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North-West Europe

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Nudge-theory based Communication and Marketing Concept with Storytelling

Document/Deliverable name	D.2.11.1, D.2.11.2
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Co-author(s) / Content Delivery	Realizing Progress
Status (Final, Draft)	Final
Comments	
Date	20.12.2025





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1. About the concept

This concept is produced to promote sustainable tourism in nature areas by applying the nudging theory.

This communication concept forms part of the 'Development of measures and communication for the successful implementation of the nudging strategy for sustainable tourism in nature reserves' project. It outlines the vision, key messages, marketing plan and target audience profiles.

It also describes **suitable marketing channels** and **nudges** that could be tested or implemented for each target group at the various stages of the customer journey.

It also includes a **storytelling concept**. The storytelling concept facilitates the practical implementation of storytelling for the nudges and comprises the following components:

- **Storyline:** It explains the central motifs, ideals and meaning of the narratives. It is the 'common thread', i.e. the main idea, motifs, values and meanings that a story is intended to convey.
- **Story set:** Explains the protagonists, rewards, and dramaturgy. Here, we examine the 'inventory' of the story, including the characters (protagonists), potential conflicts, rewards, and typical dramaturgy.
- **Storyboards:** Guidelines for digital and analogue marketing, as well as on-site staging at the destination. This involves the practical implementation of images, scenes and channels – essentially a 'script' or schedule for marketing materials.

2. Introducing 'Nudging'

A **nudge** is any aspect of decision-making architecture that changes people's behaviour in a predictable way, **without prohibiting options** or **significantly altering economic incentives**.

Hansen, P. G. (2016). The Definition of Nudge and Libertarian Paternalism: Does the Hand Fit the Glove. *European Journal of Risk Regulation*, 7(1), 160 (155-174).

But what exactly does that mean? How can it be applied to tourist behaviour in natural areas?

Nudges are designed to make certain decisions more likely. In order to do this, we need to be clear about the behaviour we want to encourage and how we can motivate people to adopt it.

It is important to note that **nudges do not impose restrictions**. Pure prohibitions and restrictions are therefore not nudges.



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To 'nudge' in tourism, we must consider the comparatively complex decision-making process of tourists throughout their journey. To design and select suitable nudges, we need to understand how visitors search for information, make decisions, and behave before and during their trip. We also need to identify the relevant touchpoints they encounter along the visitor journey.

The challenge is that a nudge can be almost anything: This could be anything from the colour scheme of a sign or the design of a bus shelter to the behaviour of other people or the social media content of holiday apartments in a destination.

Nudges can generally be divided into these categories, which then need to be backed up with concrete measures.



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Category	Example
Change default settings (default option)	Room cleaning is not included as standard in hotels, but can be requested free of charge.
Simplify / remove obstacles	The Deutschlandticket makes it easier to use public transport throughout Germany, as you no longer have to navigate ticket systems and constantly download new apps.
Increase convenience and comfort	In ski resorts, free shuttle buses run directly from accommodation to lifts to reduce the use of private cars.
Use social norms	The statement '80% of visitors to our festival travel by bus and train' sets a social norm (everyone does it) and creates trust.
Issue warnings	Outdoor apps such as Komoot can display the current weather conditions for tours and provide useful warnings such as 'It's going to be hot today – make sure you take enough water with you on your tour'. This is intended to encourage active people to prepare better for the weather.
Convey information	Clearly presented information on the negative effects of litter in nature.
Issue reminders and appeals	'Consideration makes paths wide' is sprayed on shared cycle and agricultural paths alongside various pictograms.
Point out consequences	Provide a digital occupancy indicator for popular destinations such as water parks. E.g. 'Currently very busy, admission cannot be guaranteed.'



3. Project scenarios

The following scenarios were addressed in the project: For each scenario, the nudges developed for it are described. These nudges could be tested or implemented for each target group at the relevant touchpoints in the customer journey.

3.1 Litter in nature

Initial situation

Following extensive discussions with several stakeholders from the national park authority, it became clear that litter was one of the biggest challenges facing the protected area. Litter left behind by visitors poses a threat not only to the ecological integrity of the park, but also to its wildlife.

Animals can swallow waste or become entangled in it by accident, which can have harmful or even fatal consequences. In addition, litter detracts from visitors' experience of the park.

In light of this, the entrance to Celtic Park was chosen as a pilot area for the introduction of a nudge. This location was chosen for a number of strategic reasons. The Celtic Park gate is a popular entrance, visited by many tourists, hikers, and other nature lovers. This high visitor frequency makes it an ideal place to test the effectiveness of measures designed to influence visitor behaviour.

Developed Nudge: Bin Collection Station

This is a wooden rubbish collection station from the national park, complete with a hut for the rubbish container, smaller buckets, and grabbers. There is also an information board explaining how long rubbish remains in the forest and the importance of keeping the forest free of litter.

The campaign aims to combat littering in nature reserves. Visitors are asked to take a bucket and a grabber with them and collect rubbish as they walk through the nature reserve. When they return, they can throw all the rubbish into the bin at the station.

Litter collection stations have proven successful in the Bliesgau Biosphere Reserve, with three stations now in place following the great success of the first one. This initiative is particularly popular with families as it enables children to explore nature in a fun way while raising their awareness of litter.



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Initial situation :

Les Argales, a popular natural site in the Scarpe–Escaut Regional Nature Park, attracts thousands of visitors each year, especially during summer and school holidays. Swimming, picnicking, and family outings make it a lively destination, but they also lead to the accumulation of plastic waste along the lakeshore and paths. This litter not only threatens local biodiversity ; including protected species like the natterjack toad, but also diminishes the quality of the visitor experience.

Developed Nudge :

To address this, the Park has introduced a monumental metal bin in the shape of a natterjack toad, designed by a local artist. This playful and highly visible installation transforms waste collection into a fun, interactive activity for families. Visitors are invited to deposit plastic litter into the toad, turning the simple act of cleaning up into a memorable adventure. The nudge combines education, engagement, and identity, creating a strong connection between families and the site while promoting active participation in nature conservation.

3.2 Transforming mobility

Initial situation

In May/June 2024, TZS conducted a visitor survey in the Bliesgau Biosphere Reserve, specifically in the pilot area of the orchid region. The survey revealed that the vast majority of visitors travel to the orchid region by car (81%).

Only 5% of respondents said they used public transport, with 3% opting for the bus and 2% for the train. Those who opted for motorised private transport were asked an additional question about what might motivate them to switch to a more environmentally friendly mode of transport.

The main obstacle appears to be the infrequency of public transport services, as 38% of visitors who travelled by car, motorbike, or caravan/motorhome stated that they might be willing to switch if services were more frequent and regular and closer to their home.

Developed Nudge: Temporary shuttle bus

In the Bliesgau Biosphere Reserve, a temporary themed bus took visitors from the main train station Saarbrücken to the orchid area during the Orchid season (April – June 2025).

This nudging measure aims to make the journey to the nature reserve part of the experience and encourage people to use public transport instead of driving to the nature reserve.



3.3 Lack of environmental awareness in drinking water protection areas

Initial situation

In the Upper Sûre Nature Park in Luxembourg, several interest groups regularly gather at the reservoir of the same name. These include people from all over the country and neighbouring regions who are looking for relaxation and want to swim; water sports enthusiasts who use the lake; and locals who only visit in the early hours of the morning. The water protection authority is also present. This is because the Obersauer reservoir is both a recreational area and Luxembourg's largest and most important source of drinking water.

Not all visitors are aware of this fact. They primarily see the lake and bathing areas as places to swim, barbecue or listen to music on hot summer days. This has negative effects on the drinking water, particularly due to pollution caused by visitors. The problem lies in the lack of awareness that water is a valuable resource that needs to be protected, the lack of knowledge about the dual use of the lake as a recreational area and a drinking water reservoir, and the high usage of single-use plastic bottles during outings.

Currently, rangers personally alert visitors who fail to comply with certain rules of conduct. While this approach is good in principle, it is not scalable and depends heavily on staff availability.

Developed Nudge: Drinking water dispenser with environmental education

The drinking water dispenser aims to raise visitors' awareness of clean drinking water at the bathing lake in the drinking water protection area. Visitors to the sunbathing areas by the lake can obtain water here free of charge. The water comes from the lake, albeit indirectly via the existing toilet facilities' water pipes.

The area around the water dispenser should be an enjoyable place to spend time, thereby promoting environmental education and raising awareness of the lake's water protection area. This can be achieved by incorporating various elements, such as information signs, action days, and the visual design of the facility.

The desired behaviour is for more people to bring their own reusable bottles, refill them and show greater respect for natural water resources, thereby reducing the amount of waste (especially plastic) in and around the water.



3.4 Lack of awareness of our impacts on eco-systems when visiting nature areas

Initial situation :

Montagne de Reims regional nature park is a peri-urban park located between 3 main cities of the Grand Est region in France. This brings a lot of visitors to nature areas located in the park. People living in the cities nearby indeed see the park as a “green lung”, and the Champagne vineyard also attracts a lot of tourists who also end up visiting nature areas during their stay in the region.

One environment that is particularly sensitive to the growing number of visitors is the forest. Three state forests, 2 managed biological reserves, and 2 “Natura 2000” sites, deserve special attention. It is necessary to make sure that when visiting these areas, whether it be for walking, running or cycling (when it is allowed), people are aware that they are “just guests” there. Remarkable flora and fauna, including some protected species, live and thrive in these environments. Every visitor must ensure that their actions and behaviour do not negatively impact the animals, plants and ecosystems of these natural sites.

Impacts that need to be reduced are wildlife disturbance (when visitors make too much noise for example), or trampling plants and insects (when walking or biking off the trails). In order to influence visitors' behaviour, it is necessary to make them aware that these natural environments are home to precious ecosystems, and that we are merely guests in nature.

Developed Nudge : Awareness panels to implement in nature areas

Several panels have been developed in order to raise awareness for that matter. It is necessary to make a shift to the usual panels that present the “do’s and don’ts” with a very formal tone. What we want to do here is to spark visitors' interest and curiosity, and develop their empathy towards ecosystems and their inhabitants.

This is why a collection of nudging panels have been developed. One of these panels, called the “biodivers’entrée” (biodivers’entry), marks the entrance to the site with animals greeting visitors, saying ‘hello, welcome to our home’ and ‘you may not see us, but we are here’. The aim is to appeal to visitors' emotions, as they are often sensitive to animal welfare. With this panel, we also want to make visitors aware that even if they do not see these wild animals, we are in their home and must behave appropriately.

Two other panels have been developed, inspired by Australian road signs presenting dangers linked to wildlife. The first one showcases a lion, saying “Silence / Lion”, but when people get closer to the panel, they can read “No lions, no danger to you. The real danger of noise is that YOU disturb the animals. Making noise in nature can scare wildlife.” and more



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information to explain how noise can affect animals. In the same spirit, the other panel showcases “Danger / Cobra”, and when reading closer: *“No cobras, no danger to you. The real danger is that you might trample on living creatures. A few steps off the beaten track can have a significant impact on biodiversity!”*

Other panels have been developed in the same spirit, all with the same goal: to influence visitors’ behaviours, towards more sustainable and responsible good habits when visiting nature areas.

