NATUREFRIENDS INTERNATIONAL










ANNUAL REPORT 2022

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Editorial

Dear readers!

We are pleased to present our annual report for 2022, a year filled with activities raising the awareness for sustainability, solidarity and for a respectful behaviour towards people and nature and contributing to a greener and more just world.

The United Nation's Sustainable Development Goals (SDGs), which already guided our 125-years campaign in 2020, were again the basis of many activities, such as the Global Naturefriends Days around the founding day of our movement on 16th of September with many groups contributing with impressive initiatives.

Dedicated to promoting the SDGs is our pilot project with so-called SDG Hikes and the promotion of vegetarian and/or vegan dishes at Naturefriends Houses carried out together with Naturefriends Austria – an initiative that turned out to get a lot of positive feedback from the involved Naturefriends groups and is ready for internationalisation.

A concrete contribution to a just and sustainable global development is our Climate Fund. It has been in the centre of many PR activities in order to gain as many donations as possible, which we transferred to our African members for two great projects carried out in Mali and Benin.

In addition, we continued advocating a respectful global tourism, in which all stakeholders act and benefit at eye level and on an equal footing.
Our focus is on the people living in the destinations, who must be given the opportunity to participate in tourism development, and on reducing the CO2-emissions and other negative impacts on nature and the environment related to the tourism sector. Regarding outdoor recreation, we again focused on sensitizing recreationists for sustainable behaviour within our Respect Nature pilot project.

In the face of the many crises we are facing, the role of our global network is more important than ever in raising a common voice for solidary action towards a better future, in establishing good practice for meaningful and environmentally friendly recreation and tourism, and in enabling our members to contribute themselves to a good future, e.g. by following simple tips for reducing each one's ecological footprint or by contributing to climate justice via our Climate Fund.

All this action was possible thanks to the commitment of our members, employees, and volunteers, and to the funding bodies that supported our projects, and we take this opportunity to say a big thank you to all of them!





With a cordially "Berg frei",

Andrea Lichtenecker & Manfred Pils

Members & Networks



As the global umbrella organization of the Naturefriends movement, NFI counts 43 members from 41 countries with a total of about 350.000 individual members.

In 2022 we had the pleasure to welcome a new C-member, OTI Slovakia, a young organization aiming to carry out sports and youth tourism in Europe, to organize activities that support mobility between young people, and to foster the development of non-formal education offers in and through sports.

NFI represents the interests of Naturefriends in European networks, such as the Green 10 – a network of the ten largest environmental organisations in Europe – and the European Environmental Bureau (EEB).

Green 10

Services, Policy Work & Public Relations

Our various services for our members focus on coordinating international campaigns and initiating good practice, and on supporting networking and exchange of experiences.

We provide information on current activities and the developments within our network, send out information on topics relating to EU policies and provide various online tools and educational material.

Our Annual Conference was hosted by Italian Naturefriends at a wonderful location in the little village of Lozio, where we could finally meet each other in person after the tough years of the pandemic.The conference was marked by lively discussions, the adoption of a motion calling for immediate measures for an energy self-sufficient, ecological, and social Europe, and an awesome side programme organised by our Italian friends.

In addition, we held three online members meetings, where we exchanged news and discussed recent developments.



Highlights from the Annual Conference 2022 in Lozio, Italy

© Elena Teutsch

The thematic groups on climate justice, sustainable tourism and EU policy with delegates from our member organisations met on a regular basis and enabled exchange of experiences.

In our policy work we focused on EU topics and closely cooperated with our European networks, especially the Green 10 and the European Environmental Bureau (EEB).

In 2022, the most important topics were on the energy crisis and the urgently needed energy transition as well as on implementation of the EU Green Deal, on a better regulation regarding environmental and social standards, and on holding EU business accountable.



Energy transition for an independent, ecological, and social Europe!

At its Annual Conference in Lozio (Italy), Naturefriends International (NFI) calls on the European Union and its member states to immediately implement necessary measures for an energy self-sufficient, ecological, and social Europe. A rapid switch to renewable energies that is in line with nature conservation is the basis for achieving global climate goals and for ending dependence on the monopoly suppliers of fossil fuels.

Read on ...

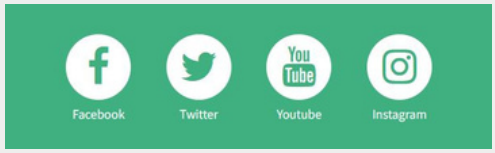
Our websites, social media accounts, and newsletter are the foundation of our public relations efforts.

