



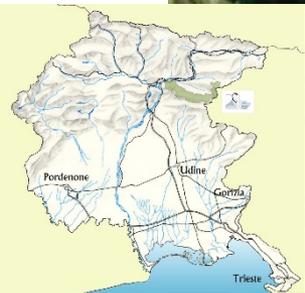
PARCO NATURALE PREALPI GIULIE

I PRODOTTI DEL PARCO E LA CARTA EUROPEA DEL TURISMO SOSTENIBILE

AGRICOLTURA, PAESAGGIO RURALE, AREE NATURALI PROTETTE:
SVILUPPO, CONSERVAZIONE E PROMOZIONE IN NATURA 2000 E
NELLA RETE ECOLOGICA REGIONALE

Agriest^{FOCUS}**Land**
Udine Fiere, 21/24 gennaio 2016

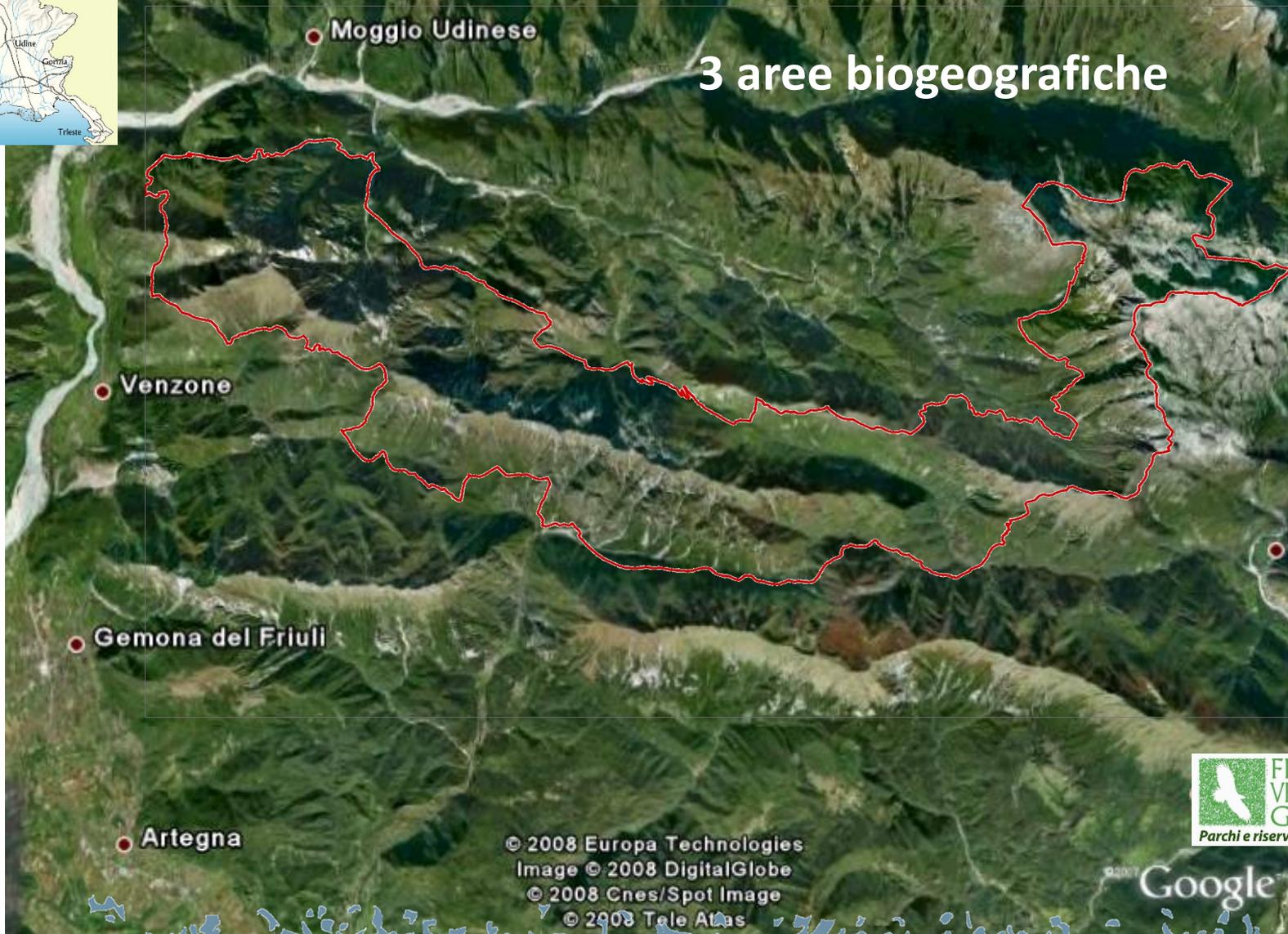


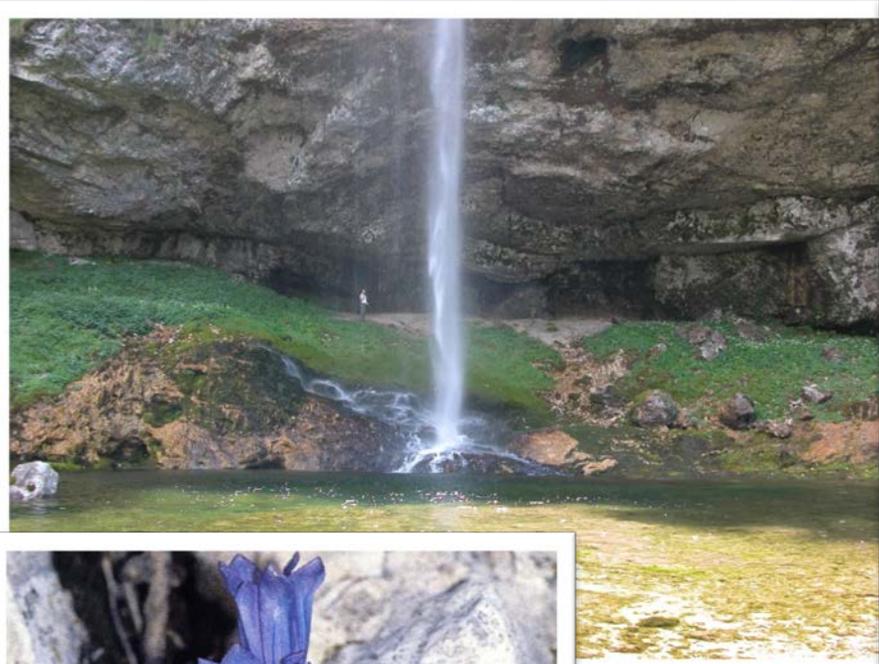


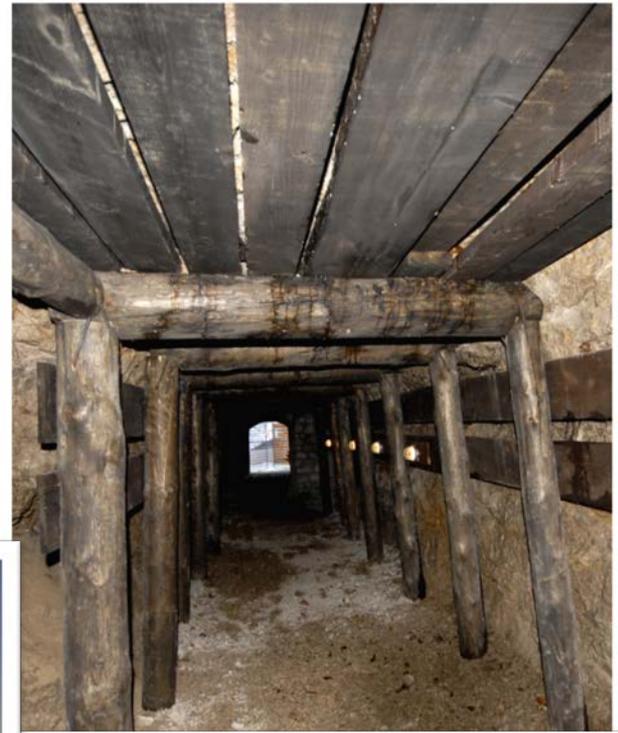
circa 100 kmq

6 comuni