3.5 Guided paths for a protected forest

Initial situation :

In the Flines-les-Mortagne forest, many walkers and hikers tend to leave the marked trails and use the “layons” (forest management tracks) that are not intended for public use. These repeated shortcuts create informal paths that disturb wildlife, damage vegetation, and accelerate soil erosion.

Developed Nudge :

The “Forest of the Future” nudge is built on a simple yet powerful idea : showing visitors the impact of their choices by visualising two possible futures for the forest : one positive, one negative.

The intervention consists of two illustrated panels placed at key point where visitors often leave the trail :

- Positive Illustration : “The Forest You Protect”
A vibrant, healthy woodland. The vegetation is lush, the soils intact, wildlife present. This image reflects the outcome of visitors staying on marked paths.
- Negative Illustration : “The Forest You Leave Behind”
A damaged environment : trampling, informal tracks, litter, fire scars from barbecues. This represents the consequences of behaviours that degrade the ecosystem.

By placing these two contrasting futures side by side, the nudge appeals to visitors’ intuition and emotions. It does not prohibit or reprimand ; instead, it makes the right choice obvious and meaningful. “By staying on the path, you help shape the forest’s future.”

This simple, visual and engaging nudge transforms an everyday action (following the trail) into a valued act of stewardship that resonates strongly with families and nature-loving visitors.



4. Vision and Key Messages

Vision

The central vision in all scenarios is to protect nature and promote sustainable behaviour by appealing to visitors in a playful, positive and emotional way through specific offers.

Key messages

These key messages contribute to the overarching vision.

- Experiencing nature and taking responsibility go hand in hand.
- Small actions can have a big impact.
- Sustainability is not an additional task that requires effort, but a positive experience.

5. Target groups of the storytelling concept

In this storytelling concept, we address three target groups:

- Explorers
- Nature-loving, active people
- Hedonistic and precarious milieus.

Explorers and nature-loving active people are the defined target groups of the Greater Region. The hedonistic/precarious milieu was identified as an additional target group during the project.

This is a significant departure from traditional tourism marketing, where 'favourite guests' are defined. When developing nudges in visitor management and nature conservation, everyone present must be considered.

The three target groups are presented below.

5.1 Explorers

The aim is a holiday that offers an authentic experience of regional specialities and thus stands out from the mainstream, moving away from purely recreational holidays and the same old destinations. Explorers usually travel alone or with friends. They come to the region as both day visitors and overnight guests. Locals can also be explorers.

5.2 Nature-loving Actives

Nature-loving Actives want to spend time in nature on holiday, practise their usual sports and do something for their health. They prefer destinations with large forest areas or mountains. They like to explore the local area on holiday and prefer to be able to



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understand the local language. They visit the region as both day visitors and overnight guests. Locals can also be nature-loving actives.

5.3 Hedonistic / precarious milieus

We examine this target group in more detail in the context of the Obersauer reservoir. Many visitors to the area come from cramped urban environments and have little contact with nature. They generally have low to medium incomes and no academic qualifications. In their free time, they mainly focus on getting out without spending a lot of money. Sustainability plays a secondary role. They are mainly relevant as day visitors.

6. The customer journey at a glance

The customer journey, also known as the 'visitor journey' in tourism, is a tool for delivering the right message at the right time.

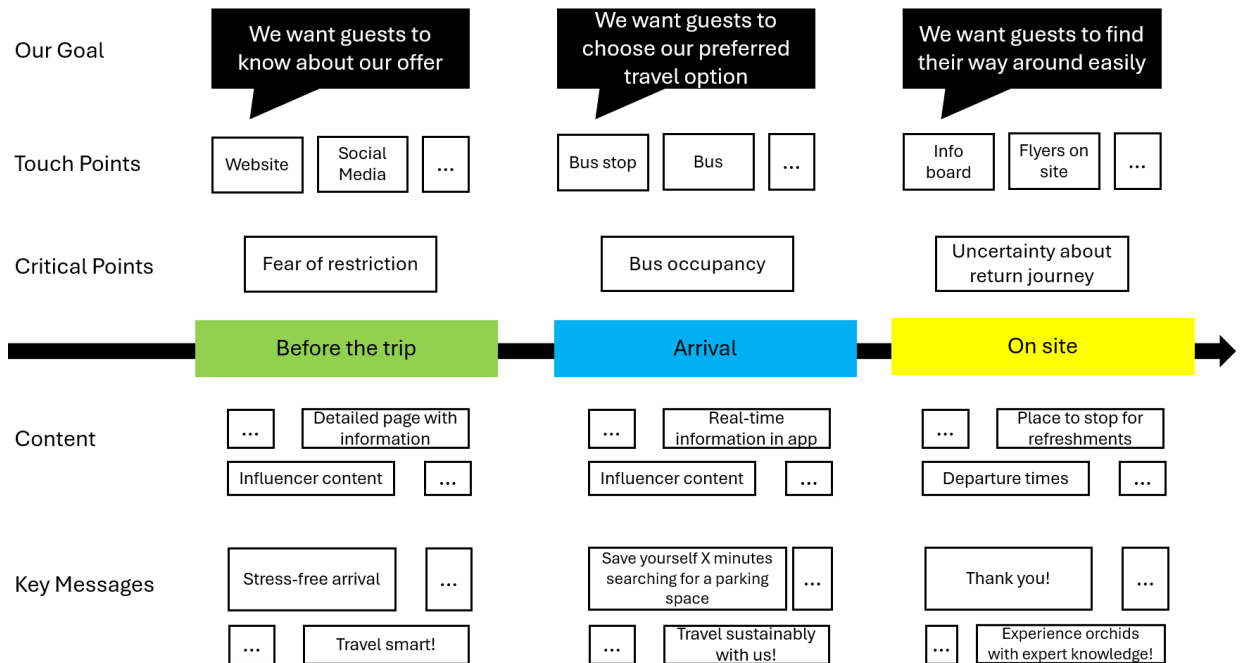
Contact points and critical moments were identified along the visitor journey – i.e. the 'journey of our guests' – for the nudges developed. Based on this, communication approaches were developed.

This approach addresses the question, 'What do we want and need to communicate to our guests, and when, so that they act in line with our objectives?', providing corresponding ideas to support this.

The following graphic illustrates this process.



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This approach encompasses both digital and analogue touchpoints. In this increasingly digital age, analogue touchpoints can sometimes be overlooked. However, when used sensibly, analogue communication methods can be an effective way of engaging with guests and influencing their behaviour.

In this concept, we consider the following phases:

1. Before the trip:

- Goal: Increase motivation.
- Example communication channels: Website, social media, local press

2. Arrival:

- Goal: Increase ability to act
- Example communication channels: Information boards and in-app information

3. On site:

- Goal: Enhance the experience
- Example communication channels: Information boards, Personal advice from staff



7. Storytelling

Storytelling can be a powerful tool in **tourism to nature areas** because it helps visitors to connect with the place emotionally, culturally, and personally. To feel it, not just see it.

It transforms a visit from mere sightseeing into an emotional and educational journey that deepens appreciation for nature and culture.

7.1 Storytelling-concept for a bin collection station

7.1.1 Storyline bin collection station

The storyline explains the central themes, ideals and significance of the narrative. In other words, it is the 'common thread' – the main idea, themes, values and meanings that a story is intended to convey.

For the bin collection station, this is:

'We actively protect our natural environment, and that is a real experience!'

7.1.2 Story set bin collection station

The story set for the waste collection station can be presented as follows. Once again, we are guided by the hero's journey:

- Visitors are the heroes of the story, contributing to a better world through their actions while also enjoying the experience.
- Nature is the co-protagonist that offers a space for experiences, but also wants to be protected. It is an encounter on equal terms.
- The bin collection station is an important element of the experience, enabling visitors to embark on their own hero's journey and truly experience the story.

Visitors to the bin collection station are likely to be motivated primarily by a desire to protect nature and to learn about their environment. Nevertheless, motives such as leisure, recreation and experiencing nature should also be taken into account.

The following elements should therefore be taken into account in this 'hero journey':

- **Fun and experience:** 'Here you can enjoy a wonderful day out with the family in the fresh air, combining nature conservation with fun.'
- **Community and recognition:** 'Take a selfie with your full bin bag to become part of the Nature Heroes Gallery.'
- **Reward:** This can be achieved through positive reinforcement or actual rewards, such as souvenirs, digital badges or social media shout-outs.

These will be implemented alongside the communication approaches.



7.1.3 Communication approaches for target groups throughout the visitor journey

The bin collection station in the Hunsrück-Hochwald National Park is an innovative feature that encourages visitors to play an active role in nature conservation. Experience from other nature parks shows that families in particular enjoy using such stations.

Therefore, the target group could be **nature loving actives**, as many families fall into this category. At the same time, it is important to address the **explorer** target group too, in order to raise general awareness of waste prevention and nature conservation issues.

A number of challenges should be taken into account when communicating this:

- The use of the station depends heavily on external factors, such as the weather, the number of visitors, and the availability of materials (grabbing tongs, etc.).
- There may be days when little or no rubbish is found, which could disappoint visitors. In this case, other interactive elements could provide a positive experience (see the next point).
- Therefore, the rubbish station should offer additional features and interactivity, such as digitally accessible information, quizzes or haptic elements (e.g. a rubbish scale). *Cleanffm can be used as a model here. For example, there could be a voting event involving cigarette butts, and the station could use unconventional language. In Frankfurt, for instance, there are bins labelled 'Danke du Zuckerschneeggsche' – this would definitely be a talking point. <https://www.cleanffm.de/>*
- An attractive photo spot could increase attention to the station and spread the message.

7.1.4 Measures along the visitor journey for explorer

- **Particularly important to this target group:** interactivity, storytelling, social media elements.
- **Important aspects of marketing :** social media, influencer marketing and digital tools.
- **Important aspects of communication:** focus on experience and adventure.

**MONA****Before the trip (increasing motivation)**

Goal in this phase: generate attention and perceive the campaign as meaningful.

Key touchpoints:

1. Instagram
2. Travel blogs (regional and national).
3. Sustainability/outdoor influencers (regional and national)
4. Website and social media

Content formats:

- Short videos
- Challenges (#CleanUpChallenge)
- Experience reports

Messages :

- 'Your adventure for the environment starts here!'
- 'Be an explorer who leaves traces behind – and cleans them up.'
- #Umweltsch(m)utztag

Critical points to consider:

We need to address these points in our content in order to create certainty and increase the likelihood of use.

“Why should I collect rubbish that other people have thrown away in nature?”

“Collecting rubbish sounds like 'work' and not an adventure. “

“It sounds like 'there's a lot of rubbish lying around' – no one wants to visit a national park full of rubbish! “

**MONA****Arrival (strengthening the capacity to act):**

Goal in this phase: Encourage participation and demonstrate added value.

Key touchpoints:

1. Navigation apps (e.g. Google Maps, Komoot): rubbish collection stations marked as highlights/attractions.
2. Website/social media: SPT + TZS
3. Bus and train
4. Car
5. Bicycle

Content formats:

- Positive online reviews from other waste collectors
- Posters (bus/train).
- Short clips at petrol stations
- Reports and information on social media/website

Messages:

- 'Have you made an impact today? Now is your chance!'
- 'Get out, help out, protect nature.'
- 'Let nature recharge, too.'
- 'Anyone can just go hiking.'

