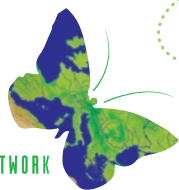


A Network for People and Nature



NETWORK

Landscape of the Year



- The Oder Delta
- The Lubusz Country
- The old Flanders
- The River Mæes
- Eifel-Ardennes
- Bohemian Forest
- Lake Constance
- Jura
- The Alps
- Lake Neusiedel
- The Danube-Delta

Landscapes of the Year -
Bridges in Europe.

Landscapes-of-the-Year Network

European Landscapes link up activities in the interest of sustainable regional development

Since 1989, International Friends of Nature has designated eleven Landscapes of the Year, all of which have certain things in common. Irrespective of their diverse topographies, which range from high and low mountain ranges, via river landscapes, lakes and estuaries to wooded areas and vast planes, all of them are border-crossing, most of the time structurally weak regions banking on gentle tourism.

The formal proclamation event, is the occasion on which the 'baton' is symbolically passed by the old to the new Landscape of the Year and the first direct link is forged between people from different regions.

Another link has now been forged by setting up an international network and laying the groundwork for continuous cooperation. International Friends of Nature and its national federations both support and form part of the network.



„Europe will only last, if its regions cooperate“





NETWORK

Landscape of the Year

„Bring the many facets of Europe’s diversity alive“

Objectives of the Network

- exchange experience among the regions
- identify similar problems and develop common strategies and solutions
- cooperate with other European actors in the field of sustainable development
- jointly position sustainable tourism products and offerings on the European market
- set up European regional partnerships in line with the spirit of European integration
- continually evaluate previous activities and developments while preparing the ground for future steps in the regions

The achievement of these objectives will be served by periodic meetings, by workshops devoted to core themes and instruments for joint PR work and marketing, including a website, appearances at the Hannover Reisepavillon, and publications.

A dynamic network

Europe is changing and expanding. The network, too, will be enlarged by future Landscapes of the Year and will generate a momentum of its own. As a result, the regions will be able to resort to a constantly growing wealth of experience and will be able to enhance their cooperation. Through the joint marketing of innovative regional products and offerings, the network will be able to make the many facets of Europe tangible for tourists.



„Common strategies and solutions
for similar problems“

Landscape of the Year

Crossing borders on the road to sustainable development

Every two years, a border-crossing, ecologically valuable region in Europe is selected by International Friends of Nature and designated Landscape of the Year. Starting from challenges faced by the region, the local population as well as all the regional stakeholders are involved in identifying promising perspectives of sustainable development and in the implementation of pertinent measures.

The Landscape-of-the-Year projects kick off long-term process that are shaped by the people in the regions concerned. Border-crossing sustainable development links up economic with social and ecological objectives, such as the preservation of natural and cultural landscapes, the generation of local sources of income and the promotion of sustainable tourism.

The Landscape-of-the-Year projects make Europe aware of the diversity of her regions and engenders awareness of Europe in the regions concerned..

„The diversity of Europe manifests itself in its landscapes and regions“



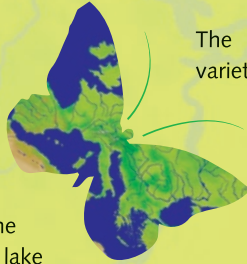
The logo of choice - a butterfly ...

Fragile, symbolic, lovely - the butterfly is the perfect hallmark for the Landscape of the Year

From coast to high mountains

Landscapes are highly diverse. This diversity is mirrored by the previous Landscapes of the Year: the vast plains of Lake Neusiedel/Seewinkel, the coastal region of the Oder delta, the rolling hills of the Bohemian Forest, the expanses of lake and riverside landscapes in the Lubusz Country, and the mountain ranges of the Alps or the Jura.

What all these different types of landscapes have in common is the occurrence of butterflies. An immense variety of butterfly species can be found on plains, in riverside meadows, in woods and high up in the Alpine regions. Many species, especially migrant butterflies, cover distances of up to 2 000 km or more.



The butterfly is a symbol of variety and richness of species, of intact natural regions as well as of threatened ones. The occurrence of butterflies signals the non-depletive use of natural resources. Moreover, the butterfly is a metaphor of transformation, change and renewal.

As a symbol of the Landscape of the Year, the butterfly will every two years fly to another landscape, there to adopt a new, regionally typical shape.

The Landscape-of-the-Year projects help to preserve endangered nature and culture and to support up-beat changes in the interest of the regions and their populations.

Butterflies represent one of the most species-rich order of insects. In all, there are 160 000 known species, 3 000 of them occurring in Central Europe.

Every year, 700 new species are being recorded.

With the exception of Antarctica, they can be found on all the continents and in each and every landscape.



Previous Landscapes of the Year



Lake Constance
1989
A, CH, D

'Lake Constance - natural diversity, cultural wealth'



The Oder Delta
1993/94
D, PL

'An ecological building block in the heart of the new Europe'



Lake Neusiedel - Seewinkel
1990 • A, HU

'A Landscape transformed into a National and a Peace Park'



The Alps
1995/96 • A, CH, D, F, FL, I, SLO

'6 000 Years organic farming'



Eifel-Ardennes
1991/92 • B, D, F, Lux

'An ecological building block in the heart of Europe'



The River Maas
1997/98
B, F, NL

'Better living with the Maas'

Lake Constance

The Danube Delta

Jura

The River Maas

Lake Neusiedel-Seewinkel

The Lubusz Country



Bohemian Forest



NETWORK

Landscape of the Year



Bohemian Forest

1999/2000
A, CZ, D

„A landscape with a bonding force“



Jura

2005/06
CH, F

„Discover traditions – experience nature – shape the future“



The old Flanders

2001/02
B, F, NL

„The old Flanders – a landscape with a future“



The Danube-Delta

2007/08 • RO, UKR

The Danube delta is the estuary of a big river that links up 10 countries along its length of 2 860 km. It is home to the world's vastest expanse of reed and it is Europe's most important bird protection area. Since time immemorial, the delta has been populated by people of numerous cultures.

What is at stake today, is the long-term protection of this fragile human/environmental and economic space.

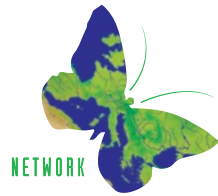


The Lubusz Country

2003/04 • D, PL

„The Lubusz Country – a bridge within Europe“





Landscape of the Year

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International Friends of Nature is the umbrella organisation of 23 national organisations with a total of more than 500 000 individual members and of partner organisations in another 20 countries. Founded in Vienna, in 1895, IFN has taken on the advocacy of the environment and of social justice and stands for sustainable development at all levels.

Friends of Nature arrange leisure-time activities for their members, run a network of over 1 000 Friends-of-Nature houses, launch international campaigns on environmental issues and have an autonomous youth organisation (www.iynf.org). IFN is a member of the Green 10, the ten major environmental organisations in Europe, and has consultative status with UN organisations.

For further information, including publications from and about the Landscapes of the Year, log on to www.nfi.at.

Imprint: Published by: International Friends of Nature | A-1150 Wien, Diefenbachgasse 36. **Text:** Christian Baumgartner, Stefanie Röder | **Photographs:** Maillard, Pils, Hlavac, Baumgartner, Rosenberg, Janowsky, Moreau, Zweckverband Bodenseewasserversorgung, Tioc | **Concept and art design:** Hilde Matouschek | www.officina.at. **Graphics cooperation:** Florian Rosenberg.



With financial support from
EU funds.

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