Words Matter, Design Matters

Workshop #11
Design matters

Communication without signs
Example of designs to manage visitors and reduce impacts

- **Comfortable paths**
  Espace naturel Lille Métropole

- **Compulsory pathways**
A non-aggressive form of communication

Sonian Forest

Forest reserve / Sensitive area

There are no facilities (unmaintained paths) nor indications (signs).
Example of designs to manage visitors and reduce impacts

Discreet but effective defences

- Agricultural type fences
- Plant barriers
- Spiny plants
- Stinging plants
The National Trust and other heritage bodies regularly uses thistles, pine cones and teasles to let visitors know not to sit on certain chairs.
Example of designs to manage visitors and reduce impacts

Parque Regional del Valle y Carrascoy, Murcia, Spain

Trails delimited with stones

Trunks barrier

What do you think about the trunks barrier?
Better than a sign “Do Not Pass?”
Could it be considered as a trap for bikers?
Landscape AudioGuide
Communicating with signs

Words Matter,  **Design Matters**
LEAVE NO TRACE
TRAVEL PRINCIPLES

1. PLAN AHEAD
   Know the regulations of the area you're visiting

2. RESPECT WILDLIFE
   Do not approach wildlife

3. LOOK WITH YOUR EYES, NOT WITH YOUR HANDS
   Admire cultural/natural artifacts from afar and follow paths

4. WHAT YOU FIND STAYS BEHIND
   Shells and sand stay on the beach; fruit, wood, and seeds should be left to prevent introduction of invasive species

5. WASTE & RECYCLING
   Learn local recycling and waste laws, ask if unsure

6. BE CONSIDERATE OF OTHER VISITORS
   Keep noise to a minimum, allow everyone a turn at viewpoints

7. LEAVE WHAT YOU FIND

8. MINIMISE CAMPFIRE IMPACTS

9. RESPECT WILDLIFE

10. BE CONSIDERATE OF OTHER VISITORS

Find out more on www.veggievagabonds.com

A - Icons

B - Infographic
LEAVE NO TRACE

Guidelines

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Be Considerate of Other Visitors
7. Respect Wildlife
8. Be a Steward of Natural Resources
9. Leave Outdoor Etiquette

COMIC: C - Comics
ARTISTIC: D - Artistic
VÄLKOMMEN TILL SKÄRALID


Nationalpark status is the highest award given to nature in Sweden. The Söderåsen area has very high natural value and we need your help to protect it. Many of us would like to enjoy nature, which makes it extra important that we take good care of it. By following the regulations you are contributing to the conservation and protection of this area.

HÄR FINNS:

1. Vandringsleder
2. Informationstavlor
3. Infopointer
4.厕所

DIGITALT:

1. Delbara är inte tillåtna i nationalparken.
2. Drones are not allowed in the national park.
3. Smoking is not allowed in Skäralid. You can pitch your tent at Långfjärd or Tälttorpet, or sleep in one of the shelters at Långfjärd.
4. Cycling is not allowed on the hiking trails, but you can cycle on all paved and gravel roads, and certain dirt paths. Check the map or the website.

Du är välkommen att använda vildmarksplatser, men du behöver ha med dig egen ved eller grillsäck. Det är inte tillåtet att placera grillsäck på marken.

You're welcome to use our fireplaces and BBQ areas, but you need to bring your own fuel for the fire. Placing a grill bag on the ground is not allowed.

Du får inte plocka svampar eller lönn, bryta grenar, gräva upp våtmarker eller på annat sätt skada växter eller tölj i nationalparken.

You're not allowed to pick mushrooms or lichen, break branches, dig up plants or in any other way damage the vegetation in the national park.
Tack för att du släcker ljuset!

Thanks for turning off the light!

DO NOT BUILD STONE TOWERS IN THE NATURE

Mammals, insects and spiders live and take shelter under the rocks. Help protect the wildlife in the national park and leave the stones! Thank you for contributing to maintain the unique environment in the talus slopes!
NUDGING CAMPAIGN

FIMPZON
SMOKING ZONE

Shared by Jimena Castillo
Du kan spara
You can save
2,7 million
fimpar varje år
cigarette butts every year

SLÄNG FIMPARNA I SOPORNA
Leave nothing but footprints

You can stop
Du kan stoppa
9/10
BRÄNDER
FIRES

SLÄNG FIMPARNA I SOPORNA
Leave nothing but footprints
Thank you for keeping nature clean. 
Throw your waste in the trash. 
Leave nothing but footprints.

