campaigns are organized for local elected officials.

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