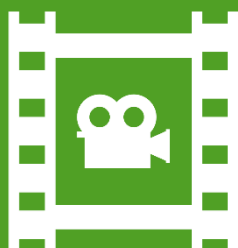


Conférence EUROPARC 2016

We are Parks!

Parc Jura vaudois, Switzerland

18th – 22nd October 2016



Watch the
film of
EUROPARC
Conference
2016

Organised by:

Parc Jura vaudois

Swiss Parks Network

EUROPARC Federation



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Conference report

18th – 22nd OCTOBER 2016

1. We are Parks!

International theme

The EUROPARC Conference 2016 offered, through plenary lectures and participatory workshops, a reflection on the theme chosen this year: **Governance.**

The specificity of the model of Swiss parks is their 'bottom -up' experience, unique in the world, in which it is the people who are instigators of the creation of the park. They define the perimeter and support sustainable development projects. The projects are supported by several partners, ensuring exchanges, flexible management and outcomes favouring the entire region.

The regional parks are projects that have met great success in Switzerland. The Parc Jura vaudois has actively participated in the emergence of these territories focused on sustainable development.

The EUROPARC Conference 2016, host by Parc Jura vaudois, answered a current need for unifying events defining the role of Parks, allowing the creation of partnerships with local managers and with authorities developing the legal framework.

Conferences and participatory workshops bring together stakeholders with both technical and theoretical knowledge, and are an opportunity to create new synergies.

The theme unfolded in three areas of work:

- Culture and tradition: the identity of Parks
- Framework conditions: the involvement of policymakers in the region
- Local Involvement: living in Parks

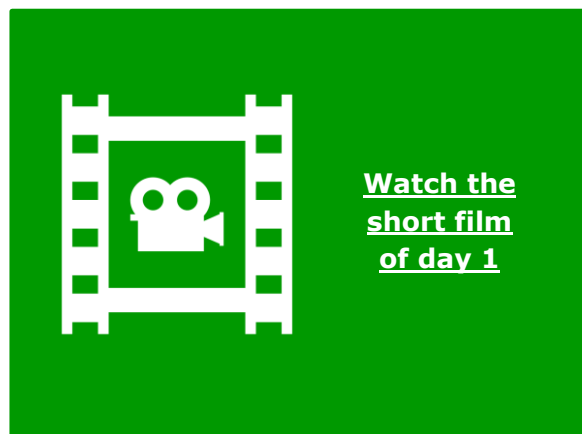
2. General Assembly and Opening Session

The [General Assembly](#) gathered EUROPARC members with the objective to review and agree on the activity of our organisation during the past year 2015. The Minutes of the last General Assembly (GA) were introduced and voted, as well as the following reports: Council, Treasurer, Internal Auditor, Sections and Directorate. The GA was asked to discharge the Council 2015.

A historical moment happened at the General Assembly 2016: the signing of the [Section's Agreement](#) by the different Section's representatives and EUROPARC President, Ignace Schops. The objective of this agreement is to strengthen the existing collaboration between the different sections that conform EUROPARC.



Afterwards, a magnificent Opening Session took place, where the attendees could not only learn more about *Parc Jura vaudois* but to enjoy the **“sound of the forest”** that surrounds this area.



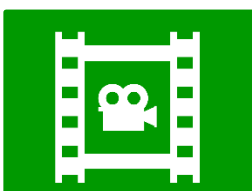
3. Plenary session



Welcome to the EUOPARC Conference

Karmenu Vella, European Commission, Commissioner for the Environment, Maritime Affairs and Fisheries

Mr. Vella welcomed the participants at EUOPARC Conference with a video message.



The creation of parks of national importance in Switzerland

Hans Romang, director of the Species, ecosystems and landscapes division, Swiss Federal Office for the Environment (FOEN), CH

For over a hundred years, creating parks has been at the heart of many discussions and presented many distinct challenges for authorities, such as the landscape shortage in Switzerland. Three solutions have been chosen to facilitate park creation: financial support, park labelling, and product labelling of regional products, with a yearly budget of 19.4 Mio. The suggested outlooks are: securing funding, creating valuable bonds, increasing cooperation possibilities, linking actors, and making a contribution to the quality of life.



