

EUROPARC-CONFERENCE 2012

Nature's calling. Does it make sense to use digital communication media for nature conservation?



Achim Laber





Genk

Belgium

Germany

Luxembourg

400 km

Feldberg

Image © 2012 GeoContent
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Google earth

47°17'13.55" N 1°19'34.06" E elev 145 m

Eye alt 624.19 km



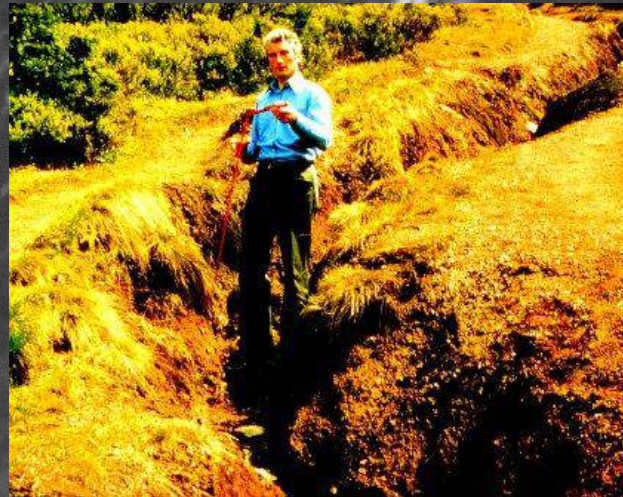
Mt Feldberg Nature Reserve:

Biggest and oldest nature
reserve in Baden-
Württemberg.



Up to 1.5 million visitors per year

Mass tourism caused serious erosion problems and damages in the 1960s and 70s



Ranger since 1989...





Main tasks in the beginning:

- Solve erosion problems
- Observe the nature reserve
- Monitoring
- Environmental education



Nature information center at
Feldberg since 2001



John Muir 1838-1914





*I'll interpret the rocks,
learn the language of flood,
storm and the avalanche.
I'll acquaint myself
with the glaciers
and wild gardens,
and get as near
to the heart of the world
as I can.*

John Muir

Our visitors



-  intellectuals
-  normal people



The Pocket-Ranger

(1. Version 2006)

- PDA
- digital nature pocket guide
- 12 videoclips
- navigation at Feldbergsteig
- For rental in the information center Feldberg

The Pocket-Ranger

(1. Version)

positive

- clips

negative

- software
- hardware
- handling



Recycling of the
films for the
Pocket-Ranger-
APP



<http://www.youtube.com/watch?v=bB-EaUpQqdA>



www.hochschwarzwald.de

Hochschwarzwald

HosentaschenRanger

Du willst noch mehr erleben?
Mit der Touren App bekommst
du über 50 Tourentipps für den
Hochschwarzwald:
www.hochschwarzwald.de/app

Hol dir die Ranger App

GRATIS!

