



UNESCO BIOSPHÄRE
ENTLEBUCH
LUZERN SCHWEIZ

A blessing for all

— The term “Schrattenkalk” is used all over the world: it stems from the Schrattenfluh mountain.

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— Theo Schnider
Director of the UNESCO Biosphere Entlebuch

Dear readers,

Do you sometimes get lucky? Or are you truly blessed with luck? We at the UNESCO Biosphere Entlebuch consider ourselves very lucky indeed. Although, as you know, blessings are one of those things. Sometimes they meet our expectations. You just have to believe in them. If you lack faith, blessings may come calling, but they won't stick around. Since we have faith in the UNESCO Biosphere Entlebuch, however, we know how powerful a shared idea can be. As a living 'model region', we bring together the interests of many different stakeholders: from business and society, tourism and trade, science and education. A blessing for everyone – that's the UNESCO Biosphere Entlebuch.

Traditional yet modern, locally anchored yet with cross-regional links, serious but at the same time not excessively so. We're breaking new ground, trying new things and realising new paradigms; we inspire, inform and create. Always with the aim of doing something good for the Entlebuch. With the help of numerous *Betrufer* (prayer callers, an ancient tradition in these parts) who convey Alpine blessings from the Entlebuch to the outside world.

The following pages profile those who are truly blessed and those who are heard, and outline the feelings chanted through the rustic megaphone funnel. Let's make the UNESCO Biosphere Entlebuch a blessing for us all. We look forward to your visit.

Yours sincerely

Theo Schnider

**“Taking care of what we have
preserves nature, and the crafts,
customs and spirit of the Entlebuch.”**



— The UNESCO Biosphere Entlebuch participation and cooperation model.
Left to right: Lukas Balmer, forester and hunter, Adrian Zihlmann, baker, Doris Bieri, teacher, Willi Felder, restaurateur, Adrian Zemp, farmer, Theo Schnider, director of the UNESCO Biosphere Entlebuch, Richard Felder, butcher, Alfons Schmid, bank director, Beat Schmid, cheesemaker, Petra Wey-Hofstetter, cultural ambassador, Stefan Bucher, structural timber engineer

*“A shared goal.
Moving together to
where the future is calling.”*



— Living 'model region'

A blessing for the Entlebuch

— The UNESCO Biosphere Entlebuch is alive. Thanks to its people and their environment. Thanks to nature and its power. It evolves and progresses, but it always reflects on its roots and its values, which it carries forward into the future out of a sense of tradition. It acts as a model. It's something the UNESCO label has stood for since 2001.

As a learning organisation, the UNESCO Biosphere Entlebuch continues to develop. Its primary aim: sustainable development for the benefit of all its stakeholders in the Entlebuch. In doing so, the UNESCO Biosphere Entlebuch aligns itself with the United Nations Sustainable Development Goals (UNO).

Shared responsibility

The UNESCO Biosphere Entlebuch seeks to preserve and create. It seeks to assume responsibility and encourage participation. As an organisation, we can sensitise and empower the population. We believe it is important that the people of the region stand up – out of conviction – for the well-being of the place they call home. This is not achieved by lecturing, but by inspiring. To reach wholehearted participation.

The UNESCO Biosphere Entlebuch was founded in 2001 as the first biosphere reserve in the world to be recognised by means of a referendum with a 94 per cent share of the vote.





— Perspectives far beyond the Entlebuch: looking out over the Napf to the Bernese Alps

*“Nature gives us
what we need.*

*No less and no more.
So that we have a home for a long time to come.”*



— A key example of sustainable
development in the Entlebuch: the
Schibi-Holz AG sawmill

The UNESCO Biosphere Entlebuch as a role model

— How can an organisation actively set an example? Quite simply: by being credible, by acting responsibly and by communicating and informing. The UNESCO Biosphere Entlebuch sets an example internally and externally. That's how we pass on the concept of sustainable development. We let the population and interested regions seeking to become UNESCO biospheres benefit from our experience.

With vision

The UNESCO Biosphere Entlebuch doesn't think in terms of rigid five- or even ten-year plans. The rhythm of nature – and thus changes in the economy and society – call for a long-term vision. We think about development in terms of the next 50, 500 or 500,000 years.

