



The Life Urban Greening Plans project has received funding from the LIFE Programme of the European Union.



Words Matter, Design Matters

Workshop #11

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 Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

 LE 14-20
Promoting the new green economy

The European
Agricultural Fund for
Rural Development
Europe investing in
rural areas



EUROPARC
F E D E R A T I O N

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**

Espace naturel Lille Métropole



- **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



Thistles



Teasles



Pine cones

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




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Communicating with signs

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A - Icons



B - Infographic



C - Comics



D - Artistic



B - Infographic



C - Comics



D - Artistic

A - Icons

DO YOUR PART

EACH OF US PLAYS A VITAL ROLE IN PROTECTING OUR NATIONAL PARKS

RESPECT
WILDLIFE

BE CONSIDERATE
OF OTHERS

DISPOSE OF
WASTE PROPERLY

PLAN AHEAD
AND PREPARE

LEAVE WHAT
YOU FIND

MINIMIZE
CAMPFIRE
IMPACTS

TRAVEL AND CAMP
ON DURABLE
SURFACES

NPS.GOV

LEAVE NO TRACE

U.S. DEPARTMENT
OF THE INTERIOR



NATIONAL PARK
SERVICE

DO YOUR PART

WE BELIEVE IN YOU

PACK IT IN
PACK IT OUT

LEAVE ONLY
FOOTPRINTS

KEEP DOGS
ON LEASH

STAY IN
DESIGNATED
AREAS

MAINTAIN A
SAFE DISTANCE
FROM WILDLIFE





SÖDERÅSENS
NATIONALPARK



EUROPARC
Sustainable Tourism
in Protected Areas

VÄLKOMMEN TILL SKÄRALID

Nationalpark är den finaste utmärkelsen som svensk natur kan få. På Söderåsen finns mycket höga naturvärden som vi behöver din hjälp för att bevara. Vi är många som vill njuta av naturen och därför är det extra viktigt att vi tar god hand om den. Genom att följa föreskrifterna bidrar du till att skydda och bevara den här platsen för framtiden.

National park 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.

Fullständiga föreskrifter finns på hemsidan. The complete regulations are available at the website.
www.sverigesnationalparker.se/park/soderasens-nationalpark/besoksinformation/sakerhet-och-regler

HÄR FINNS:



- Hundar är välkomna men ska hållas kopplade överallt i nationalparken. Både för djurlivets och andra besökares skull.
- Dogs are welcome but must be kept on a leash everywhere in the park, for the sake of both wildlife and other visitors.



- Du är välkommen att använda våra grillplatser, men du behöver ha med din egen ved eller grillkol. Det är inte tillåtet att plocka grenar i närheten.
- You're welcome to use our fireplaces and BBQ areas, but you need to bring your own fuel for the fire. Picking dead wood nearby is not allowed.



- Du får inte plocka svampar eller lavar, bryta grenar, gräva upp växter eller på annat sätt skada växter eller träd i nationalparken.
- You're not allowed to pick mushrooms or lichens, break branches, dig up plants or in any other ways damage the vegetation in the national park.



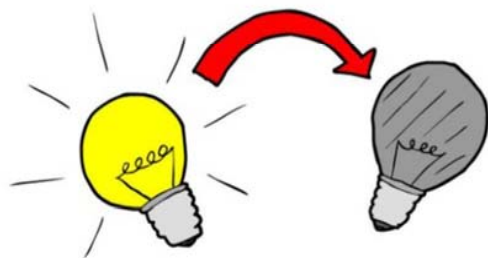
- Drönare är inte tillåtna i nationalparken. De stör både djurlivet och andra besökare.
- Drones are not allowed in the national park. They disturb both wildlife and other visitors.



- Tältning är inte tillåtet i Skärålid. Du kan slå upp ditt tält på Liagården eller Dahlbergs, eller sova i ett av vindskydden på Liagården.
- Camping is not allowed in Skärålid. You can pitch your tent at Liagården or Dahlbergs, or sleep in one of the shelters at Liagården.



- Det är inte tillåtet att cykla på vandringslederna, men du får cykla på alla grus- och asfaltsvägar och vissa stigar. Se karta eller hemsidan.
- Cycling is not allowed on the hiking trails, but you can cycle on all paved and gravel roads, and certain foot paths. Check the map or the website.