In addition, we promote and present the topics, concerns, and demands of the Naturefriends movement in our networks and via press releases. Detailed information for our members is provided via the media-group mailing list.

On the NFI website we provide an overview on our current topics and activities, as well as on news from the Naturefriends network.

Updates on the Climate Fund projects, and interviews with Naturefriends stakeholders can be found in special sections.







The website also hosts the international Naturefriends Houses database presenting about 700 Naturefriends Houses worldwide.





In addition, our Climate Fund website is dedicated to the promotion of the concept of climate justice and of the Naturefriends Climate Fund. This website was re-launched with a stronger focus on fundraising for Climate Fund projects in autumn 2022.

More in-depth information can be found in our monthly newsletter with articles about Naturefriends activities as well as current political issues.



SOCIAL MEDIA ENGAGEMENT & CAMPAIGNS

Via our social media accounts on Facebook, Twitter, Instagram and LinkedIn (account opened in January 2022) we present and promote our activities and political positions, and share information provided by our member organisations.

Together with our Facebook and Instagram channels dedicated to responsible tourism we directly reached in 2022 more than 660 000 persons (compared to 200 000 in 2021) which means an increase of 230.00%.

NFI'S CURRENT NUMBERS - JULY 2023

FACEBOOK FOLLOWERS:

2,617

INSTAGRAM FOLLOWERS:

1,045

TWITTER FOLLOWERS:

909

LINKEDIN FOLLOWERS:

167

NFI ONLINE MEDIA

Website: www.nf-int.org

Naturefriends houses: www.friendsofnaturehouses.net | www.naturfreunde-haeuser.net | www. maisonsdesamisdelanature.net

Naturefriends Climate Fund: www.climatefunds.nf-int.org

Newsletter: www.nf-int.org/newsletter

Facebook: facebook.com/nfint.org

Instagram: instagram.com/naturefriends_international

Twitter: twitter.com/NaturfreundeInt

LinkedIn: Naturefriends International

Youtube: youtube.com/nfi1895

RESPECT_NFI media on Sustainable Tourism

Infomail: nf-int.org/infomail

tourism_Log: tourismlog.wordpress.com

Facebook: facebook.com/respectNFI

Instagram: instagram.com/respect_nfi

NATUREFRIENDS HOUSES CAMPAIGN

Naturefriends Houses in the spotlight!
#naturefriendshouses

We began showcasing Naturefriends' Houses on our social media channels in January 2022, and the campaign has been highly successful to date.

The aim is to promote the houses on our platforms so that Naturefriends can discover new destinations, but also to let the general public be aware that Naturefriends' Houses are open to everyone.

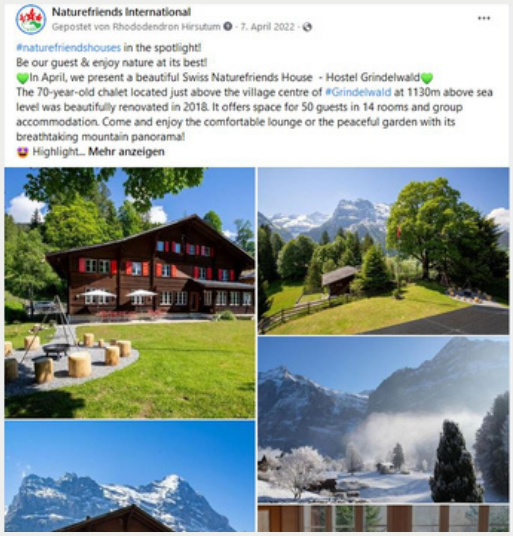
We also strive to discover and highlight sustainability aspects in the houses.

With this campaign alone, we reached almost 30 000 people in 2022.





© Friends of Nature UK



© Naturefriends Switzerland



© Naturefriends Romania

CLIMATE FUND CAMPAIGNS

Your Christmas Tree grows in Africa!

Our Christmas campaign for the Climate Fund is becoming a tradition and we are pleased that more organisations join us every year or even start their own fundraising campaign to raise money for the Climate Fund.

Here below are some examples.





Christmas campaign of Naturefriends Switzerland raising funds for fruits trees in Senegal and The Gambia.



Christmas fundraising of Naturefriends Finland



Article on climate justice in Naturfreund - Naturefriends Austria

Let's help Petit Mbao!

