



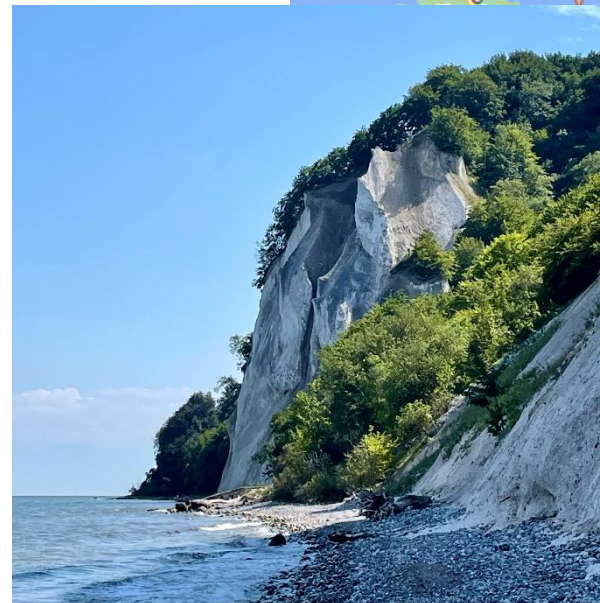
Foredragsholder: Katrine Ohm Dietrich

Normab meeting

# MØN UNESCO BIOSPHERE

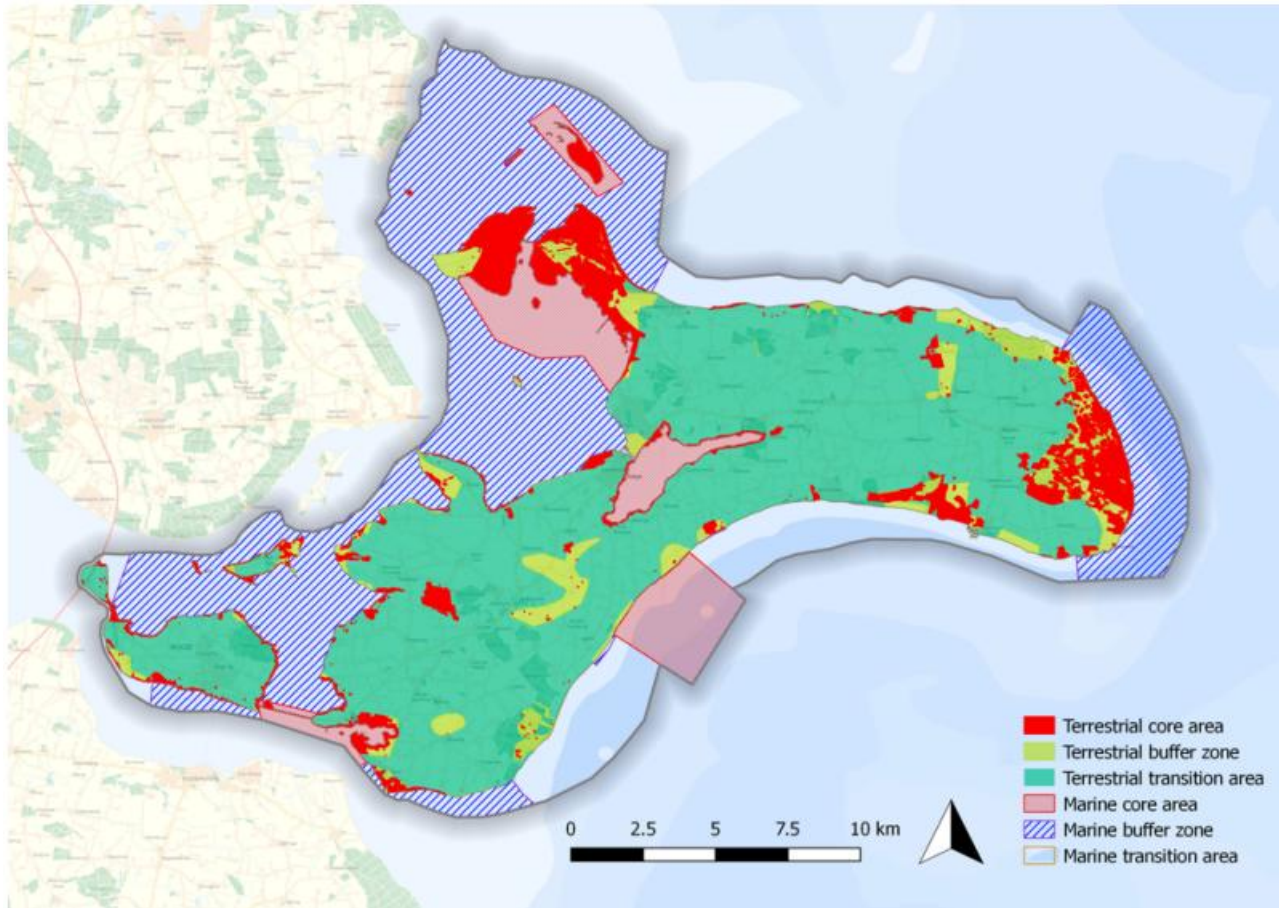
# MØN UNESCO BIOSPHERE RESERVE

- Møn UNESCO Biosphere Reserve was designated in 2017.
- The Biosphere reserve includes the island of Moen as well as the surrounding islands and coastal waters.
- Covering 450 square kilometres and having the chalk cliffs of Moens Klint as a leading nature icon.
- Nature represents landscapes and natural values of international importance as well as most Danish habitats, both on land and in the water.
- Diversity of waters with fresh, brackish and salt water as well as salt meadows and limestone grasslands creates unique environments for a rich biological variation, which contains a wide range of red-listed species.



# MAN & BIOSPHERE IN MØN

- Model area for sustainable development and local actions for the UN global goals
- Nature and cultural conservation, learning and development
- Local engagement



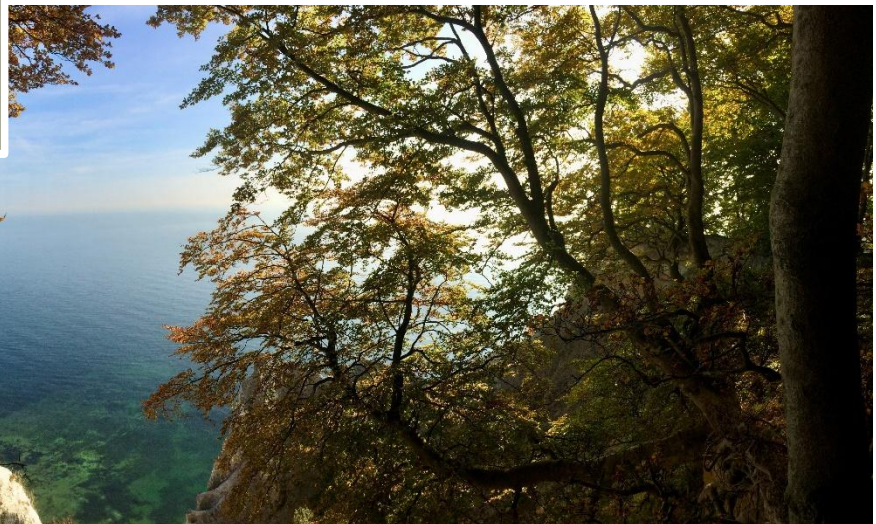
## CORE AREA: ULVSHALE-NYORD

- Nyord: The small island combines cultural heritage and biological diversity
- Untouched forest –Ulvshale Skov
- Wet grassland and Salt Meadows – Nyord Enge.
- Ulvshale and Nyord are located in a Ramsar area and EF Bird protection area
- The surrounding waters are wildlife reserves.
- Salt marshes, small areas of heath



# CORE AREA: HØJE MØN (THE EASTERN HIGHLANDS OF MØN)

- Iconic locations: Møns Klint, Klinteskov, Jydelejet, Høvblege, Liselund slotspark
- Beach forest, white cliffs, postglacial landscapes, chalk rich soils.
- Dry grasslands making habitats for redlisted butterfly (Larger Blue) and plants (18 species of orchids)



# THE MUNICIPALITY OF VORDINGBORG

- Vordingborg Municipality is the public authority responsible for Møn UNESCO Biosphere Reserve is anchored in a political and administrative governance structure.
- Vordingborg Municipality has great ambitions to be Denmark's greenest municipality. This is reflected across in the municipality's vision, policies, strategies and plans.
- In the first period, Møn UNESCO Biosphere has gone from being a project to being an operating unit that use the basic ideas in UNESCO's biosphere program as leverage for working with sustainable development.
- In 2022 the municipality was appointed as Denmark's Wildest Municipality amongst 98 municipalities.



