



GreenNet Conference Grad, Slovenia, 11th September 2013

European Green Belt Initiative – Example for cross border cooperation

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EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



GreenNet Evening Reception on the Occasion of 10 years European Green Belt Initiative
Berlin Wall Memorial, 15th May 2013



Historical background: The Iron Curtain divided Europe until 1989





Green Belt Europe – beginning of the Initiative

1970s: **Ecological value** of the areas along the Iron Curtain became obvious

1989: BUND initiates the **Green Belt Germany**

Early 1990ies: Activities for a **Fennoscandian Green Belt** and **Balkan Green Belt**

2002: First idea of a “Green Belt Europe”

2003: Conference “Perspectives of the Green Belt” in Bonn (Germany) organised by BfN

2004: First **Pan-European Green Belt Conference** “Connecting Europe’s Biodiversity” in national park Fertő-Hanság (Hungary) organised by IUCN and BfN



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Green Belt Europe – beginning of the Initiative



Former structure of the European Green Belt Initiative



Fennoscandian Green Belt

National Focal Points

Association of
Zapovedniks
and National
parks of
North-West
Russia

until 2010:
IUCN
The World Conservation Union

Central European Green Belt

National Focal Points

BUND
FRIENDS OF THE EARTH GERMANY

Balkan Green Belt

National Focal Points

euRONATUR





2005-2007

Aims:

- To establish a **common geo-database** as a professional basis for conservation and development of the European Green Belt (information was provided by the 23 participating states)
- Drafting a proposal for activities for the conservation and development of the Green Belt

Sources/GIS-Information:

- Corine Land Cover 2000
- Natura 2000 data sheets (when available)
- World Database on Protected Areas
- National and regional databases and inventories
- Other contributions from GB partners
- Satellite images (Image 2000)





Interreg IIIB-Project Green Belt

April 2006 - May 2008



„Green Belt – protection and valorisation of the longest habitat system in Europe”

Eight participating countries:

Germany, Czech Republic, Austria, Slovakia, Hungary, Slovenia

Non-EU Countries

Croatia and Bulgaria

Lead Partner:

Association for Rural Development in Thuringia



INTERREG IIIB CADSES

CADSES: **C**entral European, **A**driatic, **D**anubian, **S**outh-Eastern **E**uropean **S**pace





Interreg IIB-Project Green Belt

Public Relation



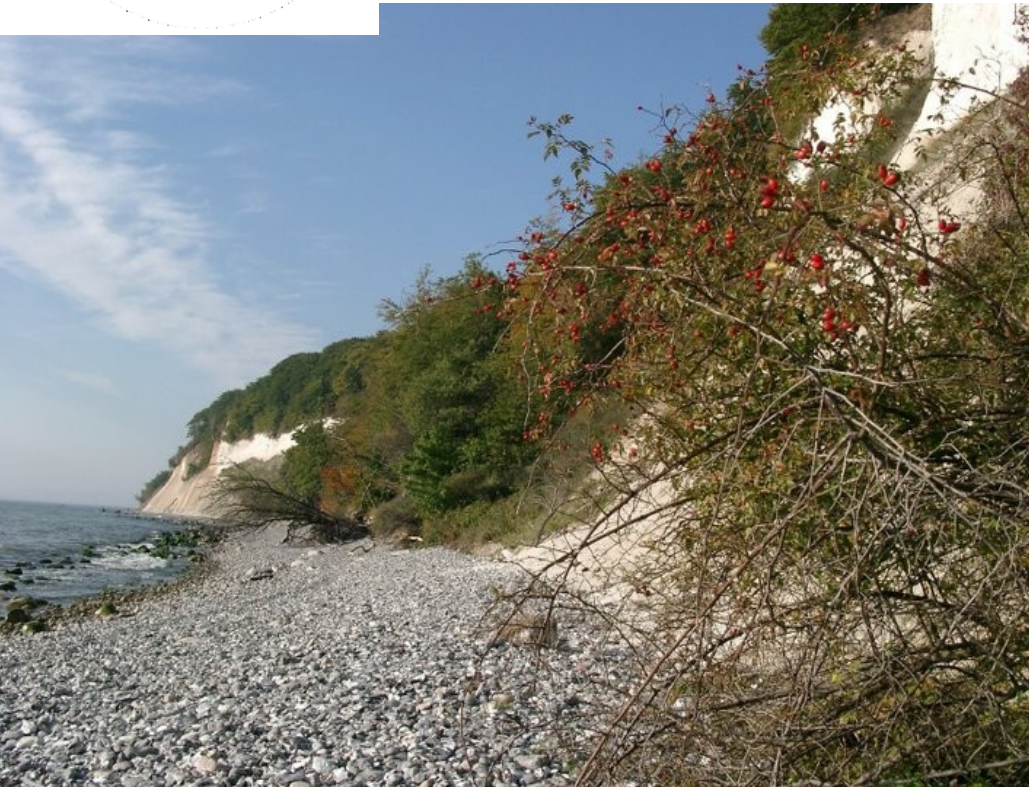
Multilingual Mobile Exhibition,
Flyers and Homepage:
www.greenbelteurope.eu





