

Promotion of joint communication activities

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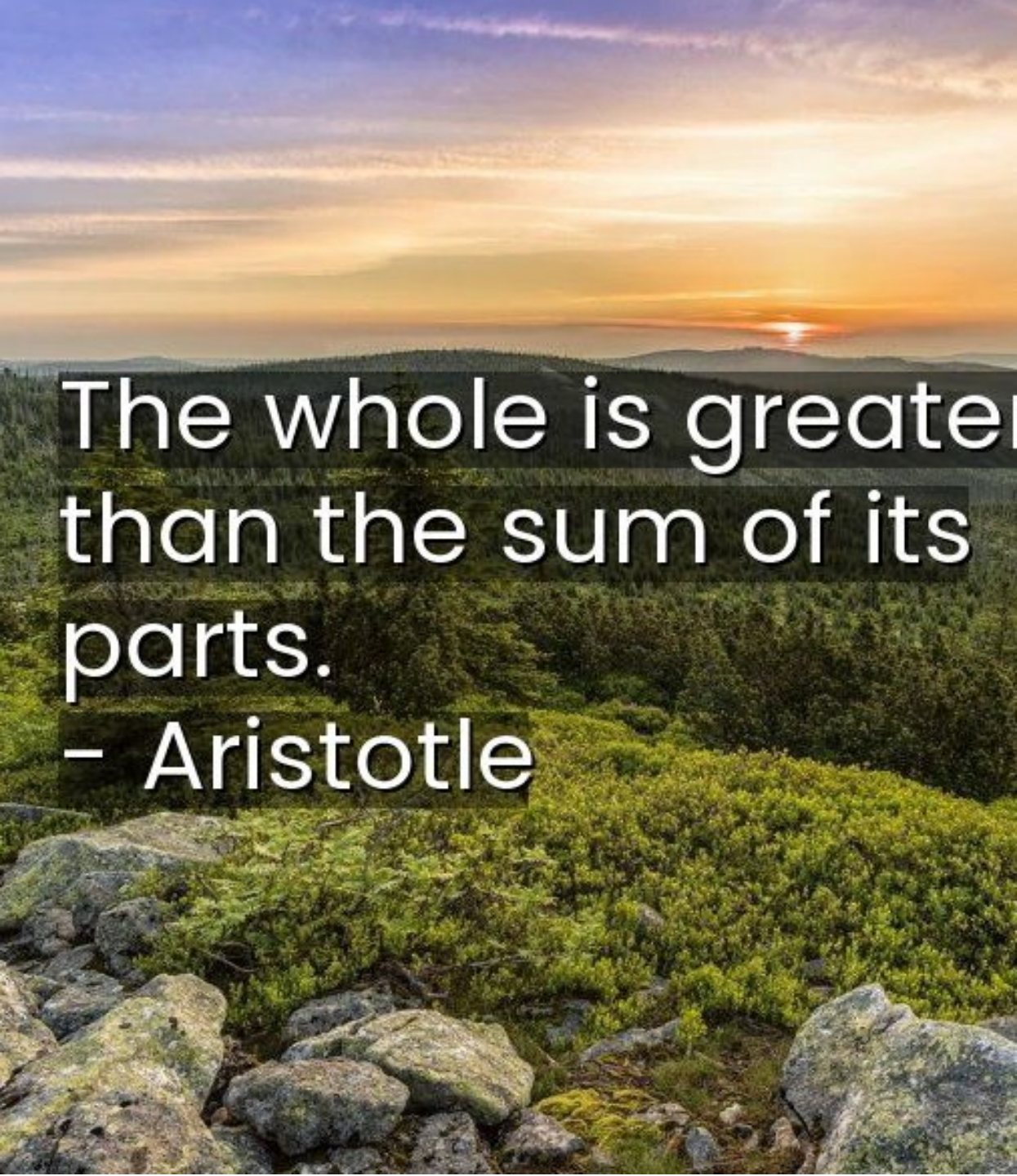
Overview

- European Green Belt Days
- Model Municipality Award
- European Green Belt Website
- Newsletter & News
- Social media
- Trademark
- Look into the future



Joint vision

The European Green Belt, our shared natural heritage along the line of the former Iron Curtain is to be conserved and restored, to function as an ecological network connecting high-value natural and cultural landscapes whilst respecting the economic, social and cultural needs of local communities.



The whole is greater
than the sum of its
parts.
– Aristotle

Joint communication

Bridging over 12,500 km of
physical distance



European Green Belt Days



- Each year from 18 - 24 September
- Over 55 celebrations since foundation of European Green Belt Association (EGBA) in 2014
- 2024: 10 celebrations funded through the EGBA + BESTbelt celebrations
- Joint communication: kickoff meeting, Facebook #EGBDays 2024 + promotional videos
- Each year, grants to organize celebrations are available through the EGBA, but integration into projects needed!



Model Municipalities of the European Green Belt

- Since 2015, the EGBA awards max. 1 model municipality each year
- The award is assigned to municipalities with outstanding commitment for the European Green Belt.
- The award does not imply any financial support.
- Suggest an active (through your regional coordinator) and committed municipality for the award



14/11/2023

The mountainous village of Stregna in Italy is model municipality of the Central European Green Belt 2023

A small and scattered mountainous community on the Italian-Slovenian border distinguished itself along the European Green Belt territory through an enduring vision and commitment to environmental protection, sustainable development, and the preservation of centuries-old traditions.

[More](#)

European Green Belt Website

<https://www.europeangreenbelt.org/>



- Re-Launch in 2018
- Main information hub about the European Green Belt and the Initiative
- Short description of European Green Belt regions
- Information about projects like BESTbelt
- News section to share relevant successes and events

Newsletter & News

- The EGBA Newsletter is sent 3 - 4 times a year to share what has happened along the European Green Belt
- Takes up news which are posted regularly

Please share your news with us!



Newsletter has nearly 600 subscribers

News



19/09/2024

The European Green Belt Days 2024 have started!

The European Green Belt Days, celebrated annually from 18-24 September, highlight the region's commitment to peace, nature conservation, and transboundary cooperation. Stretching 12,000 km across Europe, the European Green Belt Initiative unites diverse cultures and landscapes, fostering environmental awareness and collaboration.

[More](#)



19/08/2024

Friendship across borders! New European Green Belt border marker inaugurated at Alter Loibl Pass in Austria

A special European Green Belt border marker was inaugurated in Austria on 10 August 2024 by the Austrian League for Nature Conservation and the municipalities of

Social media



- No joint European Green Belt channel existent at the moment
- Posts by partners on their own social media channels
- EuroNatur posts for some occasions like European Green Belt Days 2024 for video promotion
- Use #s for joint promotion, like #EGB, #BESTbelt, etc.

Trademark

- Partners of the European Green Belt network have to sign the Trademark
- Usage regulated through agreement
- Trademark and logo as common visual identity for members of the European Green Belt Initiative



european
greenbelt

The look into the future

- Development of a joint communication strategy, visual identity etc. (Programme of Work 2025-2026 of the European Green Belt Association)
- Speak with one voice and share a one joint appearance to increase outreach of the EGB community



Many thanks!

For questions, please feel free to contact me!

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