



The algebra of the wolf: going from a minus sign to a plus sign through the ecotouristic development of routes and products.

A comparison between LIFE WolfAlps (2013-2018) and LIFE WolfAlps EU (2019-2024) projects - experiences and Perspectives

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20th April 2021 – online Workshop





LIFE WOLFALPS

< LWA (2013-2018)



LIFE WOLFALPS EU

> LWA EU (2019-2024)

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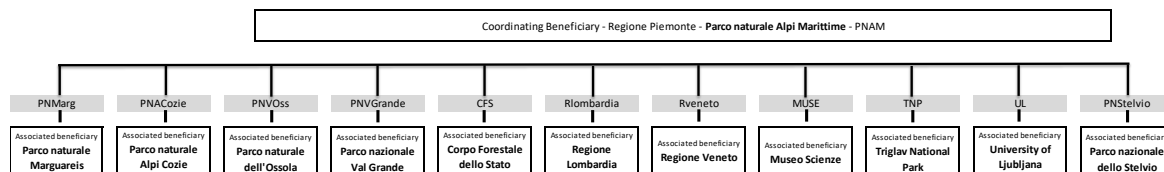




< LWA (2013-2018)

> LWA EU (2019-2024)





Corpo Forestale dello Stato



REGIONE DEL VENETO



Regione Lombardia



< LWA (2013-2018)

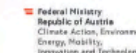
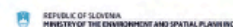
LWA EU (2019-2024) >



Univerza v Ljubljani

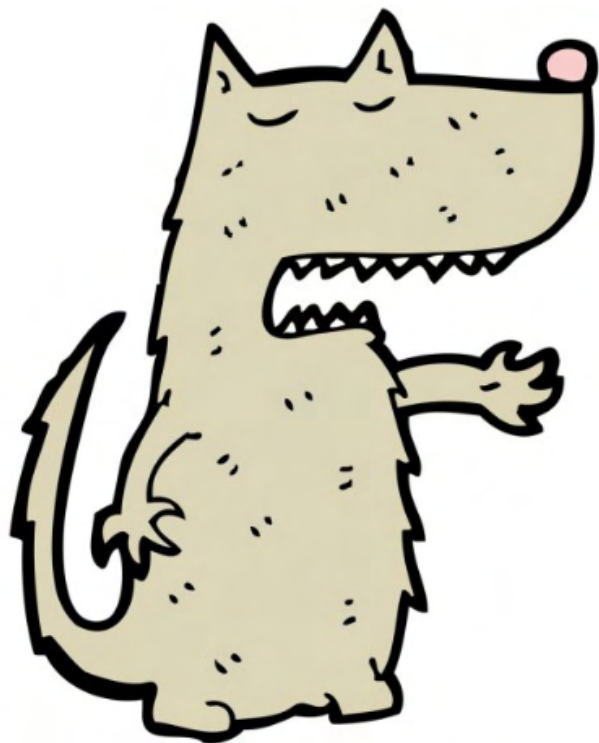


Cofinanziatori



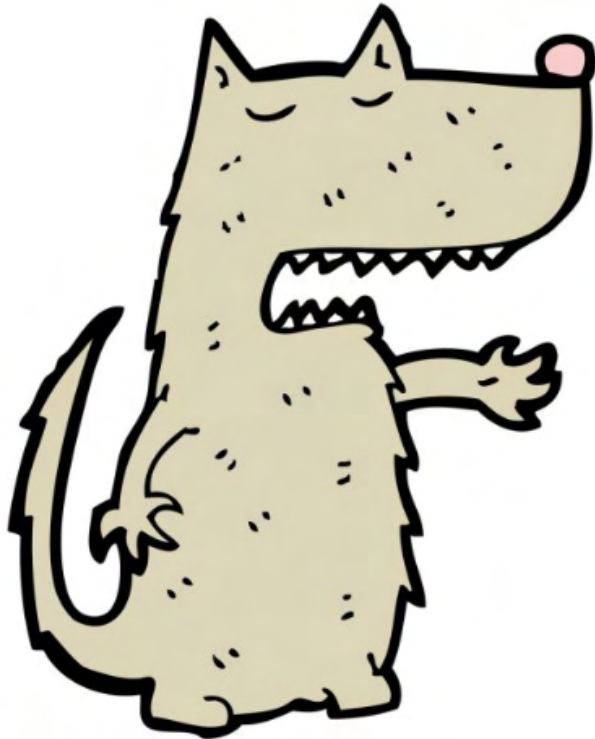
Both LIFE project includes a conservation action dedicated to ecotourism.

