
WEBINAR
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TRANSBOUNDARY ECOREGION JULIAN ALPS

THE GREEN HEART OF EUROPE WITHOUT BORDERS

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Transboundary Parks...following nature's design

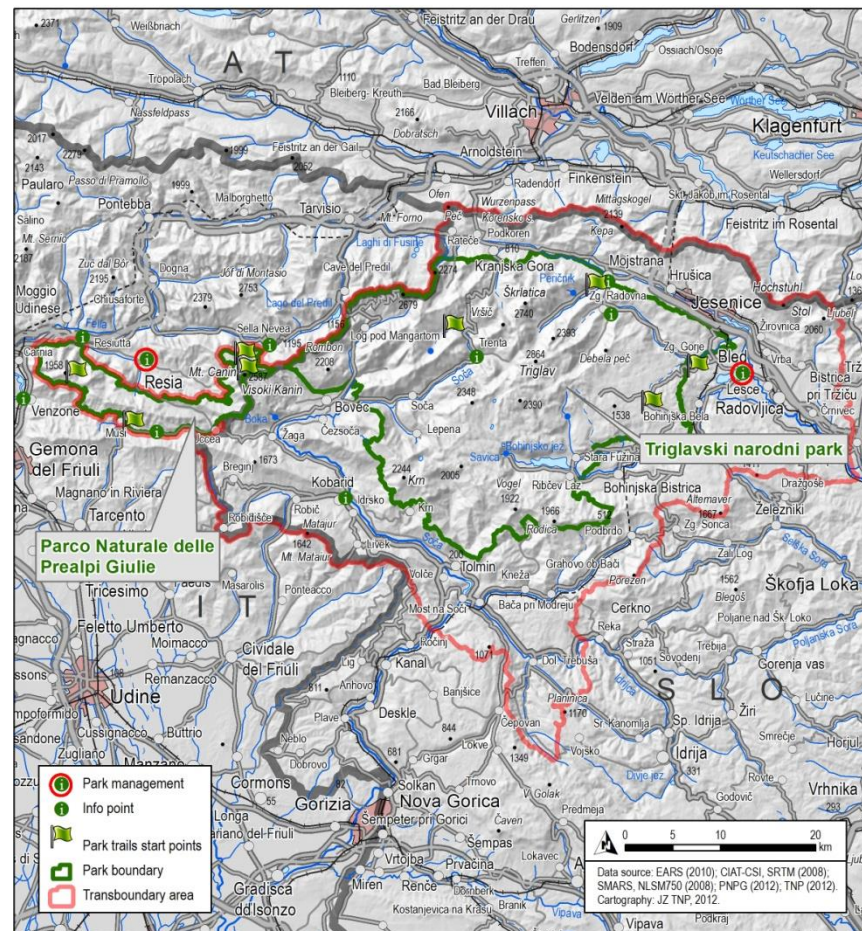


Transboundary Ecoregion Julian Alps: Julian Alps Biosphere Reserve (MAB) in Slovenia (central part is Triglav National Park) Julian Prealps Nature Park in Italy

Size: 205,125 ha

Joint point: Kanin

Highest point: Triglav
(also Slovenian highest point)

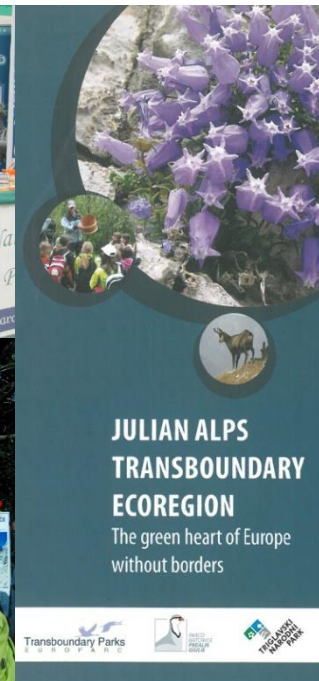




- **1996** – Julian Prealps Nature Park was established and cooperation began
- **2007** – idea of transboundary park was born
- **2009** – Federation Europarc officially proclaimed the transboundary Ecoregion Julian Alps
- **2014** – certification was confirmed following a re-evaluation and the Alpine Convention proclaimed the whole area of the two Parks as a transboundary pilot region for ecological connectivity
- **2016** – transboundary area Ecoregion Julian Alps was awarded the Charter for Sustainable Tourism