www.hosentaschenranger.de

Kostenlos erhältlich im
App Store



The Pocket-Ranger-App



<http://www.youtube.com/watch?v=gH9mdmGTrbw>



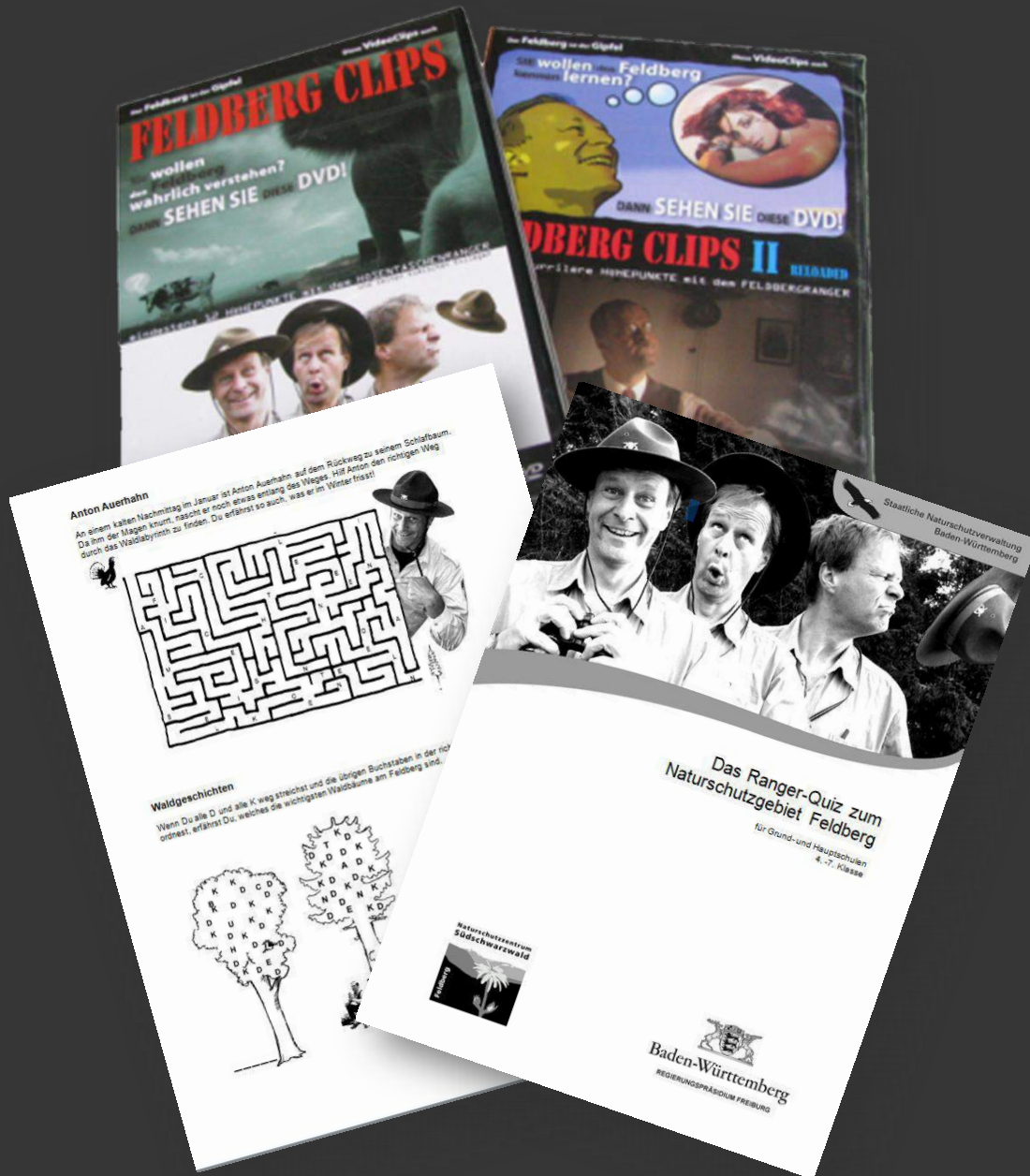
The Pocket-Ranger-APP

positive

- Hardware
- Software
- 1500 Downloads in the first 3 months
- no rental

negative

- People download it without using it.
- No possibilities of interaction.



Further benefit:

