

UNESCO Biosphere Reserves – model regions for sustainable development, case of TBR Mura-Drava- Danube



Urška Dolinar



UNESCO Biosphere Reserves = Learning Sites for Sustainable Development

- UNESCO Man and Biosphere Programme
- Terrestrial, marine and coastal ecosystems
- Conservation of biodiversity in line with sustainable development
- Science for Sustainability support sites for testing interdisciplinary approaches on interactions between social and ecological systems
- Global Observatories for Climate Change Mitigation and Adaptation



Characteristics of UNESCO Biosphere Reserves

- Combination of core protected areas with buffer and transition zone inhabited areas, focusing on sustainable development, entrepreneurship and innovative participative government systems
- Focused on multi-stakeholder dialogue and involvement of local communities
- Fostering dialogue for conflict resolution of natural resource use
- Integrating cultural and biological diversity
- Sites of excellence for education and training

World Network of Biosphere Reserves
Réseau mondial des réserves de biosphère
Red Mundial de Reservas de Biosfera
Weltnetz der Biosphärenreservate

2017 - 2018

669 UNESCO biosphere reserves
réserves de biosphère de l'UNESCO
reservas de biosfera de UNESCO
UNESCO-Biosphärenreservate

120 countries
pays
países
Staaten



Legend
Legend
Legend
Legend

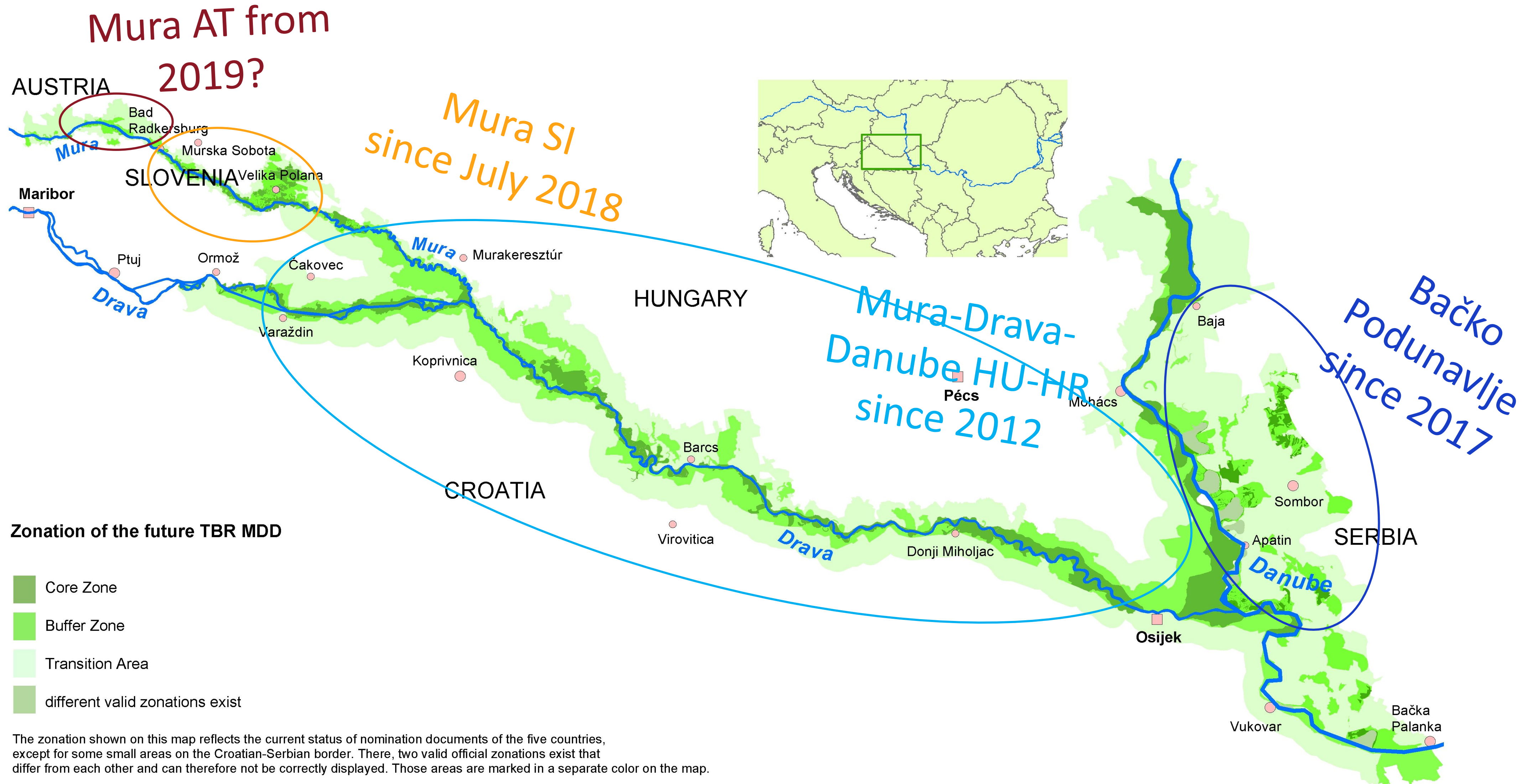


An aerial photograph of Europe with a blue line tracing a path from the Austrian-Slovenian border in the north to the Danube river in the south. The line passes through Austria, Slovakia, Hungary, and Croatia. The text is overlaid on the map.

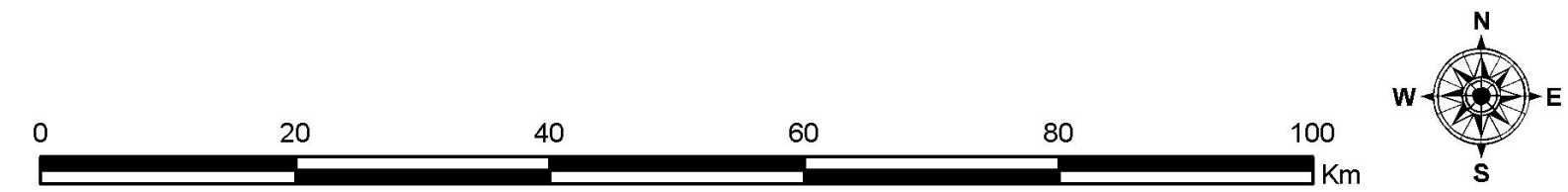
5 countries – 3 rivers – 1 biosphere reserve
MURA-DRAVA-DANUBE

From the Austrian-Slovenian border Mura to the Danube, along
5 countries, in the heart of Europe

Future Transboundary UNESCO Biosphere Reserve „Mura-Drava-Danube“ (TBR MDD)