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The creation of parks on the vaudois territory

Sébastien Beuchat, director of Resources and natural heritage, Canton de Vaud, CH

To achieve conservation of local spaces, a law about the status of parks was voted in 2008. In the years that followed, three parks have been in the process of being created, in the vaudois territory: Parc Jura vaudois, Bois du Jorat and Parc naturel régional Gruyère Pays d'En-Haut. Regional parks are an antenna into a region and have a high credibility due to the proximity to the inhabitants. Ecological infrastructures can easily be implemented on a park level. The notion of ecological infrastructures is a vector of communication for the purpose of parks.



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The ant and the butterfly who wanted to build a super-colony

Olivier Schär, director of the Parc Jura vaudois, CH

In order to create a new community, it is essential to enhance independence, document actions and monitor development. Together, the working qualities of the ant and the butterfly's will to fly are the two milestones of the actions of a regional park. They allow the creation of a community that identifies to its patronage. On the local level, there is a continual evolution - which can be witnessed in the projects. The term governance, thus, takes on the significance of this positive evolution in which we can believe together.



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What rurality, what parks and what Governance in the future?

Dominique Bourg, professor at the Institute of geography and durability of Lausanne, UNIL, CH

In the context of parks, democracy takes on the meaning of the aim to increase well-being for all. Switzerland places a high value upon democratic processes as well as the research for dialogue and consensus. Today however, the value of interconnections within processes appear more complex than originally believed. There is a motivation for more authenticity. The questions raised call for a clear diffusion of information which will allow all to reflect on it and build together a good governance.



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Protected Areas? Isn't that old-fashioned?

Carlos de Oliveira Romao, project manager Biodiversity and Ecosystems, European Environmental Agency

Biodiversity has become a transversal and important issue for parks, who have a crucial role in the promotion, knowledge management and upkeep of biodiversity strategies and measures. National Park Strategies are essential. Natura 2000 has positively contributed to the creation and taking care of protected areas. Its approach has enhanced sustainable regional developments. Parks and protected areas function as networks for all species, to the benefit of biodiversity. We already know that the Strategy 2020 will not be achieved. Mainly, the semi-natural areas will have the most difficulties. Farmlands will also be subject to high pressure in the aim for biodiversity.



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In the future, more investment is necessary in the protected areas, as well as more involvement of the local populations to collectively support initiatives. Biodiversity outside protected areas is in serious decline. Therefore, the involvement of the population is crucial. Networks within individual protected areas stand under re-evaluation. The next move is to develop new models and procedures.



Conserving nature, embracing diversity, making it count

Inger Andersen, Director-General of IUCN



Our planet stands at a crossroad: parks have a unique role as lighthouses in the field of sustainable development. An awakening is taking place: a growing degree of awareness for nature conservation issues is becoming more and more apparent. Protected areas and parks are becoming the key areas for action. A clear shift is happening, with actions touching not only nature protection areas but also urban areas. There is a necessity to engage and incorporate larger parts of society in this movement, which is answered with youth groups, movements and programs.

Parks are not 'islands', but are part of a larger system – the ecosystem. The three main issues to be focused upon are urban development, (human) health and food (production). A healthy balance needs to be developed as stories are collected and created. There is a need to enhance the local population to take ownership of 'their' protected areas. This means developing a pride as well as an identification, a responsibility for an area. It is crucial to assure that the project outcomes are diffused. These results are the basis of the success stories for this global movement. To allow a cross-fertilisation of the levels and content, networks and interfaces need to be worked up and further employed. All areas must be included, not just the parks but also peripheral area around the core zones.

The focus should be set upon the 'healthy' communities which have the force and energy to transmit messages, in particular the importance of 'long term processes' in order to improve conditions.

4. Tutorials



Tutorial: We involve actors and users

- **Catherine Strehler Perrin**, Direction générale de l'environnement (CH)

Synthesis

An important pressure is placed on the management of protected areas and federal district franc areas, especially during the winter months. A participatory process entitled 'respecter c'est protéger' has been launched, with a clear emphasis on communication and awareness raising.

Public involvement is necessary in respect to a federal district franc requirements. What are the issues? Which stakeholders are involved? How is it possible to account for different wishes and constraints in the development of a management plan? What kind of partnerships will benefit the implementation of the management plan?

The first step is to identify the key actors who can interact with the targeted group. They are then involved in the projects in order to contribute and benefit from them.