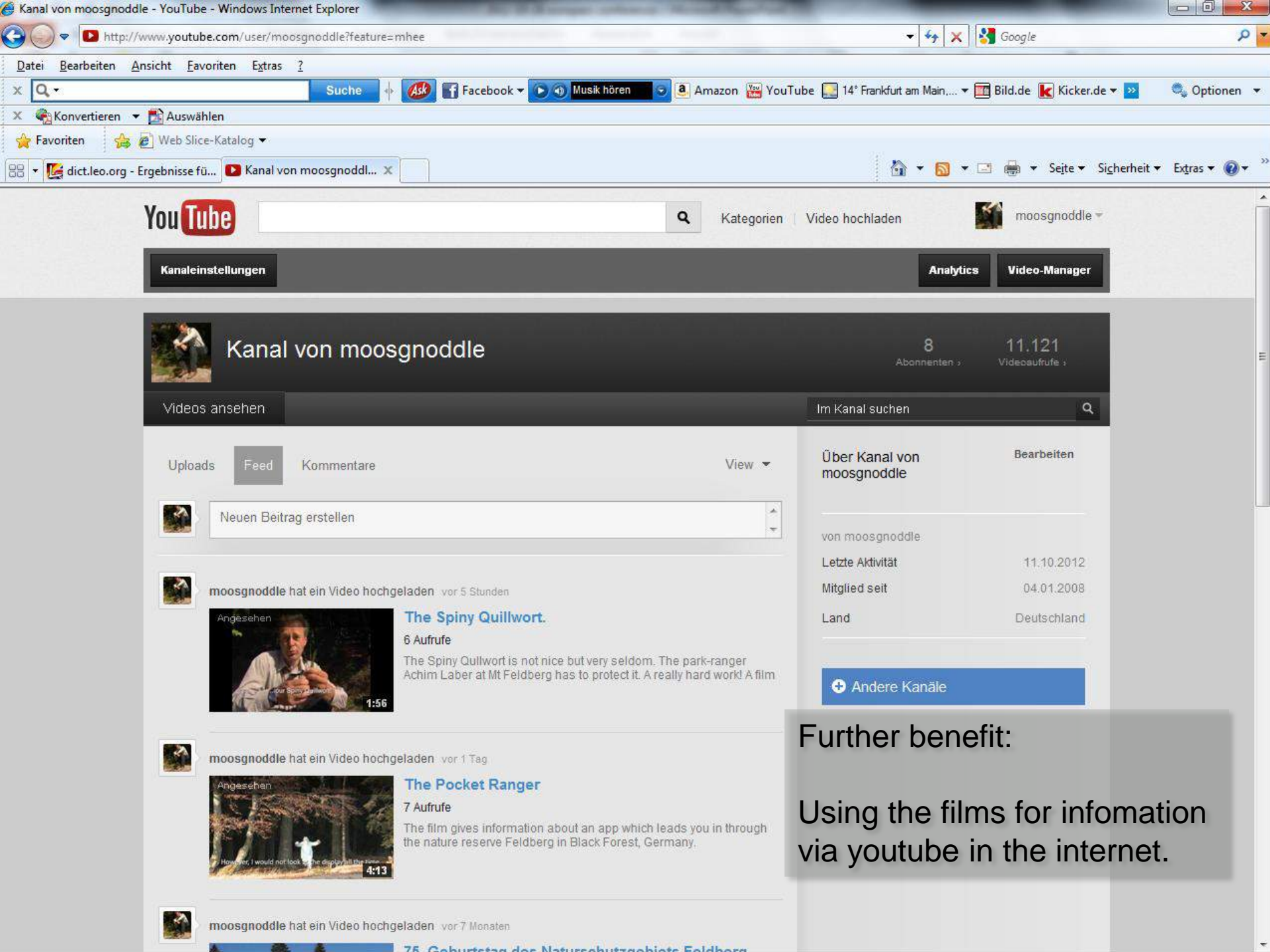
DVD in combination with a quiz as preparation for the schoolclass-program in the nature information center.



Further benefit:

The filmclips are „door-opener“ for other media like television.







powdern feldberg



Kategorien

Video hochladen

Feldberg & Engelberg

alexthedogz

+ Abonnieren

5 Videos ▾



Further benefit:

As youtube-user you can get in contact with other youtube-users.



Mag ich



Hinzufügen

Teilen



109 Aufrufe



Solution for different audiences:
The „Talking Ranger“
Videopresentation in the
exhibition of the
information center.



Unexpected solutions can
result in unexpected
awards.



Solution for different audiences:

The main goal must be the contact between people and nature.

