

The vogelfestival steinhuder meer will take place on an inland lake of the same name in the region of Hannover. The Steinhuder Meer is Germany's largest shallow lake and the heart of the 310 km² "Nature Park Steinhuder Meer." The Steinhuder Meer is an important resting and wintering spot, especially for migratory birds. Since 1976, the Steinhuder Meer has been a wetland area of international significance! It is also a well-known and well-visited vacation destination.

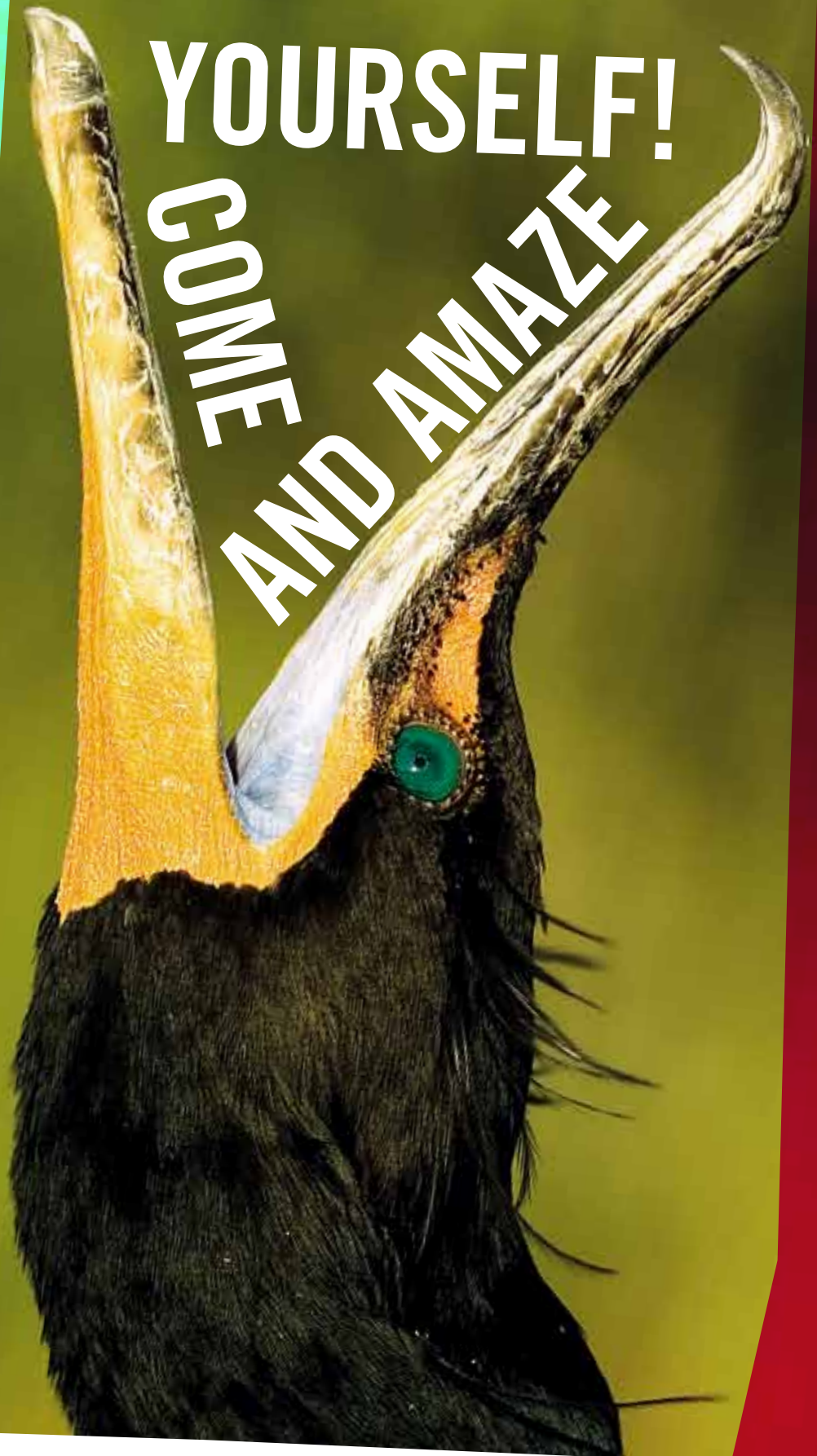
The location is on the south shore of the lake in an area that is directly on the lakefront in the center of the resort Steinhude. The Lower Saxon association of the Naturschutzbund is the co-organizer.

