No. 302 /25.09.2015

Model curriculum for Community outreach and participatory protected area management

MODULE 0. INTRODUCTION		
Learning outcomes At the end of the session participants will: • Understand the context for the course, its objectives and structure.		
UNITS AND KEY ELEMENTS	**LEARNING APPROACH**	
0.1 COURSE INTRODUCTION		
• Introduction from the trainers and presentation of participants • Presentation of Pro Park's experience in capacity development for PAs • Participants' expectations • Agenda of the day and programme • Rules and Logistics		
0.2 CAPACITY BUILDING CONTEXT		
• Introduction from the trainers and presentation of participants • The competence based approach • The IUCN framework for competence evaluation		
0.3 METHOD OF WORK		
• The approached of this training, agenda and expected outcomes		

MODULE 1. BACKGROUND

Learning outcomes

At the end of the session participants will:

- Understand the importance of developing participatory approaches and building relations with the local communities - logical arguments & examples of success
- Understand the importance of community outreach for reaching conservation goals and the new approach to PA management.
- Know the principles of sustainable development.
- Understand the relation between conservation and the development of local communities.
- Be aware of his/her role – responsibilities, attitudes, vision, competencies.
- Be aware of his team members' role and the role of stakeholder engagement in other fields of PA management.
- Know and understand PA categories, zoning regulations, governance types, etc
- Know how to develop the right attitude (proactive, constructive, etc)
- Be aware and sensitive to the needs of the local communities.

UNITS AND KEY ELEMENTS	LEARNING APPROACH	
1.1. Community outreach – relevance in the context of PA management		
• The new approach to protected area management and the rationale for community outreach.		
1.2. The role of the community outreach officer		
• The ideal competences of a COP. • The responsibilities of other team members.		
1.3. The broad context of protected area management and sustainable development		
• Sustainable development and conservation – definitions and relations.		

Useful references

Dudley, N. et al (2013) Guidelines for applying protected area management categories. IUCN, Gland, Switzerland

http://cmsdata.iucn.org/downloads/iucn_assignment_1.pdf

Marega, M and Uratarič, N. *Guidelines on Stakeholder Engagement in Preparation of Integrated Management Plans for Protected Areas*.

Institute of the Republic of Slovenia for Nature Conservation, Ljubljana

http://www.natreg.eu/uploads/Guidelines_stakeholder%20engagement_final.pdf

Stanciu, E. and Ioniță, A. Governance of Protected Areas in Eastern Europe. Overview on different governance types, case studies and lessons learned. Bundesamt für Naturschutz, Bonn.

http://propark.ro/images/uploads/file/publicatii/Skript360.pdf

Worboys et. Al (2015) Protected area governance and management. ANU Press, Canberra.

http://press.anu.edu.au/titles/protected-area-governance-and-management-2/protected-area-governance-and-management/

MODULE 2. ANALYZING COMMUNITIES AND STAKEHOLDERS

Learning outcomes

At the end of the session participants will:

- Be able to define important terms in relation to communities, participation, stakeholders.
- Understand the importance of analyzing the needs of the local communities.
- Know the main categories of information that is relevant and needed for community outreach practice.
- Know and understand the main principles and practices of collecting data in the field.
- Know and understand the principles and practices of interviews as a means for gathering social information.
- Know how to organize, analyze, report and communicate the relevant information for the local communities.
- Know the range of typical in depth studies conducted to support local communities' assessments.
- Know and understand what a stakeholder analysis is and why this is needed in the community outreach context.
- Know how to identify relevant stakeholders in relation with protected area values and their threats.
- Be able to conduct a stakeholder analysis.
- Understand the principles and tools for identifying, assessing and prioritizing communities' needs.
- Know how to identify those needs that are in relation with the conservation priorities.

UNITS AND KEY ELEMENTS	LEARNING APPROACH	
2.1. Important terminology		
Defining the following terms with examples: stakeholder, community, formal and informal leader, participation, participatory management		
2.2 Information needs.		

