

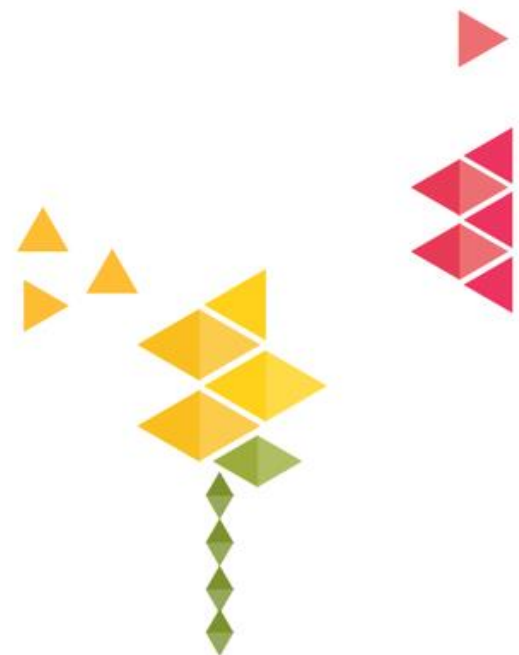


## Spurenarm unterwegs


### Se déplacer sans laisser des traces

### Poche tracce sul nostro percorso

### Na poti brez puščanja sledi



## Please make sure to:

- turn on your video camera
- turn off your microphone
- click on the globe  to activate the translation mode
- ask questions (preferably in English) in the chat

### Need assistance?

Feel free to contact

- Magdalena Holzer (CIPRA Int.)
- Isabella Helmschrott (CIPRA Int.)
- Stefanie Bauer (AitA)





# Programme

**14:00 – 14:15**

## **Inspirations from the Alpine countries**

What motivates us to leave as few traces as possible in the natural environment?

Examples from the digital and the real world.

**14:15 – 14:30**

## **Discussion and Input – Ivan Mitrevski**

Comic *Bela*

**14:30 – 15:30**

## **Panel discussion**

„On the move to the natural space“

**15:30 – 15:45**

## **Break**

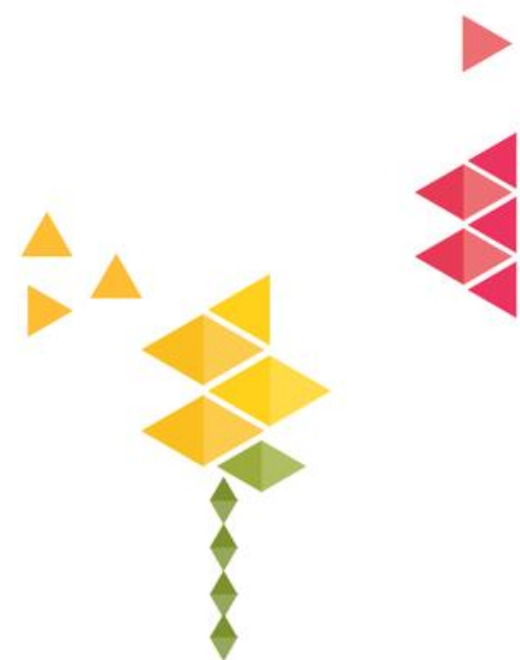
**15:45 – 16:45**

## **Panel discussion**

„On the move in digital space“

**16:45 – 17:00**

## **Outlook**



# Project information



- Aim** Raising awareness for the protection of nature and landscape in the Alps and developing measures to guide visitors in four pilot regions in Italy, Slovenia, Austria and Germany
- Duration** November 2020 to December 2022
- Project partners**
- CIPRA International (Lead)
  - The community network "Alliance in the Alps"
  - Pilot regions: Tiroler Lech nature park (AT), Kamnik–Savinja Alps (SL) Mountaineering village Balme (IT) and Bad Reichenhall (DE)
- Financial partner** Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), Germany
- Further information** [www.cipra.org/de/specialps2](http://www.cipra.org/de/specialps2)



# Digital visitor guidance Touring portals

## Example: outdooractive

The screenshot displays a webpage for a mountain tour. At the top, there are navigation links: '< Back', 'Start -> Routes -> Mountain tour to the Pršivec', and buttons for 'Share' and 'Bookmark'. The main heading is 'Mountain tour to the Pršivec' with a 'Premium' badge and 'Mountain Hike · Upper Carniola' subtext. A large landscape photo of a lake is featured, with a caption: 'Der Wocheiner See mit dem Hang des Pršivec (rechts) Photo: CC0, pixabay.com'. To the right, a map shows the route. Below the photo, a box contains route statistics: 'moderate', '10.7 km', '5:30 h', '680 m', and '680 m'. A descriptive paragraph follows: 'The rather lonely round tour in the Slovenian Alps offers unspoilt nature at its best and in addition wonderful views of Lake Bohinj and the famous Triglav. Around the Triglav, the highest peak in Slovenia, stretches the national park of the same name, where hikers and mountaineers will find many breathtakingly beautiful routes. The ascent of the 'Three Heads' takes several days. For those who do not have that much time, this day tour is a good alternative to exploring the Julian Alps.' Below this, a 'Premium' note states: 'Premium routes are provided by professional authors or publishers.' At the bottom, the publisher 'Outdooractive Premium' and author 'Svenja Trachte' are listed with their profiles.

This screenshot shows the 'QUESTIONS AND ANSWERS' section. It features a yellow box with a question icon and the text: 'Ask the first question Would you like to ask the author a question?'. Below this is a green 'Ask a question' button. Further down, there is a 'RATING' section with a blue speech bubble icon and a yellow box that says: 'Write your first review Help others by being the first to add a review.' Below the rating section is a 'Rate and Review' area with a mountain icon and five stars. At the bottom, there is a 'PHOTOS FROM OTHERS' section with a camera icon and a green '+ Add photos or videos' button.

