



MONUMENTAL

The Green Belt on the way to a National Nature Monument –
BUND Thuringia's campaign for local acceptance

Borders separate – Nature divides. The Green Belt



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NATIONAL NATURE MONUMENTS

BNATSCHG 2009, § 24 Abs. 4:

„National Nature Monuments are legally binding areas, that are of extraordinary importance because of

scientific, natural-historical or historico-cultural reasons

and

because of their rarity, originality or beauty.

At least one criterium of 1 and one criterium of 2 have to coincide.

National Nature Monuments have to be protected like nature conservation areas.“



NATIONAL NATURE MONUMENTS

PROTECTED AREA CATEGORIES IUCN

National Nature Monuments in Germany are orientated at category III of protected areas of the International Union for Conservation of Nature:

Natural Monument or Feature



NATIONAL NATURE MONUMENTS

„We will declare the Green Belt Thuringia as National Nature Monument“

(Coalition Treaty of the governing parties Die Linke, SPD, Bündnis90/ Die Grünen after the elections for the Thuringian Landtag in 2014)

The intention:

the federal parliament declares the complete Green Belt Thuringia from the border line to the military road as National Nature Monument by law

763 km, ca. 6.800 ha



THE CAMPAIGN

THE GREEN BELT ON THE WAY TO A NATIONAL NATURE MONUMENT



Aims

- To inform on the National Nature Monument
- To win supporters and multipliers
- To present the special values of the Green Belt as natural and cultural heritage
- To show the vulnerability and worthiness of protection
- To arouse curiosity for the search of traces in the landscape

- To make people estimate the value of a National Nature Monument as
award for a special region



TARGET GROUPS

Residents and municipalities	The members of the Thuringian Parliament	Visitors and tourists
Addressing the personal relation to nature and history	Applying for responsibility for man and nature	Emphasizing the characteristics of nature in the Green Belt
Informing about potential advantages	Showing the potential for regional added value	Presenting the history along the Green Belt
Winning multipliers and cooperators, Integrating locals in events and projects	Informing about reasons and potentials for protecting the Green Belt	Showing the attractiveness of the former border regions



CORE MESSAGES



- The Green Belt is monumental and worth protection as part of the longest habitat network from Scandinavia to the Black Sea along the former Iron Curtain,
- It connects history and nature and is identity-establishing
- It is heading for the first large National Nature Monument because of its extraordinary nature and history



ELEMENTS OF THE CAMPAIGN

- Corporate design
- Website
- Information stand
- Post cards
- Image film
- Facebook performance
- 763 Kilometres hike of the former border refugee, fotographer and adventurer Mario Goldstein, getting into contact with locals
- Multivision Show „Green Belt – From Death Strip to Lifeline





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Das Grüne Band auf dem Weg zum Nationalen Naturmonument
Thüringen macht den Anfang

SÜDHARZ



INFO STAND



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BUND
FRIENDS OF THE EARTH GERMANY

763 KM HIKE BY MARIO GOLDSTEIN



© GOLDSTEIN FOTOGRAFIE

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FROM DEATH STRIP TO LIFE LINE



Presentation of the show in all counties along the Green Belt

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POST CARDS



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FACEBOOK PERFORMANCE

The screenshot shows the Facebook interface for the page 'MONUMENTAL'. The page name is 'Auf dem Weg zum Nationalen Naturmonument' with the handle '@Gruenes.Band.Thuering en'. The cover photo features a white flower with a yellow center in a field of green grass. The page has a rating of 4.9 from 14 people. The navigation menu on the left includes 'Startseite', 'Info', 'Fotos', 'Veranstaltungen', 'Bewertungen', 'Videos', and 'Beiträge'. The main content area shows a 'Create Post' section with options for 'Live', 'Veranstaltung', 'Angebot', and 'Job'. Below the post creation area, there are options for 'Foto/Video', 'Gefühl/Aktivität', and 'Ich bin hier'. The top navigation bar includes 'Seite', 'Postfach', 'Benachrichtig...', 'Insights', 'Beitragsoptio...', 'Promotions', 'Einstellungen', and 'Hilfe'.

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IMAGEFILM

NNM-Monumental-Teaser



BRUTAL

00:04



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Thank you for the attention

www.grünes-band-monumental.de

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