Tack för att du
släcker ljuset!

*Thanks for turning off
the light!*

BYGG INTE STENTORN I NATUREN

Däggdjur, insekter och spindlar bor och tar skydd under stenarna. Hjälp till att skydda djurlivet i nationalparken och låt stenarna ligga! Tack för att du lämnar ditt bidrag att bibehålla den unika miljön i rasbranterna!

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



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

Skyldesign: Elin Fänge Bild: Highnose Agency

You can stop

Du kan stoppa

9/10

BRÄNDER

FIRES

SLÄNG
FIMPARNA
I SOPORNA



Leave nothing but footprints

Skyldesign: Elin Fänge Bild: Highnose Agency



Thank you for
KEEP_{ING}
NATURE
CLEAN

THROW YOUR
WASTE IN
THE TRASH



Leave nothing but footprints

Skyldesign: Elin Fänge Bild: Highnose Agency

VÄLKOMMEN TILL
SOLVIK

RÖKFRI ZON   
NON SMOKING ZONE
منطقة حظر التدخين

Leave nothing but footprints



Länsstyrelsen
Skåne

Skyldesign: Elin Fänge Bild: Highnose Agency


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NUDGING CAMPAIGN

Vilket djur är snabbast?
Which animal is the fastest?



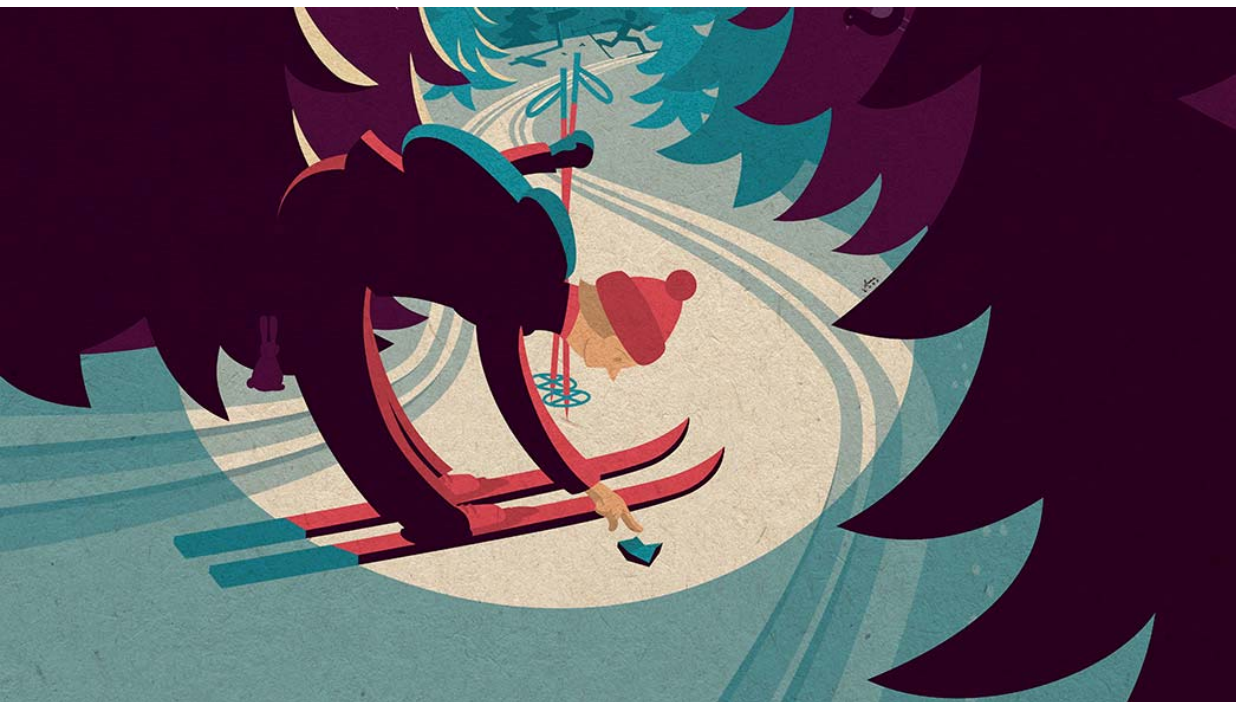
Europeisk kanin
Common rabbit



Fälthare
Brown hare







Outdoor Etiquette

Current Topics

Visitor Guidelines and Outdoor Etiquette

Accommodation

Everyman's Right

Facilities

Fees and Permits

Campfires

International Borders

Litter

Outdoors with a pet

Respect Nature



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



KULLABERG NATURRESERVAT

Välkommen till en av Kullabergs bästa utsiktsplatser! Här har du goda möjligheter till att få se några av naturreservatets invånare. Spana uppåt, nedåt och ut över horisonten, helst med en kikare till hands!

STORSKARV

Har en karaktäristisk siluett när den sitter med utspärade vingar på tork. Till havs dyker den ofta, i jakt på mat.

• Kan ses året runt

TOBISGRISSLA

Flyger utmed vattenytan med snabba vingslag. På sin jakt efter fisk dyker den och simmar under vattnet med både fötter och vingar.

• Kan ses året runt

EJDER

Under tidig vår ljuder ejderhanarnas "a-oo-h-ä" i bukten. Hanarna är då praktfullt färgade.

• Kan ses året runt

KNUBBSÄL

Dyker ibland upp ovan ytan, nylikt spanande omkring sig. På Hallands Väderö, som syns i horisonten, ligger de och solar på kobbar och skär.