Critical points to consider:

We need to address these points in detail in order to create certainty and strengthen our ability to act.

"Is this something for me? "

"It's boring."

"I'm not interested."

"I actually think it's cool, but what if my friends don't want to do it? "



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On Site

Goal in this phase: Motivate and encourage participation by providing opportunities to communicate about it.

Key touchpoints:

1. Information boards and QR codes : at the bin collection station, providing information and successes.
2. Touchpads on site (e.g. at the entrance).
3. Hosts of the accommodation
4. Rangers/ Employees on site

Content formats:

- Live success board: '150 kg of rubbish has already been collected today!'
- Graphics and statistics at the station
- Personal stories and tips from hosts
- Dos and don'ts for collecting rubbish in the national park
- Videos showing how rubbish 'decays' (or rather does not) in nature over time
- Photo spots with customisable backgrounds
- QR codes at the station with instructions

Messages :

- 'Make a real difference.' , 'Make your commitment visible!'
- '10 minutes of collection for 10 years of protection.'
- 'Do something, get something.'

Critical points to consider :

We need to address these points with content in order to position the 'bin collection station' offer as a positive (additional) experience.

"Is the experience exciting enough? "

"I feel like I'm being lectured. "

"It's not worth it. "

"Others have surely already collected enough. "

"That's not my job. "



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7.1.5 Measures along the visitor journey for Nature Loving Actives

- **Particularly important:** sustainability, practical benefits and family-friendly offerings.
- **Important aspects of marketing:** local media, cooperation with hosts and family blogs.
- **Important aspects of communication:** focus on experiencing unspoilt nature and communal (family) activities.

Before the trip (increasing motivation)

Goal in this phase: spark interest and make it seem like a positive option for action.

Key touchpoints:

1. Website
2. Social media channels
3. Print/
4. Television
5. Radio
6. Magazines (family)
7. Family blogs
8. Online platforms

Content formats:

- Reports that highlight added value, sustainable development and the entertainment factor for children.
- Interviews, e.g. with guests or someone from the national park
- TV reports
- Part of a hiking report (blog)
- Part of an excursion tip (television/radio/blog)
- Adventure report with family (television/blog)
- Visually striking blog report
- Article on waste prevention (online/print).

**MONA****Messages :**

- 'Be part of a movement – help preserve nature!'
- 'We protect our home.'
- 'Rubbish concerns us all.'
- 'Your experience + your good deed.'
- 'Children can help, too.'
- 'We want to teach our children the right values.'

Critical points to consider:

We need to address these points in our content in order to create certainty and increase the likelihood of use.

“ What happens to the rubbish that is collected?”

“ Why should I collect rubbish for others?”

“Rubbish instead of experience”

“I just want to have a good time with my family. ”

**MONA****Arrival (strengthening the capacity to act):**

Goal in this phase: Motivation is to raise awareness of the topic and encourage its use.

Key touchpoints:

1. Google listing
2. National Park website
3. A national park WhatsApp channel (as a new option).
4. Website
5. Social Media Channels
6. Bus and train
7. Car

Content formats:

- Entry with image, text, video and general information.
- WhatsApp messages containing directions, photos, etc.
- Posters on buses and trains

Messages:

- 'A simple contribution with a big impact – join in!'
- 'So many people have taken part so far; you should too!'
- 'Anyone can go hiking - but not everyone can pick up litter!'

Critical points to consider:

We need to address these points in our content in order to create certainty and strengthen the ability to act.

“ How do I find the station? ”

“ I can't look it up; there's no mobile network. ”

“ Others have surely already done it; we don't need to go there too. ”

**MONA****On Site (Enhance experience)**

Goal in this phase: Positive reinforcement to encourage participation and raise awareness of the issue.

Key touchpoints:

1. On-site signage
2. Flyers (print or online)
3. National Park app
4. On-site catering/gastronomy
5. At station: tours/tips for avoiding litter
6. Tourist information

Content formats:

- Clear signage
- Compact information with images (flyers)
- QR codes for accessing information at stations
- TV display (National Park gate)
- Colouring book/colouring picture on the topic for children in restaurants

Messages :

- 'You, too, can be a conservationist.'
- 'Now that you're here, why not lend a hand?'
- 'So many others have already joined in!'

Critical points to consider :

We need to address these points in our content in order to position the 'bin collection station' offer as a positive (additional) experience.

"I can't find the station."

"There's no equipment for collecting rubbish."

"How long is the route along which you're supposed to collect rubbish?"

"Is there anything else you can do there besides collecting rubbish?"



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7.1.6 Storyboard Bin Collection Station 'A day with the family'

The storyboards serve as guidelines for digital and analogue marketing, as well as for on-site staging at the destination. This involves the practical implementation of images, scenes and channels – essentially, a kind of 'script' or schedule for marketing materials.

For the waste collection station, we follow a family from the 'nature-loving active' target group as they spend a day in the Hunsrück-Hochwald National Park.

This can be used for a video, for example on social media or the national park's website, as a basis for corresponding photo shoots or to identify emotional moments in the journey that could be supported by an on-site contact point.

The storyboard shows the following sequence:

- Introduction → Information → Action → Experience → Conclusion → Reward.
- It also illustrates the emotions (e.g. pride, playfulness and meaningfulness) that are particularly important to families.

Scene 1 – Arrival	Scene 2 – Discovery	Scene 3 – Hands-on moment
<p>Image idea: Family with children getting out at the entrance to the national park. Next to the path is a rustic wooden hut (bin collection station).</p> <p>Text/voiceover: 'This is where your trip into nature begins.'</p>	<p>Image idea: Close-up: Hut with wooden sign 'Bin collection station', small buckets and grabbers hanging ready. Information board shows: 'This is how long waste remains in nature...' (e.g. plastic bottle 500 years).</p> <p>Text/voiceover: 'Did you know how long rubbish stays in nature?'</p>	<p>Image idea: Children eagerly grab buckets and tongs, parents also take tongs.</p> <p>Text/voiceover: 'Take a bucket with you – help keep the forest clean.'</p>
Scene 4 - Experience in the Forest	Scene 5 - Return and Success	Scene 6 - Reward and Message
<p>Image idea: Family hiking through the forest, children collecting pieces of rubbish. Mood: playful, curious, discovering nature.</p> <p>Text/voiceover: 'On the way, you discover more than just beautiful trees – you also ensure that nature stays clean.'</p>	<p>Image idea: Family returns to the hut, empties the full bucket into the large rubbish bin.</p> <p>Text/voiceover: 'Back at the entrance: Everything you've collected goes into the bin.'</p>	<p>Image idea: Children standing proudly next to their emptied bucket, parents smiling. The information board also says: 'Thank you – together we keep the forest clean!'</p> <p>Text/voiceover: 'Your contribution makes a difference – and nature thanks you.'</p>



MONA

7.1.7 Marketing plan Bin collection station

Goal: To motivate participation and raise awareness of waste prevention in the national park.

Target groups: Families ('nature-loving actives'), explorers.

Key message: 'Experience and protect nature – your contribution counts.'

Paid media:

- Advertisements and short videos on social media (Facebook, Instagram) via TZS/SPT channels.
- Local print advertisements (Saarbrücker Zeitung, Wochenspiegel) with reference to the family experience.
- Small poster spaces in train stations or hiking car parks.
- Sponsored posts with regional family or outdoor bloggers.

Earned media:

- Press releases about the launch of the station and the cooperation with the national park.
- SR reports ('WimS', 'Aktueller Bericht') focusing on environmental education and the value of the experience.
- Interviews with national park rangers or participating families.
- Social media user content (#CleanUpChallenge, 'Naturheld*innen') about visitor activities.



MONA

Measure	Channel/ format	Category	Timeframe	Responsible stakeholder	Budget framework
Social media campaign (short videos, posts)	Facebook, Instagram	Paid	Spring – summer	Organiser (DMO)	€3,000–4,000
Advertisements & reports	Local newspaper / magazines	Paid	Spring	DMO / NP administration	€1,500
Influencer cooperation (family/outdoor blog)	Instagram, blog post	Paid	Summer	DMO	€2,000
Press relations for the opening	Press release, SR report, local editorial offices	Earned	Spring	DMO / NP	€0 (own contribution)
TV/radio reports	Local TV channel, local radio channel	Earned	Summer	DMO / NP	€0
Social content by visitors	Hashtag #Naturheld*innen / #CleanUp Challenge	Earned	Ongoing	DMO / Community	€0
On-site communication (information board, QR code, poster)	Station & hiking trails	Paid	Spring	NP administration	€1,000



7.2 Storytelling-concept for a shuttle bus

7.2.1 Storyline Shuttle Bus

The storyline outlines the central themes, ideals and significance of the narratives. It is the 'common thread' – the main idea, themes, values and meanings that a story is intended to convey.

For the shuttle bus, this is:

'Travel stress-free to the orchid meadow and protect nature at the same time – just hop on the shuttle.'

7.2.2 Story Set Shuttle Bus

We are guided by the classic 'hero's journey' for the shuttle bus. This can be represented as follows:

- Visitors = the heroes of the story, experiencing an adventure
- Nature is the co-protagonist.
- The shuttle bus and contact points are elements of the experience and small aids on the path of the personal 'hero's journey'.

As the target groups indicate, not all visitors are deeply motivated to protect nature – even if they do not actively want to harm it. The central motive for many is leisure, recreation and experiencing nature. These aspects must be instilled.

The following elements should therefore be taken into account in this 'hero's journey':

- **Fun and experience:** 'The shuttle bus is part of your adventure – you don't have to look for a parking space, but can relax and enjoy the trip into nature.'
- **Comfort:** 'Save yourself the hassle of looking for a parking space and enjoy your day in the orchid area.'
- **Community and recognition:** 'You are part of a community that not only visits and photographs nature, but also protects it.'
- **Reward:** Positive reinforcement that supports the feeling of doing the right thing.

These are implemented alongside the communication approaches.



7.2.3 Communication approaches for target groups throughout the visitor journey

The shuttle bus will be tested in two variants:

1. A **direct connection** from Saarbrücken to the Orchid Reserve with fixed departure times.
2. A **circular bus** offering visitors a sustainable and flexible means of transport to the orchid reserve.

The core target groups for the shuttle bus are **nature loving actives**, as well as **explorers**.

- Nature loving actives are more likely to use a fixed service such as the direct shuttle bus because they value reliability and clear structures.
- Explorers are more likely to use the circular bus.

The following section outlines possible approaches and measures for both target groups throughout the visitor journey.

7.2.4 Measures along the visitor journey for explorers

- **Particularly important to this target group:** flexibility, experiential character, social media compatibility.
- **Important aspects of marketing :** digital campaigns, influencer collaborations, digital networking.
- **Important aspects of communication:** focus on the experience, presenting sustainability messages in an entertaining way.

Before the trip (increasing motivation)

Goal in this phase: Emphasise advantages, reduce uncertainties..

