



Cooperation initiative of the ALPARC network for awareness raising of outdoor participants to take greater responsibility in Alpine protected areas and beyond.

CHARTER OF COOPERATION

*LET'S ENCOURAGE TO TAKE RESPONSIBILITY.
TOGETHER.*

Preamble

For several years, nature sports have been booming all over the Alps. This trend also affects remote and protected areas. The number as well as the spatial and temporal extent of participation to nature sports have increased significantly in recent years. Activities have diversified due to economic and societal changes (e.g. trail running practice, increasing number of high-performance competitions) and new technologies (e.g. e-MTBs, freeride skis, hiking and camping equipment), and continue to do so. For the future, experts expect further growth in nature sports and in general nature-based leisure activities (hereafter **OUTDOOR ACTIVITIES**).

This evolution significantly increases human presence in natural areas and therefore raises the pressure on biodiversity and ecosystems inside and outside protected areas. Outdoor activities cause wildlife disturbance, which is particularly critical in winter or during breeding season when species are the most sensitive.

For more than 20 years, numerous protected areas, wildlife managers, environmental organizations, Alpine clubs and national governments across the Alps have been using information and awareness-raising tools

to reduce the impact of outdoor activities on Alpine fauna, mainly during winter. Some of them can be qualified as larger communication campaigns regarding their geographical scope of action (Switzerland, Germany, Vorarlberg). Unfortunately, those initiatives do not cover all potentially vulnerable natural areas. Regional and local actions are very often disconnected from other initiatives, which results in fragmentation of tools and messages even inside a single country. Finally, there are still some Alpine States where very little information is available for outdoor participants.

Throughout the Alpine context, some members of the ALPARC network have shown their interest and will to implement a common approach regarding communication and exchanges, towards a better efficiency of local and regional existing actions aimed at raising participants' awareness and responsibility. The "Be Part of the Mountain" initiative (BPM) is the direct expression of the desire of members and partner organisations defined hereafter to communicate together towards outdoor participants, to cooperate and to exchange to reduce negative impacts from outdoor activities. .

Article 1: Definitions

Outdoor activities: This initiative involves all nature sports (and recreational outdoor activities) being practiced during all seasons and in all Alpine and mountain environments, whether in individual, group or sport competition. This initiative is specifically designed to anticipate the emergence of new activities. The initiative wants to further carry on messages that will affect and change behaviours in outdoor participants relationship with nature on general basis.

Scope of action: The initiative concerns all outdoor activities practiced in the Alpine protected areas, and further includes the whole Alpine region (perimeter of the Alpine Convention). In the future, it could extend to other mountain areas undergoing similar issues in Europe.

Members: Can pretend to BPM member statute, public or private non-profit organizations operating in the fields of knowledge, management and protection of nature, or outdoor activities, education and sustainable development in the Alps: protected area managements, other protected areas or wildlife management associations, environmental organizations, public authorities, Alpine clubs, sport federations or other multipliers. The member statute can be lost if the organization is no longer involved in the above quoted fields. The terms of membership are defined below (art. 5).

Partners: May become partners of the initiative public authorities, private sector companies or foundations operating in the field of nature sports or the environment, if they recognize themselves in the vision and objectives of the BPM initiative and have a real desire to contribute. The partner statute is by nature limited in time and will be subject to regular renewal proceedings. The terms of partnership are defined below (art. 6.).

Article 2: Common vision

BPM initiative relies on the following common vision regarding human-nature relationship in Alpine areas:

Man is part of the Alpine environment. We are convinced that Alpine natural areas give numerous advantages for health and people's well-being. However, they need to be preserved in order to maintain their ecological and social related values, today and for future generations.

Therefore, outdoor participants in the Alps should be aware of nature and wildlife's vulnerability and needs and behave in a responsible way to protect them. Many impacts are caused by a lack of knowledge rather than by a negative intent. We believe that by informing, educating and inspiring outdoor participants, we can protect Alpine nature without diminishing the benefits provided by outdoor activities' practice. We believe that by pooling our knowledge and resources, we can go farther in terms of awareness raising and promotion of behavioral change. Coexistence of outdoor activities with nature and particularly wildlife will thus be improved.