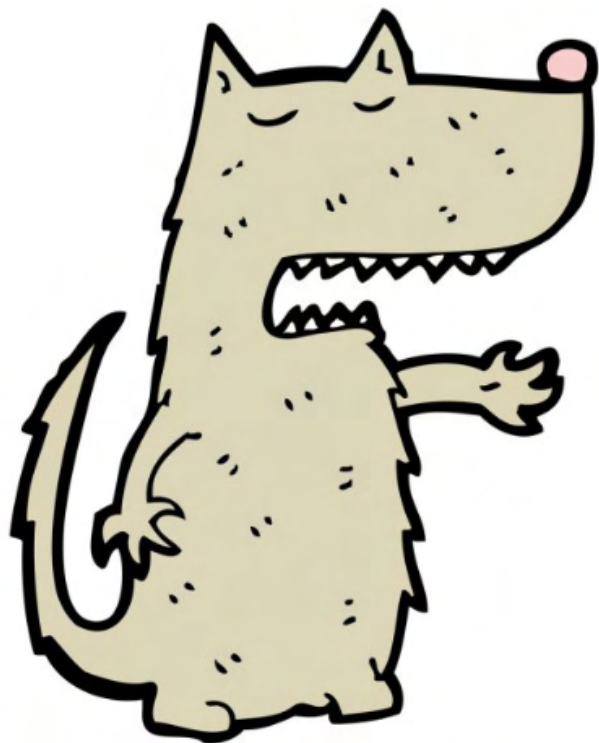
The idea is: let's learn from the past to inherit the best practices, do more and better... avoiding known missteps!



In other words...

if we make mistakes,
let's at least try to use a little imagination 😊 :
let's avoid repeating exactly the same mistakes
done in the past!





LWA (2013-2018) worked on two main sub-actions:

1 – wolf friendly **events**:

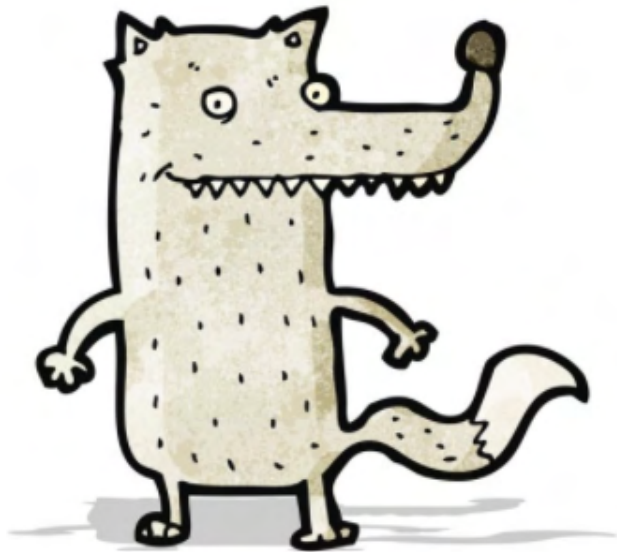
- in summer: pastoral ecotourism to introduce people to the life and work of Alpine shepherds: there were
 - *one day guided hikes*
 - *trekkings* (at least one overnight stay)
- in winter: snow tracking hikes to make people discover the ecology and biology of the wolf and the monitoring methods
 - only one day guided hikes

and

2 – wolf friendly **products** (very local pilot project)

1 - Wolf friendly **events**

Summertime, one-day hike
yesterday



10 free and guided visits to the pastures distributed on several mountain valleys, in order to cover all the core area.