3 aree biogeografiche

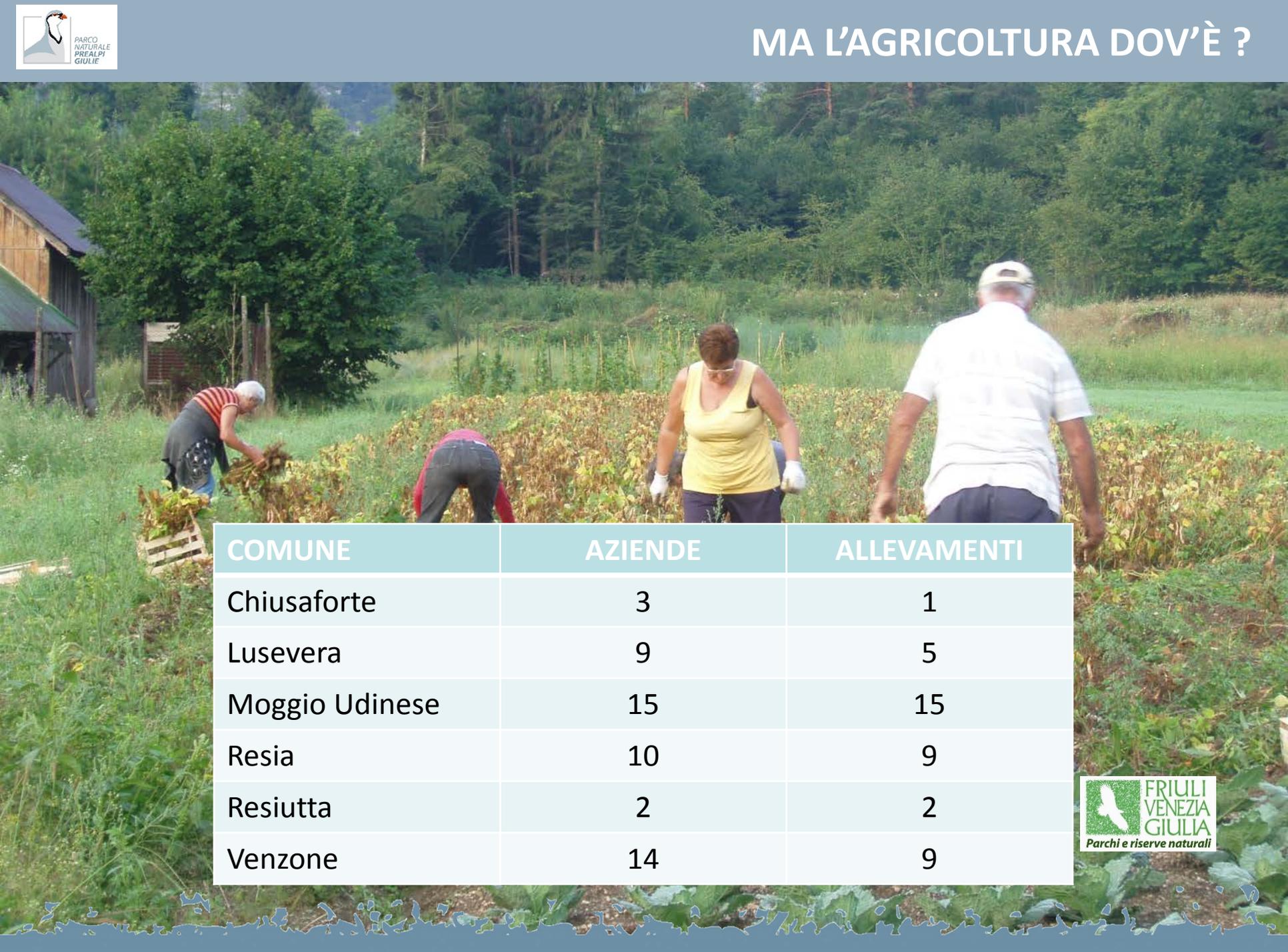












COMUNE	AZIENDE	ALLEVAMENTI
Chiusaforte	3	1
Lusevera	9	5
Moggio Udinese	15	15
Resia	10	9
Resiutta	2	2
Venzone	14	9







Art. 16

Attività agricole e silvo-pastorali.