Article 3: Objectives

In order to protect Alpine biodiversity, and particularly wildlife from negative impacts of outdoor activities, BPM aims at

- contributing to behavioral change of outdoor participants by raising awareness regarding ecology,
- supporting existing national and regional initiatives and achieving a greater visibility of the issue and possible solutions, without creating competition between those initiatives,
- promoting the transnational exchange and transfer of knowledge, tools and methods between Alpine countries and elsewhere,
- improving the cooperation between nature protection and outdoor activities related stakeholders.

Article 4: Missions

To jointly raise awareness and empower outdoor participants and stakeholders, for protecting Alpine biodiversity, especially wildlife.

- To inform, raise awareness and educate outdoor participants regarding their activities,
- To develop and use common methods and tools for communication and education,
- To exchange knowledge, experience and tools,
- To develop and implement common information and communication actions through new partnerships.

Article 5: Terms of accession to membership

This article specifies the involvement that member organizations are committing to by signing this charter.

By signing this charter, the member organization officially becomes a member of the BPM initiative. The member organization identifies itself with the common vision (art.2) and commits itself to promoting the charter objectives (art.3) and missions (art.4) in its own awareness raising, education, and empowerment actions, as well as participatory processes. In particular, the member organisation commits itself to:

- Initiating or continuing a program of awareness raising, cooperation or empowerment on outdoor activities within its own scope of action (to the extent of its means),
- Making use of and promote BPM's goals, messages and tools in its communication and mediation activities, in particular its graphic identity in accordance with the conditions of use (see annex),
- Sharing its knowledge, methods and tools within the BPM (by making adaptation possible where appropriate),
- Actively contributing to the development of common tools and their dissemination,
- Actively participating in the exchanges and the evolution of the BPM initiative (bilateral exchanges, phone meetings, workshops, steering group), including an annual review meeting of all the activities carried out,
- Producing a short annual report to visualize all the actions that have been carried out under the BPM initiative (to be transmitted to the initiative's operational unit),
- Authorizing the use of its logo on the BPM website to show its support for the initiative (to be sent to the initiative's organizer with the signature),
- Using BPM tools only for awareness-raising, education, cooperation or empowerment activities on nature sports.

The quality of member organization can be lost if the latter obviously does not respect these commitments. The members of the association ALPARC (Alpine network of protected areas) are not automatically members of the BPM initiative.

Article 6: Partnerships

This article specifies the conditions under which organizations can become partner of the BPM initiative.

By signing a partnership agreement, a public authority, a private organization, a company or a foundation becomes an official partner organization of the BPM Initiative. The partner recognizes itself in the common vision (art 2) of BPM. It commits itself to contributing to the objectives (art 3) the mission (art 4) and actions of the initiative, and to supporting them with appropriate means. The partnership is by nature limited in time and is subject to regular renewal. The terms of the partnership and support will be defined by a partner agreement with the initiative's coordination. The number of private partners over a given period of time is limited.

Article 7: Coordination, resources and time

The animation and the coordination of the actions of the BPM initiative will be ensured by ALPARC (the network's operational unit). The framework may evolve in the future, depending on the steering group decisions (see below).

To guide future development and coordination actions, the initiative has a steering group composed of member organizations' representatives. The steering group will reflect the diversity of actors, including linguistic representation, and the different protected area statuses. An annual meeting of all members will be held on the Alpine scale, in addition to regular telephone exchanges and regionalized working meetings (as appropriate). This annual meeting will be the opportunity to present the overall results of the actions carried out under the initiative by all members and to propose a forward-looking approach for the future.

The coordination of the initiative will produce an annual review of all activities carried out by the BPM initiative and its members.

The collected funds management, if any, the respect of the commitments and term of use of the BPM tools control, the animation of the initiative by members and partners, as well as the detailed conditions of the partnerships will be defined within internal regulations, elaborated by the steering group of the initiative and validated by the members.

This cooperation charter has an unlimited lifetime. Members may terminate its commitment to the charter at any time by sending a written letter to the initiative's coordinator.

Organization name _____

Address/Country _____

Legal representative _____

Contact person _____

Email (contact person) _____

By signing this charter, the above-mentioned organization declares to recognize itself in the common vision of the “Be Part of the Mountain” initiative (art. 2). It commits itself to actively promoting the BPM objectives (art. 3) and missions (art. 4) in its own actions of awareness raising, consultation and empowerment. It engages itself to respect all the above-mentioned commitments (art. 5), allowing the implementation of the BPM objectives. By doing so, it officially becomes a member of the “Be Part of the Mountain” initiative.