The secret of community

In the Entlebuch, man and the biosphere do not live side-by-side, but intertwined. The community protects nature, nature gives the community a lot back in return. But people also use natural resources in a responsible way that allows for moderate and sustainable regional development.

A region with character

The Entlebuch – well connected between towns, mountains and lakes. An autonomous rural habitat. People here stick together; they tread a common path that is apparently hundreds of years old. Committed to tradition, the people of the Entlebuch don't forget their roots. Rather, they use them to create innovations.



— Adrian Zemp, farmer, Ebnet

— Nature and culture

A blessing for togetherness

— A biosphere is literally a living space. A habitat to live together. Amongst each other, in our natural environment.

Humans and nature use the same realm to blossom. They share a space. Culture, too, places community centre stage. Maintaining and preserving a common identity connects people across generations. The UNESCO Biosphere Entlebuch makes an important contribution to the harmonious development of community and environment. Naturally and culturally.

Natural partnership

Nature gives us much of what we need to live. So it's in our interest to maintain and preserve it. The UNESCO Biosphere Entlebuch is committed to sustainable development. Because it helps secure our livelihoods. We use nature as a source. As a haven of peace, a provider of raw materials, a space for the future. We're keen to actively utilise and cultivate nature, but equally to let it thrive in peace. The UNESCO Biosphere Entlebuch consolidates interests and coordinates them. Always with the aim of preserving and enhancing the beautiful landscape and rich biodiversity.

Tradition and modernity

Values connect people – for decades. Having a common identity turns a partnership of convenience into a cultural entity. Our provenance, our homeland determines which culture we feel we belong to. That's why immaterial values are also close to our hearts in the UNESCO Biosphere Entlebuch. The cultural heritage of the Entlebuch is based on tradition. We lead it into the future through a modern understanding of culture. By creating networks that preserve our values. We foster customs and promote local crafts in order to make our sense of belonging something we can really feel.



— Franziska Wigger,
singer from the Entlebuch

“What we can preserve today
will remain for our children, so they can live.
What we maintain
will also outlive us.”



The UNESCO Biosphere Entlebuch for nature and culture

— The commitment of the UNESCO Biosphere

Entlebuch in the realms of nature and culture at
a glance:

Protecting what's unique

No other region in Switzerland has moors as extensive as those of the Entlebuch. Moorland is sensitive, biologically valuable and under threat. And with it, the flora and fauna in all its diversity. The Entlebuch karst landscape is also special – so special, the limestone of the Schratzenfluh – *Schrattenkalk* – has lent its name to this type of rock all over the world.

The coexistence of distinctive boggy, very wet and karstic, very dry habitats in a confined area is unique within the UNESCO global network of biospheres. Moorland and karst are the natural jewels of the UNESCO Biosphere Entlebuch. Indeed, the need to protect moorland was the catalyst for the founding of the UNESCO Biosphere Entlebuch. It is for this reason that the UNESCO Biosphere Entlebuch is working towards becoming a renowned centre of moorland expertise.

Networked biosphere

The UNESCO Biosphere Entlebuch is becoming increasingly interconnected at an ecological level. To date, almost 90 per cent of the Entlebuch's farmers actively participate in ecological network projects. Their participation is making a significant contribution to the maintenance, preservation and development of valuable habitats and farmland biodiversity.

Establishing quality of life

The UNESCO Biosphere Entlebuch is a recreational area for the local population. A natural environment creates quality of life. Consciously created spaces offer the community space to enjoy their hours of leisure. There are numerous natural and herb gardens, footpaths, and activity and nature trails.

— Swinging to the beat with the Feldmusik Marbach Brass Band





— The region's biggest stage production: the musical *Hair*, performed by the Musical Plus association with the cantonal highschool Schüpfheim/Gymnasium Plus

Customs need roots

The Entlebuch has varied and vibrant customs. Maintaining these and developing them out of a sense of tradition is in the interests of the UNESCO Biosphere Entlebuch. Customs such as the Entlebuch Alpine transhumance, breeding the popular Entlebuch mountain dogs, the typical folk music and the ancient handicrafts all form part of the self-identity of many from the Entlebuch. The UNESCO Biosphere Entlebuch is home to first-class brass bands and is one of Switzerland's yodelling strongholds. It makes these traditions accessible to the local population and outside audiences in a variety of ways.

