

# Principles of TB biodiversity conservation

## The Joint Natural Heritage



„transboundary“ vs. „international“

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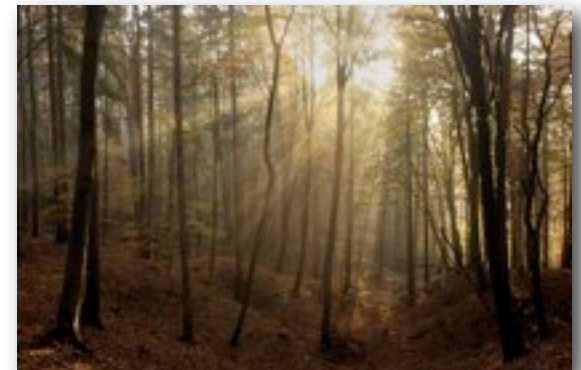
## The Joint Natural Heritage



what else?

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## The Joint Natural Heritage



identifying the common ground – and the asymmetry in every field...

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The face of protected areas



**Welterbe-Naturpark**  
Neusiedler See Leithagebirge



**NATURPARK** in der  
*Weinidylle*  
SÜDBURGENLAND

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## The differences.

The legislative basis for protected areas.

The type of management / authority.

The financing...

The role of the PA  
in regional development.

Marketing and PR.



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The differences.



The structure of visitors.

Profile and reputation.

Development objectives.

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## Re-positioning TB PAs

**Communicate the joint natural values in a more impressive way.**

**Make authentic nature experience accessible to more sectors in our societies.**



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Great Nature Experience

Thank you for  
your attention! \_\_\_\_\_