Role of the parks

- Parks are mediators and ambassadors for the cause, transmitters of information
- Parks are reflection platforms for the challenges out of the field
- Parks are responsible for environmental education
- Parks add value to best practices, they are enablers and encouragers

Tools and instruments

- Use a multitude of communication instruments, not only paper communication - integrate ludic and humoristic approaches
- Work in the field (be visible and credible in the field)
- Work on the communication management: right time, right place, and right message
- Create maps for tourism purposes

Tutorial : We are Biosphere reserves

- **Olaf Ostermann**, Ministry for Agriculture, Environment and Consumer Protection, Mecklenburg-Western Pomerania Federal State (DE)
- **Christian Stauffer**, Swiss Parks Network (CH)
- **Florian Knaus**, UNESCO Biosphere Entlebuch (CH)
- **Walter Kemkes**, UNESCO Biosphere Reserve Bliesgau (DE)

Synthesis

Biosphere Parks are terrestrial or coastal ecosystems recognised by the UNESCO MAB Program. They have a zonation (core, buffer, transition zone) and 3 mayor roles:

- Conservation
- Sustainable development
- Logistic (monitoring, research, education, information)

Biosphere management

1. Different governance models in Europe

- steering committees
- local communities
- country governments
- state and national governments

2. Different budget

- Switzerland: inhabitant taxes
- Contribution by local communities
- Government budget

3. Facilitating regional marketing

- Regional value chain
- Branding

4. Agriculture

- Special breeds
- Eco-farming

5. Research

6. Synergies

7. Innovations

8. Participation of local people

What are the benefits of a Biosphere Park?

- Being part of an international programme
- High political and environmental awareness
- Improvement of image and identification
- Better funding opportunities
- Higher effectivity of public investment
- Higher income and employment by tourism and regional products
- Motor for regional development

What can or should EUROPARC do?

- EUROPARC Initiative with EURO MAB

- Seek best practice examples and exploit them
- Explain the difference between Biosphere and Nature park
- Initiate Projects: for the benefit of Biosphere parks
- Promote Biosphere Parks
- Urge the European Union to recognise Biosphere parks in their funding system
- Initiate research: Biosphere Parks in their scope for
 - Better integration
 - Sustainable development

Tutorial : We are the Park!

- **Olaf Holm**, Montagne de Reims Nature Park (FR)
- **Dominique Leveque**, Montagne de Reims Nature Park (FR)

Synthesis

Culture, tradition and identity create the landscape which is the backbone of a park and protected area. How can we celebrate living landscapes, promote and market them without losing our cultural integrity?

How can the park become a value for the population?

A link must be developed between the Park, its history and its heritage, by working with the local partners and inhabitants.

How to promote Park values?

Park values can be promoted through tools such as recognition of a 'park' brand. In order to be developed, these tools need defined criteria reflecting the values of the park.

How to build and to define an identity?

The past and heritage must be understood in order to understand today and to build a future with local partners and inhabitants. To understand the past, the history has to be learnt through the transmission of memory or, on the opposite, forgotten in order to create new roots (beware of nationalism). This will help locals build pride about the landscape and a link with the environment, thus identifying with the Park.

What limits of tourism marketing?

Tourism marketing must be in respect of sustainable development and beware of local perceptions.

Tutorial : We are the multiple Labels

- **Pierre Galland**, Swiss IUCN Committee (CH)
- **Bertrand de Montmollin**, Swiss IUCN Committee (CH)



Synthesis

Many parks have one or more labels or international recognitions that overlap partially or completely, and sometimes imperfectly, their original purpose. Multiple designation are not exceptional and not specific to any country or region. They bring benefits but also create some serious constraints for site managers. The situation of International Designation around the world is different between countries. It is hard to express standard solutions but some recommendations can be highlighted.

Is the investment in time and resources worth it?

Before the candidature, it is necessary to assess the added value and constraint of possible designations and check if the IDA requirements fit to the territory project. The added value of the IDA must be properly assessed: does it help reach the conservation objectives?

What is the benefit of these labels in terms of advertising, local and national recognition, or partnership with other parks having the same label?

The National tools, such as National Parks, can have a stronger image in terms of communication and IDA can help getting support and recognition. The benefits of IDA are more important if the project comes through a bottom-up strategy. The **Geopark** label is a strong brand especially interesting as a bottom-up tool, but is easy to lose. One of the most pursued benefits is the attraction of tourists, for which the most efficient brand is World Heritage. IDA are important to raise funding in Eastern Europe and Asia.