The hikes were led by a **trained Park Guide** or a ranger and were **free for the public**

We made a **huge effort** (in training the guides, organizing the meeting with the shepherds while they were in the mountains – some difficult logistics, etc.), but...



Bergé 2016

rassegna estiva di escursioni



In alpeggio con la guida!

Dal 25 giugno al 3 settembre 2016, l'Ente di gestione delle Aree protette delle Alpi Marittime organizza nell'ambito del progetto europeo LIFE WOLFALPS delle **escursioni guidate e gratuite** davvero uniche: saliamo agli alpeggi tra pecore, capre e mucche per scoprire insieme ai pastori cosa significa **convivere con il lupo** nelle nostre valli e quali sono i problemi, le difficoltà ma anche le bellezze del **lavorare in montagna**.

Valle Gesso – **Sabato 25 giugno 2016**
Giàs Isterpìs e Rifugio Soria Ellena

Valle Vermenagna – **Sabato 2 luglio 2016**
Palanfré e il Monte Pianard

Valle Pesio – **Sabato 9 luglio 2016**
Vallone del Marguareis e Rifugio Garelli

Valle Stura – **Mercoledì 13 luglio 2016**
Chiardoletta e Chiardola Grande

Valle Maudagna – **Mercoledì 20 luglio 2016**
In alpeggio ai piedi del Mondolè

Valle Maira – **Mercoledì 27 luglio 2016**
In alpeggio alla Gardetta

Valle Varaita – **Mercoledì 3 agosto 2016**
In alpeggio a Bellino

Valle Tanaro – **Mercoledì 10 agosto 2016**
Vallone di Upega e Colle delle Selle Vecchie

Valle Gesso – **Sabato 20 agosto 2016**
In alpeggio alla Vagliotta

Valle Pesio – **Sabato 3 settembre 2016**
In alpeggio al Vaccarile



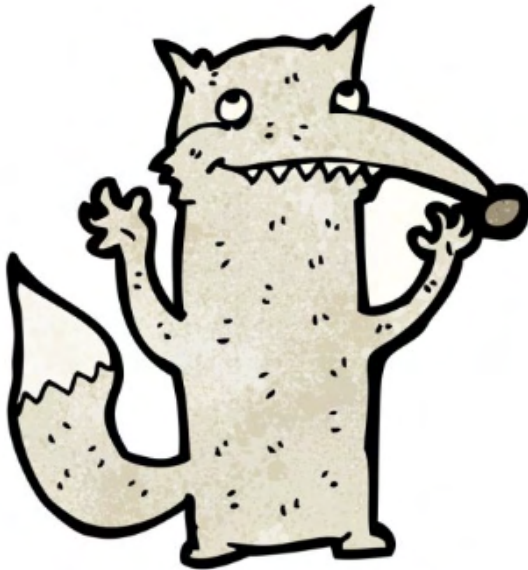
Tutte le escursioni sono **gratuite**, la prenotazione è **obbligatoria**

Info su: www.lifewolfalps.eu/eventi
Progetto LIFE WolfAlps
comunicazione@lifewolfalps.eu



1 - Wolf friendly **events**

Summertime, one-day hike
yesterday



The farmers had a very positive reaction and their participation made each event a unique experience for the hikers!

- ✓ 10 excursions realized
- ✓ 10 shepherds that successfully use preventive methods involved (paied for the visit)
- ✓ 3 trained* Park guides (paied)
- ✓ 2 rangers

As often is the case for many the experimental initiatives, the numbers were under our expectations:
ab. 50 people distributed on 10 events.