### Further information

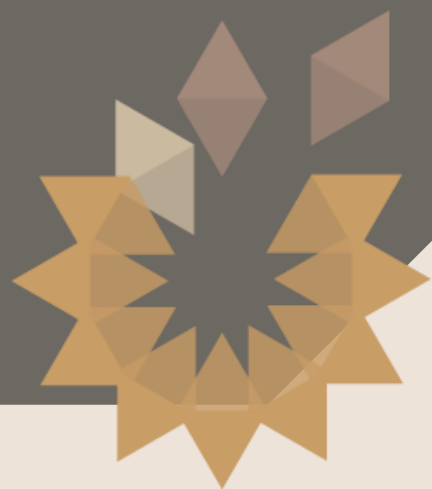
- Create your own account as a destination or an individual person
- Adapt information of your destination/protected areas and add your own trail suggestions
- Comment on listed trails, e.g. trails going through a nature park
- Share important information, e.g. closure of certain paths, how to access the destination by public transport
- simple and cost effective way to guide visitors

### Examples:

- Outdooractive (<https://www.outdooractive.com/de/>)
- Digitize the planet (<https://www.digitizetheplanet.org/>)
- Komoot (<https://www.komoot.com/>)
- SAC route portal (<https://www.sac-cas.ch/en/huts-and-tours/sac-route-portal/>)

„Changer  
d'approche“

FRANCE



(c) Eric Monnier

„Respektiere  
deine  
Grenzen“

AUSTRIA



naturvielfalt  
Vorarlberg  
unser Land

Respektiere  
deine Grenzen

Schutzwald / protection forest

Gafierjoch, Montafon

**Danke!**

Für den Erhalt der Vielfalt  
unserer Tier- und Pflanzenwelt.  
[www.vorarlberg.at/respektiere](http://www.vorarlberg.at/respektiere)



(c) respektiere-deine-grenzen.at

Swiss Academy of  
Science

„Arguments for the  
conservation of  
biodiversity“

SWITZERLAND



**scnat savoir**  
académie des sciences naturelles

de fr it en

## Focus biodiversité

Ce portail web fournit des réponses scientifiquement fondées à des questions sur la biodiversité et montre ce que nous pouvons faire pour la protéger. [en plus](#)

Image : Pablo Escobar, photocase.de

L'importance de la biodiversité   Etat et évolution +   **Arguments pour la sauvegarde de la biodiversité**   Les disciplines de recherches +   Observer et documenter +

Apprendre et transmettre +   Décider et agir +

> Page d'accueil > A propos de biodiversité > Arguments pour la sauvegarde de la biodiversité

# Arguments pour la sauvegarde de la biodiversité

Il existe de nombreuses bonnes raisons pour lesquelles les gens accordent de l'importance à la biodiversité. Dans le débat public, cependant, l'accent est mis principalement sur les arguments économiques : les services que la biodiversité intacte fournit à la société sous la forme de conditions environnementales stables, de matières premières ou de nourriture.

Dans le **numéro 41** de la revue HOTSPOT, le Forum Biodiversité suisse met donc en avant les autres arguments scientifiques en faveur de la protection de la diversité biologique. L'importance de la biodiversité y est très bien documentée - tout comme sa perte continue.

Argumentation

Pourquoi conserver la biodiversité?

Les arguments scientifiques

> [Argumentation.pptx](#)

Link:

[https://naturalsciences.ch/biodiversity-explained/about\\_biodiversity/arguments\\_for\\_the\\_conservation\\_of\\_biodiversity](https://naturalsciences.ch/biodiversity-explained/about_biodiversity/arguments_for_the_conservation_of_biodiversity)



Ticks in the wild

**SLOVENIA**



(c) Wikimedia Commons

Königsbachfall  
Nationalpark  
Berchtesgaden

GERMANY



(c) Nationalpark Berchtesgaden



Church in Villnöß  
South Tyrol

ITALY



(c) tageszeitung.it



„Attention:  
camera trap“  
Chiemgau Alps

GERMANY



(c) deutscher-jagdblog.de

# Nudging example

Arrows point to trash bins



(c) tarifold.com

Influencer  
Magdalena Kalus  
*youareanadventurestory*

GERMANY



(c) Instagram: youareanadventurestory



Influencer  
Michael Vitzthum  
*#bergsportisnomotorsport*

GERMANY



**Michael Vitzthum**  
19 October at 19:00 · 🌐

[#bergsportisnomotorsport](#)

TANNHEIMER HERBSTTANZ

Es ist ein schönes Ritual, der Herbstaustausflug zum Klettern ins Tannheimer Tal. Die Felsen dort sind bestens erreichbar mit Öffis, am Bahnhof Reutte wartet schon der Bus nach Nesselwängle, es geht stündlich von früh bis spät. Da bleibt genug Zeit zum Austoben, schliesslich soll es ja nicht nur ein wunderbarer Klettertag werden, sondern auch ein möglichst klimafreundlicher. Wir haben da inzwischen schon Ansprüche an unsere Touren... See more

103      19 comments 2 shares

Like      Comment      Share

(c) Facebook: Michael Vitzthum

Radio moderator  
Georg Bayerle

GERMANY



(c) Bayern 2

Link:

<https://www.br.de/radio/bayern2/sendungen/bayern2-extra/brfex-muell-muellberge-102.html>



Comedien  
Harry G

GERMANY



Link:  
<https://www.youtube.com/watch?v=IC5abdVc9EA>