# 6 FOCUS AREAS

**1. Well-being, quality of life and community building**

- Nature and culture as important elements in people's well-being in the biosphere reserve.

**2. More and better nature – biodiversity and nature conservation on land**

- Improving biodiversity on land and preserving the undisturbed natural darkness of the night.

**3. Water in balance – from streams and lakes to fjords and seas**

- Improvement and restoration of water quality and biodiversity in water.

**4. Sustainable Business, Agriculture and Tourism**

- Green transition and circular economy in local businesses.

**5. Knowledge, learning and dissemination in the biosphere reserve**

- Knowledge and learning about the biosphere area, focus on schools, the involvement of children and young people, as well as cooperation with scientific research institutions.

**6. Expansion and evaluation of the biosphere reserve**

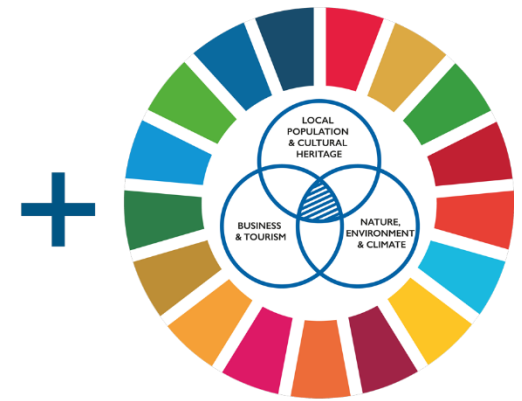
- Expansion of the biosphere area to the entire Vordingborg Municipality and evaluation of the Møn Biosphere reserve.



# MØN BIOSPHERE

## - A COLLABORATIVE PLATFORM

- Local ambassadors – 150+ local citizens, associations and companies
- Across departments in the municipality
- Schools, high schools, etc.
- Universities and scientific partners
- Tourism organisations
- The local environmental council
- Other Biosphere reserves



# BIOSPHERE-AMBASSADOR PROGRAMME

- 150+ local ambassadors – citizens, associations and companies
- Contribute to the task of ensuring the local community's development in interaction with nature.
- Advocate for the Møn UNESCO Biosphere Reserve and strengthen the story of the Møn Biosphere Reserve.
- Welcoming and sharing local knowledge about Møn Biosphere.
- Contribute to projects, meeting places, activities and communities, where you spread knowledge about how to live in harmony with nature.
- Business - increase the value of the product / service and develop new sustainable products and initiatives.



# A NEW BIOSPHERE ASSOCIATION

Møn Biosphere Association is an independent and self-governing association that aims to develop and consolidate the Møn Biosphere Area through initiatives, information, dissemination and local engagement.

The association creates a framework for members to network, initiate activities and jointly implement the Møn UNESCO Biosphere's objectives and focus areas.

The association will work to

- preserve and promote the nature and cultural heritage of Møn.
- support sustainable tourism with a strong focus on the balance between 'protection' and 'use'.
- promote biodiversity in the area.
- develop green solutions.
- work for sustainable use of natural resources.
- contribute to the development of sustainable local industry and agriculture.



# LEAVING NO TRACE



## *Main goal*

The aim of the project is to raise awareness about the importance of "Leave No Trace" principles for everyone traveling in nature and within the biosphere reserve.

The aim is to foster a mindset and ethical approach that encourages responsible behavior to preserve nature.

The project seeks to develop a concept or brand that effectively communicates and embodies this knowledge.



## *Content*

The project explored how residents and visitors can care for Møn's nature through responsible behavior, revealing key challenges related to human activity in nature. It identified 10 key intervention areas and over 60 actions to raise awareness on experiencing nature with minimal impact.

# LEAVING NO TRACE

## HARMØNI CAMPAIGN

When tourists arrived on Møn during the summer of 2024 and 2025, they were greeted by the new campaign *HARMØNI*. Its message is clear: guests on Møn must care for the island's nature and leave no trace of their visit.

*HARMØNI* is a friendly nudge aimed at raising awareness among both Møn residents and tourists about the importance of protecting the nature we all cherish. It introduces a code of conduct and a manifesto for everyone visiting Møn and its natural areas.

# Keep Møn beautiful

In Denmark lies a small island with world-class nature. The island has certification to prove it. MØN is the island, and its beauty is unparalleled. Many find their way to MØN. Some to settle down. Others to briefly visit and experience the nature, which the island generously offers on its few acres of land. Day and night.

