

# WILDERNESS AND OUTDOOR ACTIVITIES

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3<sup>rd</sup> Nature & Sports Euro' Meet 2013 Liptovsky Mikulas (Slovakia)

October 3<sup>rd</sup> 2013



# What is PAN Parks?

**PAN Parks works to protect Europe's wilderness, the continent's most undisturbed areas of nature.**

*The leading wilderness protection organisation in Europe.*



# 99% of Europe's land modified



# 4,2% ARTIFICIAL LAND COVER

EEA 2013: the artificial land cover is the only land use which significantly increases in Europe





**0** SPECIES INVENTED BY US  
**3** SPECIES / HOUR RUN INTO EXTINCTION

**WE ARE LOSING WILDERNESS VALUES EVERY DAY**



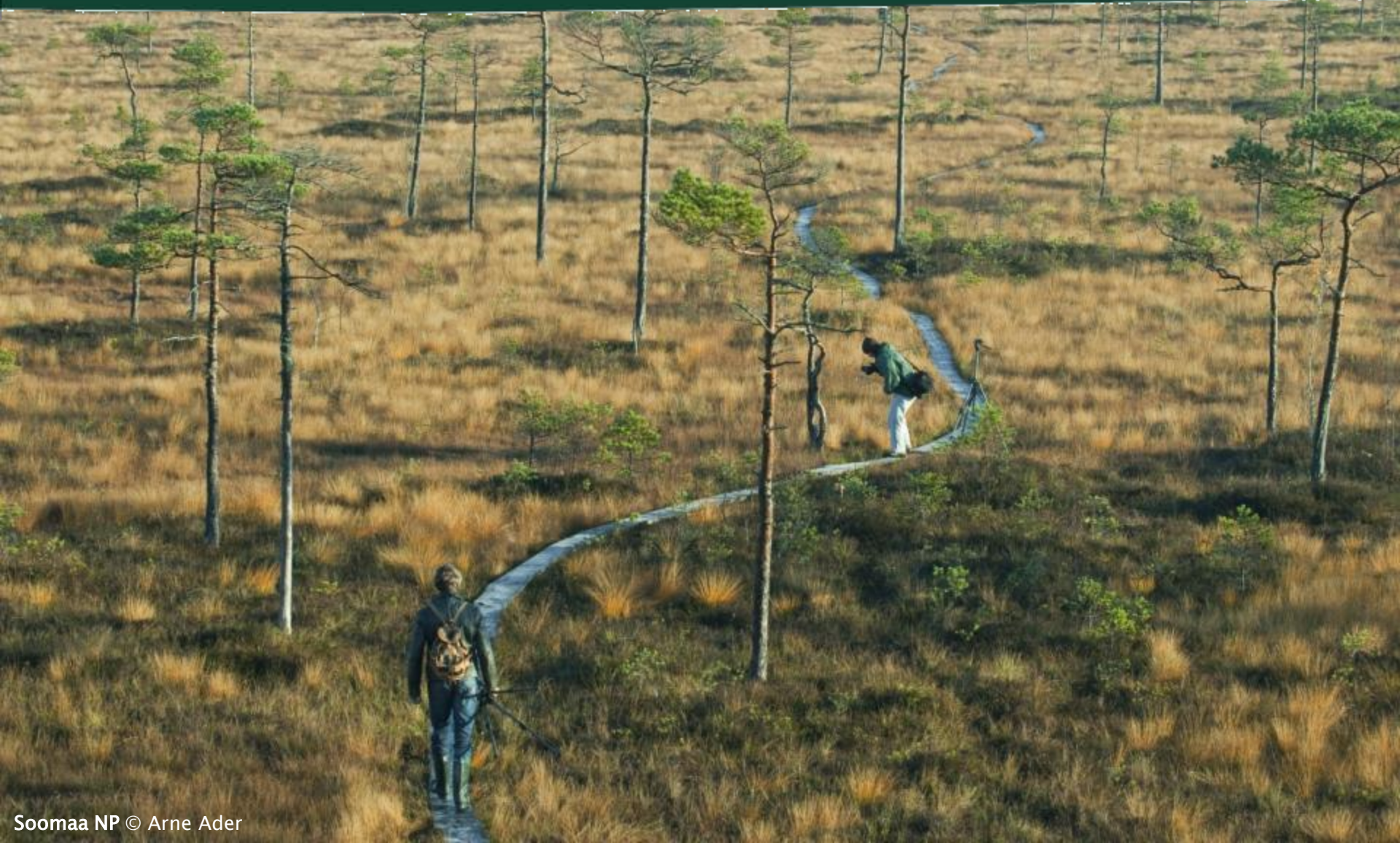


# WILDERNESS IS ESSENTIAL TO HUMAN SURVIVAL ON EARTH



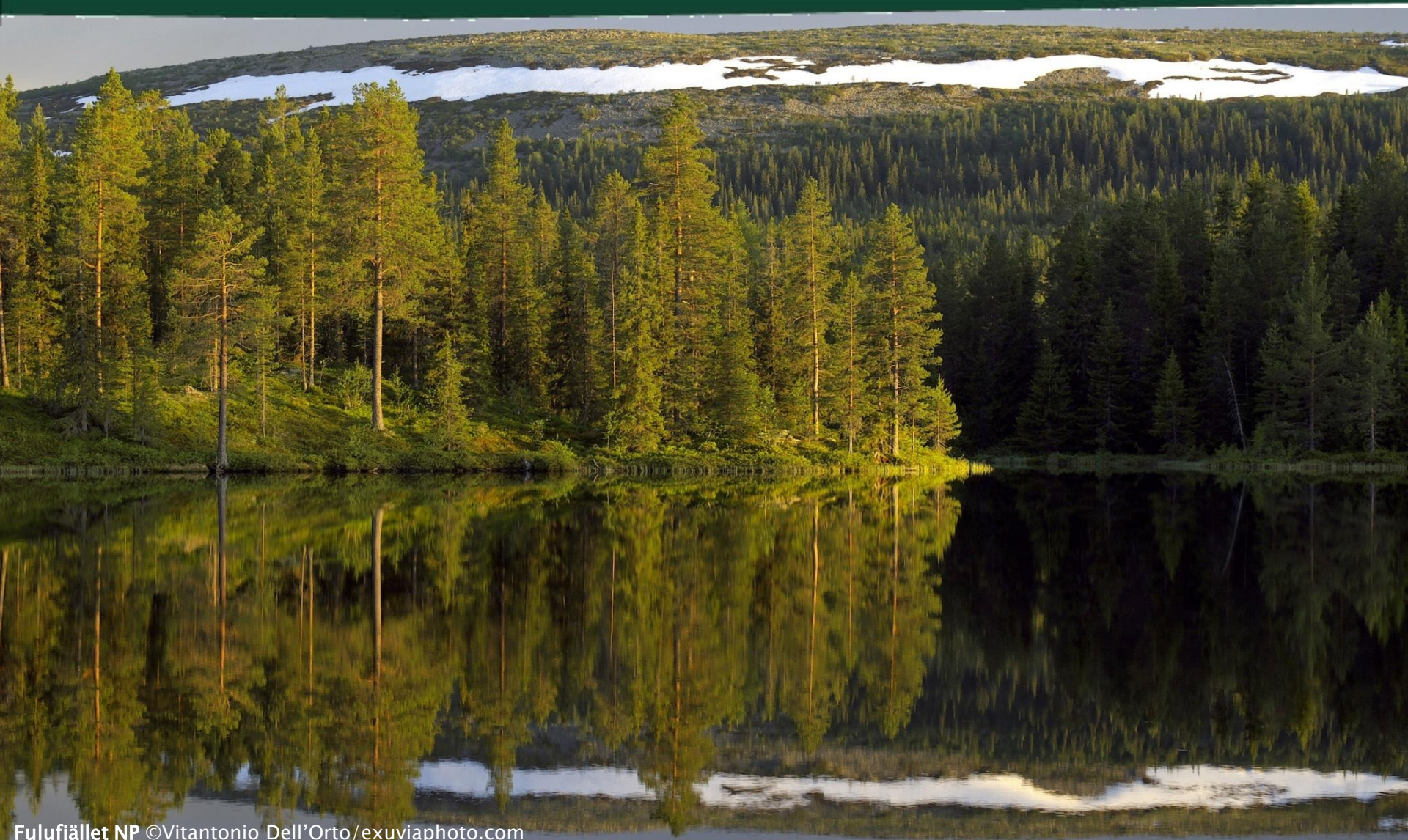


# THE LAST SPECIAL PLACES NEED URGENT AND STRICT PROTECTION!





# NEW WILDERNESS FOR EUROPE





# WILDERNESS IS NOT NECESSARILY UNTOUCHED!

## RESTORING OF WILDERNESS IS NEEDED





# WILDERNESS means

wildlife, visually undisturbed landscape and going OUTDOORS





# ... GO OUTDOORS AND REWILD YOURS HEARTS AND MINDS





# PAN PARKS COMMUNICATION CONCEPT

Go there and experience wilderness yourself, learn about it in the field...





