

TREASURING PAST EXPERIENCES ...

2Bparks seek to integrate environmental issues into core institutional thinking and private investment choices by developing **innovative governance patterns** for protected-area enhancement. To achieve this goal, 2Bparks will:

- Assist protected-area managers with effective decision-making when economic issues and social situations must be reconciled with the environmental issues of protected-area policies and plans
- Involve businesses and the public as effective drivers of protected-area enhancement
- Build biodiversity businesses
- Improve skills and capacities
- Increase collective awareness of protected-area values and opportunities while disseminating the culture of sustainable development
- Strengthen sustainable tourism in protected areas.

... USING SUSTAINABLE DEVELOPMENT ...

2Bparks general objectives are:

- **Protection planning and management**, in which the **Roadmap** will provide a user-friendly tool designed to support protected-area managers in familiarizing themselves with the existing guidelines and selecting the most appropriate ones.
- **Sustainable tourism and marketing for compatible growth**, which will result in the Notebook, a practical tool for public and private operators that agree to develop sustainable tourism in Mediterranean protected areas and to become members of the Eurocharter network.
- **Education and research for skills and awareness** with the **Sourcebook** and the linked **Education platform**, which will ensure a continuously updated knowledge system and will increase the employment potential of all people interested in protected areas.

... TO PRESERVE PROTECTED AREAS FOR FUTURE GENERATIONS

The balance between improving lifestyles and wellbeing on the one hand and preserving natural resources and ecosystems on the other promotes sustainable development supported by the following key aspects: **environmental protection, economic development, social development, and cultural diversity.**

By integrating environmental concerns into decision-making processes and developing sustainable tourism and awareness, 2Bparks contributes to sustainable utilization of natural resources and strengthens connections among Mediterranean societies, economies, and protected areas.

The 2Bparks network will become a functional tool preventing protected-area fragmentation and working in favor of natural and cultural heritage enhancement.



CONSORTIUM DETAILS AND SELECTED PROTECTED AREAS

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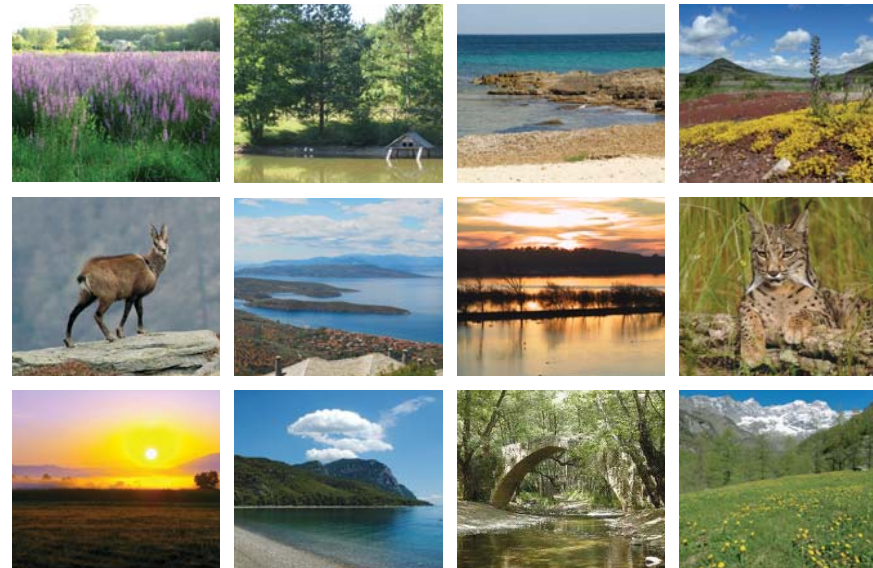
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PROTECTED AREAS

Protected areas represent added value for the Mediterranean region, not only as recreational areas but also as a sustainable development factor. There is a strong connection between the protection of fragile areas, the enhancement of natural resources, and sustainable development.

2Bparks seeks to increase protected areas' effectiveness in preserving biodiversity and providing solutions for long-term ecological, social, and financial sustainability.



**Creative
Sustainable Management,
Territorially Compatible Marketing
and Environmental Education
2Bparks**