



Action for Climate Empowerment

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DIE GARTEN TULLN - Idee und Umsetzung

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- 4 Learnings

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DIE GARTEN TULLN a short introduction



Boat trips



Attractions

Tree top walk



Water show



Art



Programmes



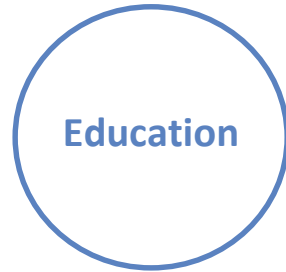
Playground



Workshops



Seminars



Guided tours



Ecopadagogic programmes



Restaurant



Bavarian Beer Garden



Gastronomy

Traditional Debit of Wine



Wedding- an Event location



- Situated in river forest close to town center
- 230.000 visitors every year
- 7.000 children in programmes every year
- 100 partnerships with firms and associations linked to gardening and ecology

2

DIE GARTEN TULLN - the philosophy

- Only 100% organic garden show in Europe
- Natur im Garten Experience World
 - Natur im Garten
 - Simple basic principles (no peat, no pesticides, no chemical fertilisers)
- Motivate and enhance Gardners
- Wide public

3 DIE GARTEN TULLN –addressing climate crisis

- Education, training
 - 65 display gardens
 - Daily tour free of charge
 - Hot spot for pedagogic programmes
 - Courses and seminars with partners



3 DIE GARTEN TULLN –addressing climate crisis

- Public awareness
 - Climate Change Garden
 - Botanic Garden
 - Corporate Culture
 - EMAS-Certificate
 - Permanent communication – press releases, Web



3 DIE GARTEN TULLN –addressing climate crisis

- Public participation, public access to information
 - Daily tour free of charge
 - Information material
 - Informations easy accessible adaptes to various target groups
 - Corporate Culture and permanent communication

3 DIE GARTEN TULLN –addressing climate crisis

- International cooperation
 - Network of Natur im Garten – initiatives
 - Invitation of Delegations
 - Events with partners
 - Know How and Know Why of key staff and management

4

Learnings

- Many people are not interested in climate change
- Addressing a wide public is necessary
- Communicators need to be credible and have a clear corporate culture, people want a face
- We must tell more stories, not only facts

4

Learnings

- We must show and attract emotions
- We must promote the advantages of a lifestyle of health and sustainability
- We must communicate solutions
- We must show examples and be role models
- Firms must be supported by public authorities and engagement must bring fiscal benefits