



Landscape of the Year - An Ongoing NFI Initiative

Every 2-3 years since 1989, International Naturefriends (NFI), the umbrella organisation of the Naturefriends-movement, has designated a cross-border, ecologically valuable European region "Landscape of the Year".

The guiding principle of Landscape-of-the-Year initiative is to preserve selected natural and cultural landscapes in Europe and to trigger sustainable border-crossing development. The idea is to interlink economic, social and ecological objectives, for example by promoting sustainable tourism. To achieve this, it is imperative to encourage cooperation and dialogue within the region, involving all stakeholders and the local population.

The objective pursued at the European level is to make the public as well as decision-makers aware of the region selected: This is how Landscape-of-the-Year projects draw Europe-wide attention to the diversity of the continent's regions while generating awareness of Europe in the regions concerned.

Moreover, experience exchange is boosted between previous Landscapes of the Year, building bridges between countries, people and regions.

All this is supposed to trigger lasting change, i.e. initiate activities and processes that will show effect beyond a Landscape of the Year's official duration.

Danube Delta – Landscape of the Year 2007-2009

By conferring the accolade of Landscape of the Year on the Danube Delta, NFI wished to draw Europe-wide attention to one of the continent's most singular natural and cultural regions. During the last two years NFI and its executive partner, the Naturefriends Romania, together with local, national and international partners, have been active in three key areas:

- Planning and implementing sustainable tourism strategies (including capacity building, training courses and international PR)
- Environmental education & awareness raising (i.e. school projects)
- Making sustainable and innovative use of the common reed as a natural resource

Partners active in the Project Group are the Danube Delta Biosphere Reserve Administration, the National Danube Delta Institute in Tulcea, the Romanian Eco-Tourism Association, the Tulcea County Council, the German Society for Technical Cooperation in Romania and the Danube Carpathian Programme of the World Wide Fund for Nature.

(More information, brochure and annual reports at www.landscapeoftheyear.net/danubedelta.)

Previous Landscapes of the Year

2005/06 The Jura, 2003/04 Lebus County, 2001/02 The Old Flanders, 1999/2000 The Bohemian Forest, 1997/98 The River Maas, 1995/96 The Alps, 1993/94 The Oder Delta, 1991/92 The Eifel-Ardenes Region, 1990 Lake Neusiedl, 1989 Lake Constance

European Network 'Landscape of the Year'

In 2006 NFI launched the European Network 'Landscape of the Year' - a platform for all Landscapes of the Year for know-how exchange, common marketing strategies and a common policy for sustainable regional development.

For more information access www.landscapeoftheyear.net