



Logo of the International Day for Biological Diversity 2017

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The pedagogical staff members of **Environmental Education Center of Kastoria (Greece)** have submitted the winning design for the IDB2017 logo.

Inspired by this year theme, *Biodiversity and Sustainable Tourism*, they aimed to design a logo that highlights the strong interrelationship between biodiversity and tourism, a major and one of the fastest growing economic sectors worldwide. More specifically, they composed a visual representation of the importance of rich biodiversity and attractive landscapes for tourism, as well as the need of an appropriate tourism development that would protect and sustainably manage biodiversity.

Design Rationale

Water, the prerequisite of life and its diversity, is represented by a simple graphic of a river.

Mountains, apart from their value in encompassing some of the most spectacular landscapes, were included in the design due to their crucial role in providing large volumes of freshwater.

Biotic factors (birds, fish and leaves) represent the great diversity of species and habitat types, while the leaves are also representative of photosynthesis, the prime “energy source” of biodiversity.

People in nature represent characteristic and environment-friendly activities of tourists. The older and younger figures symbolize sustainability *in all economic sectors*, including sustainable tourism, and they are about meeting development goals of the present without compromising the ability of future generations to meet their own needs.

About the Author



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