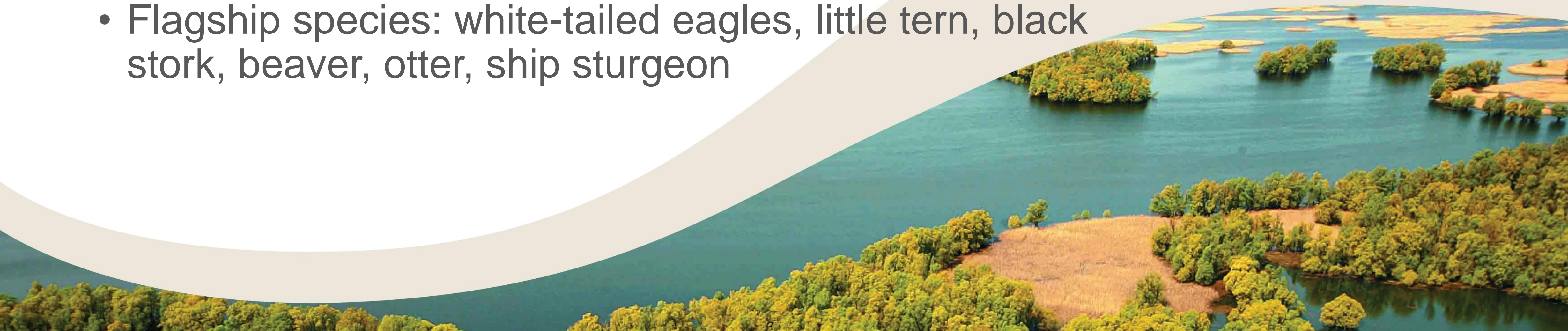


Hungary, Croatia, Serbia, Slovenia: Existing (Transboundary) Biosphere Reserve
 Austria: Nomination for Biosphere Reserve submitted in 2018, decision by UNESCO expected in June 2019