1. Le attività agricole e silvo-pastorali rientrano tra le economie locali da qualificare e valorizzare nelle aree protette di cui all'articolo 2.
2. I P.C.S., al fine di consentire la continuità delle attività di cui al comma 1, devono tener conto prioritariamente:
 - a) per le attività agricole:
 - 1) delle colture e degli allevamenti esercitati al momento dell'istituzione dell'area protetta per i quali deve essere garantita l'economicità aziendale;
 - 2) della possibilità di aprire o ampliare le strade finalizzate alle attività agricole;
 - 3) della possibilità di intervenire per la manutenzione ordinaria e straordinaria, per il ripristino e il restauro conservativo e per la nuova costruzione di fabbricati rurali e delle relative pertinenze, nel rispetto delle vigenti normative urbanistiche;
 - b) per le attività silvo-pastorali:
 - 1) delle zone destinate a pascolo e delle zone forestate al momento dell'istituzione dell'area protetta;
 - 2) della gestione dei pascoli e dei boschi, nel rispetto delle vigenti normative nazionali e regionali in materia;
 - 3) della possibilità di aprire o ampliare le strade finalizzate alle attività silvo-pastorali;
 - 4) della possibilità di intervenire per la manutenzione ordinaria e straordinaria, per il ripristino e il restauro conservativo e per la nuova costruzione di fabbricati rurali e delle relative pertinenze, nel rispetto delle vigenti normative urbanistiche.









IL MARCHIO DEL PARCO (TU VALORIZZI ME ED IO VALORIZZO TE)



















