

Celebrating Earth day 2015

at Kornati National Park

Improperly disposed waste is a huge threat to both marine and terrestrial ecosystem. In order to raise awareness about importance of proper waste management in the area of Kornati National park – NATURA2000 site, in a period between April 20th-25th within celebration of Earth day (April 22th) we have organized different informational and educational events for different target groups.

Interactive workshops for preschool children about biodiversity and vulnerability of Kornati ecosystem were organized as well as clean-up actions of lost fishing nets (to avoid ghost fishing) and stranded waste by local diving centers and high schools pupils, respectively. Special attention was given to sheep's wool which, once very important raw material for making clothing and other domestic goods, due to inadequate treatment and usage is becoming waste contaminating natural environment. Sheep extensive farming is very important traditional activity and an efficient tool for management of terrestrial habitats especially rocky pastures. Nowadays, sheep's wool has a huge potential in making local souvenirs. Therefore, "Making a Woolen Flower" workshops for elementary school children and adults were organized.

Earth-day activities had a high media attention sharing a message to a wider public.

OUTCOMES/RESULTS

- 1 2 local kindergartens (Murter & Betina) with a total number of 95 children participated in educational workshops
- 2 30 elementary school children and 15 adults participated in "Making a Woolen flower" workshop
- 3 80 m of old fishing nets were taken out from sea-bed
- 4 45 high schools pupils participated in collecting of stranded waste; nearly a tone of waste was collected.

**KORNATI NATIONAL PARK ,
CROATIA**

Municipality Murter-Kornati –
Kornati National Park,
Croatia

LOCATION

*Celebration of April
22 – Earthday,
Kornati National
Park has dedicated
to address waste
management issue*

EARTH DAY
WASTE MANAGEMENT
SCHOOLS ENGAGEMENT
LOCAL COMMUNITY

KEYWORDS

MORE INFORMATION

Sheep farming is very important traditional activity and an efficient tool for management of terrestrial habitats especially rocky pastures, unfortunately, most of sheep's wool stayed in the area inadequately disposed.

In a Sustainable Tourism Strategy of broader area of Kornati National park we have recognized sheep's wool not as waste which need to be taken out from the area and properly disposed but as valuable raw-material for making local souvenirs (or other goods) in order to mitigate its illegal disposal on Kornati National park and to encourage local people to use its potential for improving their budget therefor contributing to sustainable development of the community.

Due to fact that we are awarded by European Social Fund (ESF) for implementation of project "From local potentials to local products" aiming to engage unemployed women in development of local products and souvenirs, it was very important to start informing local community about forgotten values and potentials which sheep's wool is offering to ensure broader acceptance and participation in projects activities. Nice example of successful story in the manufacture of wool products and marketing is Association Ruta (Cres Island), whose president was invited to present their story and conduct a "Making a woolen flower" workshop.

All celebration activities were financed by Kornati National park authority. To share message in order to initiate behavioral changes it very important to maintain different awareness raising activities for a different audience:

- **Kindergarten children and teachers** – interactive workshops;
- **Diving canters** – clean-up actions of diving sites;
- **Elementary school children** – interactive workshop "Making a woolen flower" – children's photo with a flower made are posted on KornatiNP facebook;
- **Adults** – interactive workshops "Making a woolen flower";
- **Wider public** – via www.np-kornati.hr and www.facebook.hr/npkornati community was informed and invited to participate; via press-releases sent to media, wide public was informed about the campaign.

Relevance of the Project

Due to huge tourism pressure and geographical characteristics of the area (isolated archipelago 8 nautical miles away from the mainland which makes waste management very expensive and inefficient) waste management is an issue which requires adequate attention. Besides locally generated waste, significant part of the it is brought by currents from southern part of Adriatic (Albania). Although, during tourism season waste is taken out from the area on every day basis, lots of waste ended at the sea-bottom or stranded on the coast. Besides communal waste, a huge amount of other waste (old fishing nets in a seabed, sheep's wool, ...) contaminating both marine and terrestrial ecosystem, makes a waste management issue even more complicated. In order to make a waste management system more efficient, we needed to strengthen our efforts for behavioral changes of local community and other stakeholders.



FURTHER INFORMATION

<http://www.np-kornati.hr/hr/novosti/211-22-i-23-travnja-radionice-izrade-cvijeta-povodom-dana-planeta-zemlje>

<https://www.facebook.com/npkornati>

<http://sibenskiportal.hr/2015/04/20/niz-aktivnosti-np-kornati-ovog-tjedna-povodom-dana-planeta-zemlje/>

<http://m.sibenik.in/zupanija/radionice-i-akcije-za-cisce-kornate-sudjelujete-i-vi-u-obiljezavanju-dana-planeta-zemlje/39344.html>

- 1 ENGAGEMENT of local community is key, this is where dialogue about challenges of PA management should happen
- 2 To tackle environmental issues, information and educational activities are very important, find the right way to increase outreach
- 3 Information and educational tools need to be design according to target group you are addressing to
- 4 Communication tools need to be design according to age and preferences of age group (photos of participants were posted on a facebook!!!)
- 5 Media ensures broader effects of campaign
Besides, environmental improvements it is very important to find economic benefits for stakeholders (e.g. woolen products)
- 6 It is important to have continuation and follow-ups to ensure long-term effects (e.g. ESF project)
- 7 We are all (management authorities, local community, entrepreneurs, visitors/tourists) important actors in management of NATURA2000 area

LESSONS LEARNED

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