2.2.1 How much information is required? Minimum sets of information.		
2.2.2. Information needs assessment • Main categories of information needs (e.g. boundaries of the PA, legal status of the PA, land tenure and rights, Land and resource use, neighbouring land users, management history and records, research and educational use, stakeholder list, stakeholder analysis). • Locating information (where is it available). Opportunities and challenges.		
2.3. Relevant information - data collection and management. General principles and practice.		
1. Data vs Information 2. Collecting relevant data: methods and approaches 3. Data management **4.** Gathering information from local people		
2.4. Analyzing the information and assessing communities' needs		
1. Data analysis – tools and techniques. 2. Rapid rural appraisal and assessment techniques. 3. Tools for the identification and prioritization of community's needs		
2.5 Reporting, presenting and communicating the information		
• Descriptive statistics, tables, graphs and charts, statistical tests.		
2.6 Stakeholder analysis		
1. The stakeholder approach vs. community approach 2. The rationale – why is stakeholder analysis needed. 3. What is stakeholder analysis 4. The stakeholder analysis method		

Useful references

Bonar, S. (2007) *The conservation professional's guide to working with people*. Island Press. Washington DC.

https://books.google.co.uk/books/about/The_Conservation_Professional_s_Guide_to.html?id=BQqqypfx1mIC&redir_esc=y

Ionita, A., Stanciu E, (2012) Participatory management of protected areas in the Carpathian Ecoregion. Part II – Guidelines for stakeholder involvement in protected area management, WWF- DCP

http://www.propark.ro/images/uploads/file/publicatii/Participatory%20management%20of%20protected%20area%20in%20the%20carpathian%20ecoregion.pdf

Groves, C.R. (2003) Drafting a conservation blueprint. A practitioner's guide to planning for biodiversity. Island Press.

Hesselink et al. (2007) Communication, education and public awareness (CEPA). A toolkit for national focal points and NBSAP Coordinators

https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf

Marega, M and Uratarič, N. *Guidelines on Stakeholder Engagement in Preparation of Integrated Management Plans for Protected Areas*. Institute of the Republic of Slovenia for Nature Conservation, Ljubljana

http://www.natreg.eu/uploads/Guidelines_stakeholder%20engagement_final.pdf

Stanciu, E. and Ioniță, A. Governance of Protected Areas in Eastern Europe. Overview on different governance types, case studies and lessons learned. Bundesamt für Naturschutz, Bonn.

http://propark.ro/images/uploads/file/publicatii/Skript360.pdf

Worboys et. Al (2015) Protected area governance and management. ANU Press, Canberra.

http://press.anu.edu.au/titles/protected-area-governance-and-management-2/protected-area-governance-and-management/

MODULE 3. DEVELOPING COMMUNITY OUTREACH STRATEGIES AND ACTION PLANS

Learning outcomes

At the end of the session participants will:

- Understand the importance of developing a strategic plan for community outreach and its relations with other protected area subsequent plans.
- Understand the importance of engaging stakeholders in developing the plan, when and whom to involve.
- Understand the principles of strategic planning.
- Know how to formulate coherent measures, objectives and actions.
- Be able to develop a stakeholder involvement plan based on the results of a stakeholder analysis.

UNITS AND KEY ELEMENTS	LEARNING APPROACH	
3.1 Important concepts in strategic planning • Vision, directions, goals, measures, actions, SMART objectives, indicators, planning cycle, participatory planning.		
3.2 The stakeholder involvement plan • Structure and elements of a stakeholder involvement plan		

- MIRADI and conceptual framework.
- Relation with the PA management plan and other sectoral plans.
- How to work starting from stakeholder analysis.
- How to set indicators and measurables.
- Participatory planning techniques

Useful References

Alexander, M. (2010). *A Management Planning Guide.* CMS Consortium, Talgarth, Wales, UK.

http://www.software4conservation.com/Data/Sites/1/manuals/CMSPlanningGuide.pdf

Appleton, M. R. and Meyer, H. (eds). (2014). *Development of Common Integrated Management Measures for Key Natural Assets in the Carpathians*. WWF Danube-Carpathian Programme, Vienna.

http://www.bioregio-carpathians.eu/tl_files/bioregio/donwnloads_resources/Key%20Outputs%20and%20Publication/CIMM_study_05.07.2014.pdf

Ionita, A., Stanciu E, (2012) Participatory management of protected areas in the Carpathian Ecoregion. Part II – Guidelines for stakeholder involvement in protected area management, WWF- DCP

http://www.propark.ro/images/uploads/file/publicatii/Participatory%20management%20of%20protected%20area%20in%20the%20carpathian%20ecoregion.pdf

Worboys et. Al (2015) Protected area governance and management. ANU Press, Canberra.

http://press.anu.edu.au/titles/protected-area-governance-and-management-2/protected-area-governance-and-management/

MODULE 4. WORKING TOGETHER WITH THE STAKEHOLDERS AND COMMUNITIES

Learning outcomes

At the end of the session participants will:

- Understand the "mechanics" of communication (theoretical background).
- Be aware of the importance of a proper communication for the development of a good relation with stakeholders.
- Understand the principles of an effective communication.
- Be able to adapt the message to the target group.
- Know and understand the forms of participation, their benefits, limitations and preconditions for success.
- Be able to engage appropriately with stakeholders.

