MONUMENTAL

The Green Belt on the way to a National Nature Monument – BUND Thuringia’s campaign for local acceptance
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National Nature Monuments
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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 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 multiplicators
• 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

Borders separate – Nature divides. The Green Belt
# Target Groups

<table>
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<tr>
<th>Residents and municipalities</th>
<th>The members of the Thuringian Parliament</th>
<th>Visitors and tourists</th>
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<tbody>
<tr>
<td>Adressing the personal relation to nature and history</td>
<td>Applying for responsibility for man and nature</td>
<td>Emphasizing the characteristics of nature in the Green Belt</td>
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<td>Informing about potential advantages</td>
<td>Showing the potential for regional added value</td>
<td>Presenting the history along the Green Belt</td>
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<tr>
<td>Winning multiplicators and cooperators, Integrating locals in events and projects</td>
<td>Informing about reasons and potentials for protecting the Green Belt</td>
<td>Showing the attractiveness of the former border regions</td>
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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, photographer and adventurer Mario Goldstein, getting into contact with locals
• Multivision Show „Green Belt – From Death Strip to Lifeline"
MONUMENTAL

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

SÜDHARZ
Borders separate – Nature divides. The Green Belt
Borders separate – Nature divides. The Green Belt
FROM DEATH STRIP TO LIFE LINE

Presentation of the show in all counties along the Green Belt

Borders separate – Nature divides. The Green Belt
Borders separate – Nature divides. The Green Belt
Facebook Performance

Borders separate – Nature divides. The Green Belt
Borders separate – Nature divides. The Green Belt
Thank you for the attention

www.grünes-band-monumental.de

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