Together for:

- Protection and conservation of biodiversity, landscape and cultural heritage
- Monitoring of flora and fauna
- EU projects
- Environmental education
- Junior Rangers
- Exchange of staff and experts
- Promotion of typical products
- Tourism
- Sustainable development



WHY TRANSBOUNDARY CHARTER AND NOT TWO SEPARATE ONES?

1. Parks have already made some joint promotion before applying for the Charter, e.g. leaflets, event calendar, joint promotion at fairs and local events, exchanging chefs.
2. Strong cooperation between Parks and stakeholders is pushing us to do more in the field of sustainable tourism.
3. Stakeholders recognised added value of the Charter as a quality brand, and saw the opportunity for better promotion.
4. Attractive opportunity (regardless the barriers between the two countries, two legislations, two languages) and added value for sustainable tourism in TB area, or the Julian Alps.
5. Strong friendship and trust among employees of the Parks and belief that we can be stronger and more effective together.
6. The first step was already made in 2012 .



After the first step in 2012 **we presented the Charter to our partners** and got their signed consensus to move forward – each park did that separately.

First Joint Forum in Trenta, 2015 (Triglav National Park), was dedicated to the presentation of the Charter to all stakeholders, with special focus on the Strategy and Action Plan; our goal was to gather opinions and proposals and, most importantly, to get the stakeholders on board for the project.

The Forum was bilingual and was attended by more than 50 stakeholders.

Five priority AREAS OF INTERVENTION of general strategy presented at the first TB Forum in Trenta 2015:

1. To strengthen cooperation with all local tourist organisations and providers working in the area.
2. To create a network of information sites in all the TB ecoregion to properly inform visitors about the special qualities of the area.
3. To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development.
4. To promote sports activities in nature which do not affect natural and cultural heritage.
5. To strengthen economic sustainability of ECST actions in TB area.

Each action consists of:

1. Implementing body
2. Strategic goals
3. Specific goals
4. Current situation
5. Description of the activities
6. Results
7. Indicators
8. Partners
9. Connection with other activities

We also add the time frame and budgets for each action.



In December 2015 we submitted the application for the Charter.

In May 2016 we hosted the verifier in our area.

In October 2016 we received the big news – we were awarded the Charter as the FIRST TRANSBOUNDARY AREA!

The verifier's most significant comments:

- The strong identification and awareness of ECST is remarkable and also underlined by the many letters of intent which the protected areas have received to implement the strategy and action plan.
- Products need to be defined which the visitors recognize in both protected areas (similar products in both areas, connected products).
- Create more visible TB information (on web sites, maps...).

Second Joint Forum in Resia, 2016 (Julian Prealps Nature Park) was intended to make a step forward; together with stakeholders we chose three most important topics which we will pursue in the next years:

- Strengthen cooperation with all local stakeholders, tourist organizations and services in transboundary ecoregion
- Joint promotion
- Promotion of typical products

Actions in 2017:

- TB ECST Event Calendar.
- Promotion articles in summer newspapers for visitors in both Parks.
- Event connected with quality brand.
- Questionnaire for stakeholders – to get more information how to organise future work, events, exchange of good practice.
- Exchange of staff (to overcome language barriers).
- Opening of exhibitions (one in each area).
- Excursion for stakeholders from Julian Prealps NP to Triglav NP.
- Promotion of TB area and quality brands at local events.

What next?

- Continue working on selected topic of the last Forum.
- Organise the next forum in autumn 2017 in Triglav NP.
- Look for new EU projects concerning sustainable tourism.

And our long-term goal: **To implement cross-border cooperation in national/regional development tourism plans!**

WELCOME TO ECOREGION JULIAN ALPS

THANK YOU FOR YOUR TIME!