The vogelfestival ruhr will take place at the same place as in 2008 and 2009: on the north shore of Lake Kemnade in the Ruhr valley south of Bochum. Lake Kemnade was created for recreational purposes in the 1970s by damming the Ruhr and was inaugurated in 1980. Today the lake is not only an active, local recreation destination, but also an important habitat for numerous waterfowl. Interesting nature observations are practically guaranteed directly from this festival location.

The location is on the north shore of the lake in the area of the lake's recreation centre. In nice weather, thousands of recreational athletes and water lovers flock here, as demonstrated by the striking success of the 2008 and 2009 vogelfestivals at this location.

The North Rhine/Westphalian association of the Naturschutzbund is the co-organizer.

**YOURSELF!
COME
AND AMAZE**



2010 on the Steinhuder Lake and the Ruhr

The vogelfestival

- is the trade show fair for tourist organizations, travel agencies, regional organizations, national parks, optics and outdoor sporting goods vendors, artists and art dealers, manufacturers of equipment for bird protection, and publishing houses.
- is the platform for exchange of information and ideas for both bird watching and nature conservancy groups and for novices in nature observation and bird watching
- is the meeting place for conservationists and those who actively enjoy nature
- is a “family reunion“ for the growing scene of bird watchers and nature lovers unaffiliated with an organization

The principles

- The vogelfestival is focused on the people
- The vogelfestival has no entrance fee
- The vogelfestival offers a broad range of excursions, lectures, and seminars
- The event is oriented towards the species of the year (bird, flower, etc.)
- A moderated stage program creates a pleasant, entertaining setting
- Regional bird watching groups and nature conservancy organizations are included and close cooperation with the respective state Naturschutzbund will be sought
- Persons who are regionally involved in the cultural sector will be engaged for the stage program.

And who's this all for?

In principle, the basis should be broad. Those people who have previously had “only” a general interest in birds and nature, but who don't refer to themselves as “bird watchers” or “nature lovers,” should be specifically addressed as well. The vogelfestival is aimed not only at those who actively watch birds, but other groups as well, such as hikers, canoeists, and bike riders.

Who benefits from this?

It is worthwhile to introduce the hobby of bird and nature observation to broad strata of society. You can enjoy nature at the age of eight or eighty, it is healthy, it improves the quality of life, it costs almost nothing, and you can do it anywhere! And: those who watch birds are, in all probability, committed to the protection of our natural living conditions!

New in 2010

Based on the successes of the previous years, the program in 2010 will be even further expanded:

- recitation and storytelling tent, not only for fiction, but also professional literature; not only for children, but also for adults
- exhibition area for children
- workshops for art lovers as well as for digiscoping and nature photography

steinhuder meer 2010

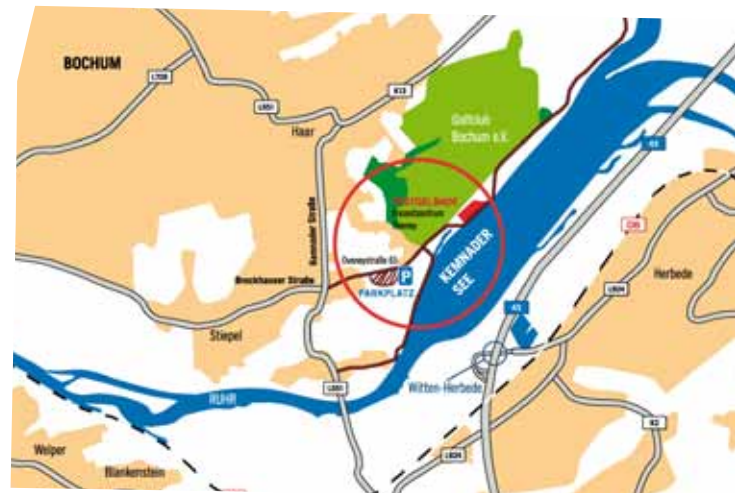
Balance Sheet 2009 (first year)

- Visitors: more than 8000 at a highly frequented place in nice weather!
- Percent of “really” motivated visitors: approx. 25% many came from the former East Germany as well!
- many interested visitors from outside the “birding scene.” Growth pool for future nature lovers!
- Huge resonance in the press (>20 reports!) Live coverage by NDR 1 with several reports

Upshot: Noteworthy initial success, excellent prospects.

Date 2010: 7 and 8 August 2010

Location: Strandpromenade Steinhude (lakefront)



ruhr 2010

Balance Sheet 2009 (second year):

- 10% growth in spite of cloudy weather
- Percent of “really” motivated visitors: > 40% many travelled especially for this event! beginning of a tradition.
- nature field trips were a complete success

Upshot: Positive development, lasting institution

Date 2010: 11 and 12 September 2010

Location: Freizeitzentrum Kegnader See bei Bochum