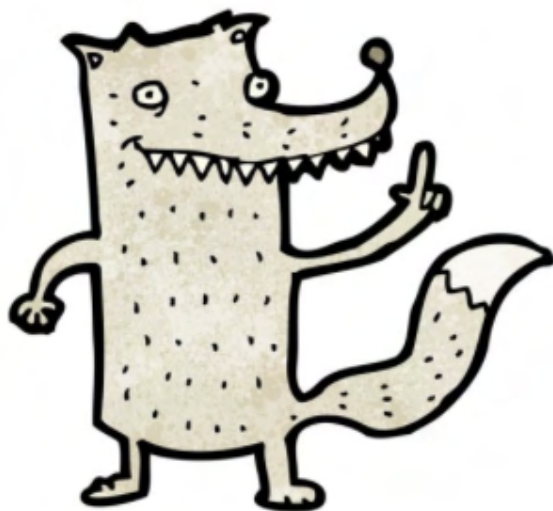
- people unsubscribde at the very last moment
- organization requests a big effort
- low engagement → people do not kept in contact with the Project/with the shepherds
- logistical difficulties

1 - Wolf friendly **events**

Summertime, one-day hike
today



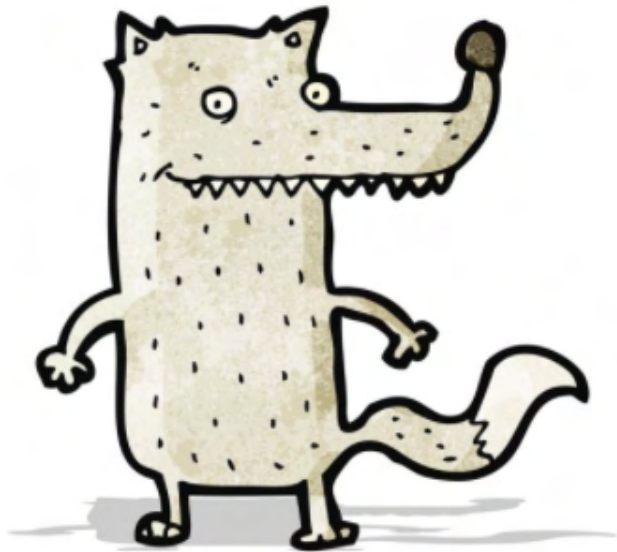
LWA EU will try again with one day hikes to the Alpine pastures, but: participants will book and pay a little fee to the guide, the shepherd will be paid by the project.



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Summertime, trekkings
yesterday



2 ½ days (from Friday afternoon to Sunday afternoon) or 2 days (week-end)

1 public meeting at the refuge with an Expert of the LIFE WolfAlps Project (during the first evening)

collecting samples all along the way

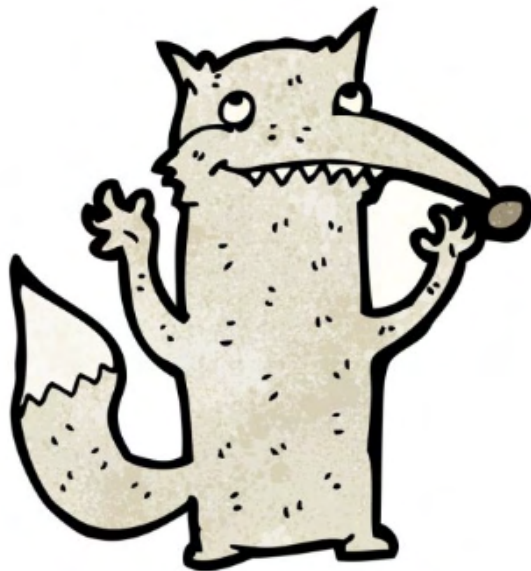
meeting with sheperds/rangers/photographers

it was not completely free as the participants pay for the refuges + **AUTOSUSTAINABILITY**

the Project paid only for the Park Guide and/or the Expert and/or luggage transport

1 - Wolf friendly **events**

Summertime, trekkings
yesterday



- 5 trekkings realized
- ca. 75 hikers involved + ca. 125 people in the refuge involved
- 3 trained Park guides (paied)
- 5 alpine refuges involved
- 2 LIFE WolfAlps Operators involved
- 4 rangers
- good perspective of long term + AUTOSUSTAINABILITY
- (normally) people do not unsubscribe at the very last moment
- after the first year organization requests a modest effort
- higher engagement + PEOPLE KEEP IN CONTACT with the Project, REFUGES and GUIDES
- feeling of being and travelling across a LAND OF WOLVES