• Kan ses året runt

TUMLARE

Går att se när havet ligger lugnt. Ger sig tillkännan när de gör en kort "uppstickare" ovan ytan för att hämta luft.

• Kan ses året runt, främst maj-november

BLÅFENAD TONFISK

Kan återigen ses i våra vatten, efter att i princip ha varit borta sedan 1950-talet. En mäktig syn, när den upp till tre meter långa fisken hoppar över ytan!

• Kan ses augusti-oktober

HAVSSULA

Häcker inte i Sverige men uppträder numera regelbundet vid Kullaberg, särskilt när det blåst kraftigt från väster en period. Dyker efter fisk från upp till 40 meters höjd. Har ett vingspann på ca 180 cm.

• Kan ses året runt, främst september-april

HAVSTRUT

En av Kullabergs vanligaste fåglar. Seglar i skyn och söker vila på klipporna. Vår största måsfågel med ett vingspann på upp till 170 cm.

• Kan ses året runt

PILGRIMSFALK

Mästerlig flygare som kan komma upp i över 300 km/h när den dyker! Ett par av denna sällsynta art häckar på Kullaberg.

• Ses främst vår och höst

TORNFALK

Svavar över stupen. Eller står still i luften med flaxande vingar - ryttlar - när den spanar efter byten på marken.

• Ses främst mars-november

Havstrut

Knubbsäl

Tumlare

Blåfenad tonfisk

Havssula

Pilgrimsfalk

Tobisgrissla

Ejder

Tornfalk

Storskarv

Leave nothing but footprints



***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**

Projektdauer: 5 Jahre Pflanzen: 25.000 Stk Kosten: 550.000,- €

Shared by Viktoria Hasler

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!

alm-at
Almwirtschaft Österreich

 Bundesministerium
Nachhaltigkeit und
Tourismus

alpenverein
österreich

lk
Landwirtschaftskammer
Österreich



50m



100m



400m



1000m



Sometimes the best relationship is a **long-distance relationship**

*Distance gives us
new perspective.*

*Distance makes the
heart grow fonder.*

75 ft / 23 m

deer and most other wildlife

150ft / 46 m

black bears



75 feet = about two bus-lengths

WILDLIFE SAFETY

NOPE



BETTER



NOPE



GOOD JOB



NOPE



NOW YOU GOT IT



WHY?



GOOD LUCK



NATIONAL PARK SERVICE

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.

I get it. You
need space!

Follow the rules and help
keep wildlife wild!

100 yd.

Distance makes the
heart grow fonder.

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.