Another campaign was dedicated to fundraising for the restauration of the Naturefriends House Petit Mbao in Dakar, Senegal, which has served as a regional environmental education centre and as a starting point for Naturefriends trips to the region for almost 20 years now.

The house was severely damaged by flooding in the second half of 2021, when Senegal was experiencing extremely heavy rainfall in consequence of climate change. Naturefriends Senegal, together with experts, worked out a detailed concept that included relocating the main entrance of the building complex and retaining and pumping out the water masses that flow in from the neighbouring property during heavy rainfall. In addition, the ground floor spaces, which had been affected by water ingress, needed to be rehabilitated.

The cost of the most urgent work was estimated at approximately 20,000 euros – far from an amount, Naturefriends Senegal would have been able to cover themselves. To prevent further damage, the money was needed in due time to enable the restauration before the next rainy season.

Therefore, we acted quickly and spread the message via our newsletter, Facebook, and Instagram. This resulted in an impressive wave of solidarity of countless European Naturefriends with donations amounting to more than 25,000 euros after just a few weeks.

We use this opportunity to express once more our thanks all the donors who have made this success possible in such a short time!



© ASAN



International Campaigns

GLOBAL NATUREFRIENDS DAYS 2022

In 1948, the Naturefriends movement developed and implemented the idea of a Naturefriends Day around the founding date of the movement, 16 September 1895. Under the general motto "Nature and Solidarity" we want to draw the world's attention to our common values and set an example of solidarity, communicate the diversity and international dimension of the Naturefriends' movement, and offer good practice and exchange of experiences.



The goals of the Global Naturefriends Days:

- Communicating the diversity and the international dimension of the Naturefriends movement.
- Providing best practice and exchange of experiences.



We were delighted and proud that many Naturefriends groups from different countries celebrated the Global Naturefriends Days with various inspiring meetings and actions.

From hiking to litter picking to planting trees and mangroves, Naturefriends from Italy, Greece, Belgium, Mali, Finland, Romania, Senegal, Benin or Germany have celebrated the value of our movement.

At the annual conference in Lozio, Italy, three projects were awarded 500 euros each.

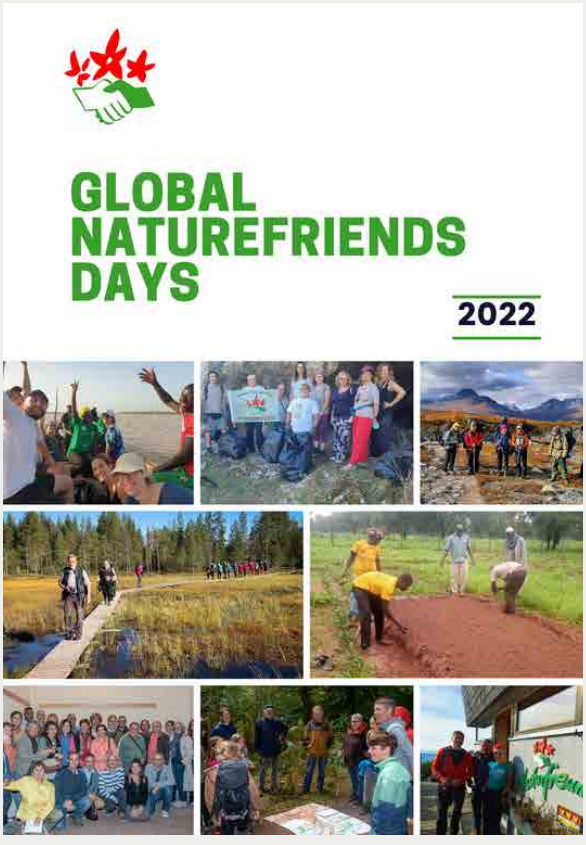
- **Nature Friends Greece**
- **Naturefriends Finland**
- **Les Amis de la Nature Chênée-Embourg, Belgium**

The selection criteria taken into consideration were:

- The event/action dimension
- The themes and content that focus on sustainability
- The innovative approach of the event
- The visibility and internationality of the event