MØN leaves a lasting impression on every visitor. Can we get you to promise NOT to do the same??

We appeal to everyone who wishes to enjoy MØN to make a small effort to tread without a trace, and to always contribute to passing on MØN in its most beautiful form.

We call it HARMØNY, because it's about enjoying MØN in concert with nature. So that MØN remains world-class.

1. We always remind ourselves and each other that we are guests in nature; it is the animals and plants that live here.
2. We take our trash with us - including what we encounter along the way.
3. We protect the vulnerable nature by staying on the paths.
4. We consider the animals and birds in nature as well as other guests, and turn down the noise.
5. When we want to sleep in nature, we do so in places where staying overnight is allowed.
6. We are prepared, even for the most basic needs - we know where to find toilets.
7. We bring our own firewood when we want to light a fire.



# LEAVING NO TRACE

## Results / effects

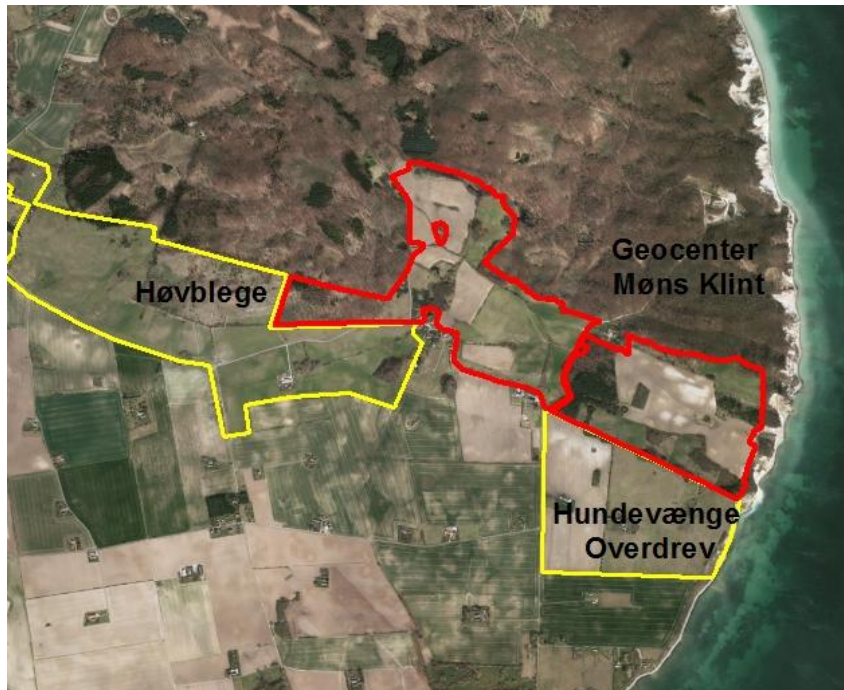
- Raising awareness among residents and visitors about how to experience nature responsibly.
- Supporting the development of regulations and infrastructure that promote nature restoration within the biosphere reserve.
- Encouraging behavioral change by maintaining a strong focus on nudging communication.
- Building a local sustainable tourism profile to attract the right guests.



# LARGE PARTNERSHIP PROJECT: LIFE ORCHIDS - NATURE RESTAURATION CREATING BETTER CONDITIONS FOR

## ORCHIDS AND THE GREATER LARGE BLUE

- EU LIFE Project
- Partnership Project: Vordingborg Municipality, The National Nature Agency, Klintholm Estate, Ravn Nature, GeoCenter Møns Klint.
- Klintholm Estate gives up right to cultivation on the project land, creates a thriving business with a focus on tourism.
- Restructuring 150 ha of arable land and plantation forest for limestone grassland and light-open orchid and butterfly forests introducing grazing cattle, goats and Exmoor horses.
- High-profile public exhibition on Biodiversity at GeoCenter Møns Klint and excursions for tourists and school classes.



# LARGE INTERNATIONAL PROJECTS: SUPPORTED BY NATURE

## – NATURE-BASED SOLUTIONS FOR A SUSTAINABLE BALTIC SEA ENABLED BY INTERREG

- The purpose of the project is to increase understanding of nature-based solutions so that they are used more frequently and contribute to a better environment in the Baltic Sea.
- 17 learning sites in 9 biosphere reserves around the Baltic Sea within 1) Multifunctional wetlands, 2) Coastal water habitats and 3) River restoration
- Project partners in the Biosphere for Baltic network and consists of biosphere reserves and universities from Finland, Estonia, Poland, Germany, Denmark and Sweden.
- Multistakeholder approach involving local stakeholders in piloting and implementation.
- Møn: Re-establishment of a local stone reef association Møn Stenrev with participation of the Sports Fisher Association, Diving association, etc.



