

EAI Seminar Series



**EUROPARC**  
**Atlantic Isles**

Conservation Without Frontiers

*EUROPARC Atlantic Isles, Section of the EUROPARC Federation embracing the four countries of the United Kingdom, the Republic of Ireland and Iceland*

EUROPARC Atlantic Isles  
in partnership with Eurosite  
warmly invite you to another highly topical seminar:

## *The Uses of Apps in Protected Landscapes*

Rose Bowl, Leeds Metropolitan University, Civic Quarter, Leeds, LS1 3HE  
Thursday 21st March 2013

### ***What's the seminar about?***

With the advent of smart phones and web technology a new set of possibilities has opened up for people to engage with protected landscapes through the use of *Apps*. It has also opened up new ways for protected landscapes to provide services to visitors, to carry out their own work and even for fundraising.

This seminar will share interesting and innovative examples of the use of *Apps* from across the protected landscape family in fields such as tourism, environmental education, digital payback and biodiversity monitoring. It will involve *Apps* developers and new media specialists to explain what is possible now and in the future.

### ***How will I benefit from the seminar?***

We hope that your knowledge of this subject will have been enhanced through the sharing of expertise from across the UK and mainland Europe; a greater understanding of the possibilities afforded by *Apps* and new media; networking opportunities with your counterparts from the Atlantic Isles region, as well as *Apps* developers, academics and tourism specialists.

EAI is very grateful for the continued support of CCW and SNH for our work programme, of which this seminar is part



### ***Who should attend?***

Staff from national parks, AONBs and other protected landscapes with an interest in the use of new technology in tourism, environmental education and heritage interpretation, digital payback, citizen science and biodiversity monitoring; tourism practitioners; Apps developers.

### ***Where and when is the seminar taking place?***

The seminar takes place at the Rosebowl Conference Centre of Leeds Metropolitan University, central Leeds on Thursday 21<sup>st</sup> March.

Further details at: [http://www.leedsmet.ac.uk/conferencing/index\\_rose-bowl.htm](http://www.leedsmet.ac.uk/conferencing/index_rose-bowl.htm)

### ***To book***

For details of how to register and participation fees please see separate registration form.

EUROPARC Atlantic Isles is delighted that the EUROPARC Federation and Eurosite are creating one new network organisation.



## PROGRAMME

09:00 Registration, tea, coffee and networking

10:00 Introduction and welcome, purpose of the day  
*Peter Ogden, EAI Board Member & Director, CPRW*  
*Richard Blackman, Development Adviser*

### Session 1 - Plenary

#### 10:15 Practical uses of apps and new media for protected landscapes.

*(Introductory presentations to provide an overview of the topic)*

10:15-10:45 Park – touristic/ visitor / hiking use, **Karen Griffiths**, Yorkshire Dales National Park

10:45-11:15 Park – digital payback, **Anneleen Mengels**, Nationaal Park Hoge Kempen, Belgium

11:15 Break for coffee

11:30-12:00 Park – interpretation / environmental education use. **Jan Wildefeld**, EUROPARC Deutschland

12:00-12:30 Digital Conservation – biodiversity monitoring / Citizen Science, **Dr Paul Jepson** – Oxford University

12:30 Lunch and networking

### Session 2 - Workshops

#### 13:30 Exploring what's possible

*Workshop 1* Tourism, use of video and social media including Facebook / Twitter, **Richard Hammond**, greentraveller.co.uk,

*Workshop 2* Heritage and Interpretation Apps, **Dan Boys**, Audiotrails

*Workshop 3* Biodiversity monitoring, Case study on EpiCollect, **Dr David Aanensen**, Imperial College, London

14:45 Break for coffee

### Session 3 - Plenary

15:15 Workshop reports and questions / answers

15:45 Summary of the day by our Rapporteur with questions / answers

16:15 Close

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