

TRANSBOUNDARY ECOREGION JULIAN ALPS

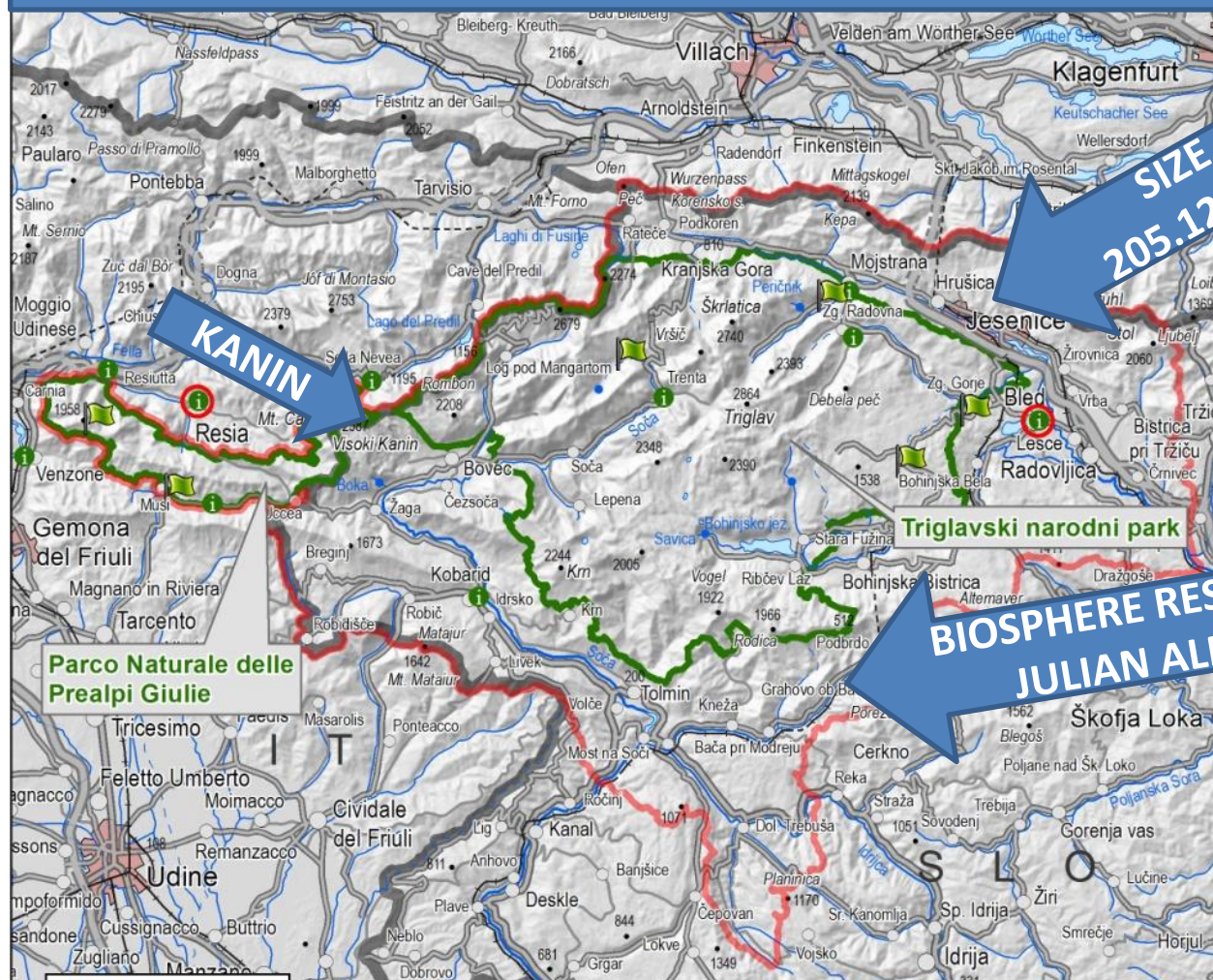
THE GREEN HEART OF EUROPE WITHOUT BORDERS

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TRANSBOUNDARY ECOREGION JULIAN ALPS





1996

Julian Prealps
Nature Park
was
established
and
cooperation
began.

2007

Idea of
transboundary
park was
born.

2009

Federation
Europarc
officially
proclaimed
the
transboundary
Ecoregion
Julian Alps.