© NF Greece, NF Finland, AN Chênée-Embourg



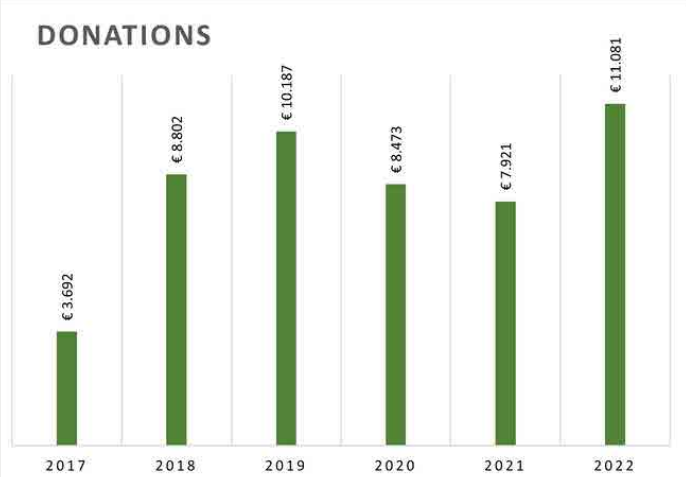
You can read about all the activities here .

We would like to thank all our members for their commitment and dedication to spreading the values of Naturefriends in their communities and around the world!

Naturefriends Climate Fund

Climate change has a dramatic impact on ecosystems, biodiversity, and the lives of people in many parts of the world. It especially affects countries of the Global South, while the population there contributes very little to greenhouse gas emissions. The Naturefriends Climate Fund provides all Naturefriends with the opportunity to support climate protection projects, that are carried out by our African

Naturefriends organisations as a compensation for emissions due to trips by plane or car and/or as a personal contribution to more climate justice. Our initiatives "Donating climate justice" by paying for a symbolic tree as well as our Christmas campaign "Your Christmas tree grows in Africa" turned out to be quite successful with a significant increase in donations.



Overview on donations and expenditures starting with the launch of the Climate Fund in January 2017

Expenditures for Climate Fund projects by 03/2023

Year	Amount	Project	Country
2017/2018	€ 6.680	Trees for the future	Senegal, The Gambia
2018/2019	€ 6.800	Improved Stoves	Guinea
2019/2020	€ 7.090	Food Security	Mali
2020	€ 4.805	Save Zio River	Togo
2020/2021	€ 8.780	Fruit Trees for Senegalese Villages	Senegal
2021	€ 3.421	Tree Plantings in the LOY*	Senegal, The Gambia
2022	€ 9.018	A tree nursery for Farako	Mali
2023	€ 5.000	Solar lights for Kpotomey	Benin

The new Climate Fund Website www.climatefund.nf-int.org launched in autumn 2022 focuses on motivating people to contribute to climate justice.



With the Naturefriends Climate Fund, we work to create a (climate) juster society and provide partnership-based programs that help people in the Global South adapt to the effects of climate change and contribute to climate protection.

At the same time, we offer all Naturefriends from the Global North the opportunity to make a solidarity-based contribution to more climate justice with a donation to the Climate Fund, 100% will benefit the people in the project regions in the Global South without deduction of administrative costs.

This is how we take responsibility for our western lifestyle towards people in the Global South, who contribute far less to global greenhouse gas emissions but are much more affected by climate change.

With the current information on the implementation of the Climate Fund projects and Naturefriends trips to the project regions, we offer interested Nature-friends members an insight into different living realities and create awareness of the impact of our behaviour on global developments.

Our projects represent good practice for partnership-based, global cooperation at eye level, from which both sides benefit and which makes an important contribution to the Sustainable Development Goals (SDGs) of the United Nations.

> *When trees are planted in Africa, it benefits not only Africa but also Europe. Let's plant trees for our planet and for a good future for all people!*

MAMADOU MBODJI
PRESIDENT OF THE NATUREFRIENDS AFRICA NETWORK AND VICE-PRESIDENT OF NFI



A tree nursery for Farako - 2022

The living situation of people in the region around Farako in Mali has worsened due to climate change, the pandemic, and the security crisis.

The project was initiated to establish a tree nursery and produce fruit tree seedlings to improve the nutritional situation, prevent soil erosion, and combat climate change.

The goal was to grow and plant 1,000 fruit trees such as mango, lemon, guava, mandarin, and papaya in the region within a year.

The project is accompanied by numerous socio-economic benefits, such as improving the nutritional situation, creating a sustainable livelihood for families and strengthening the local economy.

Equally important are the environmental impacts: The fruit trees will improve and stabilize the soil, support the water cycle, and gradually restore vital ecosystem services. This will also significantly reduce the impact of climate change.

This coming rainy season (Summer 2023) will mark the first tree planting in the villages of the project region.









