



Be Part of  
the  
Mountain



« An international raising awareness initiative for the protection of wildlife and Alpine biodiversity. »



## BACKGROUND

- Increasing popularity of nature-based (winter) sport activities
- Diversification of activities, user groups and needs
- **Impact: Wildlife Disturbance (destruction of habitats, noise, distress of the animal in case of encounter)**

### 2016

ALPARC's international seminaire « Wildlife and winter sport activities »

### 2017

WeWild project (2017-2018)



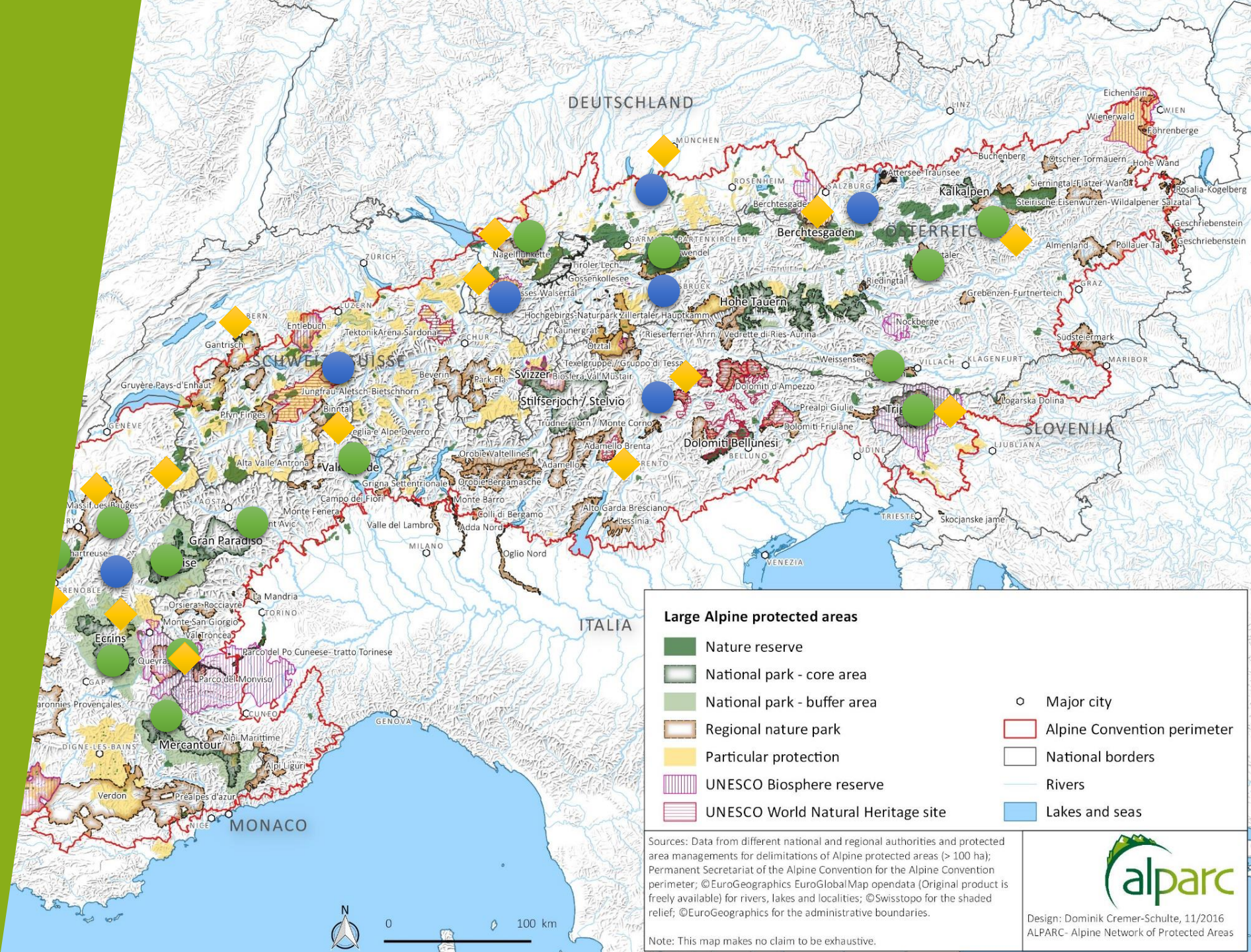
- **2** international workshops
- **3** local workshops
- **60+** experts from over 40 organizations from 6 countries

### 2018...








Be Part of the Mountain!