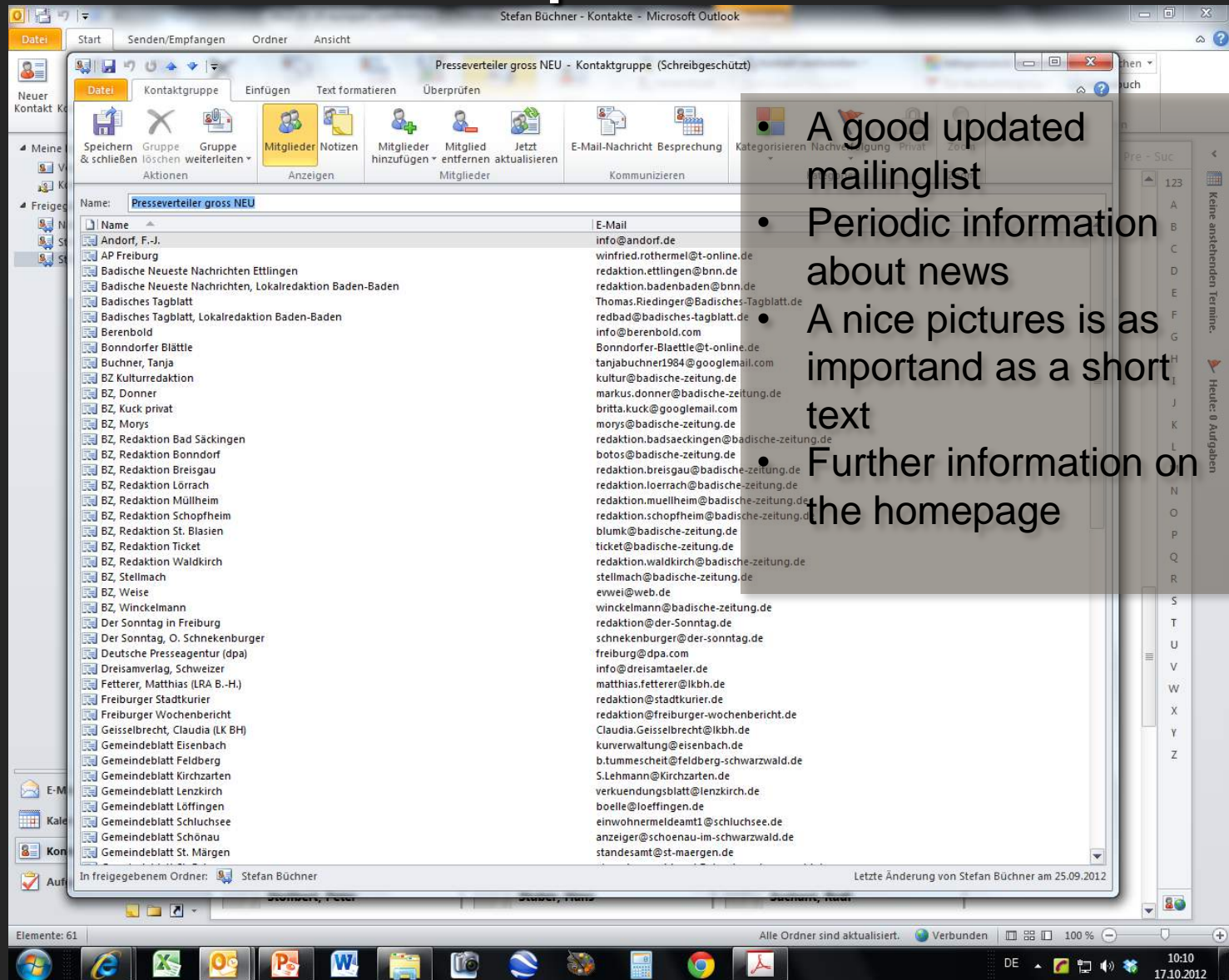




Solution for different audiences:

Find a language which is comprehensible for your audience.

Contact to the press



Contact to sponsors



- First contact: telephone
- Projekt description (possible in paper but also digital)
- Description short and innovative, lots of pictures, less text



- Use the knowledge of young colleagues.

- Try yourself to understand new technologies.
We all are busy but most of us have a bit time left. Where there's a will, there's a way.



Conclusion

The invention of the letterpress



- The content is more important than the medium
- But a new medium brings new possibilities



The same media in different qualities.

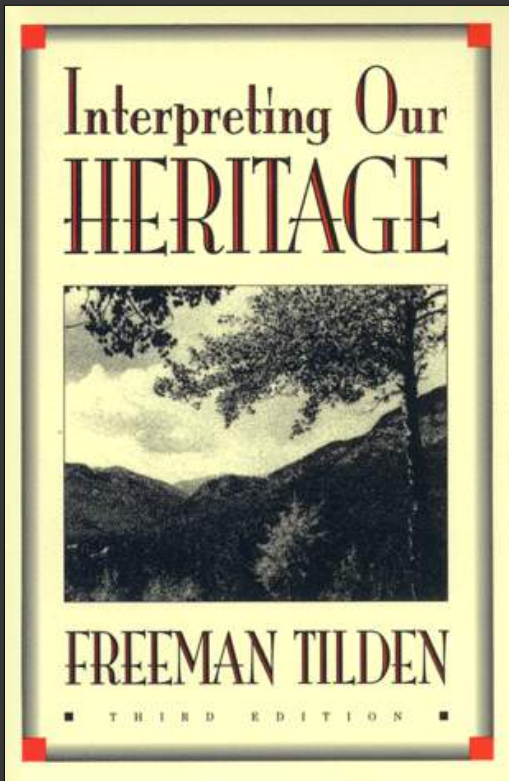
Conclusion



Digital Media? Yes! But:

- As a niche
- Together with classical ways of environmental education
- Humour helps

Freeman Tilden



Information

1. needs relationships to the experiences of our visitors,
2. must be a form of discovery,
3. should not be instruction but a challenge to use your own brain.



THE END

