Europarc 2010
living together, biodiversity and human activities: a challenge for the future of protected areas

workshop #15
BRAND LOYALTY
case studies
Cairngorms national park
Scotland, UK

Brand and logo
for sustainability
Parques naturales de Andalucía, Spain

« Marcando la diferencia »
Parc natural de la zona volcánica de la Garrotxa, Spain

convergent brands and labels
Parcs naturels régionaux, France

“marque Parc”,
a national brand
for food and craft producers,
for tourism businesses
MARQUE PARC, France

food and craft producers,

accommodation providers
MARQUE PARC, France

PANDA gîtes,
a joint label awarded by the Park and WWF to some members
of Gîtes de France, a national network of rural accommodation
MARQUE PARC, France

“Gîtes Panda”
and “Hôtels au naturel”
Verband Deutschen Naturparke, Germany

promotion
and online sales of park products
German protected areas and partners’ brands

QuickTime™ et un décompresseur sont requis pour visionner cette image.
Parco nazionale Abruzzo, Lazio e Molise
other European protected areas

And what about your experience and practices?