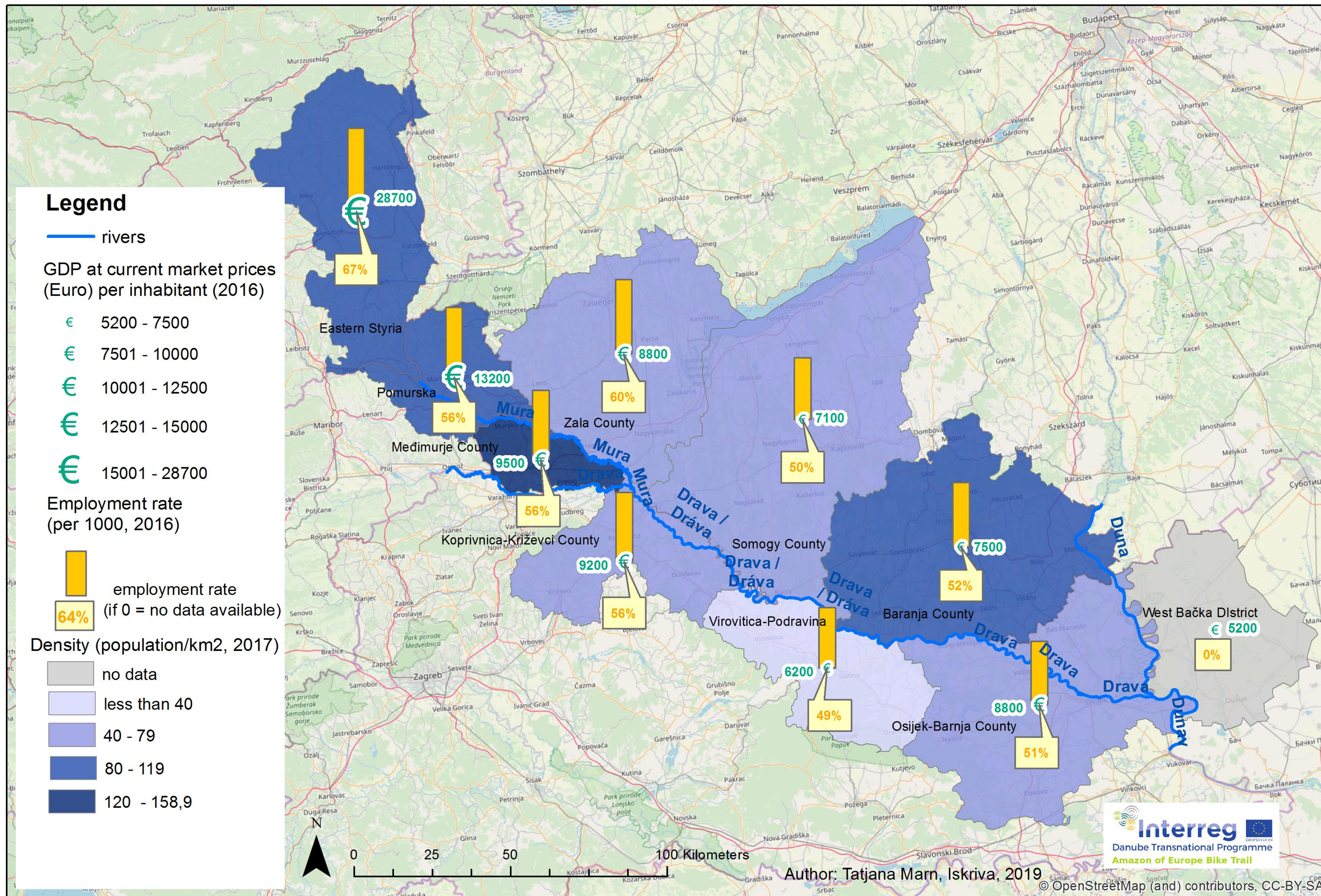


Planned Transboundary Biosphere Reserve Mura-Drava-Danube

- First pentilateral Biosphere Reserve in the world
- Most preserved riverine system in Central Europe along Mura, Drava and Danube
- Known as **Amazon of Europe**
- Rare natural habitats: floodplain forests, river islands, gravel and sand banks, side branches and oxbows
- Flagship species: white-tailed eagles, little tern, black stork, beaver, otter, ship sturgeon



Population density, GDP and employment rate in the Amazon of Europe area by NUTS 3 regions



BIOSPHERE RESERVE PROFILE

- 10 NUTS 3 regions
- 8.500 km² (BR only)
- 12 protected areas, 2.280 km²
- 2 mio inhabitants (NUTS 3)
- Crude rate of net migration: -6,9 per 1.000 inhabitants (2017)
- GDP/inhabitant: 10.420 € (2016)
- National GDP/inhabitant average: 17.660 EUR (2016)

Transboundary Biosphere Reserve Mura-Drava-Danube: cooperation areas

- 5-country strategic planning, coordination & development partnership of regional and local authorities and protected area coordinators
- Species and habitat protection
- Sustainable use of water, forests, agriculture, species (fishing, hunting)
- Green business opportunities
- Circular economy, local supply
- Sustainable mobility & multimodality
- Research and education



Planned Transboundary Biosphere Reserve Mura-Drava-Danube