Key touchpoints:

1. Instagram accounts of key players, supplemented by TikTok (where available)
2. Travel blogs (selected regional bloggers)
3. Websites of key players
4. Hotels/youth hostels, e.g. with notices or digital displays on information screens

**MONA****Content formats:**

- Story ads
- Influencer posts
- Website texts/images with all information
- If necessary, with registration form for direct shuttle
- Compact information for service providers (e.g. flyers, stickers with QR code website for scanning)

Messages :

- 'Your sustainable adventure starts here!'
- 'Discover something new – step out of your comfort zone.'
- 'Conveniently located right at the starting point (new "hotspot" compared to the well-known ones in Saarland).'
- 'Leave the organisation to us / save yourself the stress of travelling, parking and gathering information on site.'

Critical points to consider:

We need to address these points in detail in order to create certainty and increase the likelihood of use:

- Direct shuttle

"Is the bus flexible enough? "

"What happens if I miss the bus and need to return? "

"What if the bus is full? "

- Circular bus

"Long journey time on the circular bus "

"No additional offers/experiences during the journey "

"What if you get off en route? "

**MONA****Arrival (strengthening the capacity to act):**

Goal in this phase: Provide comprehensive, accurate and up-to-date information.

Key touchpoints:

1. Navigation & mobility apps: Google Maps, Komoot, DB Navigator.
2. Websites of key players
3. Social media stories from key players

Content formats:

- Information (departure times and points, stops and additional details) in apps and on the website
- Real-time updates via apps/website & social media: countdown to departure
- Live tracker

Messages:

- 'You save X minutes on parking'
- 'Thanks to your journey, you save X CO2.'
- 🚌 Your adventure starts right here – sustainable & uncomplicated!

Critical points to consider:

We need to address these points in detail in order to create certainty and strengthen the ability to act.

"Where exactly does the bus depart from?"

"Is it already full?"

"How long does the journey take?"

"Is it free, or how much is it?"



MONA

On Site (Enhance experience)

Goal in this phase: Enhance the visitor experience and digital visibility for the service.

Key touchpoints:

1. Arrival areas (main meeting point for direct shuttle/departure point for circular bus): digital information screens, (interactive) map with route.
2. Clear signage at departure points.
3. Welcome at the meeting point by tour guides for direct shuttle
4. Social media and website of key players

Content formats:

- Text/image departure points
- Digital live information: real-time departure times via QR code on site & apps (navigation) and on websites

Messages :

- 'Well done! You are travelling smartly and sustainably.' (Positive confirmation)
- 'CO₂-free travel with a tour guide in addition.'

Critical points to consider :

In order to represent a realistic mobility alternative, the bus service must be appealing.

"Was that really a good decision?"

"How long will the journey take?"

Return journey: waiting time at the bus stop ("When will the bus arrive? "), possibly high demand ("Will we still be able to get on? ")

7.2.5 Measures along the visitor journey for Nature Loving Actives

- **Particularly important:** credibility, reliability and informative content.
- **Important aspects of marketing:** print and online media, cooperation with service providers, established regional media.
- **Important aspects of communication:** simple and clear, no complicated messages.

**MONA****Before the trip (increasing motivation)**

Goal in this phase: Build trust in the offer..

Key touchpoints:

1. Websites
2. Social media channels
3. Press relations: relevant local and regional newspapers
4. Online platforms
5. Television
6. Radio

Content formats:

- Information (text and images).
- Timetables
- Short editorial articles
- Posts (images/videos) with testimonials and/or tour guides
- Making contributions to climate protection visually visible

Messages :

- 'Travel to the orchid blossom in an environmentally friendly way!'
- 'You can also take the bus!'
- 'No stress getting there or looking for parking.'

Critical points to consider:

We need to address these points in our content in order to create certainty and increase the likelihood of use.

“ Is the shuttle reliable?”

With 'new' advertising for the new offer, there is a risk of more people travelling by car (because this will make the orchid area even better known).

Too few nature and landscape guides (especially for guided tours in the orchid area).

**MONA****Arrival (strengthening the capacity to act):**

Goal in this phase: Provide practical and clear information that supports a positive decision to take the bus.

Key touchpoints:

1. Local service providers
2. Radio
3. Posters
4. Google/website

Content formats:

- Text and image/video.
- Short report with testimonials
- Flyers/posters and/or QR codes as stickers in visible locations at service providers

Messages:

- 'Take advantage of the green alternative!'
- 'Stress-free orchid blossom viewing with a tour guide!'
- 'Your direct and uncomplicated route to orchid blossom viewing!'

Critical points to consider:

We need to address these points in our content in order to create certainty and strengthen the ability to act.

"Where can I buy tickets?"

"Do I have to buy tickets?"

"What if one bus is full? Will there be another one or is that it?"

"How long does the journey take?"

**MONA****On Site (Enhance experience)**

Goal in this phase: Increase information transfer and decision satisfaction.

Key touchpoints:

1. Bus covered in stickers that immediately attracts attention
2. Nature and landscape guides wearing special clothing
3. Marked meeting point at the station/bus stop, e.g. with orchid stickers on the floor
4. Information boards on site
5. Flyers in the bus and at the meeting point to take away

Content formats:

- Text and images at collection points (e.g. using orchid blossoms as a stylistic element)
- Display screens at stops
- Presentation on the bus: a mix of information about the bus (e.g. sustainability) and information about orchids.
- Information on the bus (e.g. stickers and posters)

Messages :

- 'Experience orchids with expert knowledge!'
- 'Travelling sustainably together.'
- 'We take you comfortably to your destination.'

Critical points to consider :

The 'bus' offer must be convincing in order to represent a realistic alternative to the car.

What added value does the bus offer compared to my car? (e.g. flexibility, private space).



MONA

7.2.6 Storyboard Shuttle Bus ‘A trip to the orchid area’

The storyboards serve as guidelines for digital and analogue marketing, as well as on-site staging at the destination. This involves the practical implementation of images, scenes and channels – in other words, a kind of 'script' or schedule for marketing materials.

For the shuttle bus, we follow the journey of a group of friends from the 'Explorers' target group to the orchid area.

The storyboard can be used to create a video (e.g. for social media), as a basis for photo shoots or to identify emotional moments in the journey that could be supported by an on-site contact point.

The storyboard shows the following sequence:

- Entry → Nudge visible → Action → Experience → Conclusion → Reward.
- Tone: playful, experience-oriented, relaxed – sustainability resonates, but is not the main focus.
- Flexibility emphasised ('no parking stress', 'easy ride')

Scene 1 – Meeting point at the station	Scene 2 – At the bus stop	Scene 3 – Boarding
<p>Image idea: A group of friends get off the train laughing, one looks at her mobile phone, another takes a photo. They follow the orchid-decorated signposts that show the way to the bus stop.</p> <p>Text/voiceover: 'Off you go – straight from the train into nature.'</p>	<p>Image idea: Group relaxing at the bus stop, one looking at the timetable on her mobile phone, another taking a sip from her water bottle. Relaxed, urban, without any pressure to perform.</p> <p>Text/voiceover: 'Everything's easy, no planning necessary – the shuttle's already waiting.'</p>	<p>Image idea: Bus with large orchid branding pulls up, group gets on laughing. One takes a short selfie video while boarding.</p> <p>Text/voiceover: 'Get on, drive off, enjoy – instead of traffic jams and searching for parking spaces.'</p>
Scene 4 - Adventure trip	Scene 5 - Arrival at the orchid area	Scene 6 - Shared moment
<p>Image idea: A group sitting on a bus with large windows offering a view of the landscape. One person shows the others a nature quiz on their mobile phone.</p> <p>Text/voiceover: 'The journey is part of the adventure, with landscapes and stories to enjoy along the way.'</p>	<p>Image idea: Bus stops near the meadow, friends get out and walk relaxed towards the meadow. They soon discover the blooming orchids.</p> <p>Text/voiceover: 'Straight into the sea of flowers – without detours.'</p>	<p>Image idea: The group poses for selfies and photos in front of the meadow. In the background is a small information board: 'Thank you for taking the shuttle – together for nature.'</p> <p>Text/voiceover: 'Your trip is perfect for sharing. And, by the way, it's sustainable.'</p>



7.2.7 Marketing plan Shuttle bus

Goal: To Increase the use of public transport to the Orchid area.

Target groups: Nature loving actives, explorers.

Key message: 'Stress-free and sustainable travel to the orchid blossoms.'

Paid media:

- Digital campaign (Instagram, Facebook, Google Ads) focusing on convenience ('no parking stress') and experience.
- Online advertorials on travel blogs and tourism portals.
- Poster advertising at train stations, car parks and on buses.
- Bus wrapping and, if necessary, staging of bus stops.
- Flyers at businesses and tourist information centres.

Earned media:

- Press relations for the launch and test phase of the bus (e.g. 'Pilot project for sustainable mobility').
- Radio reports with tour guides or passengers ('Take the shuttle to the orchid area').
- Integration into local media coverage.
- Experience reports from bloggers/influencers with authentic stories from the journey.



MONA

Measure	Channel/ format	Category	Timeframe	Responsible stakeholder	Budget framework
Digital awareness campaign	Social media (FB, IG, possibly TikTok), Google Ads	Paid	March–May	DMO, local tourism organisation	€4,000–5,000
Print & poster advertising	Local press, train station, bus stops	Paid	April–June	Local tourism organisation, nature area	€2,000
Flyers and QR stickers	Hotels, tourist information offices, businesses	Paid	March–April	Local tourism organisation, nature area	€1,500
Press relations & media partnerships	Press releases, local media	Earned	March–May	DMO / nature area	€0
Influencer experience report	Blog article, video story	Earned	June	DMO	€1,000– 10,000
Photo/video production	Content for campaign and press	Paid	Spring	DMO	€2,000
Bus wrapping	Design, production, installation	Paid	Spring	DMO	€3,000–5,000 per bus



7.3 Storytelling-concept for a water dispenser

7.3.1 Storyline Water Dispenser

The storyline explains the central themes, ideals and significance of the stories. It is the 'common thread' – the main idea, themes, values and meanings that a story is intended to convey.

For the water dispenser, this is:

'Protect nature and quench your thirst with our free water dispenser — a real bonus for everyone!'

7.3.2 Story set Water Dispenser

We also use the Hero's Journey for the water dispenser, focusing on visitors' experiences. This allows us to present communication from their perspective.

- Visitors are the heroes of the story, satisfying a need (thirst, free offer) and doing something good in the process, thus reaching the next level of awareness for nature.
- The lake and the surrounding nature are the co-protagonists.
- The water dispenser and the experience station create new awareness and allow the visitors to reach the next level.

When it comes to water dispensers, the central motive for our target group is leisure, recreation and experiencing nature. Protecting nature is not a goal or motive; rather, there is a consumerist attitude towards it (e.g. swimming in lakes to cool off, or viewing it as a beautiful backdrop). The following elements should therefore be taken into account in this 'hero's journey':

- **Fun & experience:** 'Having a good time at the lake and protecting the lake are not contradictory, but go hand in hand.'
- **Convenience & service:** 'The water dispenser saves you from having to carry bottles – fresh, cool, free, available at any time.'
- **Community & recognition:** Over time, the water dispenser becomes the norm and fetching water becomes a 'socially accepted action'.
- **Reward:** Positive reinforcement of the action or by people such as rangers is very important in order to consolidate the target behaviour. Reward: Positive reinforcement of the behaviour by people such as rangers is important to consolidate it.



