A cross-border protected area:
the EGTC European Park Alpi Marittime - Mercantour
Centuries of relations
« Parks without border »

Two territories first united by historical ties....

... which have come together to protect an exceptional natural environment...

...with the common thread of sustainable development
A historically united territory, a partnership claimed over the years

1857 : Victor Emmanuel II Royal Game Reserve

1860-1861 : Victor Emmanuel II ceded Savoy and the County of Nice to Napoleon III but kept the upper valley of the Roya and the high valleys of Vésubie and Tinée.

1947 : Attachment of the southern side of the Argentera-Mercantour to France.

1979 : Creation of the Mercantour National Park and the Riserva del Bosco e dei Laghi di Palanfré, which in 1980 became the Parco naturale dell'Argentera.

1987 : Twinning between the Mercantour and Argentera parks.

1993 : The Mercantour and Argentera parks jointly receive the Council of Europe's "European Diploma of Protected Areas".

2007 : Creation of a working group to set up a Marittime-Mercantour EGTC.

2013 : Creation of the first EGTC "Franco-Italian European Park".
A territory of projects, an effective partnership

Many cooperation themes

- Wildlife management and protection (ex. reintroduction of ibexes and vultures)
- Knowledge and protection of flora (All Taxa Biodiversity Inventory)
- Protection and evolution of environments (landscape protection, climate change)
- Cross-border culture (cultural transborder atlas)
- Land use planning (trail development, signposting, valorization of the territory)
- Environmental education with schools
- Development of trekking activity (long treks from the mountain to the see)

- **Sustainable tourism** (European Charter for Sustainable Tourism since 1999)

**Nearly 29 projects for a total of 25 million euros have been carried out and invested in and for the development and preservation of the Alpi Marittime - Mercantour territory**
Creation on **23 May 2013** of an **European Grouping of Territorial Cooperation (EGTC)** marking the institutional outcome of a historic process of cooperation

First **« european park »**, an innovative structure adapted to the setting up and monitoring of cross-border cooperation projects

A European recognition and a tool for the **transborder sustainable tourism**
Park and private working together to protect nature and to develop local economy

The European Charter for Sustainable Tourism

- A Charter developed by the Europarc Federation between 1996 and 1999
- A “a set of tools” that promotes development compatible with sustainable resource management
- A framework for concerted tourism management through cooperation between stakeholders

Third renewal for the European Park Marittime Mercantour

- 2001 – 2010: Starting with the Charter in 2001, the Parco Alpi Marittime has been a pioneer in Europe in this approach. In 2006, the Mercantour National Park joins the project.
- 2010 – 2015: In 2011, the 2 parks, together, presented a strategy to support the development of a new form of tourism on their territory, ecotourism.
- 2017 – 2021: In 2016, the European Park presented a common and cross-border strategy that was again recognised in 2017 by the Europarc Federation.
What are the benefits?

For the protected areas and the municipalities:
Through the Charter, the Protected Area attributes its positive image to products or services that satisfy the criteria of sustainable development.

- promote a coherent and coordinated development of the territory
- be distinguished at European level as a territory of excellence
- contribute to the preservation and enhancement of heritage

For stakeholders:
The Charter allows stakeholders to differentiate themselves among an audience motivated by the protection of the environment, the preservation and discovery of local heritage.

- work in partnership with the Park and benefit from its image
- improve the quality of an offer
- develop new business opportunities
A "winner winner" model

This approach also allows to develop a solid partnership between the Protected Areas and the stakeholders in the territories.

5 values :
Commitment : the Charter reflects the vocation of protected areas
Authenticity : the enhancement of local traditions, know-how and heritage.
Respect : for nature, cultural heritage, and populations
Sharing : between protected areas and the stakeholders,
Vitality : a positive state of mind, conducive to dynamism and openness.
The Italian association **Ecoturismo in Marittime** was born in 2002 with the aim of enhancing and promoting the protected area of the Parco Alpi Marittime.

Ecoturismo in Marittime allows public and private actors to work together and to federate around the creation of a network.
An identification brand that the Park intends to assign to operators in the agricultural and artisan sector engaged in a path of quality and sustainability, in order to ensure consumers about the origin of products and to strengthen their image through a uniform and effective communication strategy.

To obtain the label, local businesses will have to develop supply chains that respect the environment, the landscape, animal welfare and move towards a conscious use of non-renewable resources such as water, soil and energy.
Created in 2012, the French association **Mercantour Ecotourisme** is a network of stakeholders of the Mercantour territory: farmers, craftsmen, mountain guides, accommodation providers, artists...

Strongly attached to the territory, it works with the different tourism actors, to develop and promote the Mercantour area.
The 10 French National Parks have created a new commercial brand, "Esprit parc national". It is designed to support economic, touristic and agricultural activities that respect and enhance the local heritage of the national parks. The Esprit Parc national © brand is common to the stakeholder of the ten French national parks.