



# NATURA 2000 BRANDING

benefits people,  
nature and local  
economy

Natura 2000 is the largest network of protected areas in the world. It not only protects nature but also offers socio-economic opportunities to its local communities.

[www.natura2000branding.eu](http://www.natura2000branding.eu)

The Natura 2000 branding campaign stresses the benefits the network can provide. It promotes nature-friendly products and services from Natura 2000 areas and showcases inspiring stories about their benefits for nature as well as the local community.

By sharing these successful and positive stories this campaign aims to trigger new partnerships between site managers, farmers and local businesses to develop more Natura 2000 products. In time, this should lead to an improved perception of the Natura 2000 network and increased support for the further implementation of the Nature Directives.

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Do you know about a  
Natura 2000 **product** or a **story**  
worth telling?

**Contact us and we will promote it  
through the campaign.**

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