# BRANDING A PART OF COMMUNICATION AND EXPERIENCE CONCEPT





# THE MILLION PROJECT

Verifying wilderness and management effectiveness



# PAN Parks Certificate



*The PAN Parks Foundation hereby certifies that*

## **Oulanka / Paanajärvi National Parks, Finland and Russia**

*has become a Transboundary PAN Park according to the PAN Parks Principles and Criteria.*



**PAN Parks Certification demonstrates that the parks join The Million Project by protecting 103853 ha of wilderness and represents the best of Europe's wilderness and has proven excellence in combining wilderness protection and sustainable tourism development.**

Executive Director  
PAN Parks Foundation

Issue date: 13 August 2012

Certificate Registration No. PA/002/2012/FI&RU





Photo: Triglav National Park



## **TRIGLAV NATIONAL PARK**

**ensures the guaranteed protection of  
29430 hectares of wilderness**

The park joined The Million Project, a Europe-wide wilderness movement lead by PAN Parks Foundation to contribute to preserving **1 million hectares** of Europe's untouched natural areas.

declaration issued by

Executive Director  
**PAN Parks Foundation**

21. 03. 2013

# The European Wilderness Preservation System





# PAN PARKS TOURISM MODEL

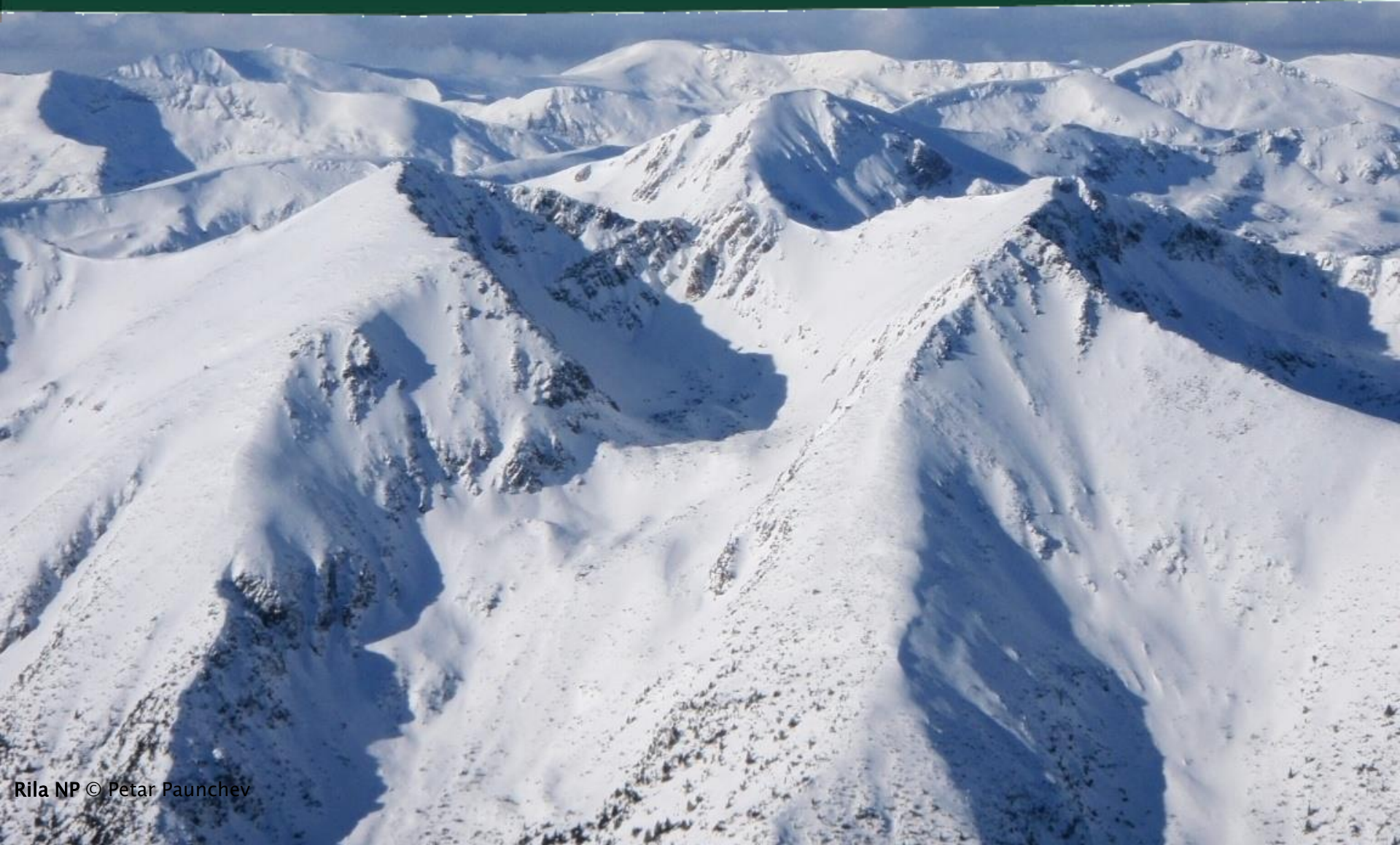
MISSION: PROTECTING WILDERNESS TOGETHER





# PROTECTING WILDERNESS TOGETHER

## PAN PARK - WILDERNESS





# PROTECTING WILDERNESS TOGETHER

## Local Business Partners – Good Experience



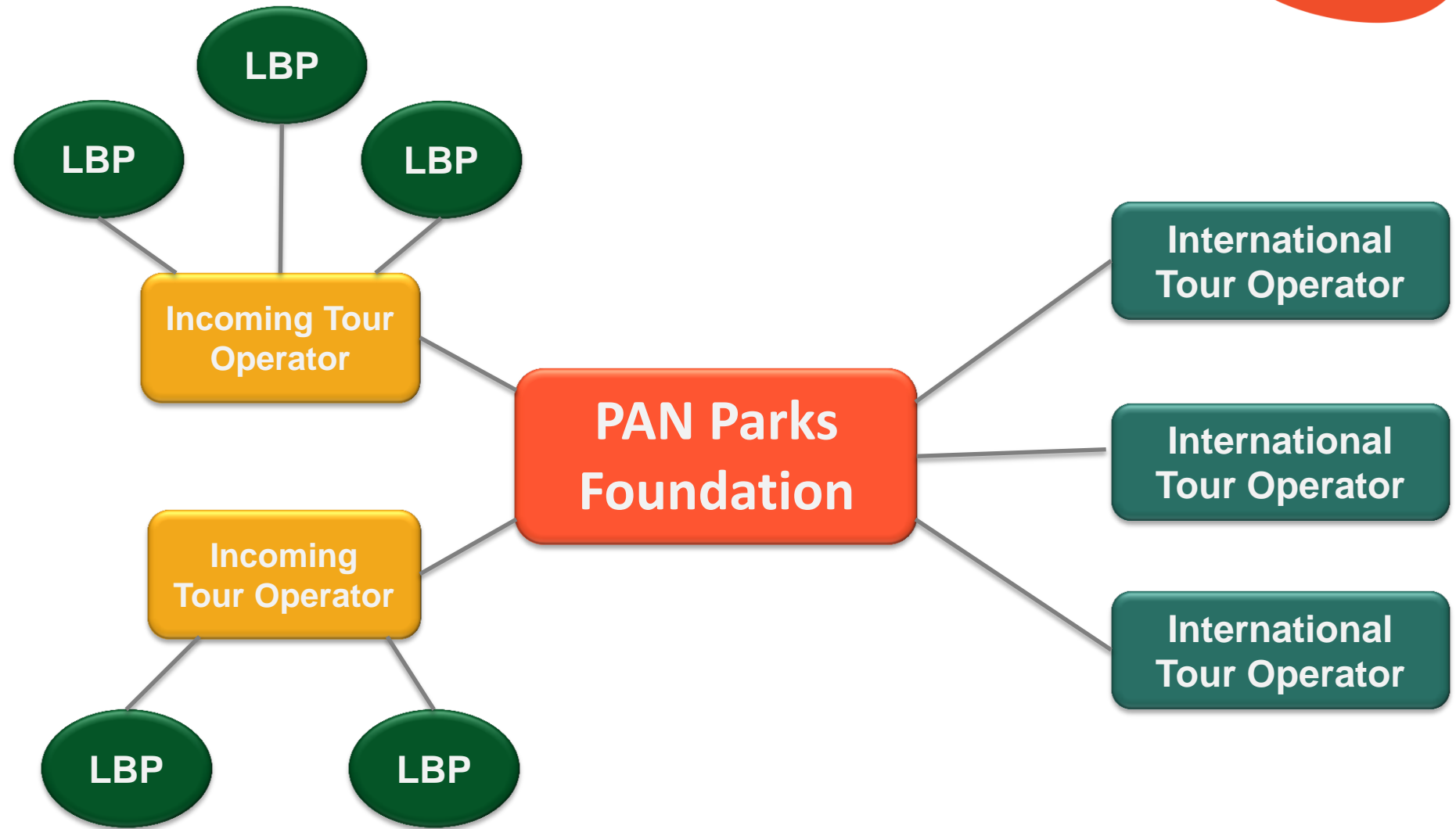


# PROTECTING WILDERNESS TOGETHER

## Clients – Good Experience



# The PAN Parks Tourism Model





# Rewilding the hearts and minds







Our dream is 5%





# Join our fight for Europe's wilderness!





Thank you for your attention  
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[www.panparks.org](http://www.panparks.org)

