



WeWild Workshop n°2: Strategy, tools and campaigning

In the project WeWild, ALPARC aims at developing a joint Alps-wide communication strategy and several communication tools that shall help reduce the impact of snow sports on wildlife in the Alps. Over the last months and based on the first WeWild workshop in Vorarlberg in March 2017, the ALPARC operational unit has developed a first draft of the joint communication strategy and has worked, together with communication experts, on the tools to be shared with the ALPARC network.

In order to present the work on the strategy and its tools, to gather feedback from the network, to elaborate a communication plan and to discuss how to develop further the WeWild initiative and partnership we are organizing the second WeWild workshop in the Ossola valleys (Piedmont, Italy) on the 19th and 20th of October 2017.

The workshop is co-organised by the [Aree protette dell'Ossola](#).

Programme

Wednesday, October 18

Arrival of participants (optional)

Thursday, October 19

9h00-9h30 Welcome and presentation of participants
9h30-11h00 **Session 1: Presentation of ongoing projects and exchange**
11h00-11h15 Coffee break
11h15-12h15 **Session 2: WeWild: Presentation of the communication strategy**

Lunch at the hotel

13h30-14h00 Thematic input
14h00-16h30 **WeWild: Presentation and discussion of the tools (draft versions)**
16h30 Field excursion to the nature park area

Common dinner in the nature park area

Friday, October 20

8h30-9h00 Morning round
9h00-10h30 **Session 3: WeWild campaigning winter 2017/2018**
10h30-10h45 Coffee break
10h45-11h45 **Session 4: WeWild strategies in individual countries and further work**
11h45-12h00 Conclusion

Light lunch at the hotel (optional)

Accommodation and workshop location

Albergo Edelweiss | N.ab Viceno 7, 28862 Crodo (Vb) | +39 3 246 187 91

<https://www.albergoedelweiss.com/dove-siamo>

Target group of the workshop

Members of our working group, protected area staff and other interested stakeholders from Italy and from across the Alps (e.g. Alpine clubs, environmental NGOs, regional governments)

Language

The working language will be **English**. The ALPARC team ensures translation when needed.

Field trip

Please do not forget to bring appropriate clothing and shoes.

Costs

No participation fee for network members. Lunch and dinner on Thursday and coffee breaks included. Travel and hotel costs and other meals have to be paid by the participants (hotel night 70 €/person including visitor's tax and breakfast for a single room, 50 €/person if shared double room).

Please register for your workshop using [this online form](#).

Registrations are open until October 6 2017.

For further information, please do not hesitate to contact us.

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The ALPARC network looks forward to seeing you in the Ossola valleys.

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Bundesministerium
für Umwelt, Naturschutz,
Bau und Reaktorsicherheit



Bundesamt
für Naturschutz