Date and location

Signature and stamp

Annex:

Terms of use of the graphic identity (logotype) and slogan of the “Be Part of the Mountain” initiative

1. Definitions

Hereafter the LOGOS are the 7 logos of the "Be Part of the Mountain" initiative (BPM), the current versions of which are available in the presentation document available at the following link: www.bepartofthemountain.org (in the “pro” section).

The NAME (hereafter also the SLOGAN) of the initiative is "Be Part of the Mountain" (upper and lower-case letters must be considered). The CHARTER is the charter of the BPM initiative. The SIGNATORY is the signatory of the BPM initiative charter, that is to say the member organization.

2. Grant of License

ALPARC - the Alpine Network of Protected Areas grants the CHARTER SIGNATORY a non-exclusive, royalty free license to use the LOGOS and the NAME in its actions of information, awareness, education, consultation and empowerment printed and digital media – relating to the following topics:

- Wildlife disturbance;
- Outdoor activities impact on biodiversity and natural areas;
- Conflicts between outdoor activities and biodiversity in general (definitions provided in art. 1 of the CHARTER must be considered).

This license begins on the day of the signature of the charter and ends with the disengagement of the signatory of the CHARTER. The conditions of paragraphs 3 and 4 remain valid after the disengagement of the SIGNATORY.

3. Terms of use

The SIGNATORY complies with the following terms of use for LOGOS and SLOGAN:

- To use LOGOS and SLOGANS only for awareness-raising, education, cooperation or empowerment of outdoor participants, in accordance with the charter’s vision.
- To update about the evolution of LOGOS and related terms of use, and to use on its own responsibility, only the current versions of LOGOS.
- The license granted by this document is in no case assignable to a third person, company or organization.
- Within the scope of his license of use, the SIGNATORY may allow the use of the LOGOS and SLOGAN to local multipliers (organizations, companies, communities and associations of the territory) if the use occurs within the framework of awareness and empowerment actions or partnerships with the SIGNATORY
- To use LOGOS or SLOGAN only in accordance with the values of the initiative.
- Not to use other logos, icons or names that could create confusion with the LOGOS or SLOGAN.
- Do not attempt to register or deposit LOGOS, SLOGAN or other similar names, phrases or keywords in a country.

4. Rules and advice for the use of the graphic identity

In the use of the LOGOS and SLOGAN, the SIGNATORY considers the following rules and usage tips. Any use or modification of LOGOS that deviates from these provisions must be examined and validated beforehand by ALPARC.

Graphic charter and modifications of LOGOS

- Use LOGOS only in their provided versions. No graphic changes (color, shape, layout) of LOGOS or textual modification of SLOGAN is allowed.
- To create a graphic universe around LOGOS, it is strongly recommended to rely on the color codes of the different LOGOS of the presentation document (link above) as well as on the original font: DaxlinePro (free of charge font)
- Use blue versions of LOGOS (#1 and #2) for winter sports (snow).
- Use the green versions of LOGOS (#3 and #4) for summer sports (off-snow).
- Use black and white versions (#5, #6, and #7) for suitable cases: dark or light background, black-and-white documents or prints, photo overlay, and so on.

Minimum size of LOGOS (print media)

- The minimum size of the chosen LOGO is 2.5 cm wide (and 2.5 cm high for the size of the square background). This equates to a 12-point font size of the original DaxlinePro (free of charge font).

Using LOGOS with other logos

- It is possible to use LOGOS together with other logos if the BPM initiative is added to a local or regional initiative whose logo(s) has/have a very good recognition among target audiences.
- In this case, the size of the LOGO may be smaller than the logo's size of the regional or local initiative, but it must not be smaller than the other logos used (organizations, financiers, etc.) and must respect the minimum size indicated above.

Adding a baseline (if desired)

- If necessary, the use of a baseline (signature below the chosen LOGO) which enables to adapt the LOGOS to different thematic, linguistic or cultural contexts is possible.
- The recommended font for baselines is the LOGO's one: DaxlinePro (free of charge font)
- The baseline font size must be smaller than the font size of the LOGO itself.
- The baseline color should reflect the colors present in the selected LOGO version. The color codes are in the presentation document (link above).

5. Provision of files

The SIGNATORY of the charter will receive from ALPARC, after receipt of the signed charter (condition and terms of use included in the appendix), a download link to the LOGOS files in different graphic formats.