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 seminar « 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
**APPROACH**

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

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

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

Cooperation ➔ Cohérence & visibility ➔ User awareness
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
COMMON COMMUNICATION TOOLS

✓ Logos
✓ Video
✓ Website
✓ Social media campaign
✓ 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:
www.bepartofthemountain.org
info@alparc.org