Settlement and landscape

A variety of buildings shape the landscape in the Entlebuch. The region has changed over the years and decades. If development is left to chance, the risk is urban sprawl. The UNESCO Biosphere Entlebuch also assumes responsibility for the sustainable development of settlements and for spatial planning: it provides information, participates in public debates and advocates spatial development that's in keeping with the times. In so doing, it aims to maintain harmony between the twin goals of development and preservation. This ensures that the use of land as a resource remains moderate and that the landscape remains attractive.

**“Help us preserve
our sense of cunning.
Give us the markets
we wish to enter.”**



— Ueli Felder, businessman, Entlebuch



— Going forward with vision and energy: Feldmoos wind turbine in Entlebuch

— Regional economy

A blessing for prosperity

— The Entlebuch is an economic area with resources, markets and potential. From the outset, the UNESCO Biosphere Entlebuch has advocated regional value creation and the associated safeguarding of jobs. It does this through coaching, networking and innovation management.

The Entlebuch for the Entlebuch

As a rural economic region, the Entlebuch relies on adding value within the region. Jobs must be preserved and the loss of skilled workers to other regions reduced. At the same time, value chains in the region need to remain as intact as possible. The result is that agriculture, trade, industry and society benefit from a flourishing regional economy. The UNESCO Biosphere Entlebuch recognises potential, promotes it and strengthens regional value creation, thus ensuring that the Entlebuch remains the most important factor in the economic cycle.

Innovative in spirit

Small businesses, agriculture, services and industry all contribute to the economic development of a progressive region with groundbreaking, promising and intelligent ideas. This involves process and model innovations, an understanding of sustainable energy, the networked management of sales markets, and novel products. The UNESCO Biosphere Entlebuch fosters inventiveness in the regional economy with bespoke innovation coaching.



— Down-to-earth hospitality: the Drei Könige in Entlebuch, a traditional country inn

The UNESCO Biosphere Entlebuch for the regional economy

— The UNESCO Biosphere Entlebuch is engaged in business development and location marketing – for the benefit of the economy and society.

Great products from local farmers

Agriculture and forestry guarantee the provision of natural resources. In the UNESCO Biosphere Entlebuch, almost a quarter of the working population is in the primary sector. The Entlebuch relies on reliable and collaborative agriculture. Farmers know where their responsibilities lie and consumers appreciate the engagement of local agriculture. The joint marketing of regional products is a key objective, and Biosphäre Markt AG was founded specifically for this purpose. The UNESCO Biosphere Entlebuch advises producers from the region and helps retail farming products under the 'Echt Entlebuch' (Genuine Entlebuch) label, which is currently borne by more than 500 products.

Generating energy

Where nature is wild, it has unbridled powers. This permits the use of sustainable forms of energy. In the Entlebuch, several installations produce renewable electricity for industry and the local population. The best known of these is the Feldmoos wind farm. The UNESCO Biosphere Entlebuch is committed to the regional production of renewable energy and the responsible use of natural resources.



Adding value regionally requires a willingness to innovate, networking between producers and customers, and a large measure of enthusiasm.

Small to large

In the UNESCO Biosphere Entlebuch, local trade is a key value-adding factor. No business is too small to make a contribution to economic development. Craft, service, production and many other enterprises generate key jobs for the population and apprenticeships for young people. The Entlebuch provides an excellent environment for its businesses – predominantly small in scale – to flex their entrepreneurial muscles. The UNESCO Biosphere Entlebuch is also committed to this.

A man in a white chef's coat is shouting into a large white megaphone. He is standing in a grassy field with mountains in the background. The sky is blue with some clouds. The text is overlaid on the right side of the image.

**“Hold us well
and keep us happy.
Give us time —
and our guests as well.”**

— Willi Felder, restaurateur, Entlebuch



— Tourism

A blessing for the whole world

— The Entlebuch's charisma extends far beyond its borders. Visitors from all over the world, as well as nearer to home, enjoy coming to the valley.