INTERREG IV B-Project „Baltic Green Belt“

January 2009 – January 2012



22 partners from 7 countries
(13 partners and 9 associated partners)
from Germany, Poland, Russia,
Lithuania, Latvia, Estonia and Sweden
(Coalition Clean Baltic)

Lead Partner:
University Kiel

www.balticgreenbelt.net





Interreg IV B-Project "GreenNet"

April 2011 – March 2014



22 Project partners (thereof 11 associated partners)

6 participating countries:
Czech Republic, Germany, Austria, Slovakia, Slovenia and Italy

Lead Partner:
Thüringer Landgesellschaft (ThLG)/
Association for Rural Development Thuringia



www.greennet-project.eu





**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



greennet



Development of trans-boundary and voluntary **strategies for the management of not (sufficiently) protected areas** in 6 pilot regions with a high ecological value to save and develop the ecological network and memorial landscape Green Belt

Research- and Development- (R+D-) Project
„Advancing the European Green Belt Initiative“



european
greenbelt

September 2011 - August 2014

Main aims:

New concepts for sustainable over-all coordination

Long-term maintenance of coordination activities - develop and assess various and appropriate organisational models

Development of **suitable financial support** concepts

Development of sustainable internal and external **communication**

Exchange: Conferences, Working group meetings



europa
greenbelt

R+D-Project „Advancing the European Green Belt Initiative“

6th Pan-European Green Belt Conference, 28.-30.06.2012 Mavrovo National Park



europa
NATUR





Conclusions Mavrovo Conference:

Strengthen **political commitment** – countries along the European Green Belt to be asked to sign a joint **Declaration of Intent**

Initiative to take on a more formalised shape – to explore options **to establish an association and/ or a foundation**