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Summertime, trekkings
today



We will empower the trekking topic,
with the **first wolf friendly travel catalogue in
the Italian Alps!**

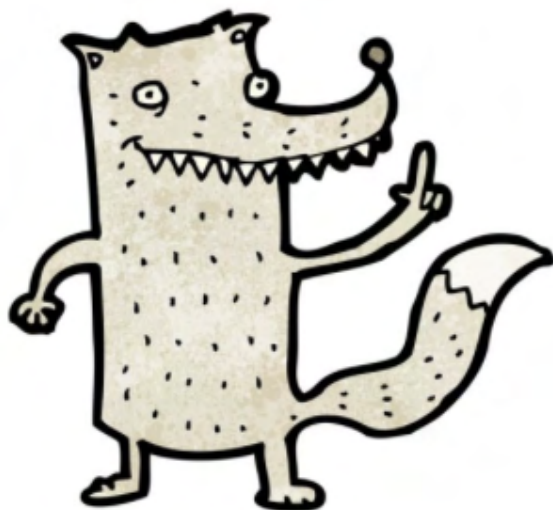
In 2021 APAM paid a tour operator specialized in
responsible tourism to define and market
7 trekkings in 7 Italian Natural Parks.

They will focus not on wolf itself but rather on
coexistence.

Each trekking will include **meetings and
exchanges** on the trail with stakeholders.

**Refuges and hotels adhering to the
European Charter for Sustainable Tourism**
are preferred over others.

This time all treks are at the expense of the
participants and with a mark-up by the tour
operator: **the project only works as a trigger.**

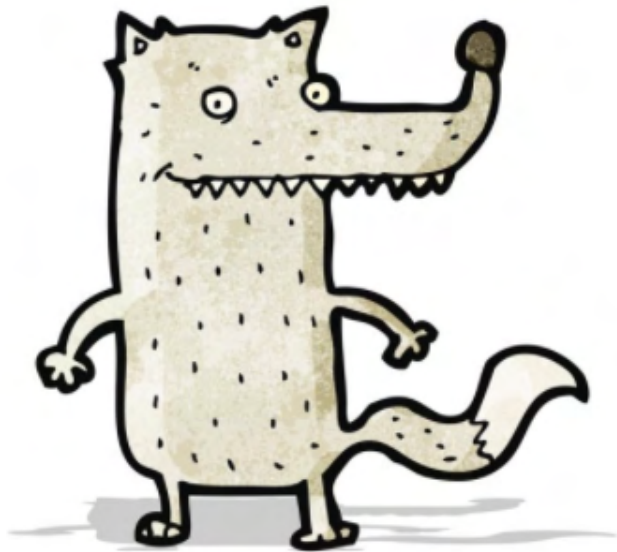


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1 - Wolf friendly **events**

Wintertime, one-day snow-tracking hike **yesterday**



During LWA the Park organized hikes on the wolf's track with a trained Park Guide with **final tasting of local products prepared by a local restaurateur.**

This kind of event permitted people to discover in a funny way a lot about the biology and ecology of the wolf, about the Park's fauna and about the complex monitoring strategy utilized by the LIFE operators all over Italian and Slovenian Alps.

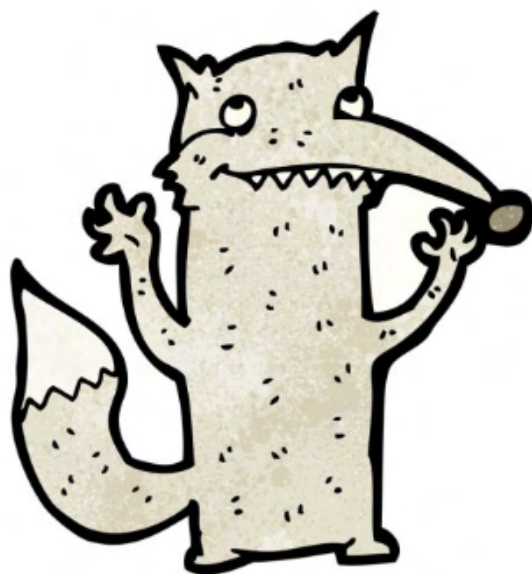


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1 - Wolf friendly **events**