- Know the most common techniques for participatory processes.
- Be able to design and put in place a diverse range of participatory approaches, adapted to the context.
- Understand the principles on effective partnerships.
- Be able to design solutions for the development of the local communities.
- Know how to engage stakeholders in reaching conservation goals.

UNITS AND KEY ELEMENTS	LEARNING APPROACH	
4.1 Developing effective communication with the stakeholders		
1. Theoretical background for communication (sender, receiver, channels, barriers, etc)		
2. Principles for an effective interpersonal communication		
3. Communication techniques		
4. Adapting the message to the target group		
5. Strategic approaches to developing and maintaining a productive and equitable working relationship with stakeholders (leaders, etc)		
6. An effective presentation and speaking in public – principles and tips.		
7. Facilitation. General principles		
4.2 Developing participatory approaches		
1. Benefits and preconditions of participation.		
2. Forms of participation – benefits, limitations, preconditions for success.		
3. Participatory management		
4. Adapting participation to the context – the PA management life cycle		
5. Protected area governance and participation		
6. Tools and techniques for participatory processes		
4.3 Working in partnership to develop mutual benefits		
1. Principles of effective partnerships		
2. Identifying solutions for the local development in line with conservation goals and providing support to the local communities		
3. Working together with the local communities to achieve protected area goals		
Useful References		
Groves, C.R. (2003) Drafting a conservation blueprint. A practitioner's guide to planning for biodiversity. Island Press.		

Hesselink et al. (2007) Communication, education and public awareness (CEPA). A toolkit for national focal points and NBSAP Coordinators https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf

Ionita, A., Stanciu E, (2012) Participatory management of protected areas in the Carpathian Ecoregion. Part II – Guidelines for stakeholder involvement in protected area management, WWF- DCP

http://www.propark.ro/images/uploads/file/publicatii/Participatory%20management%20of%20protected%20area%20in%20the%20carpathian%20ecoregion.pdf Marega, M and Uratarič, N. *Guidelines on Stakeholder Engagement in Preparation of Integrated Management Plans for Protected Areas*. Institute of the Republic of Slovenia for Nature Conservation, Ljubljana

http://www.natreg.eu/uploads/Guidelines_stakeholder%20engagement_final.pdf

Stanciu, E. and Ioniță, A. Governance of Protected Areas in Eastern Europe. Overview on different governance types, case studies and lessons learned. Bundesamt für Naturschutz, Bonn.

http://propark.ro/images/uploads/file/publicatii/Skript360.pdf

Worboys et. Al (2015) Protected area governance and management. ANU Press, Canberra.

http://press.anu.edu.au/titles/protected-area-governance-and-management-2/protected-area-governance-and-management/

MODULE 5. MONITORING AND EVALUATION SUCCESS

Learning outcomes
At the end of the session participants will:
• Understand the purpose of monitoring the relation with stakeholders and communities overall.   • Know and understand how to monitor processes, dynamics and success.   • Know how to design a monitoring system for the relation with stakeholders.

UNITS AND KEY ELEMENTS	LEARNING APPROACH	
5.1 Definition and rationale		
1. What is monitoring 2. Why monitor the relation with stakeholders? 3. When is participation successful?		
5.2. The monitoring system		

1. What to monitor and how (indicators, measures). 2. How to measure and record success. 3. Documenting processes and recording information.		

Useful References

Hesselink et al. (2007) Communication, education and public awareness (CEPA). A toolkit for national focal points and NBSAP Coordinators

https://www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf

Ionita, A., Stanciu E, (2012) Participatory management of protected areas in the Carpathian Ecoregion. Part II – Guidelines for stakeholder involvement in protected area management, WWF- DCP

http://www.propark.ro/images/uploads/file/publicatii/Participatory%20management%20of%20protected%20area%20in%20the%20carpathian%20ecoregion.pdf