



New Media in Environmental Education

Examples of use in protected areas

Nationale
Naturlandschaften





Jan Wildefeld

Head of Youth and Media at EUROPARC Germany
Responsible for the Junior Ranger programme

Structure of this presentation

1. Short Introduction to EUROPARC Germany
2. Structure of the Junior Ranger programme
3. Why do we use (new) media?
4. Examples of use





1. Short introduction to EUROPARC Germany



EUROPARC Germany

Member of a big family

Nationale
Naturlandschaften



Welcome to the
EUROPARC Federation
The voice of Europe's protected areas

[Home](#) | [Who we are](#) | [What we do](#) | [What's on](#) | [Join us](#) | [Library](#) | [Conference 2012](#)



EUROPARC
Atlantic Isles



EUROPARC
ČESKÁ REPUBLIKA



EUROPARC
SECTION FRANCAISE



EUROPARC
SEZIONE ITALIANA





EUROPARC

DEUTSCHLAND

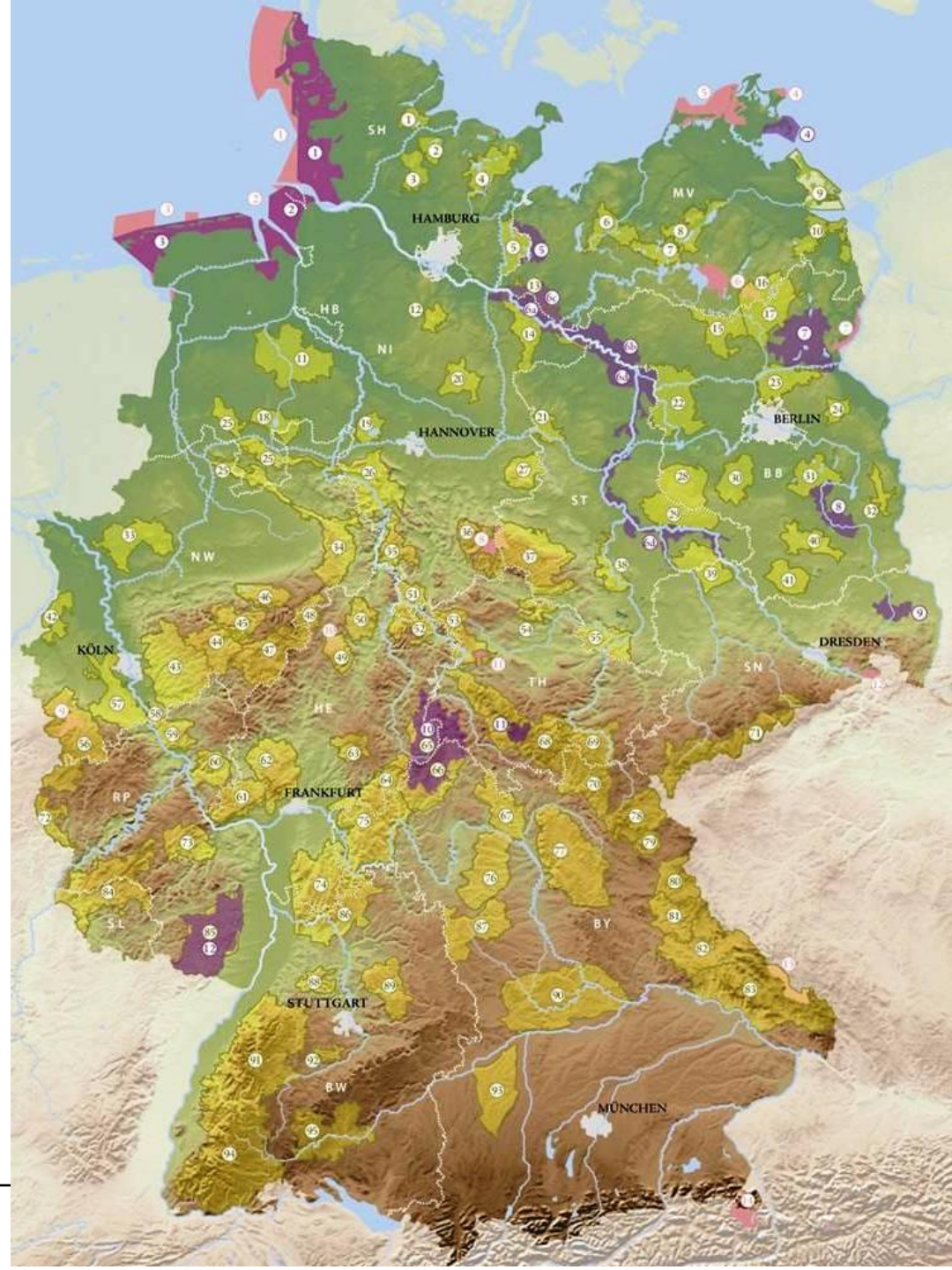
Members:

