



WORKSHOP

Working Group “*Joint Communication & Environmental Education*”

4th and 5th of June 2009
Bourg d’Oisans - France

PROGRAMME

The Working group “Communication” of the ALPARC network was established in 1998 and realised several tools (travelling exhibition, general and thematic leaflets, etc). In 2004, this working group turned into the partnership of an Interreg IIIB Project: ALPENCOM.

This project of the Alpine Space Programme was implemented from January 2005 until February 2008, and offered the possibility to strengthen the work of the network in the field of communication: definition of a Corporate identity (communication strategy), creation of the first Corporate design for the common communication, and realisation of some first common tools (ViViAlp, Website, Postcards, another travelling exhibition...).

The last meeting of the working group was held in Sand in Taufers/I in June 2008. The group decided to meet once a year.

The objectives of this Working group meeting are:

- 1 - to go one with some current activities and tools (ViViAlp, Communication tools, etc)
- 2 - to organise the next steps and activities in the field of common communication (further tools or actions needed) and especially to define the common **multivision project** proposed at the last meeting in 2008.
- 3 - to enable staff in charge of communication and staff in charge of education from different protected areas to meet and know each other.
- 4 - to prepare the **workshop project about Environmental education in 2010**



Arrival of first participants on Wednesday evening: common dinner possible at 19:00 in the "Gîte Val de Meije", Le Vert, Bourg d'Oisans (+33 (0)4 76 80 03 62)

Thursday, 4th of June 2009: Day 1 / Joint Communication activities

From 9:00 to 10:00: visit of the visitor centre (Maison du Parc) possible for the participants already on place.

9:30	Arrival of the other participants & Coffee	
10:00	Start of the workshop Presentation of the participants going round the table (current but also new members of the working group) Presentation of the objectives of the meeting	Welcome by Guido Plassmann Participants Marie Stoeckel
10:30	ViViAlp - The Virtual Visit of the Alps - First occasion for the partners to know the new responsible of the tool. - Feedback by the partners who have a station - Evaluation of the tool: evaluation proposal by S. Morel, to gather information about enhancement, bugs, other problems. - Further interested protected areas? - Planning of an update? - Communication strategy for the ViViAlp?	Stéphane Morel, new responsible for the ViViAlp (Task Force Protected Areas) and Marie Stoeckel <i>Demonstration of the ViViAlp station if some participants don't know it yet.</i> www.alparc.org/resources/virtual-visit-vivialp
11:30	Common communication strategy and tools - New tools necessary? - Spreading of our communication tools, including exhibitions. - Involvement of further protected areas (in ViViAlp, in the working group, for some tools like postcards, etc...)	ALPARC
12:30	Lunch buffet with local products from the Oisans valley, served by the Association for the Promotion of Agriculture in Oisans	Invitation by Les Ecrins National Park
14:00	Multivision show in the visitor centre of Les Ecrins Viewing of the multivision.	Presentation of Les Ecrins multivision by Claude Dautrey and Pascal Saulay. PNE (Les Ecrins National Park)
14:30	Multivision project: Definition of our project, tasks and timetable, possible partners, financing possibilities, content proposals, etc.	PNE and ALPARC
15:30	WEB tools: Discussion about the website in development, as a future central tool for the cooperation within the network. (INTERNET/EXTRANET) Feedback and assessment of the actual website by the group, enhancement proposal, further functions.	ALPARC
16:00	Time dedicated to information about other projects proposals and new co-operations by the protected areas. So far, already some proposals:	Participants

	<ul style="list-style-type: none"> - Triglav National Park (Jurij Dobravec): project CANDLE (<i>awareness-raising concerning light-pollution</i>) - ... <p>Other proposals by the participants are welcome!</p>	
16:30	End of the first workshop day and common excursion organised by Les Ecrins National Park, to the "La Croix du Carrelet" from the Villard Notre-Dame	PNE
19:00	Common dinner and evening in the village of Allemont, by Angelo Fontana, mountain guide : Table d'hôte "La Maison du Guide"	Invitation by Les Ecrins National Park 10 minutes away from Bourg d'Oisans.

Friday, 5th of June 2009: Day 2 / Environmental Education & Awareness Raising

8:30	<p>Conclusion of the first part of the workshop (part Communication): decisions summary, next steps, timetable.</p> <p><i>In parallel, arrival of the rest of the participants (Environmental education, REEMA)</i></p>	ALPARC
9:00	<p>Environmental education and awareness raising in Alpine Protected Areas</p> <ul style="list-style-type: none"> - If necessary, presentation of the participants going round the table - Mountain Environmental Education, a new topic for ALPARC - Short presentation of the REEMA (Alpine Network for Mountain Environmental Education - http://reema.fr) - Presentation of the Programme Phenoclim and call for contribution - Presentation of the work done until now within ALPARC: "<i>Collection of best practices and experiences in environmental education in alpine protected areas</i>" - Definition of the group's objectives and expectations (kind of cooperation, exchange of experiences, etc) 	<p>Marie Stoeckel</p> <p>Isabelle Roux, REEMA</p> <p>Floriane Macian, CREA</p> <p>Marie Stoeckel and Azzurra Scuderi</p> <p>All participants</p>
10:00	<p>Workshop project for 2010</p> <ul style="list-style-type: none"> - Presentation of the project: first technical meeting of the staff in charge of education in alpine protected areas. 	Marie Stoeckel and Isabelle Roux
10.30	Coffee break	
11:00	<p>Workshop project for 2010 in Switzerland</p> <ul style="list-style-type: none"> - Definition of the project (workshop on education in mountain) - Proposals by the group. Definition of content and objectives. - Proposals and possibilities offered by the Swiss National Park, which will host the meeting. - Timetable 	All participants and Swiss National Park
12:00	Conclusion: validation of the decisions and next steps to implement. Next meeting?	All participants
12.30	Lunch buffet with local products from the Oisans valley, served by the Association for the Promotion of Agriculture in Oisans	Invitation by Les Ecrins National Park

>> REEMA meeting in the afternoon in the same place

Meeting place: meeting room in the House of the National Park Les Ecrins (Maison du Parc) in Bourg d'Oisans (follow the road signs 'Maison du Parc"):

Maison du Parc - Rue Gambetta - F-38520 LE BOURG D'OISANS

Tel : 0033 (0)476 80 00 51

Email : ecrins.oisans@espaces-naturels.fr



Target group: members of the existing Communication Working group (including ALPENCOM partners) and all interested persons responsible for **communication or education** in the alpine protected areas.

Number of participants is limited to max. 25.

Languages: no simultaneous translation (working group). The meeting will mainly be led in English but the staff of the Task Force (French, German, Italian and English spoken) will be at the disposal of the participants to translate when necessary. The participants can express themselves in German, Italian or French if necessary. *We apologize we are currently not able to provide any support for Slovenian translation, thank you for your understanding.*

Registration: the participants have to send the registration form back to ALPARC. Car-sharing possibilities are available by contacting the organisation.

Costs: Travel and accommodation are in charge of the participants. (Please book your accommodation by yourself. Practical information are provided by the organisation.)

IMPORTANT: the participants are invited to **bring some communication and/or pedagogical material** from their Park to present and share with the other participants.

Thanks to Les Ecrins National Park, which is hosting our meeting. www.les-ecrins-parc-national.fr

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