

Environment, Nature and Climate Protection Foundation

of the State of Saxony-Anhalt





Who are we?

- a non profit foundation
- located in Magdeburg
- 20 employees
- managing director Dr. Nele Herkt
- committed to environmental, nature and climate protection and safeguarding biodiversity in Saxony-Anhalt





What do we do?

- management of over 4,000 hectares of foundation-owned land
 - further development of biodiversity on 1,600 ha in the area of the former inner-German border (Green Belt)
 - + 250 ha of land in the area of the Elbe river and other scattered land
 - **process protection on 2,150 ha of forest in the Harz Mountains (Blankenburg natural heritage forest)**

- Saxony-Anhalt Environmental Award

- project funding

- voluntary services in Saxony-Anhalt
 - Voluntary Ecological Year
 - Ecological Federal Voluntary Service







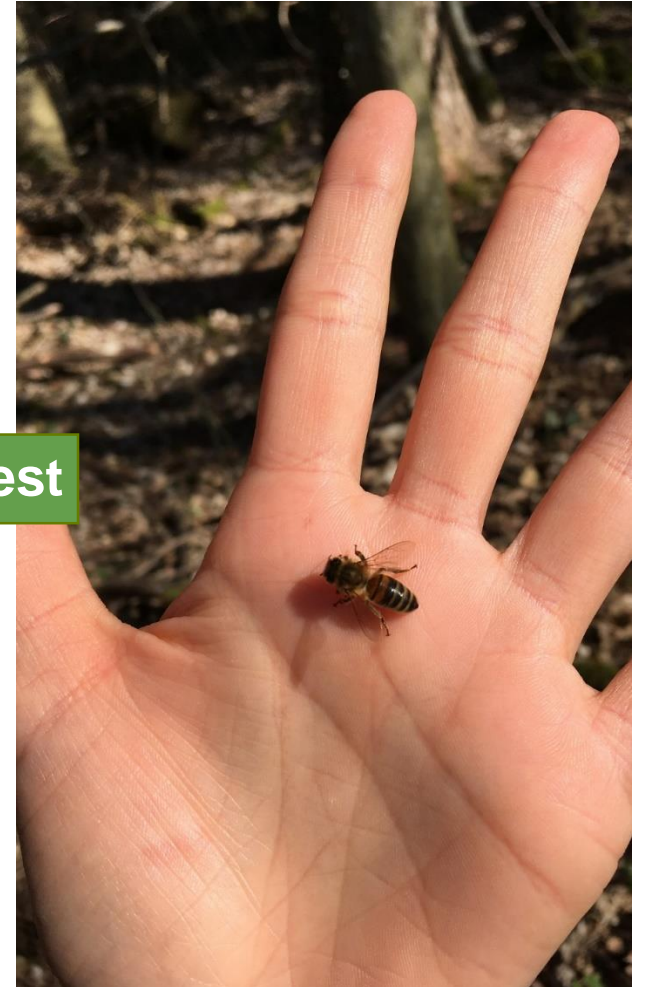
Measure #1 – Regional Cooperation

- honey bee colonies were recognized in the forest
 - Start of a cooperation with a beekeeper
- Idea #1: an own product (natural heritage forest honey)
- Idea 2#: common public walks, activities, workshops

#combineyouraims

Discover the life of the honey bees in the natural heritage forest

- Let's raise awareness for the protection of the species
- Let's draw attention to the importance of bees for our ecosystem
- Let's give people information on how to protect our forests
- Let's teach and transfer environmental education aspects

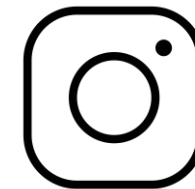
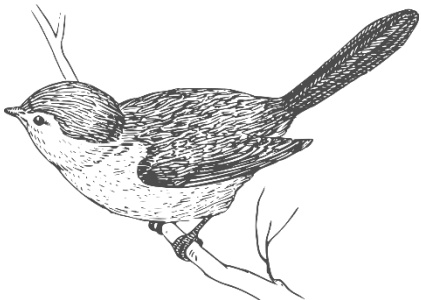




Measure #2 – Digital Spring Walk

- a digital theme day on the foundation's social media channels already exists
- current online content:
 1. facts and figures about the forest
 2. process protection measures by the foundation
 3. various interactive quizzes
 4. regular events such as a virtual spring walk

Idea #1: a digital spring walk LIVE on Instagram





Potentials and Challenges

- pilot phase (project life time: December 2022)

Potentials?

- attract new visitors and people who haven't heard of the forest yet
- share the capacity which is needed to make the practise successful
- receive new ideas and others opinions which can be helpful or a great add

Challenges?

- communication of species protection -> **gentle tourism vs. hardcore tourism**
- choose a partner who is trustful, open minded as well as well known in the region



Contact



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