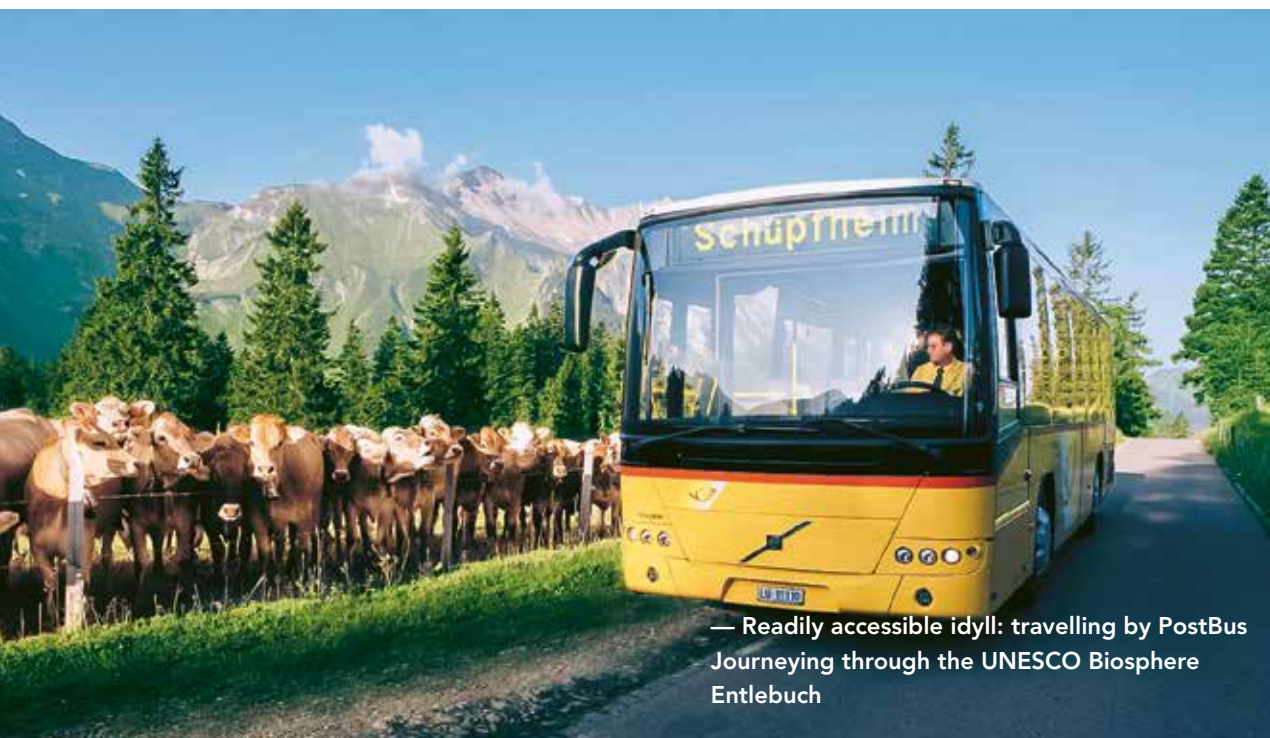
What is it they appreciate most? The down-to-earth hospitality and the moments of joy that remain etched in their memory.

Welcome!

The people of the Entlebuch love receiving visitors, wherever they come from. Their doors have always been open. The community warmly welcomes those who find their way here: it likes to show what the Entlebuch has to offer. In the UNESCO Entlebuch Biosphere, communicating one's own joy to others is what drives the distinctive local hospitality.

Real relaxation

The Entlebuch is building on its strengths and implements them in a contemporary manner, ensuring visitors will enjoy experiences that are a source of immense pleasure. They soon notice that the Entlebuch is genuine, easy-going and down-to-earth. And because of that, for many a perfect place to relax. A world in itself, yet also one that's open. A region with history that's always in the process of writing new stories. Traditionally, hauntingly, rurally beautiful. Readily accessible, glorious and innovative.