Founded in 1991

Type of Organization: Registered Charitable Organization, Umbrella Organization

Office in Berlin: 14 Employees in different projects, different Working Groups

Members: 68 (*Protected Areas and NGO's*)

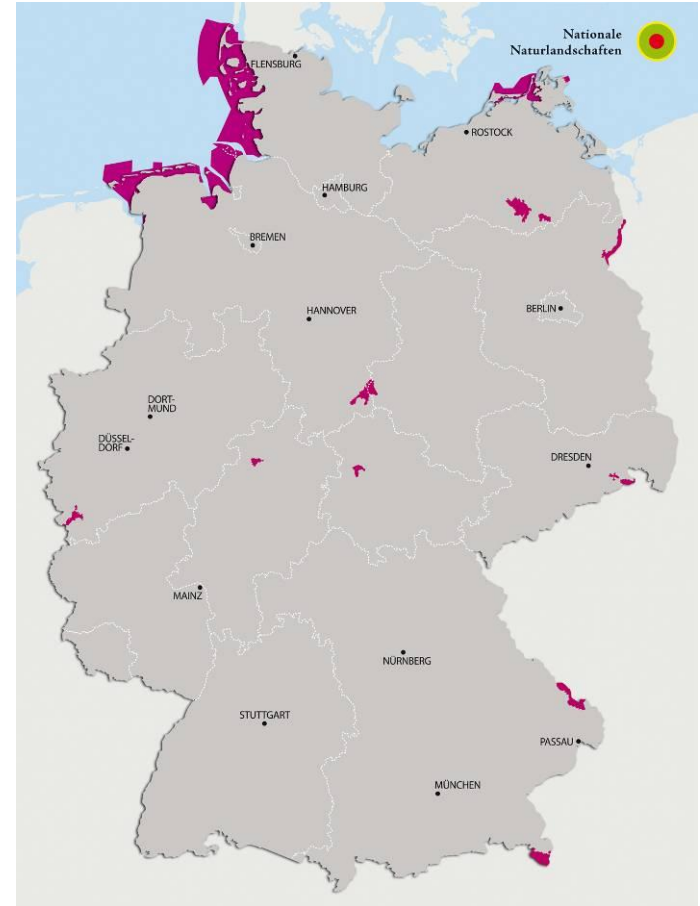




National Parks

Amount:	14
Area:	962.051 ha (terr. & mar.)
Percentage of Germany:	0,54 % (terr.)

© EUROPARC Deutschland
Quelle: Bundesamt für Naturschutz





Biosphere Reserves

Amount:	16
Area:	1.873.911 ha (terr. & mar.)
Percentage of Germany:	3,4 % (terr.)

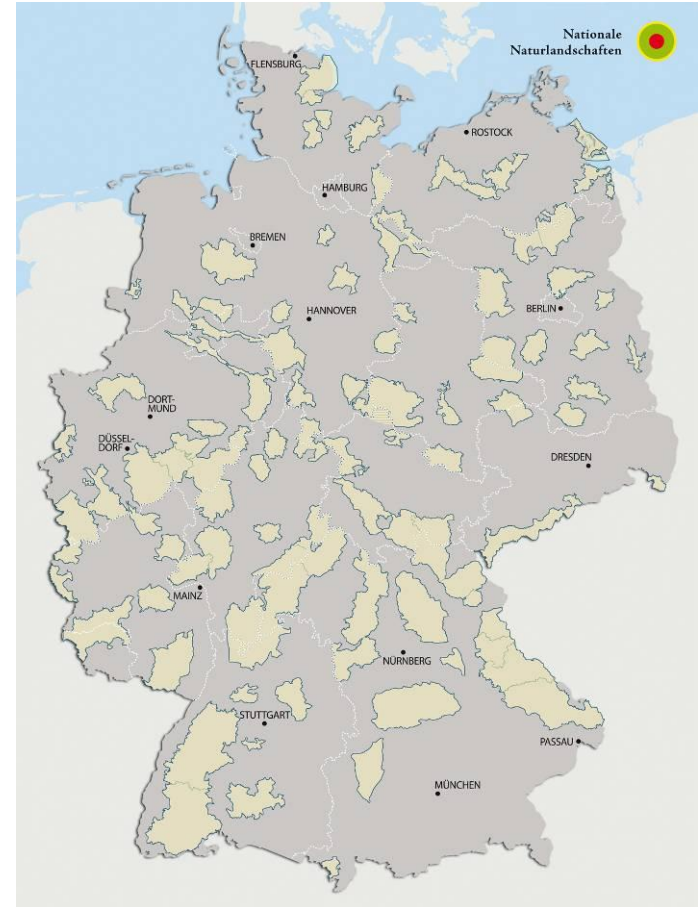
© EUROPARC Deutschland
Quelle: Bundesamt für Naturschutz





Nature Parks

Amount:	103
Area:	9.1 Mio. ha (terr. & mar.)
Percentage of Germany:	25.5 % (terr.)



