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**GOOD PRACTICE, that successfully promotes sustainable development and regional attractiveness through peri-urban areas.**

Matura and Natura Foundation (Matura és Natura Alapítvány) was founded in 2000, 20 years ago in Debrecen. It is a public benefit foundation, aiming at environment and nature protection, environmental education and the dissemination of scientific knowledge. In 2014 the foundation established the so-called Nature Archive (Természettár) which is a scientific exhibition where more than 4000 preparations can be viewed. This kind of exhibition has not existed in Debrecen before so definitely fills a gap. In recent years, the foundation has held a lot of classes and lectures, a significant part of them are related to the curriculum, but at the same time they make it more experiential and easier to learn. They gave lectures in Debrecen Green City Projects, in which they took part in community building processes. The partners of the foundation include the University of Debrecen, the Méliusz Juhász Péter Library and its member institutions, educational institutions (kindergartens and schools), the Hortobágy National Park, the Déri Museum etc.

There is a growing demand for environmental education outside of school. Their experience proves that people are happy to work to protect nature. They take part in community building activities where they learn about nature and endangering problems. In cooperation with schools and libraries, they reach the target groups effectively. The goal of the foundation is to develop experiential knowledge and to develop and maintain a conscious nature conservation approach.

During the activities held in nature (outdoors), they assessed what can be done in local protected areas to protect nature, while involving the interested population in dealing with the problem. Some of their activities of which are held in nature (outdoors): winter bird feeding, bat protection, getting to know plants and animals, birding, etc.

During summer breaks they hold nature camps where the students can observe the wonders of nature. Last year more than 3000 students attended these nature camps.

Their role in the virtual world (Facebook) is very significant, they publish educational contents. These contents often used for educational purposes by teachers and student society at national level. The number of followers of their Facebook page is more than 150 000 (!).

They had an online poster campaign called ‘Protect nature with us’ that has 2 million reaches and was in the spotlight in the whole country. They often publish calls on Facebook for the citizens in different topics for example: ‘Embrace a tree’, ’Send a picture of your favorite!’, ‘Butterflies and birds’. There are a lot of applicants to these calls, thousands of pictures and stories come in.

Their results are supported by the fact that many people regularly attend their events, considering their programs as an example to follow. The themes of their exhibitions so far have touched many people. Field programs, trips have been gap-filling so far, and participants are still happy to come and form an actionable team for nature.

The Foundation maintains itself through donations, tenders and dissemination and education activities.

(3) Sustainable Public-Private Partnership

Which PROSPERA leverages are core of this GOOD PRACTICE? : (1) From smart to wise governance – (2) Eco-Lo(gi)cal Value Chains – (3) Sustainable Public-Private Partnership