

# Promoting acceptance through transboundary involvement of the regional population and regional branding

Examples and initiatives from Saxon – Bohemian Switzerland  
National Park region

Dr. S. Stab

NP Saxon Switzerland Information Centre

## Aims:

1) to foster acceptance for nature conservation and the National Parks



2) to foster acceptance for the sustainable development of the N.P. region



# NationalparkZentrum Sächsische Schweiz



# Dům Českého Švýcarska



bilingual publicity and marketing, common entrance ticket (1 price – two centres)  
 cooperative planning of exhibition contents and design, all exhibitions bilingual  
 bilingual staff, exchange and meetings of staff,  
 all planning and events in cooperation with the NP administrations

# 1) to foster acceptance for nature conservation and the National Parks



transboundary and/or  
bilingual excursions



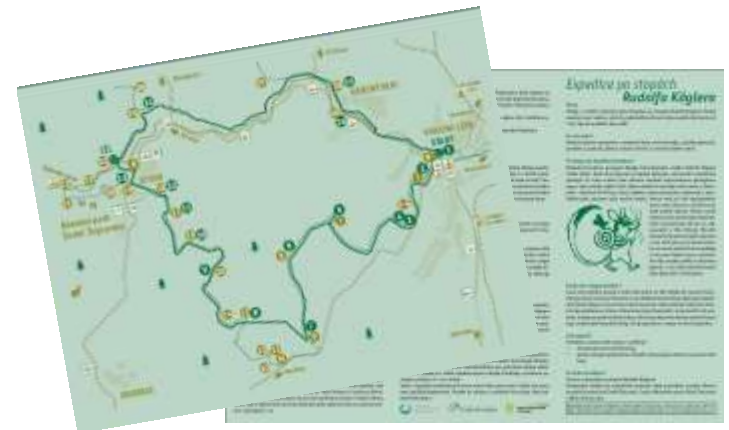




Bilingual  
childrens  
holiday camps



Bilingual board games



Bilingual brochures, e.g. about Kogler's path (CZ) and lynx path (D)



Bilingual education materials and give-aways



common Corporate Design & logo of:

3 protected areas

2 regional tourism organizations and

2 NP Information Centres







landart projects near  
frequented tourism  
pathes:

- attract curiosity
- surprise & get in  
contact with people



## 2) to foster acceptance for the sustainable development of the N.P. region





Markets, public awareness raising events, family events:  
cooperative planning, loan of materials, mutual participation

## working on specific conservation actions in the villages and with local volunteers and initiatives





2014



2015



2016



- development of a common, patent-protected, regional brand
- common selection criteria and certification process
- common marketing and public awareness activities.