Experiencing Ecosystem Services

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IMC Innsbruck 2019

International Mountain Conference

Interpretative trail ‚Experiencing Ecosystem Services‘

- Based on **long term ecological research**
- Two complementary versions:

  (1) Real trail with free audio guide and (2) a guided walk

Interpretative trail ‚Experiencing Ecosystem Services'

www.oekosystemleistung.org

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Interpretative trail ‚Experiencing Ecosystem Services‘

Guided walk ‚Experiencing Ecosystem Services‘

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TIROLER SCHUTZGEBIETE

eurac research

LTSER tyrolean alps

natopia

tiroler umwelt anwaltschaft

stubai

FWF

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Interpretative trail ‚Experiencing Ecosystem Services‘

- Small panels indicate station
- Free audio guide for smartphones
- Action request and information at each station
- Additional booklets (PDF)
- Supportive homepage

Interpretative trail ‚Experiencing Ecosystem Services'

Stepwise, interactive and iterative implementation:

- basic **concept**, topic and place
- select **key messages** based on research results (researcher)
- '**translate**' key messages in **stories** (and activities)
- check for **scientific soundness**
- **reality check** (kids & tourism association)
- **adaptation** / improvement
- final **implementation**

Observation and experiences

→ Ecosystem Service Concept (ESC) is **complex** but **received openly**

→ Applied methods **facilitate** the promotion and **understanding** of the ESC

→ Further science communication activities are needed

→ ESC should be prevented from facing the same **deadly generalization** as once happened to the **sustainability concept**

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