Wintertime, one-day snow-tracking hike **yesterday and today**

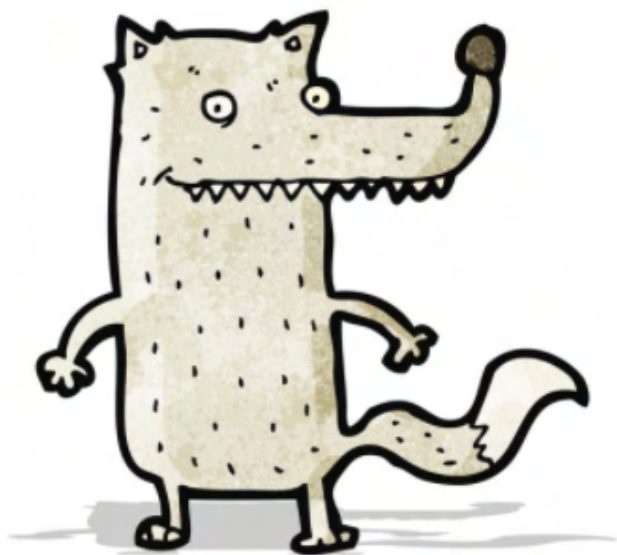


- 10 excursions realized
- ca. 250 people involved
- 3 trained Park guides (paied)
- 5 restaurateur (paied) involved + AUTOSUSTEINABILITY
- 1 LIFE WolfAlps Operator
- 1 ranger
- people do not unsubscribe at the very last moment + IF YOU EAT FOR FREE THAN YOU WILL COME FOR REAL!
- higher engagement + PEOPLE KEEP IN CONTACT WITH THE PROJECT AND COME AGAIN AND AGAIN AND AGAIN...

-

We will keep this activity just the same because... it worked well! 😊

2 - Wolf friendly **products**, **yesterday**

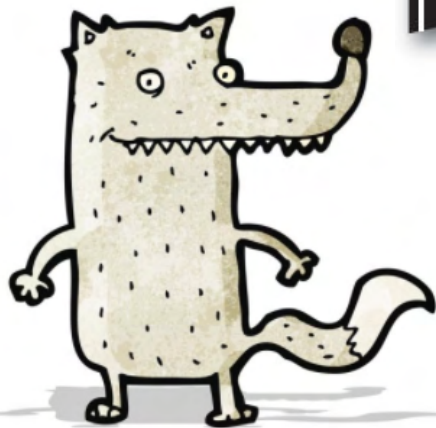


Within LWA (2013-2018) **a wolf friendly logo and packaging were designed** with the name "Land of wolves", recalling the bear friendly logo of the LIFE DinalpBear project.

However, **the application forms and access criteria were different and simpler.** The resources allocated to this action were scarce and only 6 local producers were involved.

The problem is that **these small producers do not need help to sell their products** because they have no unsold products. For them, this line is a bonus. **How to make it attractive for producers, but also for tourism professionals, to join the label?** This was an open question.

2 - Wolf friendly **products,** **yesterday**



Questo prodotto locale è stato realizzato con impegno e passione in un territorio di presenza del lupo. Il ritorno di questo grande carnivoro sulle montagne da cui si era estinto un secolo fa rappresenta un importante valore ecologico, ma comporta l'adozione di misure e di accorgimenti che costano denaro e fatica. Per questo siamo particolarmente orgogliosi di potervi offrire un prodotto in terra di lupo.

This local product was created with passion and commitment in a territory where wolves are now present. The return of these large carnivores to the mountains where they were hunted to extinction about a century ago is of great ecological value, but it involves the adoption of measures and arrangements that cost money and effort. This is why we are particularly proud to offer to you a product from the land of wolves.