7.3.3 Communication approaches for target groups throughout the visitor journey

The drinking water dispenser aims to raise awareness among visitors to the bathing lake in the drinking water protection area of the importance of clean drinking water. This measure is particularly aimed at people who do not have a connection to the Obersauer reservoir as a source of drinking water, but who regard it purely as a leisure destination.

The main target group for the nudge are **hedonistic and precarious social groups**.

This group generally has little contact with nature, has a low to medium income, and has not received an academic education. In their free time, they prioritise getting out and about without spending a lot of money. Sustainability plays a secondary role.

Multilingualism must also be considered, as visitors to the lake come from different countries, such as Belgium, Luxembourg and Germany.

The desired behaviour is for more people to bring their own reusable bottles, refill them and show greater respect for natural water resources, thereby reducing the amount of waste (especially plastic) in and around the water.

7.3.4 Measures along the visitor journey for hedonistic/precarious milieus

- **Particularly important to this target group:** avoid finger-pointing; the benefit to the target group must be tangible.
- **Important aspects of marketing :** on-site communication in conjunction with digital tools.
- **Important aspects of communication:** pragmatic and simple communication that is not too complicated or academic.

**MONA****Before the trip (increasing motivation)**

Goal in this phase: Generate attention and perceive the offer as meaningful.

Note: Since the Obersauer bathing lake is already very popular, communication in the preliminary phase should be kept to a minimum so as not to increase its popularity further. The aim is purely to provide information, not to 'advertise'.

Key touchpoints:

Information websites for bathing areas (e.g. nature park administration, DMO, tourist-information centre)

Content formats:

- Images
- Short descriptive texts

Messages :

- 'Well catered for on hot days – with free drinking water from our lake!'
- 'Not just a swimming lake, but also the best drinking water – try it for yourself'
- 'Save yourself the hassle of carrying water and fill up your water bottle for free on site'

Critical points to consider:

We need to address these points in detail in order to create certainty and increase the likelihood of use:

- “ Is it really clean?”
- “ Is it really free?”

Arrival (strengthening the capacity to act):

The arrival phase is not relevant to this measure, as the drinking water dispenser is not to be actively advertised.



MONA

On Site (Enhance experience)

Goal in this phase: Motivate and encourage participation by providing opportunities to communicate about it.

Key touchpoints:

1. A **flag/raised element** indicates the location of the water dispenser and draws attention to the offer.
2. **Stones on the ground** serve as 'signposts' when queuing and become brighter the closer you get to the station – subconsciously indicating the cleanliness of the water.
3. (Symbolic) **pipe to the lake** with the inscription 'This is where our drinking water comes from' in different languages.
4. Accompanying **station showing the water treatment process** and thus indicating where the water comes from.
5. **Digital link** in the form of an **interactive game** to supplement the experience for families, e.g. a QR code at the station providing a quiz on the topic of water.
6. **Employees/rangers** on site (e.g. on campaign days).
7. **Stickers/notices** about the water station in the toilet blocks.

Content formats:

- Graphics on water treatment at the station
- Videos showing how rubbish 'decays' (or rather does not decay) in nature over time, e.g. in the quiz app
- Action days with quizzes/information from rangers/employees/associations
- Subconscious nudging mechanisms, e.g. positioning the station close to the water or the colour of the surrounding stones.
- Interactive art installations made from rubbish, e.g. in collaboration with local diving clubs

Messages :

- 'Protect what you drink!'
- 'Enjoy our water – and take care of it'
- 'Drink free water & protect nature – a real win-win'



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Critical points to consider :

We need to address these points in order to position the 'water dispenser' as a positive (additional) experience.

" Isn't it totally gross to drink from a water dispenser like that?"

" My friends prefer to bring their own drinks. "

"Is it really free?"

"Do I have to talk to the ranger to be allowed to drink something? "

"I'm not interested in nature conservation, I just want to go swimming – hopefully they won't bother me with a lecture. "

"I don't feel like reading all this, I'm just thirsty. "

"What are these strange glass boxes? "

"Does the water come straight out of the lake without being filtered, with all the dirt in it?"

7.3.5 Storyboard Water Dispenser 'A summer day at the lake'

Storyboards provide guidelines for digital and analogue marketing, as well as on-site staging at the destination. They provide a concrete implementation in the form of images, scenes and channels – essentially a kind of 'script' or schedule for marketing materials.

In this case, we spend a day at the lake with two different groups of people: a group of friends and a family with children. The aim is to raise awareness among people who have little connection to the topic in a visual, playful and low-threshold way while they use the drinking water dispenser.

- The storyboard can be used to create an informational film to be shown on the nature park's website, Visit Eislek or Luxembourg Tourism.
- The tone is relaxed, service-oriented and multicultural. There is no moralising; it's simply presented as 'practical, cool and affordable'.
- The sequence: Arrival → Awareness → Use of the offer → Knowledge transfer → Conclusion and behavioural adjustment.



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Scene 1 – Arrival at the lake	Scene 2 – Discovery of the signpost	Scene 3 – At the dispenser
<p>Image idea: A group of young people put down their towels and bags, children are already splashing around. A person with a plastic bottle looks around.</p> <p>Text/voiceover: ‘A summer’s day at the lake – time for refreshment.’</p>	<p>Image idea: View of the ground showing stones leading to the water dispenser. The stones become lighter in colour the closer you get. Imprint in several languages: ‘This is where our drinking water comes from.’</p> <p>Text/voiceover: ‘Follow the stones – they will show you the way to fresh water.’</p>	<p>Image idea: People queuing at a water dispenser with the inscription ‘This water comes from our lake!’. + colourful flag with symbol. Multilingual design.</p> <p>Text/voiceover: “Fill your bottle – directly from the lake, with clean, treated water.”</p>
Scene 4 - Playful knowledge transfer	Scene 5 - Interactive supplement	Scene 6 - Conclusion & behaviour
<p>Image idea: Next to the dispenser is a small station with three or four glass boxes containing water that becomes clearer as it moves through them. Children look on curiously. Adults tap their fingers on the panes.</p> <p>Text/voiceover: “This is how our water is purified – simply and visibly.”</p>	<p>Image idea: A family scans the QR code on the dispenser. A colourful illustration-filled water quiz opens on the mobile phone. The children laugh and the parents tap along.</p> <p>Text/voiceover: “Test your knowledge – take the water quiz for all ages.”</p>	<p>Image idea: People drink from refilled reusable bottles while the rubbish bin next to them remains empty. A sign in the background reads, ‘Thank you for protecting our water – together for clean drinking water.’</p> <p>Text/voiceover: ‘Refresh yourself – and help keep nature clean at the same time.’</p>

7.3.6 Marketing plan Water Dispenser

Goal: To raise awareness of the value of drinking water, with no advertising incentive to increase visitor numbers.

Target groups: hedonistic and precarious social groups, and day visitors to the lake.

Key message: ‘Protect what you drink.’

Paid media:

- Important: No active advertising to increase visitor numbers! The focus is on raising awareness and providing information.
- Minimal information: Information notices on existing websites (nature park administration, DMO, entries on outdoor portals such as komoot or in relevant databases).
- On-site design (information boards, floor markings, visuals on water treatment).



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Earned media:

- Radio and/or TV reports featuring a ranger or SEBES representative ('Why clean water affects us all').
- Regional, local and national press work focusing on environmental education and resource conservation rather than tourist use.
- Report in an environmental or educational context in specialised journals, magazines, etc. (e.g. cooperation with schools, associations and SEBES).

Note on tone: All communication should be positive, relevant to everyday life and low-threshold. The focus is on raising awareness and motivation rather than making moral appeals.

Measure	Channel/format	Category	Timeframe	Responsible stakeholder	Budget framework
Information presentation on websites	DMO, Komoot and Outdooractive databases	Paid	Summer	SEBES/Nature area	€500 (in cooperation with external service providers)
On-site design and signage	Boards, flags, floor markings and visuals	Paid	Spring	SEBES/Nature area	€3,000–15,000 (depending on the concept and scope)
Radio feature with ranger/SEBES	Local stations	Earned	Summer	SEBES/DMOs	€0
Press relations (focusing on environmental education)	Print and online local media	Earned	Summer	SEBES/Nature area/DMO	€0



7.4 Storytelling-concept for awareness panels about our impacts on eco-systems

7.4.1 Storyline for awareness panels

The storyline outlines the central themes, ideals and significance of the narratives. It is the 'common thread' – the main idea, themes, values and meanings that a story is intended to convey.

For the awareness panels, the storyline is:

'We are only guests in nature areas!'

7.4.2 Story set for awareness panels

The story set guides visitors as followed:

- Visitors are guest in nature
- Nature is a place that welcomes them, if they behave appropriately
- Animals are the hosts

Not all visitors are aware that the way we act and behave in nature can have several impacts on eco-systems, including animals. The story set highlights the presence of wildlife because we know that people usually are more sensitive to animals, and that it can create empathy and influence visitors' behavior.

The following elements should therefore be taken into account in this 'hero's journey':

- **Empathy:** the panel showcasing animals welcoming visitors in the nature area, aims at activating an emotional lever. 'These cute animals are living here even if you can not see them, please behave appropriately so you do not disturb them'.
- **Surprise:** the panels inspired by Australian roadsigns, showcasing a Lion and a Cobra, can be surprising for people (who will easily understand that running into a lion or a cobra in this region is unlikely).
- **Curiosity:** Visitors will notice these panels and they will approach to take a closer look at the other information written on the panels (explaining that the real danger is for them to disturb wildlife or trample on vegetation).
- **Education:** After reading these panels, people are more knowledgeable about how to behave appropriately in nature areas. They better understand how some habits that can seem trivial or normal, can actually impact wildlife.
- **Reward:** Visitors then have the feeling of doing the right thing.



7.4.3 Communication approaches for target groups throughout the visitor journey

These panels will be implemented in 3 state forests, on several entry points to the forests. They will also be implemented in Natura 2000 sites.

Target groups who visit these areas can either be explorers (who want to visit the Champagne region “off the beaten track”) or nature loving actives (who regularly visit these nature areas to walk, run or bike).

The following section outlines possible approaches and measures for both target groups throughout the visitor journey.

7.4.4 Measures along the visitor journey for explorers and nature loving actives

- **Particularly important to this target group:** communication before and during the visit to nature areas.
- **Important aspects of marketing :** digital campaign in order to support the message encountered on site.
- **Important aspects of communication:** focus on the “right behaviours” we can easily adopt to avoid any negative impact on nature and biodiversity.

Before the trip (increasing motivation)

Goal in this phase: Emphasise the fragile aspect of our nature sites. They are valuable to visit, but also fragile and need care and respect if we want to preserve them.

Key touchpoints:

1. Montagne de Reims regional nature park’s website and social media
2. Local tourist offices’ websites and social media
3. Local stakeholders’ websites and social media
4. Especially for nature actives : communication through sporting events (digital, on-site during sporting events,...)

**MONA****Content formats:**

- Videos to present “the appropriate behaviours in nature”, with a humorous tone
- Posts on social media
- Content on website to develop these “appropriate behaviours” but also to present the local fauna and flora, in order for people to better understand the richness and fragility of our ecosystems

Messages :

- “Nature sites have a valuable and fragile fauna and flora”
- “Our presence (humans) in nature areas can disturb animals and eco-systems in general. Let’s behave appropriately (e.g : not being too loud, not walking or biking of trails), to avoid having a negative impact!”
- “By adopting a respectful and quiet attitude, we help preserve these natural areas, and we contribute to ensuring access to nature for future generations.”