-  Local measures and action in protected areas
-  Regional or national action and campaigns
-  WeWild expert group



**Large Alpine protected areas**

-  Nature reserve
-  National park - core area
-  National park - buffer area
-  Regional nature park
-  Particular protection
-  UNESCO Biosphere reserve
-  UNESCO World Natural Heritage site

-  Major city
-  Alpine Convention perimeter
-  National borders
-  Rivers
-  Lakes and seas

Sources: Data from different national and regional authorities and protected area managements for delimitations of Alpine protected areas (> 100 ha); Permanent Secretariat of the Alpine Convention for the Alpine Convention perimeter; ©EuroGeographics EuroGlobalMap opendata (Original product is freely available) for rivers, lakes and localities; ©Swisstopo for the shaded relief; ©EuroGeographics for the administrative boundaries.

Note: This map makes no claim to be exhaustive.



Design: Dominik Cremer-Schulte, 11/2016  
ALPARC - Alpine Network of Protected Areas



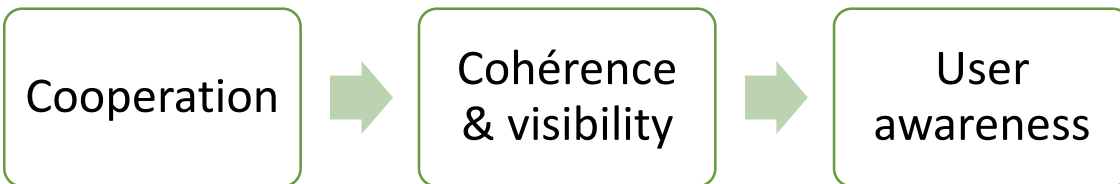


## APPROACH

**Overall objective:** Reduce impacts of outdoor sports

- x Differences in **awareness** and steerability
- x Law enforcement is extremely difficult
- x Regulations alienate users

**Most impacts result from ignorance rather than malicious acts of users**





## CHARTER

- ✓ Initiate or continue a program of awareness raising
- ✓ Promote BPM's goals, messages and tools
- ✓ Use BPM graphic identity
- ✓ Share knowledge, methods and tools
- ✓ Contribute to the evolution of the initiative
- ✓ Produce a short annual report

**SIGN UP!**





## COMMON COMMUNICATION TOOLS

- ✓ Logos
- ✓ Video
- ✓ Website
- ✓ Social media campaign



← Post engagement ▾

1,923

👍 1,418 Total reactions - 1,288 from shares ⓘ



1.2K



5



114



10



7



12

- ✓ Stickers
- ✓ ... and more!



When you head out, you might enter the animals' comfort zone – often suddenly, and without noticing it.

They perceive you as a danger, will be put under stress and will most probably take flight and burn precious energy in order to save their lives.



A sudden flight in a steep slope with 50cm of powder snow requires a Chamois to spend **60 times more energy** than it would need for a walk under no stress.



A black grouse, once it took flight from its igloo, **spends many hours** perched on a tree before digging a new one.



Overall, negative effects from snow sports are **30 % more frequent** than from any other type of recreational activities.

**Stressed and weakened animals** are more vulnerable to diseases and to natural predators.



## IMPLEMENTATION AT LOCAL LEVEL

Different approaches depending on the needs and the local context of each protected area

- ✓ Creation of **new communication material** (flyers, webpage, t-shirts...)
- ✓ **Educational activities** addressed to large public, youngsters, rangers
- ✓ **Trainees** for mountain guides groups
- ✓ Implement **ambassador actions**
- ✓ New **partnerships** established with local stakeholders (Alpine club, regional department, NGO and associations...)







More information:  
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