— Readily accessible idyll: travelling by PostBus
Journeying through the UNESCO Biosphere
Entlebuch

The UNESCO Biosphere Entlebuch for tourism

— There are multiple ways of getting to know the UNESCO Biosphere Entlebuch. And becoming quickly captivated, especially by the spirit of the Entlebuch. But what's this fascination for visitors?

Experiencing life

The Entlebuch is a region you can grasp. The range of experiences captivates visitors of all ages. The Mooraculum adventure park on the Rossweid above Sörenberg, for instance, is a place where you can smell, taste, feel, see, hear and experience the natural wonders of the moorland. The Kneipp hydrotherapy facility at the Schwandalpweiher in Flühli is fascinating, too. And there are many more such experiences right across the UNESCO Biosphere Entlebuch, high up on ridges and deep down in the valley – for children, for families, for entertainment and for learning. The UNESCO Biosphere Entlebuch draws on the strengths of the marketing pool, the association representing the region's major tourism providers.

Enjoying home cooking

Gastronomy and the Entlebuch: a love that embraces all the senses. The UNESCO Biosphere Entlebuch has something for every taste, from haute cuisine to simple country tavern. With its locally produced specialities and unique, traditional yet contemporary culinary culture, dining in the Entlebuch is a genuine pleasure.

Splendour all year round

The UNESCO Biosphere Entlebuch oozes charm, whatever the season. As a walking paradise in summer and snow sports destination in winter, the Entlebuch has much to offer all year round. Recurring events, such as the Alpine transhumance, and herb and wild plant market, enjoy great popularity. This diversity is important: it means visitors consciously register the region and have it etched in their memories long term, and not only for a short period.

Easy to find, hard to leave

The UNESCO Biosphere Entlebuch is nestled in the heart of Switzerland between the cities of Bern and Lucerne. Trains from Lucerne and Bern serve the Entlebuch in 30 or 45 minutes respectively, while it's less than an hour's drive from Bern and Lucerne, or 90 minutes from Basel and Zurich.

— Education and science

A blessing for the future

— At what point has an organisation – or society – learned enough? Learning never stops. Lifelong learning has been integral to the UNESCO Biosphere Entlebuch since its inception. And not only because this is a UNESCO goal.

Heart and mind

For the idea of the UNESCO Biosphere Entlebuch to take wing, everyone in the valley needs to be behind it. The UNESCO Biosphere Entlebuch is a community project. Everyone must be sensitised and empowered to actively participate. There needs to be an awareness of, and appreciation for, the added value that the initiative generates. The UNESCO Biosphere Entlebuch uses a portfolio of resources to ensure that the community is conscious of its role in the success of the initiative.



— Excursion guide, facilitator, entertainer:
out and about with Frédéric Hupka

— Hands and feet do the learning: Sonnentau
nature trail on the Rossweid, Sörenberg



*“With an idea in mind,
conscious of change.*

*The Entlebuch at heart
and the biosphere all around.”*

— From the Entlebuch into the big
wide world: innovations from
B. Braun Medical AG in Escholz matt

The UNESCO Biosphere Entlebuch for education and science

— A learning organisation for a learning society. Only by keeping the community informed will it be motivated to participate in the UNESCO Biosphere Entlebuch journey and shape its direction. Extensive research also ensures that the Biosphere develops in line with scientific criteria.

Once learnt, never forgotten

The UNESCO Biosphere Entlebuch pursues an educational mandate, ensuring that even the youngest in the community take the idea of sustainable development forward into the future. Close cooperation with local schools is built into the curriculum, the idea being that people

appreciating the value of the UNESCO Biosphere Entlebuch will go on to become influential ambassadors. However, the learning doesn't stop there: public bodies, enterprises, stakeholders and locals of all ages also need information that makes them multipliers and experts. Excursions and courses on a wide range of topics appeal to the local population as well as to people from outside the community. The UNESCO Biosphere Entlebuch is a source of educational tourism – and it's popular.

Research in the Entlebuch

Getting better together – this is the declared goal of the UNESCO Entlebuch Biosphere. Shared knowledge makes the whole region stronger, with key roles being played by innovative companies and the UNESCO Entlebuch Biosphere. Interdisciplinary research is becoming the focus of attention. Those involved conduct research, innovate, discover and investigate and – typical of the Entlebuch – they get on with it. Reflection leads to action. Research to realisation. As a result, valuable curiosity is turned into tangible outcomes.