Funding for long-term coordination needs to be secured

To enhance efforts on **PR and assess communication** needs

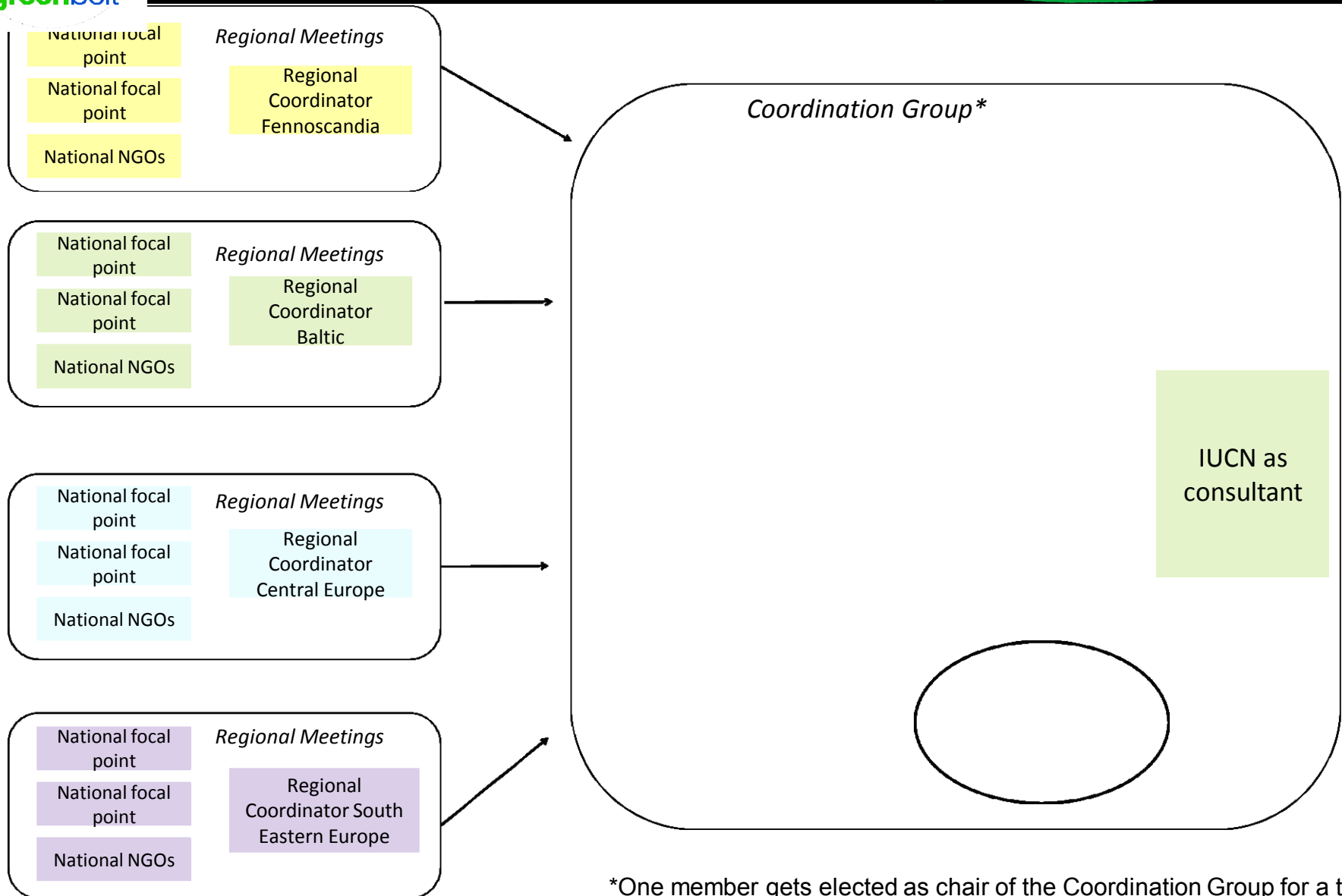


R+D-Project Advancing the European Green Belt Initiative

New structure of the European Green Belt Initiative



*in accordance with UNSCR 1244 and opinion of ICJ.

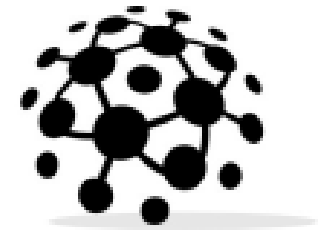


*One member gets elected as chair of the Coordination Group for a term of two years



Feasibility Study

regarding the implementation and use of opportunities and consequences / effects of different tools of the "Web 1.0 and 2.0" for the establishment of a sustainable "Internal and public oriented communication structure" of the Initiative Green Belt Europe



International Institute
for Sustainability Management





2 Parts:

Internal Survey / Interviews

90 contacted members of the Initiative Green Belt Europe **20 people participated** in; 2 face-to-face-interviews and 18 telephone interviews (10 up to 60 minutes).