Ce produit local a été réalisé avec passion et dévouement dans un territoire de présence du loup. Le retour de ce grand carnivore sur les montagnes où il a été chassé jusqu'à son extinction il y a un siècle est une valeur écologique importante, mais la présence du loup implique l'adoption de mesures et d'ajustements qui coûtent beaucoup d'argent et d'efforts. Voilà pourquoi nous sommes particulièrement fiers de vous offrir un produit dans une terre de loups.

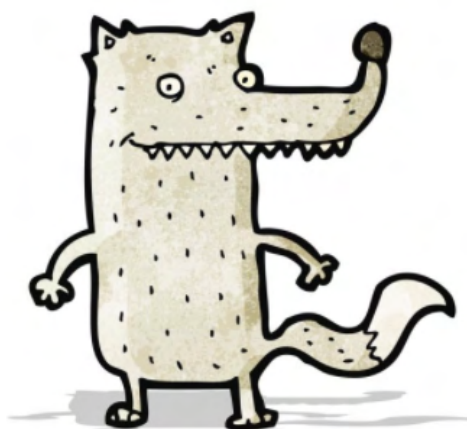
Dieses lokale Produkt wurde mit Einsatz und Widmung in einem Gebiet wo der Wolf lebt geschaffen. Die Rückkehr in den Bergen von diesem großen Fleischfresser, welcher vor einem Jahrhundert ausgerottet wurde, stellt einen wichtigen ökologischen Wert dar. Dies bedeutet die Anwendung von Maßnahmen, die Geld und Mühe kosten. Deswegen sind wir besonders stolz, ein Produkt von dem Land der Wölfe zu bieten.

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2 - Wolf friendly **products,** **yesterday**



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2 - Wolf friendly **products**, **today**

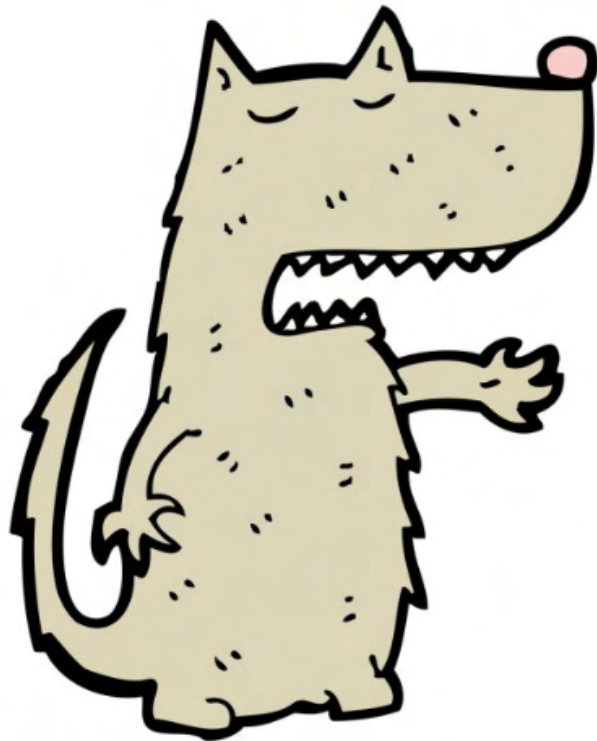


In order to make the logo attractive to producers and tourism professionals, we will create an **online platform** that will give visibility to their products and activities and will put them in contact with each other, encouraging an exchange of ideas and practices.

The online platform will dialogue (how? This is still to be defined 😊) with the renewed platform of bear friendly products.

We will also make the **access criteria of the two logos consistent**, by adopting and adapting for the wolf friendly one the modules used for the bear friendly logo.

Finally...



The University of Ljubljana will produce **guidelines for the non consumptive use of wolves in ecotourism activities**, which will be translated, adapted and adopted also in the Italian project area, where they will be integrated into Environmental Impact Assessments and current legislation.

The guides all over the project area will improve their training thanks to the indications contained in these guidelines.



**Thank you
for your
attention!**

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