Presentation movie



 **Interreg** 
Danube Transnational Programme
Amazon of Europe Bike Trail 
PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA)



It's me,
Mr. Kingfisher!

Welcome to the
future 5-country
Biosphere Reserve
Mura - Drava - Danube.

AMAZON
OF EUROPE
MURA-DRAVA-DANUBE

Amazon of Europe Bike Trail – flagship project for a joint tourism product



Acronym:
AoE Bike Trail



Duration:
36 months



Start – end:
1 June 2018 – 31 May 2021



Total budget:
3,176 mio €



3 rivers – 700 km



5 countries



15 Project Partners (PP)



**10 Associated Strategic
Partners (ASP)**

 **Interreg** 
Danube Transnational Programme
Amazon of Europe Bike Trail 
MURA-DRAVA-DANUBE
PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA)



Expected results



**International cyclists,
booking the on-line
flagship product for
AoE Bike Trail**



© J. Schmidt

**Improved skills and
knowledge of the local
inhabitants
New work opportunities in
tourism
Boosted regional economy**



© G. Šafarek

**Benefits for nature:
developed model for
returning the profits
for financing protected
areas**

OUR APPROACH: THINK DIFFERENTLY!

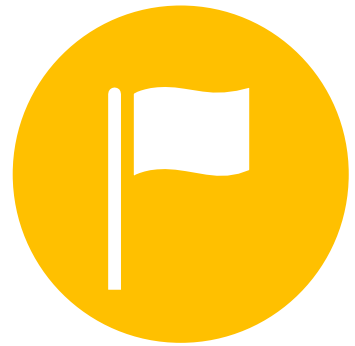
„Travelers neither book infrastructure nor events or websites! They **book products!**“



BOOK NOW



Amazon of Europe Bike Trail will be developed and implemented....