Critical points to consider:

We need to address our capacity to reach our target groups through our communication campaign.

Arrival (strengthening the capacity to act) and On Site

We will treat “arrival” and “on site” topics the same way :

Goal in this phase: Encourage participation and demonstrate added value.

Key touchpoints:

1. Before the visit to nature: websites or social media with a specific campaign “adopt the Quiet Attitude”, developing on the appropriate behaviours to adopt when visiting nature
2. During the visit to nature: the panels themselves are the key touchpoints, with their content which participate in raising awareness and encouraging appropriate behaviours



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Content formats:

- The communication campaign will mostly be digital : videos, content on websites, social media...
- The panels that will be implemented in nature: near parking areas, on path entrances, along paths...

Messages:

- “Adopt the ‘quiet attitude’ when visiting nature areas : we are just guests in nature!”
- “Nature areas are accessible for us : let’s have the appropriate behaviour to ensure we do not harm them”

Critical points to consider:

For people discovering awareness panels on site, we need to address these points in detail in order to create certainty and strengthen our ability to act.

- Entry panels with wild animals welcoming visitors, risk of questions :
“Where can I see these animals?”
“Is nature the right place to have such a panel?”
- Warning panels (road signs inspired), risk of question :
“Are there really lions and cobras in the area?!”

7.4.5 Storyboard ‘Quiet Attitude in nature areas’

The nudge in question is unique in that it is self-sufficient. Logically, there is no need to develop a marketing and communication plan for “on-site panels.” However, the general message conveyed by these nudges (we are merely guests in nature) will be introduced to our target groups through a specific communication campaign associated with this project.

We will draw on the “Quiétude Attitude” communication program, which is shared by several regional nature parks in France. This program promotes a number of “good habits” to adopt when visiting a nature area, in order to preserve species and eco-systems.

This communication campaign will serve as an introduction, providing context and support for the nudges that will be visible in the field. It will include:



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- Digital communication on websites and social media, to present local species, and the “good habits” visitors should have when visiting nature for a “Quiet/Peaceful attitude”.
 - Specific page on website(s)
 - Posts on social media
 - Videos (one for each “good habit” to have when visiting nature)
- On-site communication during sporting events : a comprehensive visibility and awareness kit will be developed to engage with the public attending sporting events.

The storyboards serve as guidelines for digital marketing. This can be used for the videos that will be created to showcase the “good habits” in nature in order to preserve wildlife’s peace.

Scene 1 –	Scene 2 –	Scene 3 –
<p>Image idea: A group of friends is walking in a nature area (a forest in Montagne de Reims regional nature park).</p> <p>Text/voiceover: We can hear them talk loudly.</p>	<p>Image idea: The group is approaching, still walking on the path, facing the camera. Happy, laughing and loudly chatting.</p> <p>Text/voiceover: As they approach, we can see and hear that they’re listening to loud music, on a mobile device, over loudspeakers.</p>	<p>Image idea: Close-up shot of two people in the group.</p> <p>Text/voiceover: The first person suddenly asking “maybe our music is a bit too loud?”, and the other answering “no worries, we’re not disturbing anyone here”. Then cut.</p>
Scene 4 - Playful knowledge transfer	Scene 5 - Interactive supplement	Scene 6 - Conclusion & behaviour
<p>Image idea: The same person who answered this on the previous scene, asleep in their bedroom at night.</p> <p>Text/voiceover: Silence, peace of the night.</p>	<p>Image idea: Suddenly deers enter the room and rut (which is a very powerful, loud, and impressive cry).</p> <p>Text/voiceover: Deer rut</p>	<p>Image idea: Closing scene developing the “Quiétude Attitude” visuals.</p> <p>Text/voiceover: “please preserve animal’s peace when visiting nature”.</p>



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7.4.6 Marketing plan ‘Quiet Attitude in nature areas’

Goal: To raise awareness of the importance of behaving appropriately when visiting nature areas, to respect fauna and flora.

Target groups: explorers (e.g: first-time visitors), nature actives (e.g : local visitors used to coming to these areas, people who enjoy outdoor activities).

Key message: ‘Preserve wildlife’s peace when visiting nature areas.’

Paid media:

- Important: No active advertising to increase visitor numbers! The focus is on raising awareness and providing information.
- Minimal information: Information notices on existing websites (nature park administration, DMO, National Forestry Office) and social media.
- On-site : only during sporting events.

Earned media:

- Regional, local and national press work.

All communication materials must be engaging, positive, and encourage people to embrace the philosophy of a “quiet/peaceful attitude.”

Measure	Channel/ format	Category	Timeframe	Responsible stakeholder	Budget framework
Quiétude Attitude communication campaign	Websites and social media, sporting events,...	Paid	Summer	PNRMR	€7000 (+/-) for the first year
On-site design and signage	Nudges (wooden panels)	Paid	Spring	PNRMR	€30,000 (+/-)
Press relations	Print and online local media	Earned	Summer	PNRMR	€0



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7.5 Storytelling-concept Plastic Waste Collection

Les Argales, one of the flagship natural sites of the Scarpe–Escaut Regional Nature Park, welcomes thousands of visitors each year, especially during summer and school holidays. Swimming, family walks, picnics and outdoor activities make it a highly popular destination but they also contribute to a build-up of plastic waste left on the ground.

These discarded items pollute the shoreline, harm local biodiversity, and diminish the quality of the visitor experience.

The Park aims to introduce a solution that is effective, highly visible, and educational : an intervention that makes the right action easy while telling the story of the place.

7.5.1 Storyline ‘Plastic Waste Collection’

At Les Argales, every visitor is invited to step into a small adventure : contributing to the preservation of a rich yet fragile natural site. The simple act of placing a piece of plastic waste into the monumental metal bin shaped like a natterjack toad becomes the narrative thread of an experience that is playful, responsible, and deeply connected to the identity of the place.

The storyline is built around a strong idea : protecting Les Argales means slipping, for a moment, into the shoes of the site’s guardian, an adventurer watching over a natural treasure. When visitors discover the sculpture (a true emblematic creature of the lake and its open habitats), they immediately understand that they have a role to play. The natterjack toad becomes a friendly guide, a gentle signal encouraging them to act in favour of its environment.

Throughout their visit, families follow this narrative thread : observing, wandering, having fun, and also taking part in the protection of the site. The ecological action becomes a rewarding, almost ritual gesture: *“I enjoy this place, and I help keep it clean.”* Pleasure, purpose, and engagement merge into a meaningful experience that resonates with visitor expectations and with the site’s conservation goals.

7.5.2 Story set ‘Plastic Waste Collection’

The story set at Les Argales is rooted in a universe inspired by both adventure narratives and the idea of “stepping into the shoes of a nature ranger.” Every element on site (characters, symbols, and objects) contributes to a coherent, immersive storyline.



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The Visitors : Explorers of the Site

Families visiting Les Argales become the protagonists of the story. For the duration of their outing, children and adults turn into small adventurers entrusted with protecting a natural area they enjoy. Their mission naturally fits into their day : spotting a piece of plastic, picking it up, and placing it inside the giant toad sculpture.

The Iconic Companion : The Monumental Natterjack Toad

The monumental metal bin, crafted by a blacksmith artist, represents the natterjack toad (a protected species and emblem of the site). Its striking presence catches the eye, sparks curiosity, delights children, and instantly invites interaction. This giant toad becomes the central character of the story : a guardian of the territory who calls on visitors to help keep its habitat clean. It stands as a strong visual anchor in the landscape; a landmark, a totem, an ally.

The Playground : Les Argales

The site, highly frequented in summer and during school holidays, becomes the adventure setting. Beaches, paths, reedbeds, picnic areas... every place can reveal “clues” (plastic waste) that explorers must identify. The site is experienced as a living environment, inhabited by discreet species, where everyone can observe, understand, and take action.

The Mission Elements : Plastic Waste

Plastic waste becomes a series of “small obstacles” to remove in order to restore the beauty of the site. They are no longer just litter : they are traces left along the path that the adventurer corrects, like in a small initiation quest. The collection is never imposed ; it is simply part of the experience, offered in a playful, natural and rewarding way.

The Overall Experience : Stepping Into the Shoes of a Nature Ranger

The story set invites visitors to experience, at their own scale, what it means to actively protect the site. They adopt the attitudes and reflexes of a nature ranger : observe, identify, protect, pass on. This temporary role creates an emotional connection between visitors and the place, strengthening their attachment to the site and the species that live there.



7.5.3 Communication approaches for target groups throughout the visitor journey

The monumental metal toad at Les Argales is an innovative feature that encourages visitors to take an active role in protecting the site's natural environment. Experience from other nature sites shows that families in particular enjoy interactive, playful elements that combine fun and responsibility.

Therefore, the primary target group could be nature-loving families, as many visitors fall into this category. At the same time, it is important to engage the explorer audience (Curious visitors seeking adventure) to raise general awareness of plastic waste reduction and biodiversity conservation.

Several challenges should be considered when communicating this :

- Visitor engagement depends on external factors such as weather, the number of people on site, and accessibility to equipment (buckets, grabbers, etc.).
- On some days, there may be little visible waste, which could reduce motivation. In these cases, additional interactive elements should provide a positive experience.

Therefore, the monumental toad should include extra features and interactivity, such as :

- QR codes with fun and educational content about the natterjack toad and its habitat
- Mini-quizzes or tactile elements that allow children to measure collected waste
- Playful messaging that encourages participation, potentially using humorous or surprising language

An attractive photo opportunity with the toad can also increase attention and help spread the message on social media, reinforcing engagement and creating memorable experiences.



7.5.4 Measures along the visitor journey for nature-loving actives

- **Particularly important to this target group** : Family-friendly, fun and playful, hands-on experience, visible impact / tangible results
- **Important aspects of marketing** : Social media storytelling, visual content (photos, illustrations), adventure framing, engagement challenges (#ArgalesCleanup)
- **Important aspects of communication** : Playful and encouraging tone, clear instructions / guidance, educational messaging (species, habitat, plastic impact), celebrating achievements (badges, photos, statistics).

Before the trip (increasing motivation)

Goal in this phase:

Spark interest and excitement for a family-friendly adventure, highlighting the fun and meaningful role of visitors in protecting Les Argales.

Key touchpoints:

1. Social media (Instagram, Facebook, TikTok) featuring playful visuals of the giant toad and collected waste
2. Family and outdoor blogs / local tourism websites
3. Posters and flyers in nearby towns, swimming areas, and transport hubs

Content formats:

1. Short videos / reels showing families interacting with the monumental toad
2. Photo stories and illustrations of the adventure
3. Teasers or challenges (#ArgalesCleanup)

Messages :

- “Become a guardian of Les Argales – your adventure starts here !”
- “A fun mission for the whole family : help keep the site clean !”
- “Discover the giant natterjack toad and make a real difference !”