### Supported by Nature

Interreg  
Baltic Sea Region



SUSTAINABLE WATERS  
Supported by Nature

The project aims to increase the understanding of Nature Based Solutions and how they contribute to improved environmental conditions for the Baltic Sea.

A better knowledge foundation will lead to more frequent and adequate use in planning processes, as well as land- and seascape management.

17 Nature Based Solutions Learning Sites will be developed around the Baltic Sea through the involvement of stakeholders.

Duration  
11/2023 - 10/2026

Total budget  
4.47 million €

EU funding  
3,58 million €



This #MadeWithInterreg project helps drive the transition to a sustainable and resilient Baltic Sea.

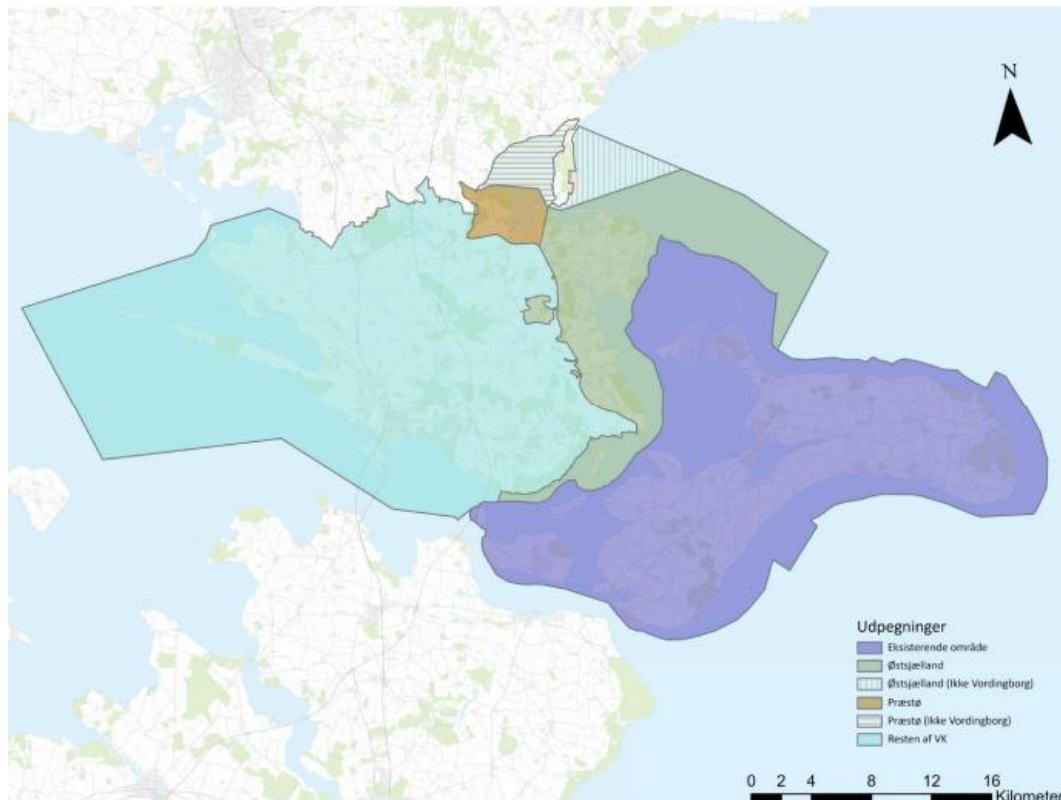
Organisations from the following countries cooperate to make that happen:  
Finland, Estonia, Poland, Germany, Denmark, Sweden

[interreg-baltic.eu/project/supported-by-nature/](https://interreg-baltic.eu/project/supported-by-nature/)

# PERIODICAL REVIEW AND EXPANSION

Periodical review in 2027

Working on an expansion of the Biosphere reserve



This expansion would increase the area from 450 km<sup>2</sup> to 666.08 km<sup>2</sup>, and the population within the biosphere reserve would grow from approximately 10,000 to 16,371 people

# THANK YOU!

For questions and input: [kdie@vordingborg.dk](mailto:kdie@vordingborg.dk)