.... as a transnational **FLAGSHIP** project for all involved partners



.... as a **SUSTAINABLY** managed project on the long term scale



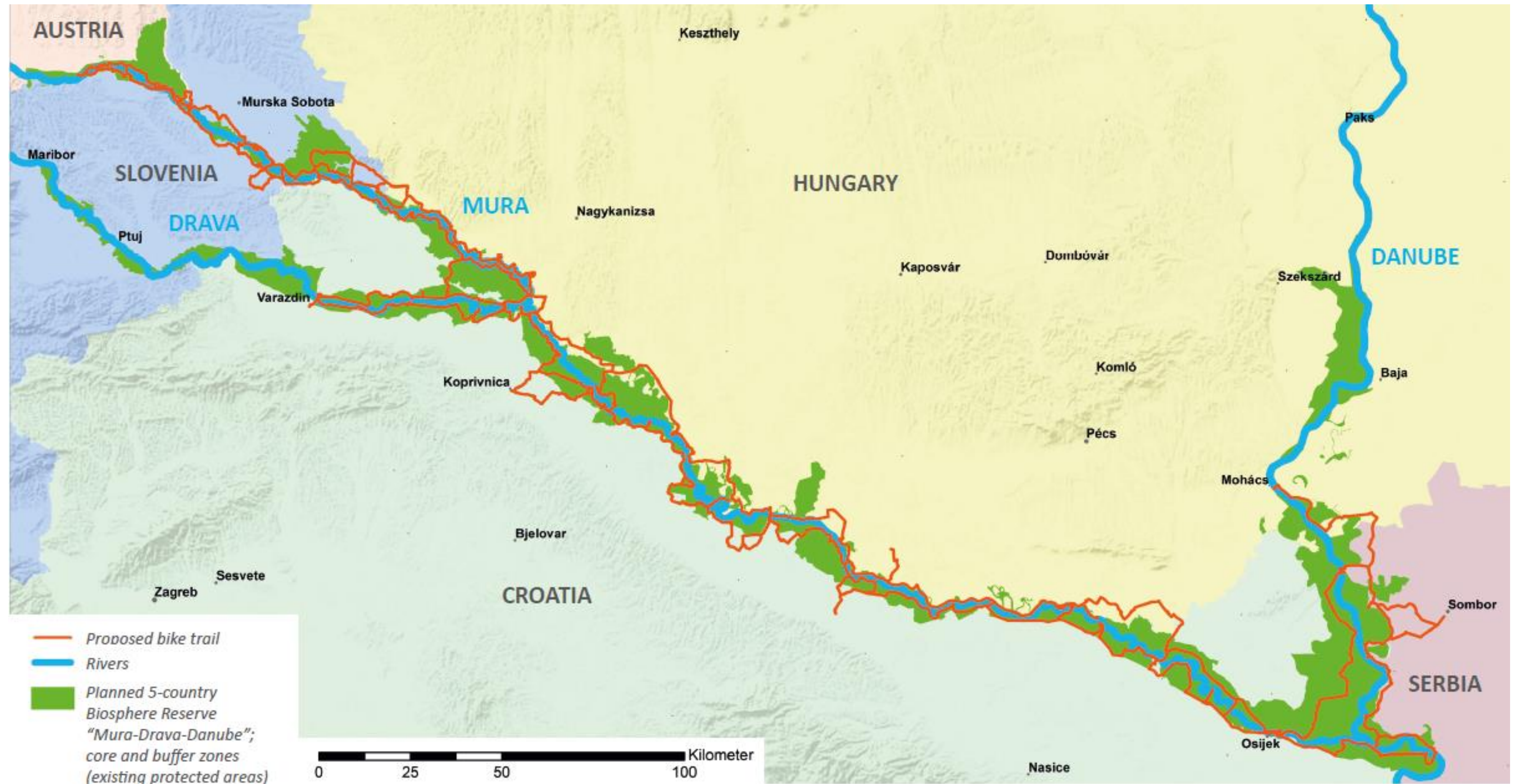
.... as an **INNOVATIVE** model for the partnership between tourism and protected areas