**MONA****Critical points to consider :**

- “Is this activity suitable for children and adults alike ? ”
- “Will it be fun, or just like work ? ”
- “How much time and effort will it require ? ”
- “Does my contribution really make a difference ? ”

Arrival (strengthening the capacity to act) :

Goal in this phase : Encourage participation immediately upon arrival and demonstrate the added value of the activity for both families and the site.

Key touchpoints :

1. Entrance signage highlighting the monumental natterjack toad
2. Maps showing the location of the toad and suggested paths
3. Staff or rangers welcoming visitors and explaining the activity
4. PNRSE - OT app or website notifications with tips for collecting plastic

Content formats :

1. Informational panels at the entrance
2. Short videos or animations demonstrating how to use the monumental toad
3. QR codes linking to fun facts and mini-challenges

Messages :

- “Your adventure as a Les Argales guardian starts here ! ”
- “Help keep the site clean while having fun with your family ! ”
- “Every piece of plastic you collect protects the home of the natterjack toad ! ”

Critical points to consider:

- “Is this activity suitable for all family members ? ”
- “What equipment do we need and how does it work ? ”
- “How long will the activity take ? ”
- “Will my actions really make a difference ? ”



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On Site

Goal in this phase : Motivate and encourage participation by providing opportunities for engagement, learning, and fun.

Key touchpoints:

1. The monumental natterjack toad as the central interactive element
2. QR codes on-site with educational content about the species and habitat
3. Informational panels showing statistics on collected plastic and environmental impact
4. Rangers or staff providing guidance and encouragement
5. Photo spots and areas for families to share their achievements

Content formats:

1. Live success boards: "X kg of plastic collected today!"
2. Short videos or animations demonstrating proper waste collection
3. Fun challenges and mini-games for children
4. Interactive maps showing hotspots for plastic collection

Messages :

- "Make your commitment visible – every action counts !"
- "Help protect the natterjack toad and its home !"
- "10 minutes of collection = a cleaner site for years to come !"
- "Do something fun, make a difference, and share your story !"

Critical points to consider :

We need to address these points with content in order to position the 'bin collection station' offer as a positive (additional) experience.

"Is the activity engaging enough for children and adults ?"

"Is the equipment accessible and easy to use ?"

"How long will the activity take ?"

"Are there other ways to contribute besides picking up plastic ?"



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7.5.5 Storyboard ‘Plastic Waste Collection’

At Les Argales, families embark on a playful and meaningful adventure, guided by the monumental natterjack toad. From the moment they arrive, children and parents are invited to become guardians of the site, discovering the toad and learning about its protected habitat through interactive panels and fun facts. Armed with buckets and grabbers, they set off along the paths and lakeside, collecting plastic waste while exploring the natural environment. Each piece of litter deposited into the giant toad becomes a tangible contribution to conservation, turning a simple act into a rewarding experience. Along the way, families experience pride, curiosity, and playful engagement as they observe wildlife, connect with nature, and share moments of teamwork. At the end of the day, they return to the monumental toad, celebrate their achievement, and capture photos to commemorate their mission, leaving with a lasting sense of accomplishment, enjoyment, and awareness of the importance of protecting Les Argales.

Scene 1 – Arrival / Introduction	Scene 2 – Discovery / Information	Scene 3 – Action / Hands-on Moment
<p>Image idea : Family arriving at Les Argales, walking along the path to the lake, with the monumental natterjack toad visible nearby.</p> <p>Text/voiceover : “Your adventure at Les Argales begins here ; meet the guardian of the lake !”</p> <p>Emotion : Excitement, curiosity</p>	<p>Image idea : Close-up of the monumental toad, buckets and grabbers ready, QR codes and info panels visible.</p> <p>Text/voiceover : “Did you know the natterjack toad is a protected species ? Every piece of plastic you collect helps protect its home.”</p> <p>Emotion : Awareness, fascination</p>	<p>Image idea : Children eagerly picking up plastic waste with grabbers, parents helping, everyone depositing items into the giant toad.</p> <p>Text/voiceover : “Grab a piece of litter, place it in the toad, and be a guardian of Les Argales !”</p> <p>Emotion : Engagement, playfulness</p>
Scene 4 - Experience / Exploration	Scene 5 - Conclusion / Return	Scene 6 - Reward / Recognition
<p>Image idea : Family walking along the lake, discovering more waste, interacting with the environment, observing wildlife.</p> <p>Text/voiceover : “As you explore, you discover the beauty of the site and make it cleaner for everyone.”</p> <p>Emotion : Connection with nature, pride</p>	<p>Image idea : Family returning to the monumental toad, emptying their collected waste, smiling together.</p> <p>Text/voiceover : “Back at the toad : every bottle, wrapper or cap you collected makes a difference !”</p> <p>Emotion: Satisfaction, accomplishment</p>	<p>Image idea : Children posing for a photo next to the toad, badges or stickers displayed, social media share icons suggested.</p> <p>Text/voiceover : “Celebrate your mission: you helped protect Les Argales, and you can share your adventure with the world !”</p> <p>Emotion : Pride, fun, recognition</p>



7.5.6 Marketing plan 'Plastic Waste Collection'

Goal : Raise awareness about responsible behaviour on-site (waste prevention and clean-up), without increasing visitor numbers. Encourage visitors to help protect the fragile wetland ecosystem by participating in simple, rewarding actions.

Target groups:

- Local nature lovers and nearby residents
- Regular walkers and family visitors
- Occasional visitors from surrounding municipalities

Key message : "Protect the Argales : every action helps nature breathe."

Paid media (minimal & strictly informational)

- Important: No active advertising to attract more visitors.
- Focus only on practical information, educational content, and on-site explanations.
- Minimal information channels :
Updates on existing websites (PNR Scarpe-Escout, local town halls, COT)
Entries in outdoor portals (Komoot, Outdooractive) focusing on rules, safety, and environmental expectations, not promotion
On-site signage (the primary medium) explaining the nudge, the toad and the behaviour expected

Earned media:

- Local radio/TV segments with a ranger presenting the ecological issues (waste, fragile habitats, toad species)
- Press articles (local & regional) focusing on environmental education, community involvement, citizen stewardship
- Publications in environmental or educational magazines (schools, associations, biodiversity networks)

Tone : Positive, concrete, everyday-life oriented, encouraging, not moralising.
Highlighting the value of simple actions and the pride of contributing.



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Measure	Channel / Format	Category	Timeframe	Responsible Stakeholder	Budget Range
Information on existing websites about the clean-up station, rules, and the monumental toad	PNRSE website, COT, Komoot, Outdooractive	Paid	Spring	PNRSE	~€500 (external support if needed)
On-site design & explanatory signage (panels, ground stickers, visuals around the monumental toad, map boards)	Entrance boards, path markers, QR codes, educational illustrations	Paid	Spring-Summer	PNRSE / Graphic partners	€3,000-€15,000 (depending on graphic concept and materials)
Ranger-led radio segment about protecting wetlands and local species	Local radio stations	Earned	Summer	PNRSE	€0
Press relations focusing on environmental education & citizen engagement	Local newspapers, online media	Earned	Summer	PNRSE / OTVM	€0
Articles in environmental or educational journals (schools, nature clubs)	Regional/national eco-education publications	Earned	Autumn	PNRSE	€0



7.6 Storytelling-concept 'Forest of the Future'

In Flines-lez-Mortagne forest, many visitors leave the official trails and walk on *layons*, which harms vegetation and disturbs wildlife. To guide them back to the forest marked paths, the Parks created the "Forest of the future" nudge. Through two contrasting illustrations (one showing a healthy, protected forest and the other a degraded landscape impacted by human behaviour), the nudge visually highlights the consequences of each choice. By inviting visitors to choose their forest, it makes the responsible behaviour intuitive, engaging and emotionally meaningful.

7.6.1 Storyline 'Forest of the future'

The Flines-lez-Mortagne forest invites hikers to experience a simple yet meaningful adventure: protecting a delicate natural environment while enjoying their walk. The storyline revolves around a single idea : every step you take on the marked trail contributes to the forest's future.

Visitors are invited to step into the role of a forest guide, caring for the woodland as they explore. They observe plants and wildlife, follow the trails carefully, and make small yet impactful choices that directly influence the health and beauty of the forest. Nature acts as a co-protagonist, offering serenity, biodiversity, and visual delights, but also signaling the consequences of human impact.

The "Forest of the Future" nudge transforms a routine hike into an interactive reflection : two contrasting illustrations (one showing a thriving forest, the other a degraded landscape) encourage hikers to consciously choose the path that preserves the woodland.

Throughout their visit, hikers follow this narrative thread : noticing the forest, enjoying the walk, and actively protecting the site by staying on marked trails. This approach turns a simple hike into a playful, meaningful journey where every step matters, blending enjoyment, environmental responsibility, and a deeper connection with nature.



7.6.2 Story set 'Forest of the Future'

The Visitors : Hikers as Nature Guides

In Flines-les-Mortagne, hikers are not just passing through the forest ; they become temporary nature guides. Whether walking alone, with friends, or in small hiking groups, they are portrayed as observers and caretakers of the woodland. Their attitude, attentive, curious, and respectful, shapes the forest's future. By choosing to stay on the marked trails, they embody the role of someone who protects the site while enjoying its serenity and biodiversity. Their mission is simple yet meaningful : explore, observe, and preserve.

The Iconic Element : The "Forest of the Future" Nudge

At key points where people commonly leave the path, hikers encounter the central feature of the story set : the two-panel "Forest of the Future" nudge. The first illustration presents a thriving, healthy forest ; lush vegetation, stable soils, diverse wildlife symbolising the outcome of responsible behaviour. The second displays a degraded environment, scarred by trampling, informal trails, litter, or fire damage. Together, these two visuals act as a silent guide, prompting hikers to reflect on their impact and choose the forest they want to leave behind. The nudge becomes both a signpost and a moral compass.

The Setting : A Forest Shaped by Human Choices

The Flines-les-Mortagne forest becomes an immersive environment where every path tells a story. Marked trails indicate the sustainable route ; *layons* and informal tracks reveal previous disturbances. As hikers move through the woodland, they witness living ecosystems (plants, insects, birds) that thrive when the forest is respected. The setting is not neutral : it reacts, positively or negatively, to human behaviour. This turns the forest into an active character within the narrative.

The Mission Elements : The Act of Staying on the Path

Here, the "task" is not collecting or moving anything ; it is making the right navigation choice. Every fork, shortcut, or tempting *layons* becomes a decision point. The mission is subtle but impactful : choose the marked trail, avoid damaging sensitive areas, and read the visual cues provided by the nudge. This action is fully integrated into the hiking experience, without disrupting its flow.

Overall Experience : Walking Like a Nature Guide

The story set encourages hikers to adopt the mindset of a nature guide : observing, understanding the consequences of off-trail behaviour, and making thoughtful choices. This temporary role creates a deeper emotional bond with the forest. Visitors leave with a sense of contribution ; small actions that helped preserve the woodland's future ; turning their hike into a meaningful, self-rewarding experience.



7.6.3 Communication approaches for target groups throughout the visitor journey

Effective communication for the “Forest of the Future” nudge must guide hikers at every stage of their visitor journey, ensuring that the message feels relevant, intuitive, and motivating. For nature-oriented hikers, the journey begins well before they enter the forest. Upstream communication should highlight responsible trail use, the uniqueness of Flines-les-Mortagne’s ecosystems, and the satisfaction of hiking “like a nature guide.” Clear digital content (on websites, maps, or social media) helps set expectations and reinforces the idea that staying on marked trails is an essential part of protecting the forest.