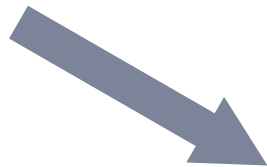
© EUROPARC Deutschland
Quelle: Bundesamt für Naturschutz



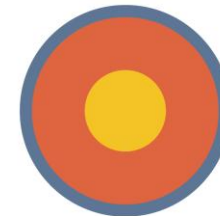
A unified appearance / brand for the large protected areas in germany

Nature Parks

National Parks



**Nationale
Naturlandschaften**



Biosphere Reserves

A scenic autumn landscape. In the foreground, a large, light-colored rock formation slopes down from the left. To the right, a dense forest of trees with vibrant autumn foliage in shades of yellow, orange, and red covers a hillside. In the background, a calm body of water is visible, reflecting the soft light. The sky is bright and hazy. The overall atmosphere is peaceful and natural.

Our Headline is the Nature



The Way to Nature

bring it to
the Point





Nature has a New Name

Nationale
Naturlandschaften





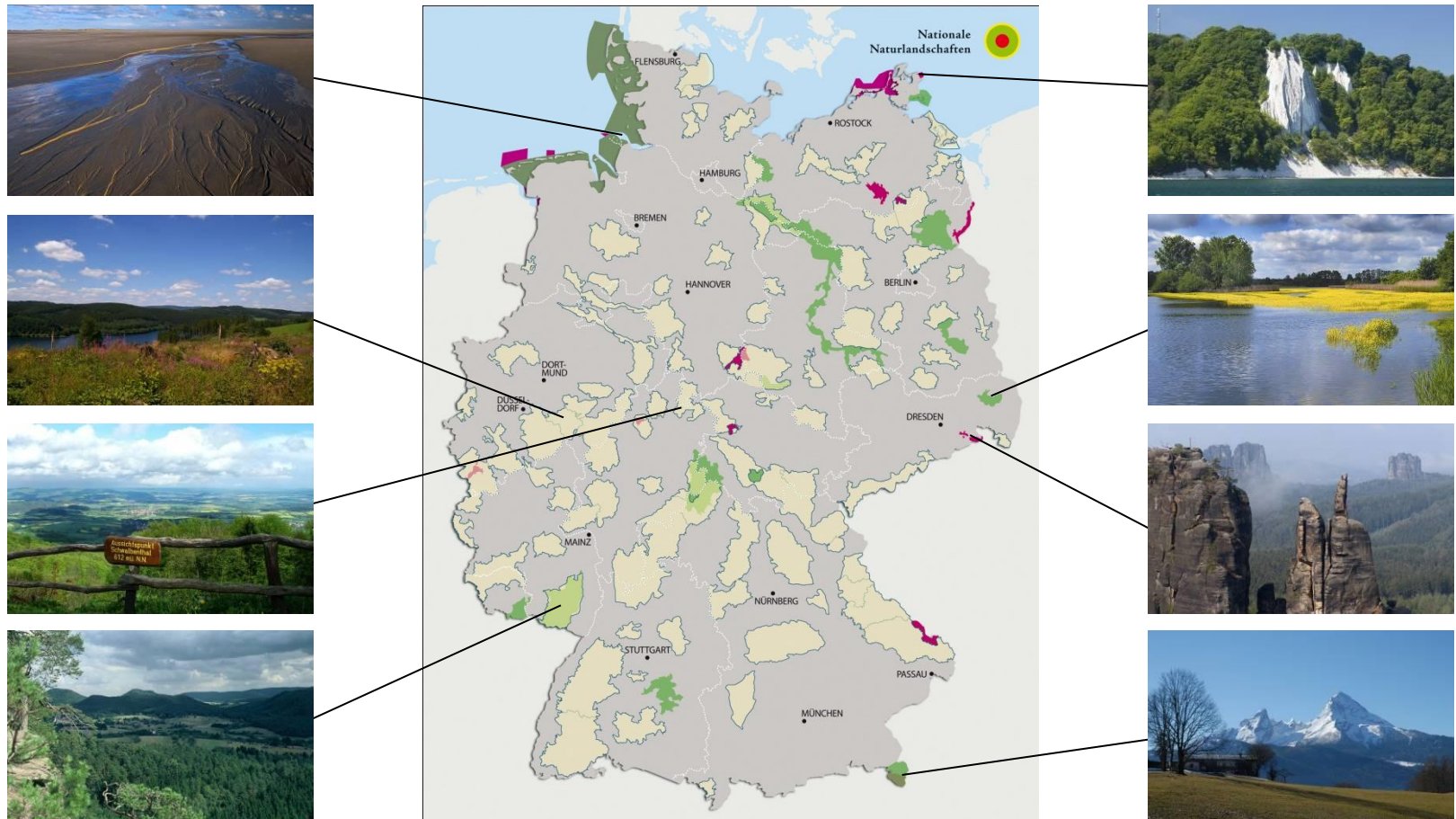
Naturpark
Eichsfeld-Hainich-Werratal







