



# Be Part of the Mountain

June 1st 2024





## **OBJECTIVE**

**“An international initiative  
to raise awareness of the importance to protect  
wildlife and Alpine biodiversity.”**





## OBJECTIVE

Damage is caused by lack of knowledge rather than a malicious intent!

- **Raise awareness** about the **vulnerability of Alpine biodiversity**
- **Encourage** outdoor sports practitioners to take **greater responsibility** when being outdoors
- **Reduce negative impact** of outdoor activities on alpine wildlife and biodiversity
- **Create an Alps wide information and communication campaign**





## MEMBERS & AMBASSADORS

### Charta of Cooperation

- States the principles of the initiative
- Intended for parks, nature protection organisations, public bodies, Alpine clubs, ...

### Ambassadors programme

- Network for nature sport enthusiasts
- Engagement for responsible outdoor activities and nature protection
- Around 130 ambassadors





## WINTER CAMPAIGN

- **Targeting different winter outdoor activities:** snowshoe hiking, ski mountaineering, off-piste skiing
- Introducing different animals
- Showing the challenges that winter brings for animals
- **Advice for planning responsible outdoor activities**

head out, you might enter the animals' comfort zone – often and without noticing it.

ceive you as a danger, will be put under stress and will most take flight and burn precious energy in order to save their



sudden flight in a steep slope with 50cm of powder snow requires a Chamois to spend **60 times more energy** than it would need for a walk under no stress.



A black grouse, once it took flight from its igloo, **spends many hours** perched on a tree before digging a new one.



Overall, negative effects from snow sports are **30 % more frequent** than from any other type of recreational activities.

**Stressed and weakened animals** are more vulnerable to diseases and to natural predators.







## SUMMER CAMPAIGN ON SOCIAL MEDIA



Mountain lakes are a highlight of any hike, offering nice views and refreshing relief on hot days.

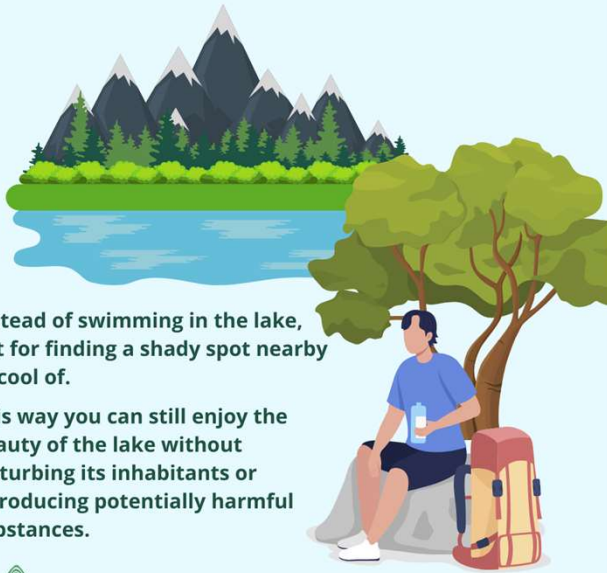
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But they're also vital ecosystems and home to diverse plant and animal life.

While taking a dip may seem tempting, it can disrupt this delicate habitat!

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Instead of swimming in the lake, opt for finding a shady spot nearby to cool of.

This way you can still enjoy the beauty of the lake without disturbing its inhabitants or introducing potentially harmful substances.

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## COMMUNICATION TOOLS



### Website

[www.bepartofthemountain.org](http://www.bepartofthemountain.org)



### Video

Youtube and Website



### Social Media

Instagram and Facebook





## **YOUR CONTRIBUTION**

### As organization / institution:

- Become partner of the initiative
- Launch or continue an awareness programme
- Promote the objectives, messages and tools of BPM
- Share knowledge, methods and tools
- Contribute to the evolution of the initiative

### As individual:

- Become ambassador
- Follow BPM on social media





**More information:**  
[www.bepartofthemountain.org](http://www.bepartofthemountain.org)

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