2014

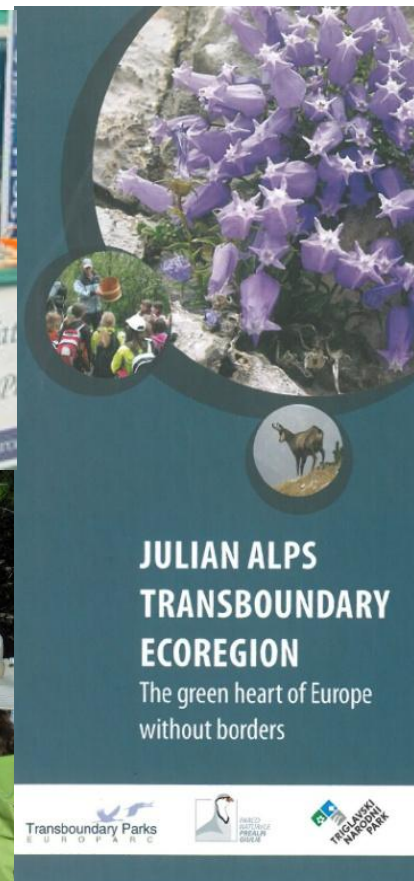
Certification
was confirmed
following a re-
evaluation.
Alpine
Convention
proclaimed the
whole area of
the two Parks as
a
transboundary
pilot region for
ecological
connectivity.

2016

Transboundary
area
Ecoregion
Julian Alps
was awarded
the Charter
for
Sustainable
Tourism.

Together for:

- Protection and conservation of biodiversity, landscape and cultural heritage
- Monitoring of flora and fauna
- EU projects
- Environmental education
- Junior Rangers
- Exchange of staff and experts
- Promotion of typical products
- Tourism
- Sustainable development



Parks have already
made some joint
promotion.

Strong cooperation
between Parks and
stakeholders.

Stakeholders
recognised
added value of
the Charter.

WHY TRANSBOUNDARY CHARTER AND NOT TWO SEPARATE ONES?

The first step was
already made in
2012— project
WWF Adria

Strong friendship
and trust among
employees of the
parks.

Attractive
opportunity and
added value.

After the first step in 2012 **we presented the Charter to our partners** and got their signed consensus to move forward – each park did that separately.

FIRST JOINT FORUM IN TRENTO, 2015

Presentation of the Charter in slogan Good for Parks, good for people!

- Presentation of the Strategy and Action Plan
- Gather opinions and proposals
- Get the stakeholders on board for the project.

The Forum was bilingual and was attended by more than 50 stakeholders.

Five priority AREAS OF INTERVENTION of general strategy presented at the first TB Forum in Trenta 2015

1. To strengthen cooperation with all local tourist organisations and providers working in the area.
2. To create a network of information sites in all the TB ecoregion to properly inform visitors about the special qualities of the area.
3. To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development.
4. To promote sports activities in nature which do not affect natural and cultural heritage.
5. To strengthen economic sustainability of ECST actions in TB area.

Each action consists of:

1. Implementing body
2. Strategic goals
3. Specific goals
4. Current situation
5. Description of the activities
6. Results
7. Indicators
8. Partners
9. Connection with other activities

We also add the time frame and budgets for each action.



THE VERIFIER'S MOST SIGNIFICANT COMMENTS

1. The strong identification and awareness of ECST is remarkable and also underlined by the many letters of intent which the protected areas have received to implement the strategy and action plan.
2. Products need to be defined which the visitors recognize in both protected areas (similar products in both areas, connected products).
3. Create more visible TB information (on web sites, maps...).

SECOND JOINT FORUM IN RESIA, 2016

Three most important topics which we will pursue in the next years:

- Strengthen cooperation with all local stakeholders, tourist organizations and services in TB
- Joint promotion
- Promotion of typical products



ACTIONS IN 2017

- TB ECST Event Calendar
- Promotion articles in summer newspapers for visitors in both Parks
- Events connected with quality brand
- Questionnaire for stakeholders
- Create vision of Charter for sustainable tourism
- Exchange of staff
- Opening of exhibitions (one in each area)
- Excursion for stakeholders from Julian Prealps NP to Triglav NP
- Promotion of TB area and quality brands at local events

WHAT NEXT?

- Continue working on selected topic of the last Forum
- Organise the next forum in autumn 2017 in Triglav NP
- Look for new EU projects concerning sustainable tourism
- To get quality brand SLOVENIA GREEN PARKS
- Transboundary area MAB Unesco

And our long-term goal: **To implement cross-border cooperation in national/regional development tourism plans!**

WELCOME TO ECOREGION JULIAN ALPS



THANK YOU!