

**Interreg**



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**North-West Europe**

**MONA**

## **Developping solutions in nature areas for sustainable tourism**

Hikers in nature embody the MONA project's goal of making tourism greener and more sustainable. The image illustrates our work on modal shift, smarter route planning and nudging to reduce congestion and ease environmental pressure in Europe's natural areas.

It tells the story of communities and visitors who can continue to enjoy accessible, healthy and authentic experiences in landscapes that are preserved for future generations.

**Lead partner:**

Brabant Partners (NL)



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