.... as an **INNOVATIVE** model for transboundary cooperation, offering ONE joint product

Proposed Amazon of Europe Bike Trail

2 x 600 km along both sides of rivers



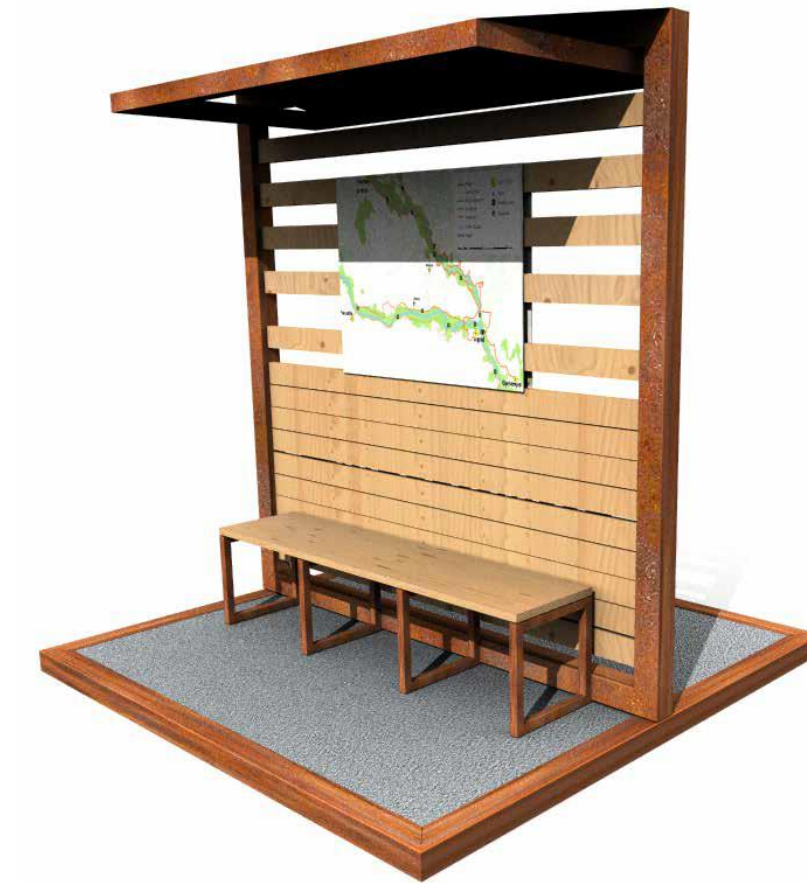
Joint branding and equipment



▲ Example for possible signage by using labels on an existing signpost (photomontage)



▲ „Amazon of Europe” Platform – basic element of info-facility (photomontage)



▲ Example for possible signage by using newly produced signposts (photomontage)



TBR Mura-Drava Danube – vision for the future

- Responsible green destination Amazon of Europe – attractive for inhabitants and visitors, developing high quality tourism products → developing competences and skills, green jobs
- Fossil fuel free area → challenges in mobility
- Participatory cooperation between 5 countries → joint management structure
- Polygon for education and research
- Strong member and contributor to the World Network of Biosphere Reserves, sharing tested approaches and methods



Thank you for your attention!

<http://www.interreg-danube.eu/amazon-of-europe-bike-trail>

<https://www.facebook.com/AoEBikeTrail/>

Urška Dolinar, MBA, director

Iskriva, Institute for Development of Local Potentials

ISKRIVA
Institute for Development of Local Potentials

W: <http://www.iskriva.net/>

Email: urska.dolinar@iskriva.net

Skype: uzelic

Phone: +38640298111



Amazon of Europe Bike Trail



PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA)

