



Mindfactory - Protected areas as brands

EUROPARC CONFERENCE – 3rd of May 2022, National Park Neusiedler See – Seewinkel

Mit Unterstützung von Bund und Europäischer Union

 Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie

 LE 14-20
Entwicklung für ein lebensfähiges Europa

 Europäische Union
Europäische Kommission
Entwicklung und Innovation
Das Europäische Zentrum für die nachhaltige
Entwicklung

What is our plan?

- **Introduction - what is a brand and why should we care?**
By Sarah Wendl
- **Case Study - National Parks UK and their story**
By Alastair Barber
- **Practical part – who is our audience and what is their point of view?**
By Nikolai Hauser & David Hofmann (KONO – brand experience Agency)
- **Time to sum it up: Questions, discussion and conclusion**



How to define a brand?
What does branding mean?

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*Why should protected areas
care about brands?*

Six Nationalparks *Six Brands*



Our Process:

→ Creating a **common understandig** about

who we are,
what we stand for,
how we want to be seen,
what we can offer and
who this concerns.





Thought

Energy



Substance

Emotion

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