Diversity in the „Nationalen Naturlandschaften“



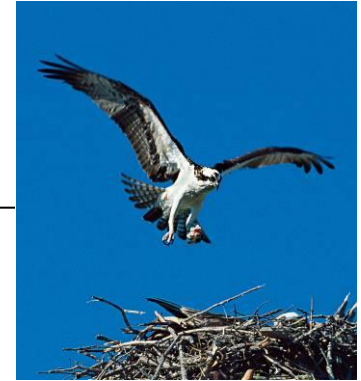
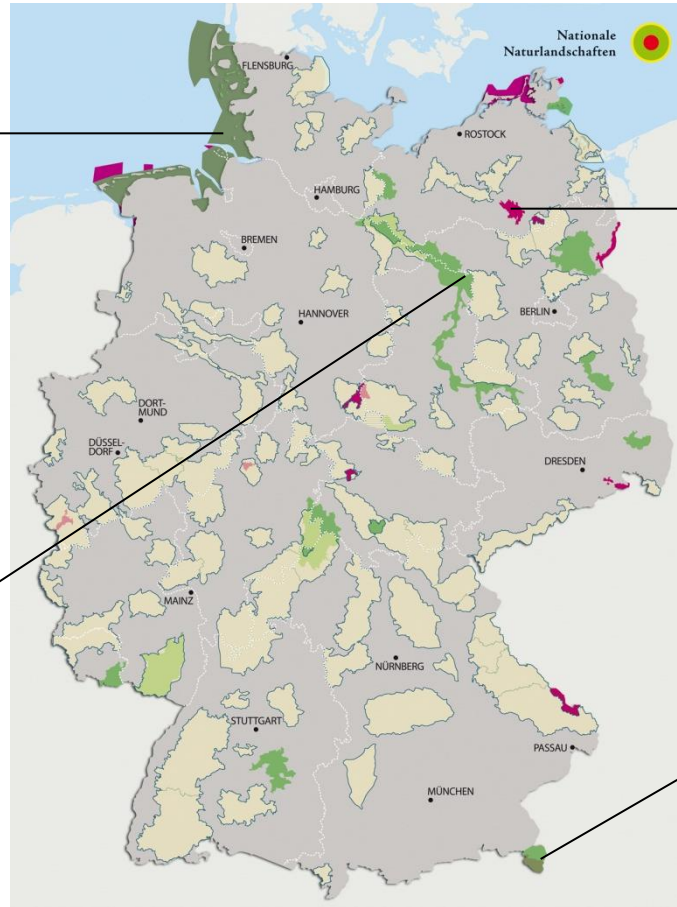


Hotspots of Biodiversity



Seal

firebellied toad



Seahawk

Alpine ibex

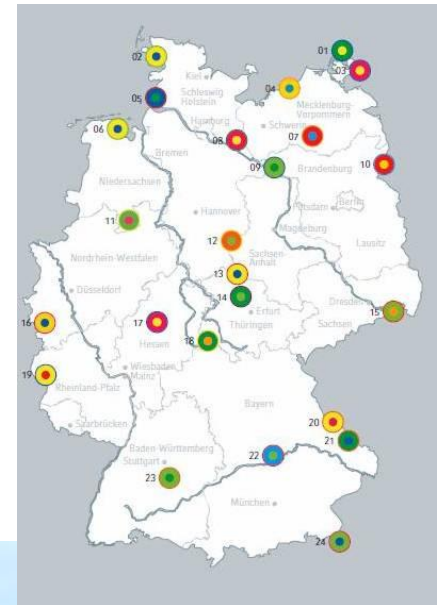


Project: Internship for the Environment

COMMERZBANK 

Spread the word
about the
Open-Air-Semester!

The "Internship for the environment" sponsored by Commerzbank and the National Natural Landscapes brings a breath of fresh air to the studies of the participants.





Programme: Volunteers in Parks

Ehrensache Natur

Nationale
Naturlandschaften



- Ehrensache Natur – Freiwillige in Parks (*Matter of Honor Nature* – *Vollunteers in Parks*), a network for civil engagement in parks
- 2.800 volunteers in 44 parks,
- Grundvig-Programme,
- European Volunteer Service



VOLUNTEER MANAGEMENT: A WEALTH OF EXPERIENCE AND IDEAS

“Volunteers in Parks” are welcome!