Upon arrival, on-site orientation elements become crucial touchpoints. Trailheads, signposts, and welcome panels should provide simple, positive cues that reinforce the hiker’s role : observing nature, following designated trails, and understanding the fragility of the environment. Messaging must remain encouraging rather than restrictive.

Once on the trail, communication relies primarily on immersive, visual, and emotional cues. The “Forest of the Future” panels act as behavioural prompts, using contrast and storytelling to encourage the right choice. Subtle markers, trail reassurance signs and reminders of the hiker’s “nature guide” role maintain engagement throughout the walk.

After the visit, communication can strengthen long-term behaviour by celebrating responsible actions, sharing before/after visuals, or highlighting contributions to preservation. This reinforces the sense of pride and meaningful participation.

7.6.4 Measures along the visitor journey for hikers

- **Particularly important to this target group :** Connection to nature, tranquillity, environmental responsibility, clarity of trails, orientation
- **Important aspects of marketing :** Hiking-focused messaging, trail maps & visual markers, educational storytelling, authenticity and nature preservation
- **Important aspects of communication :** Respectful and motivating tone, clear guidance on staying on marked trails, ecological explanations (impacts of trampling, wildlife disturbance), empowering hikers as “nature guides”

**MONA****Before the trip (increasing motivation)****Goal in this phase:**

Encourage hikers to choose Flines-les-Mortagne as a destination where they can enjoy a high-quality nature experience while actively helping to protect the forest ecosystem.

Key touchpoints :

1. Hiking websites, trail apps, tourism platforms
2. Social media posts showing the forest, marked trails, and the “Forest of the Future” nudge
3. Hiking groups, associations, and local outdoor newsletters

Content formats :

1. Short videos or photos showing trail quality and forest biodiversity
2. Illustrated explanations of the nudge (“Which forest will you choose?”)
3. Simple educational posts about trail impact and respectful hiking

Messages :

“Your choices shape the forest—follow the marked trails for a healthier ecosystem.”

“Walk like a nature guide: protect Flines-les-Mortagne with every step.”

“Discover the Forest of the Future and help preserve the woodland you love.”

Critical points to consider :

“Will I understand where the official trails are?”

“Is the forest well marked and easy to navigate?”

“Does leaving the trail really cause damage?”

“Why should I care about this specific site?”

**MONA****Arrival (strengthening the capacity to act):****Goal in this phase :**

Guide hikers immediately toward the correct paths and make the nudge intuitive, visible, and motivating.

Key touchpoints :

1. Entrance panels explaining the nudge and trail etiquette
2. Clear trail markers and directional signage
3. Maps at trailheads showing official paths vs. *layons*
4. Rangers or staff offering simple guidance when present

Content formats :

1. Informational panels with the two illustrations (healthy forest vs. degraded forest)
2. QR codes linking to trail maps or short explanations
3. Visual symbols repeated from the nudge to reinforce the message

Messages :

“Choose the forest you want to protect—stay on the marked trails.”

“Your hike begins here: follow the guide signs to preserve the ecosystem.”

“Every step on the trail helps the forest thrive.”

Critical points to consider :

“Which path is the right one?”

“Is it clear where I should and shouldn’t walk?”

“What are the consequences if I take a shortcut?”

“Is the message consistent with what I see on the ground?”

**MONA****On Site****Goal in this phase :**

Motivate hikers to stay on official paths through clear visual guidance, emotional connection, and continuous reinforcement of positive behaviour.

Key touchpoints :

1. The “Forest of the future” panels at strategic decision points
2. Trail reassurance markers along the official paths
3. Discreet educational cues about wildlife and vegetation sensitivity
4. Ranger presence or occasional on-site interpretation
5. Small photo spots showing the “beautiful forest” side of the illustration

Content formats :

1. Progressive signage reminding hikers of their role as protectors
2. Short educational capsules (QR codes) on trampling impact
3. Before/after illustrations showing trail damage
4. Encouraging markers: “You’re on the right path ; thank you !”

Messages :

“Protect the forest with every step ; stay on the marked trail.”

“Your careful hiking preserves wildlife and fragile habitats.”

“A small choice for you, a big impact for the forest.”

“Walk like a nature guide—your respect shapes the future of Flines.”

Critical points to consider :

We must address these elements to position the nudge as a positive, supportive experience:

“Is the signage visible and easy to understand ? ”

“Does the forest setting clearly show where to walk ? ”

“Are hikers rewarded with a better experience by staying on trail ? ”

“Does the narrative strengthen pride and responsibility rather than constraint ? ”



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7.6.5 Storyboard 'Forest of the Future'

The Flines-les-Mortagne forest invites hikers to experience a meaningful and mindful form of walking : one where every step actively contributes to protecting a fragile natural environment. While the forest seems vast and resilient, certain areas are extremely sensitive to trampling, especially when visitors leave the marked trails and follow *layons* or shortcuts. To address this challenge, the Park introduces the “Forest of the Future” nudge ; a simple yet powerful visual device that places hikers in the role of a nature guide for the day. Through two contrasting illustrations, it shows how the forest can thrive or deteriorate depending on the choices made on the ground.

The aim is not to lecture but to gently shift perception : staying on the marked paths becomes a conscious, positive act. This storyline follows a hiker as they discover the nudge, make small but impactful decisions, and leave the forest with a strengthened sense of stewardship.

Scene 1 – Entrance : Discovering the Forest’s Two Futures	Scene 2 – Setting Off Walking Like a Nature Guide	Scene 3 – Encountering a Shortcut : The Moment of Choice
<p>Image idea : The hiker stands before the “Forest of the Future” panel, observing the two contrasting illustrations.</p> <p>Text / Voiceover “Every forest has two futures. Today, your steps help choose which one unfolds.”</p> <p>Emotion Curiosity, first sense of responsibility.</p>	<p>Image idea : A close-up of hiking boots engaging the trail markers; the official path is clear and inviting.</p> <p>Text/voiceover : “Follow the marked trail — the same choice a nature guide would make to protect the forest.”</p> <p>Emotion Awareness, empowerment.</p>	<p>Image idea : A <i>layon</i> or informal path diverges from the main trail. The hiker pauses.</p> <p>Text/voiceover : “Not every path is meant to be walked. The forest shows you the right one.”</p> <p>Emotion Hesitation, reflection.</p>
Scene 4 - Choosing the Right Path : Positive Action	Scene 5 - Understanding the Impact : Learning Along the Way	Scene 6 - Completion : Leaving as a Forest Steward
<p>Image idea : The hiker smiles and deliberately continues on the marked trail, leaving the shortcut behind.</p> <p>Text/voiceover : “By staying on the trail, you help the forest breathe, grow, and heal.”</p> <p>Emotion Pride, positive reinforcement.</p>	<p>Image idea : Educational panels explain soil fragility, wildlife habitats, and why off-trail walking is harmful.</p> <p>Text/voiceover : “Every off-trail step leaves a mark. Every on-trail step protects what’s alive beneath your feet.”</p> <p>Emotion Understanding, connection.</p>	<p>Image idea : The hiker concludes their walk, passing a final message panel acknowledging their contribution.</p> <p>Text/voiceover : “Today, you walked with the care of a nature guide. The forest thanks you.”</p> <p>Emotion Satisfaction, long-term stewardship.</p>



7.6.6 Marketing plan 'Forest of the Future'

Goal : Raise awareness about the importance of staying on marked trails and protecting sensitive forest habitats — without seeking to increase visitor numbers.

Target groups :

- Nature-loving hikers
- Regular walkers and local residents
- Outdoor enthusiasts (quiet recreation seekers)
- Educational groups (optional secondary target)

Key message : "Every step shapes the forest of tomorrow."

Paid Media :

(Important: no promotional communication encouraging additional visitation. Only awareness-raising and educational content.)

- Minimal information / low-profile communication
- Short informational notes on existing websites (PNRSE, local tourism offices, walking platforms like Visorando, Cirkwi...).
- Updates on outdoor online portals and local municipalities' websites
- On-site design
- Placement of the "Forest of the Future" signage at key entry points.
- Clear trail markers, gentle reminders at sensitive zones, ground symbols showing the "good path".
- Visuals illustrating soil fragility, wildlife disturbances, and impacts of trampling.

Earned Media :

- Press & media : Articles in local and regional press on the theme of responsible hiking and biodiversity protection.
- Radio or short TV reports featuring a ranger explaining the nudge and the importance of staying on marked trails.
- Educational & environmental networks



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- Articles in specialised magazines (forestry, biodiversity, environmental education).
- Partnerships with local hiking groups, schools, nature associations.

Tone : Positive, educational, non-moralising. Create awareness and empowerment, not guilt.

Measure	Channel / Format	Category	Timeframe	Responsible Stakeholder	Budget
Information presentation on existing websites	PNRSE website, tourism partner sites, outdoor portals (Visorando, Cirkwi)	Paid	Spring Summer	PNRSE	~€500 (if external digital updates needed)
On-site design & signage	Entrance panels, "Forest of the Future" illustration boards, trail markers, floor arrows	Paid	Spring	PNRSE	€3,000–12,000 (depending on scale)
Press relations	Local/regional newspapers, online press	Earned	Summer	PNRSE / Communes	€0
Radio or TV report	Local radio/TV	Earned	Summer	PNRSE / Communes	€0
Collaboration with hiking groups	Newsletters, shared posts, workshops	Earned	Summe Autumn	PNRSE / Associations	€0
Educational promotion	Schools, nature clubs, environmental magazines	Earned	All year	PNRSE	€0



8. Summary and Outlook

'Nudging' involves influencing people's behaviour in line with a specific objective, without prohibiting options or significantly altering economic incentives.

The nudges presented — the bin collection station, the shuttle bus and the water dispenser — address precisely this issue in order to effect behavioural change in the region.

The concept also demonstrates that nudging occurs at many levels, including the measures offered and the accompanying communication measures. Communication itself can be a form of nudging, for example by conveying information, issuing reminders and appeals, pointing out social norms or issuing warnings.

Carefully planned and implemented communication is essential for the developed nudges to achieve the desired behaviour and successfully implement the project. In this context, 'carefully planned' means considering the measures from the visitors' perspective, rather than just using traditional advertising methods. Instead, the visitor journey must be viewed holistically, with both advantages and obstacles addressed.

The developed nudges can only achieve the desired behaviour and successfully implement the project through carefully planned and implemented communication. In this context, 'carefully planned' means considering the measure from the visitors' perspective, rather than just using traditional advertising methods. Instead, the visitor journey must be viewed holistically, with both advantages and obstacles addressed.

Therefore, regular evaluation of the measures and constant adjustment of communication is essential in the long term. Long-term evaluation and monitoring includes KPIs such as the number of bus journeys taken, the amount of rubbish collected, and the reach of social media posts. These KPIs should be recorded regularly. This data can be used in reports and to demonstrate success. Guest surveys can also be conducted. These not only enable the identification of areas for improvement, but also actively involve visitors in the development of future measures, thereby strengthening acceptance.