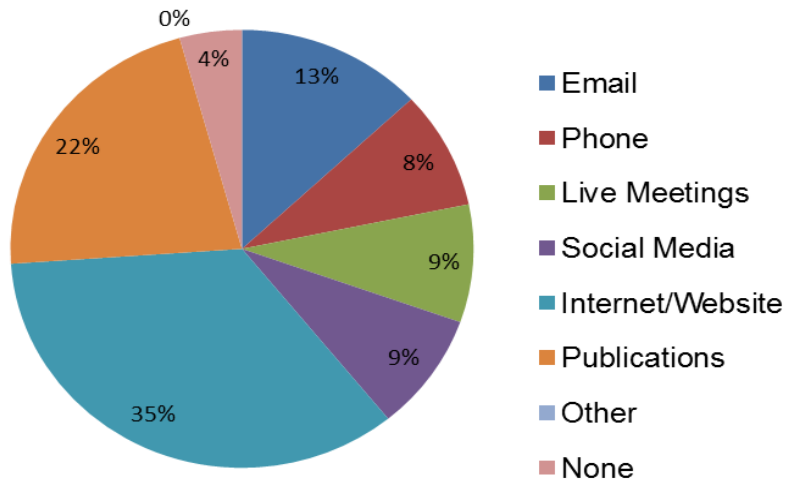
External Survey / Interviews

480 contacted persons; **20** persons from **each of the 24 member countries** of the Initiative Green Belt Europe, the study **involved 168 persons**, each country with different levels of participation percentage.

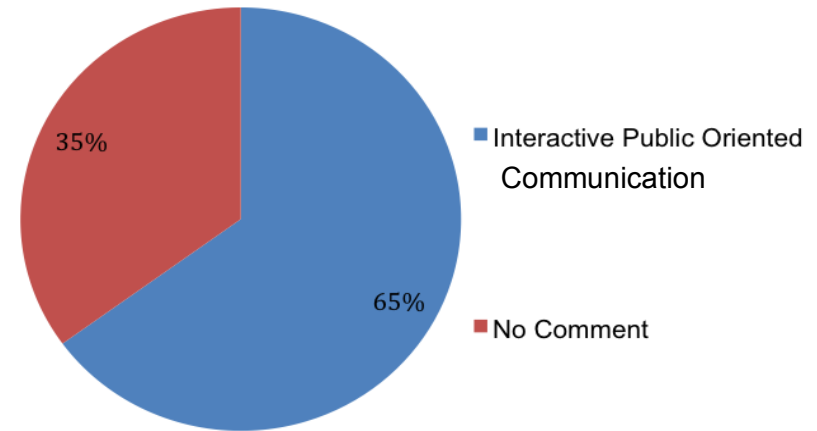


R+D-Project „Advancing the European Green Belt Initiative“ Communication – Feasibility Study, Internal Survey

Current public oriented communication channels



Suggestion for optimization public oriented communication channels



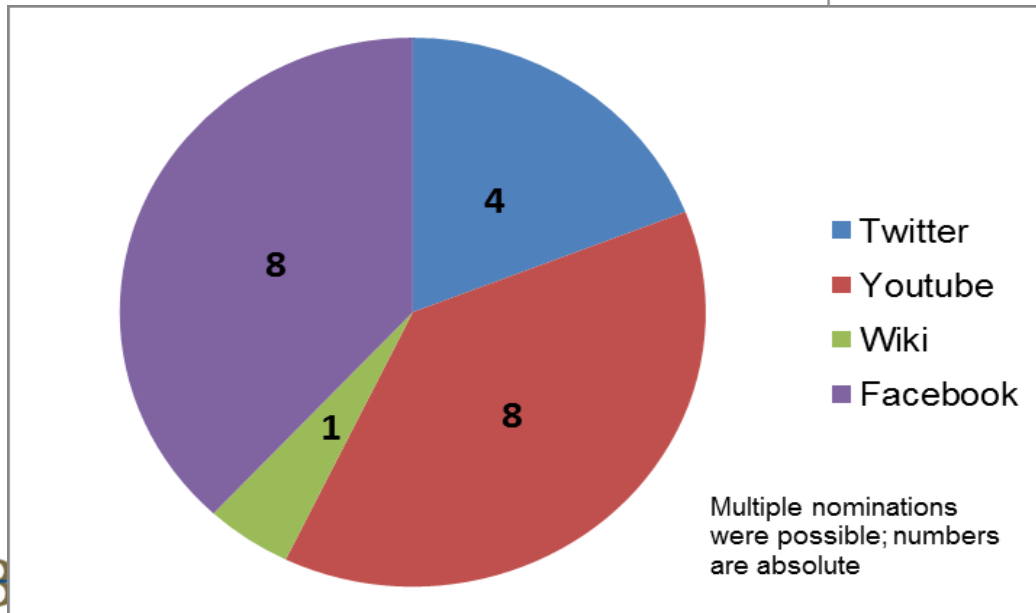
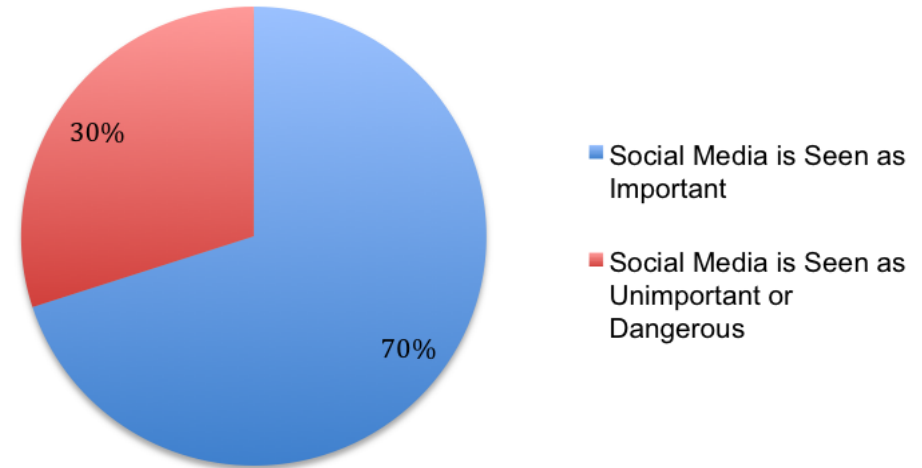
Some notable **suggestions** include:

- Publishing a video of the Green Belt Europe, including interviews.
- Building strong relationships with more actors, such as national parks.
- Generating international interest by initiating global Internet campaigns.
- Holding local events relating to the Initiative Green Belt Europe.



R+D-Project „Advancing the European Green Belt Initiative“ Communication – Feasibility Study, Internal Survey

Assessment of importance of Social Media tools for public oriented communication

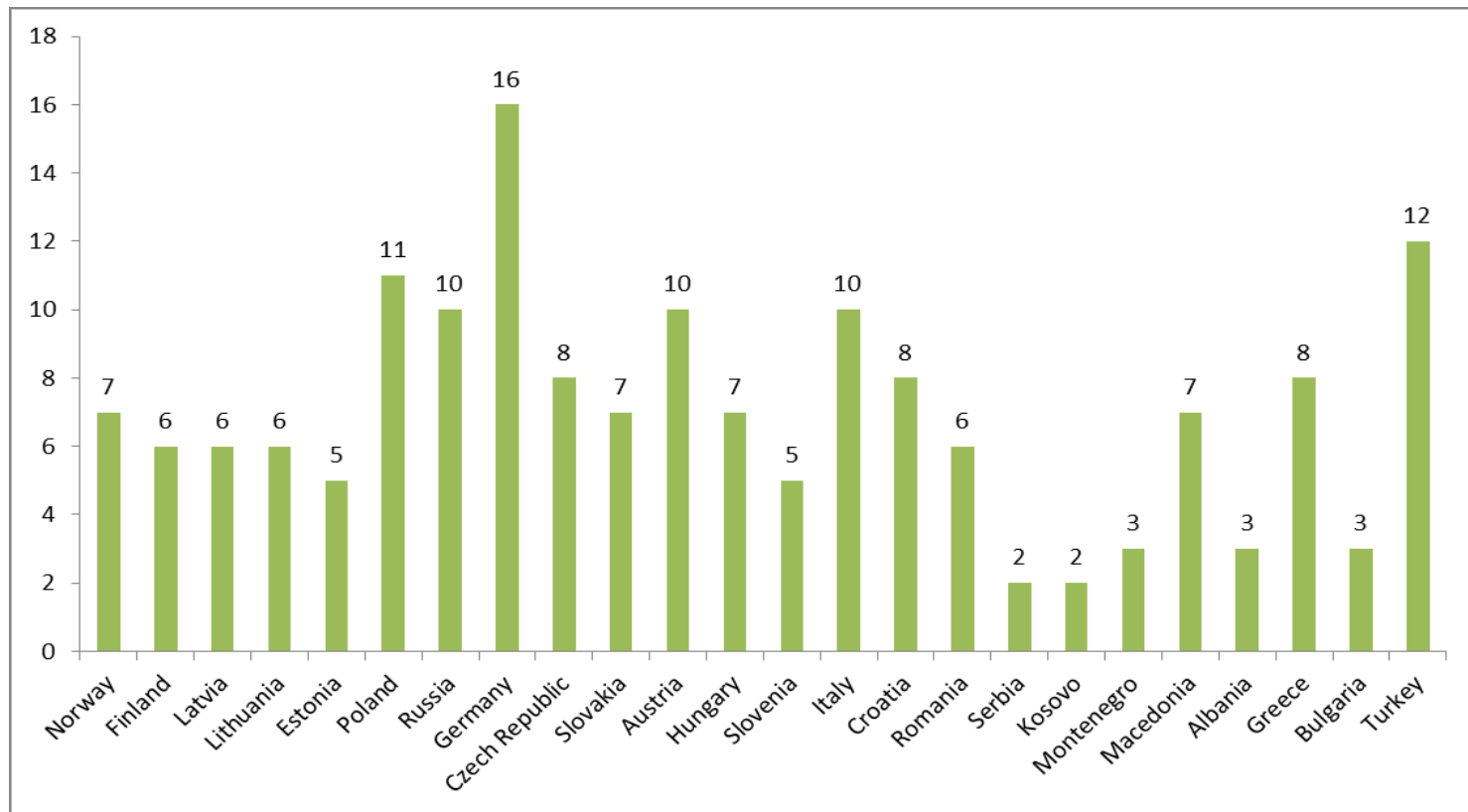


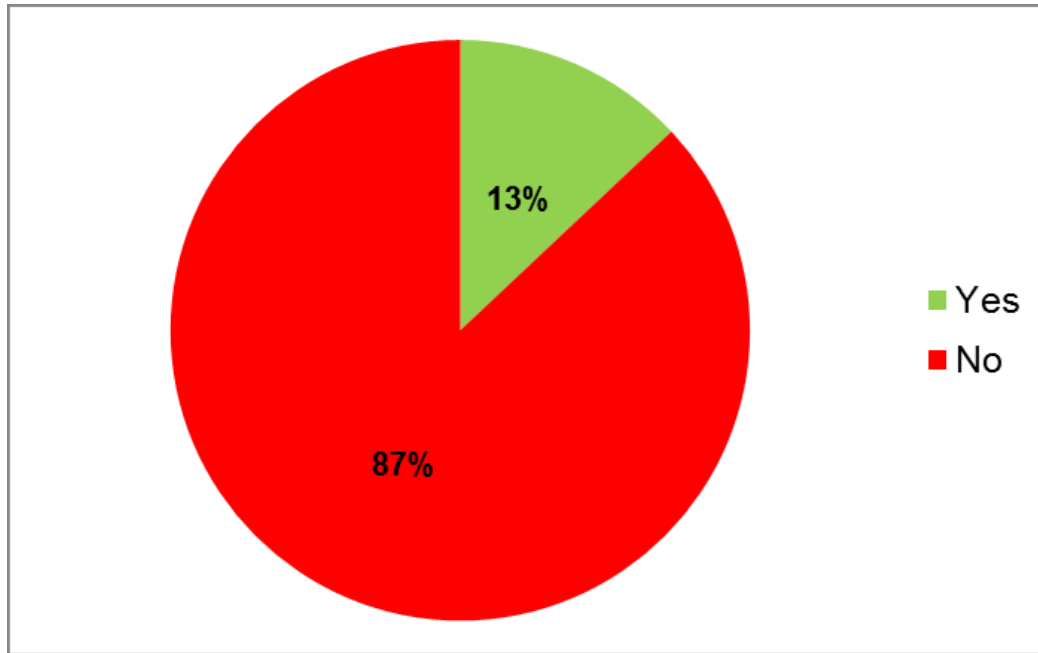
Social Media preference with absolute numerical value

~~INTERNATIONAL~~



Distribution of external interviews respondents according to their home country with absolute numerical value





Green Belt Europe awareness, result of the external interviews

It was noticed that Macedonians, Russians, Germans, Austrians and Latvians were informed about the Green Belt Europe.



Key proposals from the internal and external interview respondents **for the optimization for the internal communication and the public oriented communication**

1	Establish coordination efforts and a formal structure to enhance internal communication in Green Belt Europe (e.g. a dedicated team).
2	Increase overall awareness of Green Belt Europe.
3	Improve content on the Green Belt Europe website.
4	Enhance interactive communication using Web 2.0 tools.



