



## 2020-2023 VISION FOR LUBERON NATURE

The association Luberon Nature, strong of its 54 years of existence, of its very numerous members, of its approval since 1979 of the Ministry for the protection of the environment, has accomplished a formidable work on all the territory of the Natural Park in Luberon.

These actions could not have been carried out without the strong contribution of the successive teams during these decades and to whom we must pay a vibrant tribute.

Our world is changing faster and faster and forces us to adapt and above all to anticipate. The association needs new strength for this and calls on its members to support and accompany it in its new program with a strong contribution in time and energy.

Its Council thus has the honor to present to you what should guide its actions.

### **Vision : 5 directions**

1. Recognition of members as the main resource of the association and increase in their number, especially among active local residents
2. Communication and promotion of Luberon Nature including through digital tools
3. Project management in small teams of members
4. Anticipation / mediation and force of proposal for the cases to be treated
5. Development of the association's financial resources

### **Axes of the program which will be detailed in operational mode:**

- Maintaining the current Statutes which allow Luberon Nature to evolve to meet the requirements of our present world. Broadening of the actions to be carried out well beyond those more particularly linked to town planning.  
Broaden the membership base to include unrepresented populations (farmers, breeders and organic producers, organic stores, etc.)
- Analyze what Luberon Nature can bring to the local populations of the municipalities adhering or not of the Parc du Luberon.  
Convince them to join the association by showing them what Luberon Nature can bring to them.
- Rely on the primary resource of the association, which is its members. Members who are both watchers to get information as early as possible and ambassadors to publicize Luberon Nature and to speak out throughout the ecosystem (populations, elected officials, Parc du Luberon, associations, administrations, etc.).  
Broaden our sources of information to collect and cross them as far upstream as possible.
- Thus, prioritize anticipation / prevention over the intervention by screening rather than treatment.
- Favor as much as possible the support / advice of members (natural or legal persons) who solicit Luberon Nature rather than the management of the request by the association.
- Thus favour mediation rather than going to court.

- Study and select only the cases that will be taken charge of by teams of members combining knowledge of the local context, the skills required by the case and the motivation to complete it.
- Modernize the management and communication of Luberon Nature using digital tools in order to save time and resources for actions with higher added value.
- Develop external communication through active participation in current resounding events and the creation of new targeted events (conferences, stands, guided tours, joint experiences, etc.).
- Redeploy the animation of the association through events for current and possibly future members (hikes, guided tours, subjects shared with other associations, experiments / nature observation, etc.).
- Implement an ambitious program to finance the association within the framework authorized by the Luberon Nature statutes.

### **Functions performed by the future team:**

To carry out the program based on these axes, a team will be assembled to take charge of the following functions which may be completed:

- President\*
- Secretary \*
- Treasurer \*
- External communication and relations with public and private organizations.
- Promotion of Luberon Nature by participating in significant events and by organizing its own events in order to develop membership, particularly with local populations.
- Animation of members, internal communication and monitoring carried out by the network of members.
- Management of project teams and the dossier monitoring dashboard.
- Modernization of association management and internal and external communication using digital tools to free up time and resources for actions with higher added value,
- Improvement of current sources of funding (memberships, donations, etc.) and search for new sources of funding.

\* statutory obligations