© 2ADIB-MALI : Amis de la Nature

Lighting up the village of Kpotomey – A solar-powered rural lighting project

In addition, donations raised in 2022 enabled the start of a new Climate Fund project carried out by our C member CREDI-ONG in Benin.

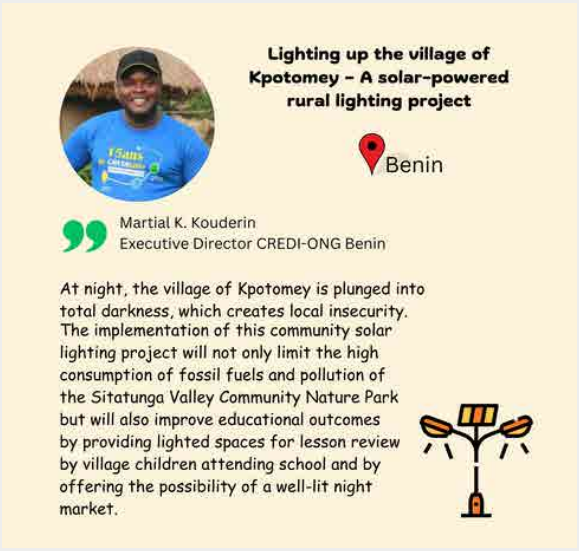
The project enables the installation of five solar streetlamps for public lighting in the village of Kpotomey, reducing the need for firewood and resulting in many benefits for the local community, especially regarding safety aspects and better educational opportunities, because the students will have more time to study in the evenings thanks to the better lighting.

Thanks to the streetlights, the market will last longer, resulting in increased opportunities for local women to sell their products.

Combined with awareness-raising activities, the introduction of solar lighting shall reduce the pressure on natural resources, especially wood.



© CREDI-ONG



Detailed information about all projects is provided on our Climate Fund website

https://climatefund.nf-int.org

- A tree nursery in Farako - 2022
- Lighting up the village of Kpotomey – A solar-powered rural lighting project - 2023

In addition, information about the ongoing projects and on the possibility to donate for the Climate Fund can be found in our newsletter on a regular basis. Additional material such as Climate Fund flyers or graphic material can be obtained from our office.

Awareness raising for sustainable tourism

VIRTUAL JOURNEY „AROUND THE WORLD IN 30 DAYS"

On our virtual trip around the world on our social media channels and on our blog tourism_LOG, we presented sustainable tourism projects that focus on strengthening regional communities and economies, and help to reduce social and economic inequalities. Among the projects were two by NFI C-Members.



Just Act in Gambia have launched an initiative that enables young people and women to actively participate in the development of sustainable tourism in their home country, giving them perspectives for their future (https://tourismlog.respect.at/gambia-von-anonymen-hotelburgen-zu-intensiven-begegnungen-mit-land-und-leuten/).



© Just Act

We also presented the project "Srebrenica - City of Hope" of the Naturefriends in Bosnia "Prijatelji Prirode Oaza Mira": The aim is to revive the region by developing community-based tourism, to give the inhabitants hope and an economic foothold and to promote intercultural exchange (https://tourismlog.respect.at/bosnien-herzegowina-nachhaltiger-tourismus-uberwindet-die-graben-des-krieges-und-schafft-neue-perspektiven/). The project "Srebrenica - City of Hope" was also the subject of an article in our "Infomail Wissenschaft" on the topic of "Tourism between War and Peace": https://www.nf-int.org/en/info-mail/infomail-wissenschaft-nr-9-english-version-july-2022#srebrenicaEN



© Irvin Mujcic

BROCHURE „WEGWEISER DURCH DEN LABELDSCHUNGEL IM TOURISMUS“ (GUIDE THROUGH THE LABEL JUNGLE IN TOURISM)

Together with our partners TourismWatch – Bread for the World, fairunterwegs and ECOTRANS, we have updated and reissued the brochure, which was first published in 2012. We have taken a closer look at over 200 worldwide labels and present 24 selected quality labels in more detail. These labels guarantee high quality and distinguish holiday offers that respect human rights, use natural resources carefully, protect the climate and benefit the people in the holiday regions.
https://www.nf-int.org/themen/nachhaltiger-tourismus/aktivitaeten/wegweiser-durch-den-labeldschungel-2023



ROUNDTABLE HUMAN RIGHTS IN TOURISM

We are member of the "Roundtable Human Rights in Tourism", an international multi-stakeholder initiative promoting human rights, and its contact point in Austria. We support the Austrian members, coordinate public relations and press work and offer members and interested tourism enterprises information material and know-how regarding the implementation of respect for human rights in tourism practice.