— Doris Bieri, teacher, Romoos

— Management and communication

A blessing for the network

— As an organisation the UNESCO Biosphere Entlebuch is responsible for strategic and operational tasks. But it also harbours an emotional importance for the Entlebuch community when it comes to issues surrounding change and how to cope with it. The goals are ambitious – that's how it has to be.

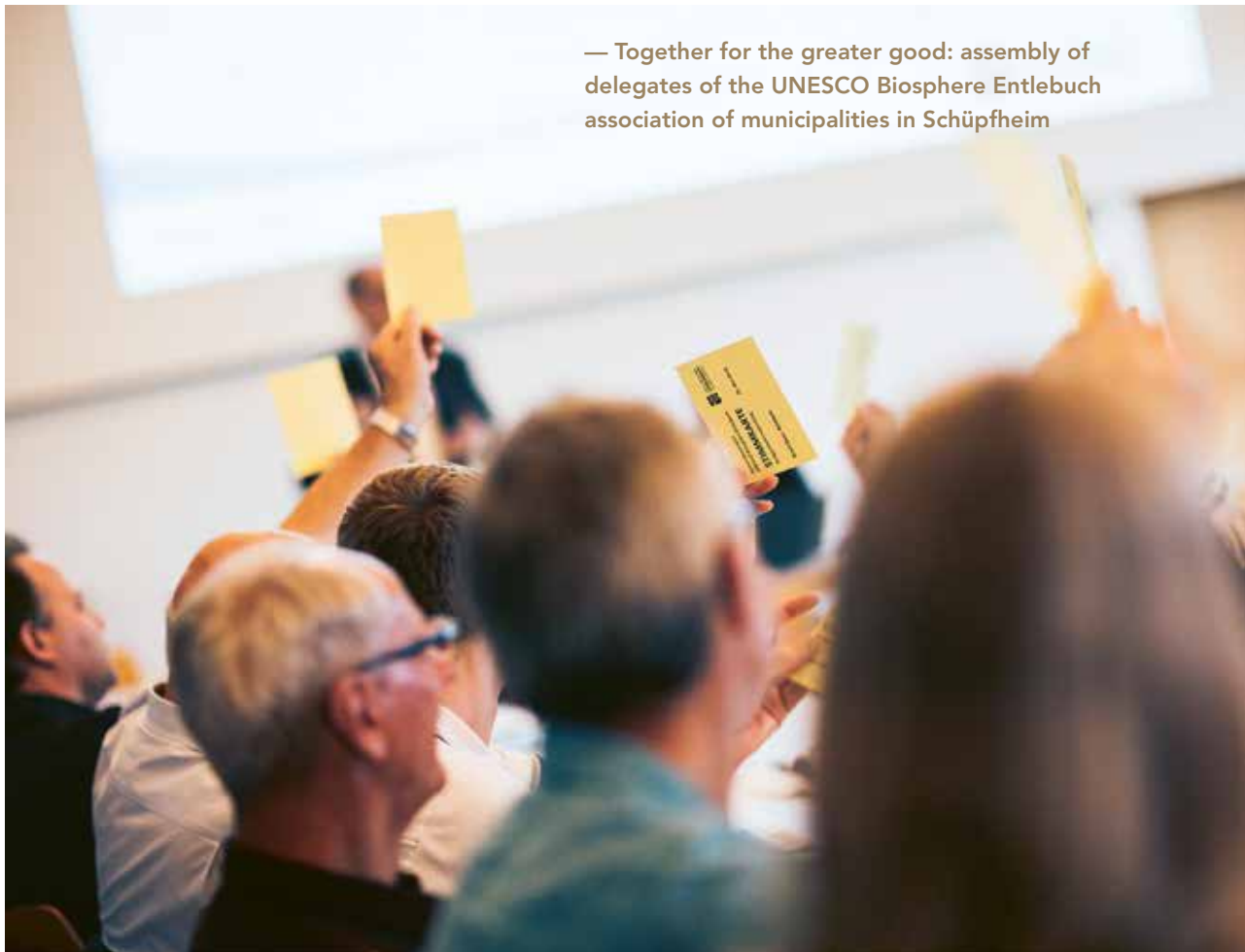
Fit for purpose

If sustainable development is to progress, it needs space to change and appropriate structures. The UNESCO Biosphere Entlebuch provides both. With its professionalism, it ensures the quality of projects, optimises processes, and assumes responsibility for the management of competencies. This professionalism is key to the community participating in its own way. After all, the future of the UNESCO Biosphere Entlebuch relies on the active participation of everyone in the Entlebuch.

And different

The people of the Entlebuch are a little different. And that, too, is how it has to be. They're unique, creative and authentic. And thus the UNESCO Biosphere Entlebuch serves as a model region – a shining example that makes a real difference. People think differently here: they don't take themselves too seriously – for the subjects, however, it's the contrary.

— Together for the greater good: assembly of delegates of the UNESCO Biosphere Entlebuch association of municipalities in Schüpfheim





— The green provenance of, among other things, countless pleasures of the palate: herb and wild plant market in Escholz matt

The UNESCO Biosphere Entlebuch for management and communication

— Together is the only way. That's why the UNESCO Biosphere Entlebuch is a committed member of the UNESCO World Network of Biosphere Reserves. The sharing of knowledge beyond regional and national borders creates perspectives and opens up new horizons. It also encourages biosphere reserves to learn from each other, think about opportunities and look for common ground.

In short: it's all about teamwork.

Commonalities

Partnerships and collaborations are at the core of the UNESCO Biosphere Entlebuch. Communities, forums, partners are all involved in equipping the Entlebuch for a future that's sustainable and successful. Networking the economy, society and the environment within the UNESCO Biosphere Entlebuch creates valuable synergies. But we also maintain contacts, both nationally and internationally, beyond the Entlebuch. With other nature parks, biosphere reserves and UNESCO. Looking beyond your own borders makes them permeable and flexible.