PARCO
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PREALPI
GIULIE



RISERVA
NATURALE
VAL ALBA

INCENTIVI AGLI SFALCI





DAL 2009 ESISTE LA TRANSBOUNDARY ECOREGION JULIAN ALPS



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GIULIE

PARCO NATURALE REGIONALE
DELLE PREALPI GIULIE

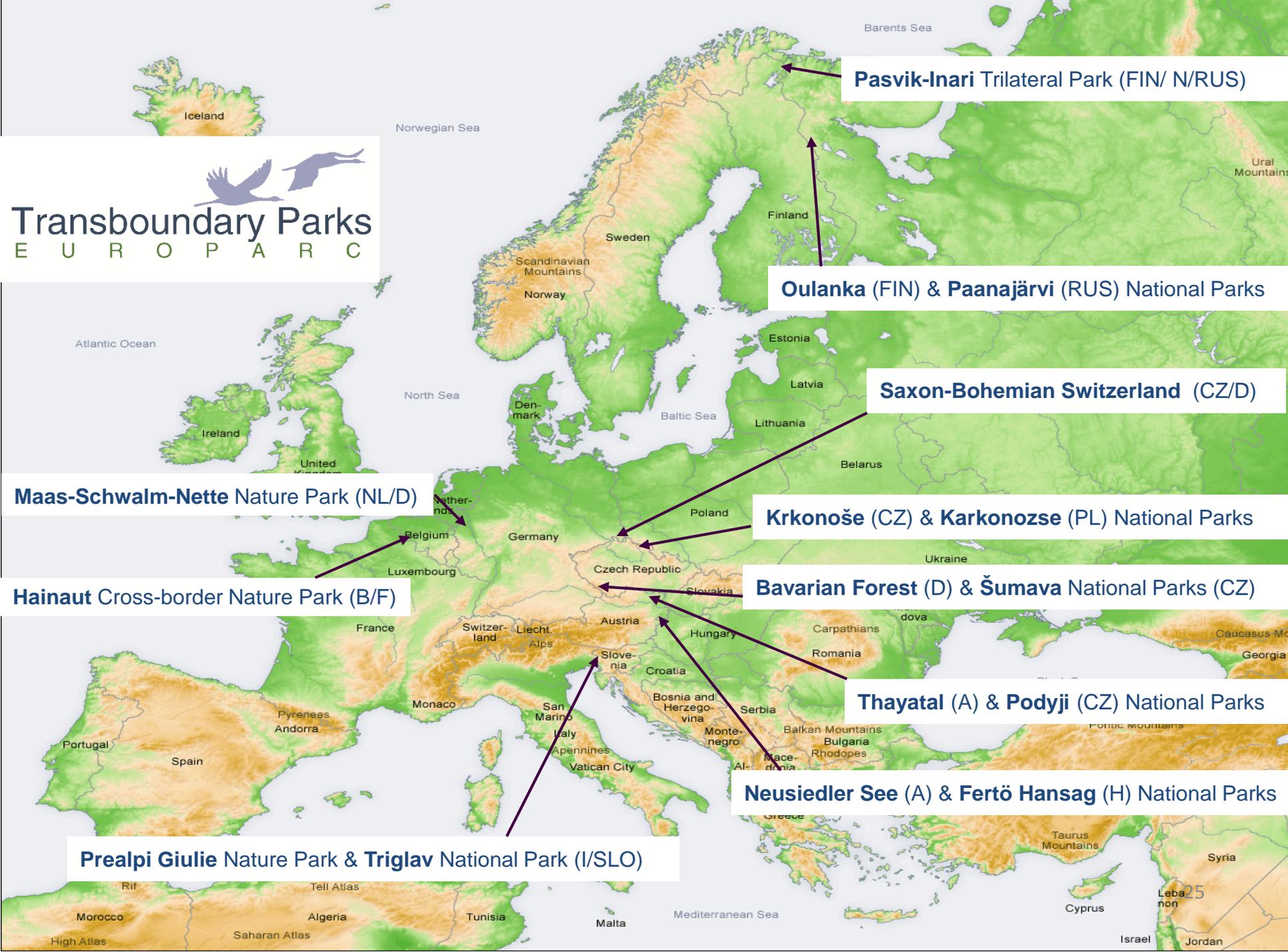
TRIGLAVSKI NARODNI PARK



Slovenija



Transboundary Parks...following nature's design



Pasvik-Inari Trilateral Park (FIN/ N/RUS)

Oulanka (FIN) & Paanajärvi (RUS) National Parks

Saxon-Bohemian Switzerland (CZ/D)

Krkonoše (CZ) & Karkonosze (PL) National Parks

Bavarian Forest (D) & Šumava National Parks (CZ)

Thayatal (A) & Podyji (CZ) National Parks

Neusiedler See (A) & Fertő Hansag (H) National Parks

Prealpi Giulie Nature Park & Triglav National Park (I/SLO)



Maas-Schwalm-Nette Nature Park (NL/D)

Hainaut Cross-border Nature Park (B/F)

**Nel dicembre del 2015 la TB Ecoregion ha fatto
domanda per ottenere la**

**CARTA EUROPEA PER IL TURISMO SOSTENIBILE
(CETS) PER LE AREE PROTETTE**

E' una CERTIFICAZIONE che, evidenziando la qualità di un prodotto territoriale e della sua offerta, dà visibilità e conferisce valore aggiunto all'area coinvolta.

Transboundary Parks...following nature's design



STRATEGY AND ACTION PLAN

FOR SUSTAINABLE TOURISM IN TRANSBOUNDARY ECOREGION JULIAN ALPS



6. TIME AND FINANCIAL FRAME

Area	Action Title	2017	2018	2019	2020	2021	Total Costs in EUR
1	STRENGTHEN COOPERATION WITH ALL LOCAL STAKEHOLDERS, TOURIST ORGANIZATIONS AND SERVICES IN TRANSBOUNDARY ECOREGION	x	x	x	x	x	20,000
1	MAINTAIN AND ESTABLISH NEW INFORMATION POINTS BY STAKEHOLDERS AND INTEGRATION ON THE PARKS' WORK WITH INDIVIDUAL ACTORS	x	x	x	x	x	150,000
2	NETWORK OF INFORMATION POINTS OF THE TRANSBOUNDARY ECOREGION	x	x	x	x	x	195,000
2	MAINTAIN AND UPDATE THE PARK INFRASTRUCTURE	x	x	x	x	x	575,000
2	NATURE GUIDE CERTIFICATION		x	x			73,000
2	MONITORING AND GUIDING THE VISITORS IN THE PARKS	x	x	x	x	x	33,000
2	JOINT PROMOTION	x	x	x	x	x	65,000
3	PROMOTE TYPICAL PRODUCTS	x	x	x	x	x	40,000
3	CULTURAL TOURISM	x	x	x	x	x	30,000
3	ADAPTING INFO POINT AND TRAILS FOR PEOPLE WITH DISABILITIES		x		x		39,000
4	SUSTAINABLE SPORTS ACTIVITIES	x	x	x	x	x	40,000
4	WATER LEISURE ACTIVITIES	x	x	x	x	x	80,000
5	PAYMENTS FOR ECOSYSTEM SERVICES	x	x	x	x	x	15,000