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

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

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

NATIONAL PARK SERVICE



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Communicating with bikers

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ARC
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INKEL

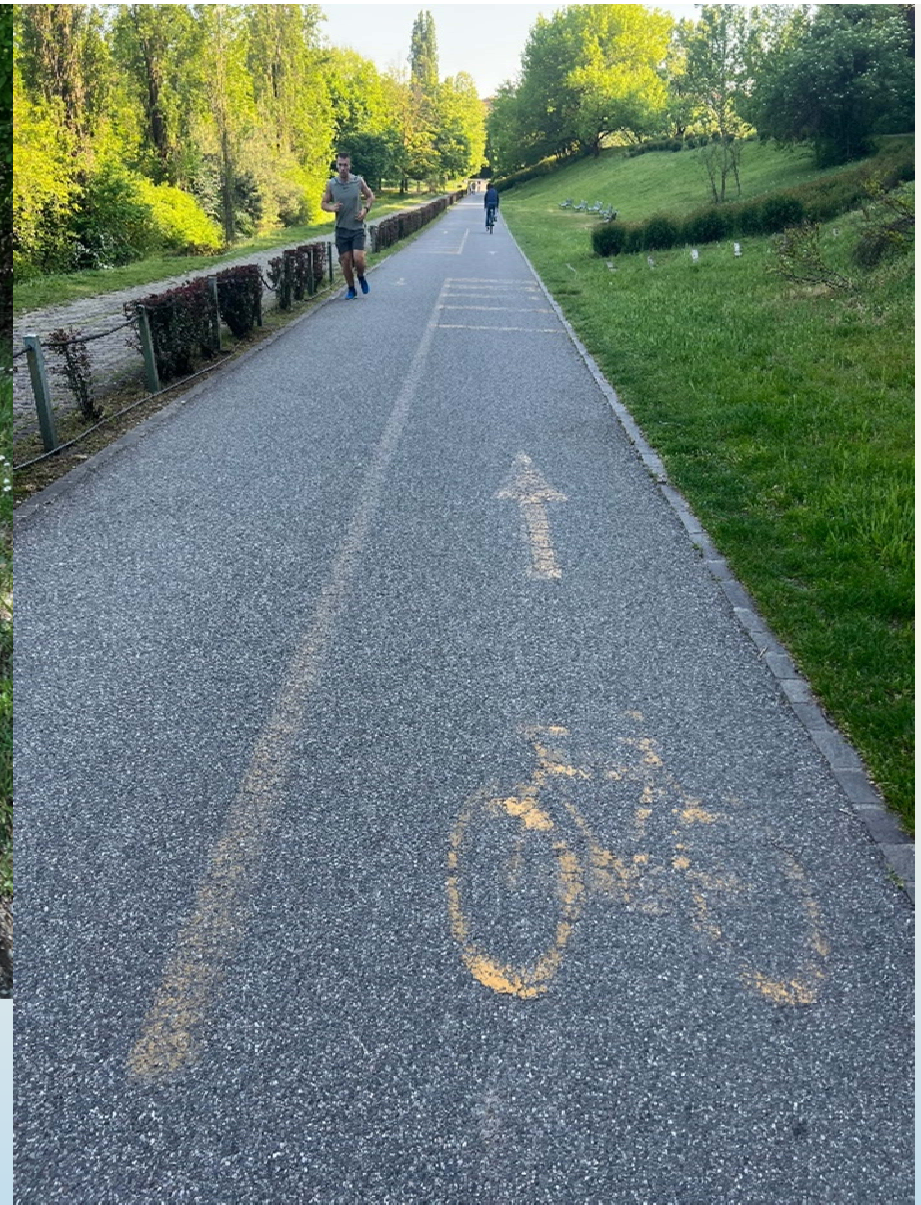




Are you in a hurry?

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.

Developed in collaboration with



CONSERVATION OPTIMISM



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.

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

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

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

9 Avoid excessive noise. Enjoy the quietness and calm, animals need quietness as we do.

2 Plan your activity carefully.

Gather the information you need to enjoy your activity and the place; you will appreciate it better.

4 Take care of yourself and others, and be prepared to help others, regardless their sport.

6 Help us to keep this place clean. Leave no trace and take with you the waste you make.

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

10 See it, Say it, Sort it! If you see something wrong, tell the park. Open your eyes, appreciate nature and enjoy!

Get Out & Get Into Nature

www.outdoor-sports-network.eu
www.europarc.org



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