ROUNDTABLE
Human Rights
in Tourism

www.humanrights-in-tourism.net

The Roundtable marked in 2022 its 10th anniversary. In October, the Roundtable held its annual symposium on "Human Rights & Climate Change: The Benefits of Linking Both Agendas in Tourism". Our colleague Cornelia Kühhas (respect_NFI) and Harald A. Friedl (FH JOANNEUM Bad Gleichenberg) summarised the results and findings of the event in a joint article for the Austrian magazine "Tourism Quarterly".

Pilot projects

WE LIVE SDGS

The SDGs are the United Nations' Sustainable Development Goals. Their purpose is clear: to ensure sustainable development, considering social, environmental, and economic aspects. The SDGs comprise 17 goals, ranging from the fight against hunger, education, health, and gender equality to measures to protect the climate and biodiversity.

NFI is part of the Austrian initiative "Rebels of Change", which generates enthusiasm for the SDGs through a diverse mix of activities and highlights, among other things, young people's commitment to sustainability.

In this framework we have been carrying out two initiatives in close cooperation with Naturefriends Austria: The SDG hikes are a format of locally organised hiking tours, which combine hiking with experiencing nature and discussing locally relevant SDGs, such as climate or energy issues.



© Georg Aufreiter



© Georg Aufreiter

A SDG hike through the Rauriser Urwald in Kolm-Saigurn (Salzburg). The central themes were the history of the National Park, moor protection (high moor in the Rauris primeval forest) and glacier melt on the Hohe Sonnblick.



© Georg Aufreiter

KLIMASCHMANKERL ("CLIMATE DELICACIES")

The so-called Klimaschmankerl-"climate delicacies"- are vegetarian or vegan dishes with regional supplements served at more and more Naturefriends Houses all over Austria.

By now, the food sector is responsible for more than a quarter of global greenhouse gas emissions, with a large share attributed to animal products.

Offering vegetarian or vegan dishes is making a valuable contribution to protecting the climate and our ecological resources, against the mass livestock farming that is associated with so much suffering and is beneficial to human health.



Beetroot dumplings at Pinzgauerhütte

© Carina Fritz

The climate hikes as well as the Klimaschmankerl turned out to get a lot of positive feedback from the involved Naturefriends groups and are ready for internationalisation in the framework of an wider Naturefriends campaign.

RESPECT NATURE

The promotion of sustainable leisure activities in nature is a core issue of Naturefriends, which became even more relevant during the Corona crisis.

Different to many other leisure activities, spending time in nature was still possible almost everywhere, the risk of infection outdoors is much lower than indoors, exercise in nature is beneficial to our health and strengthens our immune system, and nature offers a welcome opportunity for a break from our everyday life and for the experience of new things. The basis for a positive experience in nature are an intact natural environmentand the respectful behaviour of visitors – this is the goal of our Respect Nature initiative, which we are implementing as an Austrian pilot project together with the Austrian Naturefriends and with the support of the Austrian Federal Forests (Österreichische Bundesforste).

Under the slogan #WeRespectNature, our activities focus on "Fair Play in Nature". In addition to awareness-raising and educational activities, regional pilot projects are implemented. The aim is to develop concrete approaches to solutions for the conflict areas prevailing in the region together with the landowners.



© Kim Ressar

During the hike in Spital am Semmering, the kids looked at natural hazards in the region: Windthrow and bark beetle infestation, water shortage and water storage, and they got package-free snacks.

People

OUR BOARD



Manfred Pils - President



Mamadou Mbodji - Vice President



Wilfried Meulenbergs - Vice President



Ursula Vetter - Vice President



Clara Wengert - Vice President and Cashier from August 2022



Urs Wüthrich-Pelloli – Vice President and Cashier until his passing in July 2022



Sina Franz – IYNF Representative

People

OUR TEAM



Andrea Lichtenecker - Executive director



Cornelia Kühhas – Sustainable tourism development & development cooperation and public relations



Kim Ressar – Outdoor Recreation and Sustainable Tourism Development & Social Media



Elena Teutsch - Member Services, Climate Fund & Social Media

Muriel Backmeyer, Jacqueline Sitner and Sherin Hozaien - internships respectively temporary employment for the working area "Sustainable tourism development & development cooperation"