R+D-Project „Advancing the European Green Belt Initiative“ Communication – Feasibility Study, Proposals/Future Steps

Focus on

Leaflet (external communication) → will be printed soon

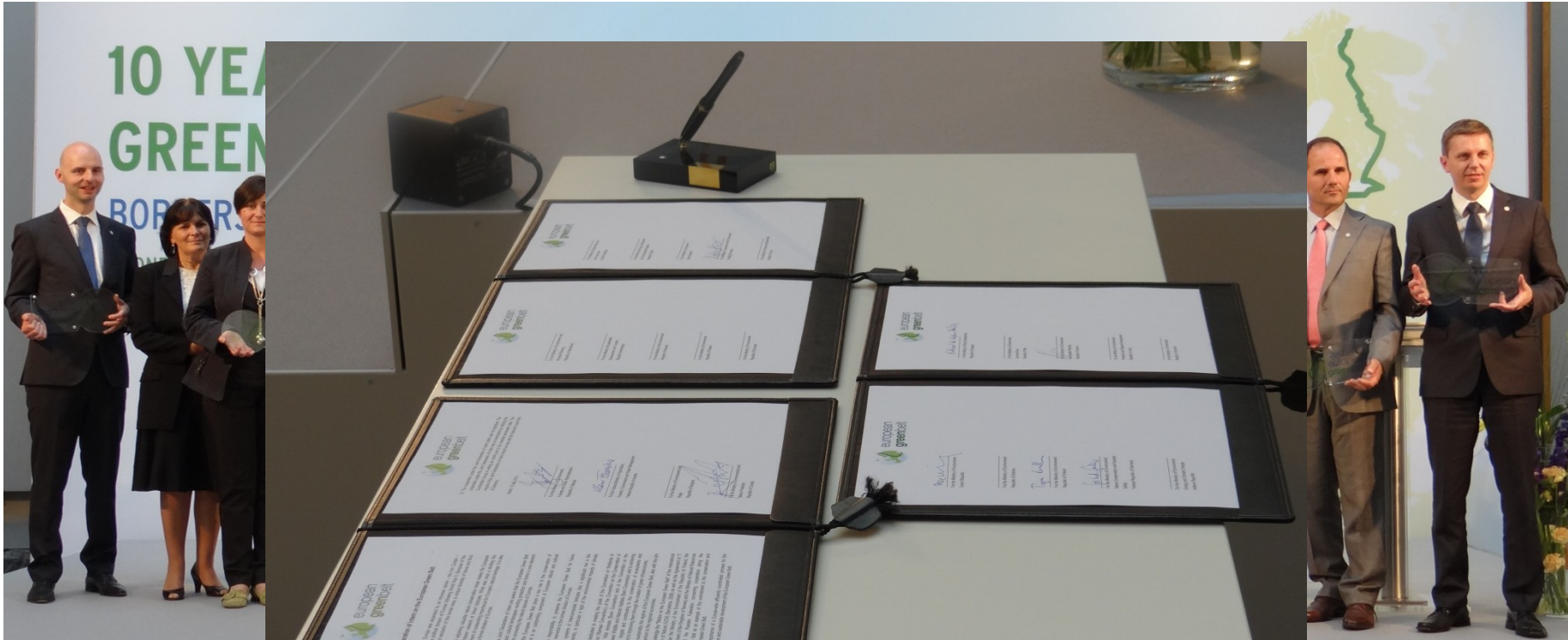
Website (external communication) → „work in progress“

Also enhance internal communication (via web 1.0, web 2.0, face-to-face)



„10 years European Green Belt Initiative“ Political commitment

Jubilee event on 15th May 2013, German Ministry of Environment in Berlin
Green Belt Awards & Declaration of Intent





R+D-Project „Advancing the European Green Belt Initiative“ 7th Pan-European Green Belt Conference 16th May 2013, Berlin



Experiences in the Korean Demilitarized Zone (DMZ)

Dr. Jae-Kyong Chun

Head of Research Center, Korea Legislation Research Institute

Hwang Eun-ju

Director, National Nature Trust (in Korea)



Borders separate. Nature united



Further information

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