AREA OF INTERVENTION 3

TO PROTECT AND ENHANCE THE AREA'S NATURAL AND CULTURAL HERITAGE, FOR AND THROUGH TOURISM, AND TO PROTECT IT FROM EXCESSIVE TOURISM DEVELOPMENT.

This AREA OF INTERVENTION concentrates mainly on tourism and promotion of the TB Ecoregion.

Operational goals are:

- To create new points and trails and increase the existing ones, reachable by everybody, children and seniors citizens, and also by disadvantaged people.
- To actively sustain local economy and agriculture, and promote typical local products.
- To increase communication and publicity about the areas of the park in terms of cultural tourism. More dissemination of information on the events. More collaboration with cultural associations (ex. Folk Groups) and with Pro Loco and LTOs. Improve and enrich with historic and cultural information the promotional material. Increase the number of cultural guided tours.
- To provide all visitors with a high-quality experience in all aspects of their visit and communicate effectively to visitors about the special qualities of the area.

	<ul style="list-style-type: none"> - Train farmers on active nature conservation - Promote local gastronomy
Results	<ul style="list-style-type: none"> - More quantities of typical local products - More typical products in the restaurant of the area and in menus - Promotion of a common basket of typical local products
Indicators	<ul style="list-style-type: none"> - 10 products in common basket - 20 restaurants involved - 2 fairs or markets per year
Partners	<ul style="list-style-type: none"> - Farmers' organisation and farmers - Tourist local offices (LTO / Pro Loco) - Municipalities - Restaurants
Connection with other activities	<ul style="list-style-type: none"> - Strengthening cooperation with all local stakeholders, tourist organizations and services in TB Ecoregion - Joint promotion actions

Action title	PROMOTE TYPICAL PRODUCTS
Implementing body	Both Parks of TB Ecoregion
Strategic goals	<p>To provide all visitors with a high-quality experience in all aspects of their visit.</p> <p>To ensure that tourism supports and does not reduce the quality of life of local residents.</p> <p>To increase benefits from tourism to the local economy.</p>
Specific goals	<p>To actively sustain local economy and agriculture.</p> <p>To increase knowledge of the area and its characteristics through typical products and gastronomy.</p> <p>To help local farmers to continue their activities.</p> <p>To support local producers to sell their products through promotion and advertising.</p> <p>To ensure typical local products to the tourists.</p> <p>To ensure typical local products to the restaurants.</p>
Current situation	<p>In the area there are several good quality and healthy typical products (e.g. Resia garlic, Tolmin cheese, ...) but for the majority of them productions are very low. This is due mainly to the fact that only traditional agriculture can not grant sufficient incomes to the farmers and a lot of young people abandoned this activity. Nevertheless in last times consumers' attention to healthy, quality and typical food has increased and some new good practices have been developed in the area.</p> <p>Local fairs and farmers' markets traditionally take place in the area. Parks often support these activities through promotion and assistance these activities. NP Julian Pre-Alps do this through two projects: <i>Peak Basket</i> and <i>Peak Brand</i>.</p>
Description of the activities	<ul style="list-style-type: none"> - Support farmers' activities cooperating with their organizations even through information and training - Promote typical local products even through organisation and participation to specific fairs and/or markets - Disseminating existing good practices - Encourage the meeting between farmers' and restaurants



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Grazie per l'attenzione



 **FRIULI
VENEZIA
GIULIA**
Parchi e riserve naturali