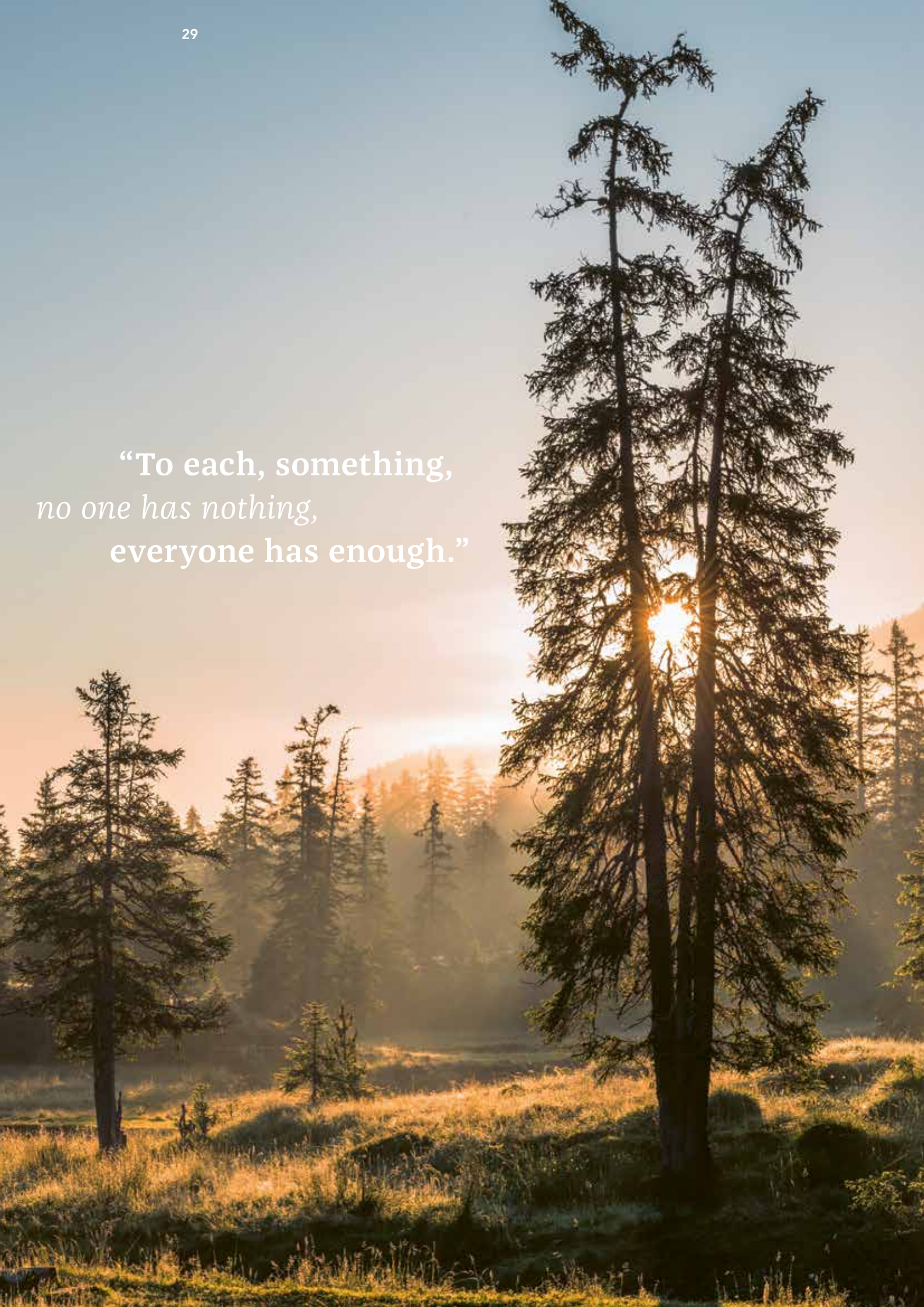
One voice

The Alpine blessing, which is called in wild surroundings at altitude, is heard. For the beauty of the land and the landscape, the culture and the regional customs. This requires clear messages and a distinctive voice. The UNESCO Biosphere Entlebuch speaks with one voice. It presents a united front under a common sign. The result is a clear profile, a brand that's recognised. A strength of the UNESCO Biosphere Entlebuch.



— Petra Wey-Hofstetter, cultural ambassador
UNESCO Biosphere Entlebuch

“To each, something,
no one has nothing,
everyone has enough.”



A blessing for you

— Are you interested in the UNESCO Biosphere Entlebuch? Then call us – we will listen. And we'll gladly get back to you. So we can start a dialogue. With you. And soon with many others, we hope.



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Our partners



Municipality	Localities