Välkommen till Solvik

Rökfri Zon
Non Smoking Zone
منطقة حظر التدخين

Leave nothing but footprints.
Vilket djur är snabbast?
Which animal is the fastest?

Europeisk kanin
Common rabbit

Fälthare
Brown hare
Outdoor Etiquette

**RESPECT NATURE**
Respect nature - leave no trace in it.
Keep your pets on a leash.

**MAINLY USE MARKED TRAILS**
Mainly use marked trails and follow the rules for different modes of travel.
Check the areas and times in which access is possibly restricted at your destination.
Communicating on fauna
Words Matter, Design Matters
This sign is placed in a nice viewpoint and is an exact drawing of the landscape where the sign is placed. You find information of the animals you can see in the area.
ACHTUNG
WEIDEVIEH!

Kontakt zu Weidetieren vermeiden!

Kühe schützen ihre Kälber!

Hunde unbedingt an der kurzen Leine führen.
Im Notfall sofort ableinen!

ATTENTION!

Grazing livestock – keep your distance!

Avoid cows with calves, especially
if you have a dog with you!

If it becomes clear that a cow is going to attack:
Let your dog off the lead immediately!
Sometimes the best relationship is a long-distance relationship.

Distance gives us a new perspective.

Distance makes the heart grow fonder.

75 ft / 23 m

deer and most other wildlife

150 ft / 46 m

black bears

75 feet = about two bus-lengths
Is humour compatible with a public authority?
Sometimes the **BEST** Relationship is a **LONG-DISTANCE** Relationship

_**WILDLIFE SAFETY**_

**Wild animals are unpredictable...**
Although they may appear harmless, wildlife injure visitors every year.

**Hey! Hey! Hello?**
Over here! I know you can hear me!

**While you may be committed to getting the perfect selfie,**
stay at least **100 yards** from large wildlife such as bison, moose, and bears.

**Every park is unique and has specific guidelines.**
Before you head out on the trail, take a few minutes to review the park’s rules.

**Follow the rules and help keep wildlife wild!**

**Distance makes the heart grow fonder.**

It’s illegal to feed, touch, tease, frighten, or intentionally disturb wildlife.

Don’t make this awkward.
We bearly know each other.

**100 yd.**

Keep at least **50 feet** away from smaller wildlife like squirrels, birds, and reptiles.

**National Park Service**
Communicating with bikers
Words Matter, Design Matters
Mountain Biking Prohibited
Fine $115
Are you in a hurry?

Do you need to cut across?

Please help us to reduce trails erosion in the Park
Words matter
Which is more motivating?

Due to the devastating bushfires that have destroyed much of Australia's nature reserves, koalas are now considered functionally extinct.

Koalas have been hard hit by the Australian bushfires, and these conservationists are working to come up with a plan for how to help save them.
POSITIVE COMMUNICATION TOOLKIT

A guide to (re)framing conservation messages to empower action.

CONSERVATION OPTIMISM

Developed in collaboration with
10 Good Principles for Outdoor Sports
in Protected Areas

Plan your visit sustainably
When we enter a Protected Area, we all make an impact on the natural environment no matter how small this might be. It is important not just to care for ourselves but the nature around us. Nature is inviting you into her home, be a good guest!

Come on foot, bike or public transport as a priority.
When using private vehicles, try to share the ride.
Circulate with caution and park in the spaces reserved.

How to make the most out of your visit and to take care of the Protected Area?

1. You are a privileged guest. Stay in the trails, respect the natural environment and regulations to guarantee the beauty of the place.

2. Plan your activity carefully. Gather the information you need to enjoy your activity and the place, you will appreciate it better.

3. If you come with a dog, take extra care of it. Follow the regulations. Dogs can disturb other species.

4. Everyone wants to enjoy the place, give way to other users, anticipate that they often do not see or feel you coming, respect speed limits.

5. Night is for species to be alone. Avoid going in the night for your safety and let the animals live in peace.

6. Avoid excessive noise. Enjoy the quietness and calm, animals need quietness so we do.

7. Keep "secret places" secret! Use social media and GPS tracks with responsibility and according to official regulations.

8. If you see something wrong, tell the park.

9. Open your eyes, appreciate nature and enjoy!

Get Out & Get Into Nature
www.outdoor-sports-network.eu
www.europarc.org