

# Nature notebooks

of the Tuscan Archipelago

The Park has commissioned artists to the realization of naturalistic **Notebooks illustrating so painterly landscapes and biodiversity of Natura 2000 sites of the seven protected islands of the Tuscan Archipelago.**

An original editorial product that promotes the use related to the discovery of nature. In 2015 they were made the first three volumes relating to Capraia, Pianosa and Giglio that are now being presented to the public through the suggestion of the visit live on the islands painted.

In 2016 the series will be completed with Gorgona, Montecristo, Giannutri and Elba course that is the most challenging, because of its large size and variability.

The promotion of the collection of the emotional guidebooks was launched with the radio frequencies of the Moratorium National Radio Capital, which organizes the program directly "on the field", interviewing the residents of the area and telling the values of nature and culture of our islands. Presentation at book fairs and in the municipalities of the islands concerned. Show Forte English in Portoferraio with music Conferences debates and tastings.

The project was funded by the National Park.



TUSCAN ARCHIPELAGO,  
ITALY

Natura 2000 sites islands  
Capraia and Pianosa Giglio,  
Tuscan National Park

LOCATION

*A series of notebooks  
nature made "real" and  
dedicated to the  
7 islands of the Tuscan  
Archipelago  
(Capraia, Elba, Giannutri, Gi-  
glio, Gorgona, Montecristo  
and Pianosa),  
developed by EDT and  
the Tuscan National  
Park, in order to  
introduce a unique  
natural environment  
in the world.*

NOTEBOOK  
TUSCAN ARCHIPELAGO  
EMOTIONAL GUIDEBOOKS

KEY WORDS

## OUTCOMES/RESULTS

- 1** More opportunities to talk about the park and to protect biodiversity through events conferences and exhibitions and presentations of notebooks naturalistic. Several video, news releases and interviews;
- 2** The target group are the resident population and tourists interested in the offers of the Protected Area, so trying to involve both those who inhabit these lands, but they do not know the real environmental and cultural value, and those who choose the Tuscan islands as a holiday destination, not knowing that these territories are protected.  
It should also be noticed that the massive use summer, despite being the driving force of the local economy, is also a weakness because it causes hyperactivity in restricted periods and prolonged quiescence socio-cultural in the rest of the year. It should work to dilute this difference urging the continuation of activities of tourist attraction in spring and autumn. Activities that necessarily must involve local actors engaged in receptivity and management of all related services..
- 3** Production and dissemination of manuals for sensory learning, with the collection "Notebooks of the Tuscan Archipelago"; promotion activities for the three volumes have been printed (Capraia, Pianosa and Giglio); Dissemination of the product and free distribution to stakeholders through promotion and animation Info Park and Park Houses;
- 4** Setting up new museum exhibition at Forte English in Portoferraio Organization of entertainment events to stimulate the local tourist use;
- 5** Increased knowledge of the islands thanks to the transmission of radio and more requests for capital use;
- 6** The kind of communication tools used: traditional communication with press, posters leaflets, events on the islands, participation in the book fairs, but most of promotion by radio. Very used social networks to interact with the public.

### *Funded by the European Union.*

*The production of this publication has been supported financially in the framework of the European Commission's (Directorates General Environment and Climate Action). LIFE + funding programme of operating grants for European Environmental NGOs. The content of this publication does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the publication lies entirely with the authors.*

We need to enlarge to a wider public the narrative field of the beauty of nature sites in 2000. The traditional guides illustrated with photos have grown tired. Less words and more pictorial images excite and attract. They go very well used social networks to interact with the public.

Radio, like television, is a medium still very efficient to tell and excite the general public.

LESSONS LEARNED

## FURTHER INFORMATION

- [Books overview](#)

- Media coverage: [news article](#); [blog article](#); [radio podcast](#)

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