Doppleschwand	Doppleschwand
Entlebuch	Entlebuch, Finsterwald, Ebnet
Flühli	Flühli, Sörenberg
Hasle	Hasle, Heiligkreuz
Escholz matt-Marbach	Escholz matt, Marbach, Wiggen
Romoos	Romoos, Bramboden
Schüpfheim	Schüpfheim



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 KEINE ARMUT



2 KEIN HUNGER



3 GESUNDHEIT UND WOHLERGEHEN



4 HOCHWERTIGE BILDUNG



5 GESCHLECHTERGLEICHSTELLUNG



6 SAUBERES WASSER UND SANITÄRVERSORGUNG



7 BEZAHLBARE UND SAUBERE ENERGIE



8 MENSCHENWÜRDIGE ARBEIT UND WIRTSCHAFTSWACHSTUM



9 INDUSTRIE, INNOVATION UND INFRASTRUKTUR



10 WENIGER UNGLEICHHEITEN



11 NACHHALTIGE STÄDTE UND GEMEINDEN



12 VERANTWORTUNGSVOLLE KONSUM- UND PRODUKTIONSMUSTER



13 MASSNAHMEN ZUM KLIMASCHUTZ



14 LEBEN UNTER WASSER



15 LEBEN AN LAND



16 FRIEDEN, GERECHTIGKEIT UND STARKE INSTITUTIONEN



17 PARTNERSCHAFTEN ZUR ERREICHUNG DER ZIELE



— 17 global goals with one message:
United Nations Sustainable Development Goals