Some IDA as the European diploma or Ramsar sites lack recognition. International designation can help the protection of sites even when there is no relevant legislation. For example, the government set up a special legislation on wetlands thanks to the Ramsar Convention. The revision of perimeters should be undertaken in case of old designation in order to correspond to new criteria (Biosphere Reserves)

Simplified procedures should exist to get out of an IDA.

Tutorial : We are the Green list

- James Hardcastle, IUCN



Synthesis

The IUCN Green List of Protected and Conserved Areas (GLPCA) is a new global Standard designed to help protected areas achieve nature conservation outcomes.

What is the IUCN Green List of Protected and Conserved Areas?

- A global Standard with global recognition
- Adaptable to local context, open to all types of protected area management categories
- Voluntary
- Credible

What is the Global standard developed by IUCN?

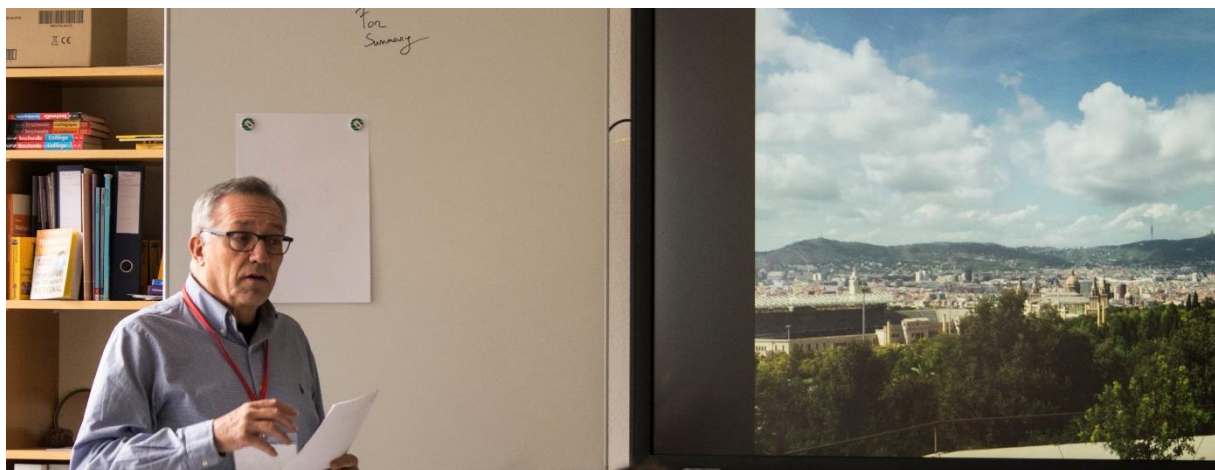
- Effective management
- Good governance
- Conservation outcomes
- Sound design and planning
- 17 criteria, 100 indicators

What are the outcomes?

- Interest in Europe: FR, IT, ES (in pilot phase)
- Participants exploring application possibilities for the Green List in their countries
- Recognition of good management
- Focus on good practice and promoting success (spreading, sharing success)
- Protected areas and stakeholders benefit from the Green list
- Conservation outcomes will be achieved

Tutorial : We are close to cities

- **Teresa Pastor**, EUROPARC Federation
- **Marià Martí**, Collserola Nature Park (ES)
- **Riccardo Gini**, Agricultural Park of South and North Milan (IT)



Synthesis

Today, over 80% of the European population lives in urban and suburban areas. The majority of city dwellers are increasingly interested in preserving the environment in urban areas. This trend concerns the conservation of natural non-urbanised areas on the outskirts of cities. The use of such areas is often poorly managed because of their location. It is therefore essential to intensify efforts to protect fragile ecosystems. We explore issues regarding suburban parks and look at how we can share best practices and solutions through our network.

What issues are particular to periurban parks and other areas close to cities?

- Health (important role on a daily basis)
- Light pollution
- Governance with communities
- Encouraging environmental awareness
- Recreation of biodiversity
- Ecotourism

What elements have an influence on the involvement of volunteers?

- Civic engagement vs civic responsibility
- Cultural differences between north and south Europe

What is the relationship between periurban parks and other protected areas?

- Co-marketing
- Exchange of information
- Periurban parks can act as buffers/educators to prepare people to go to other protected areas

Tutorial : We are Marine

- **Fernando Pinillos**, EUROPARC Federation
- **Juan Lopez Giraldo**, Hippocampus Seahorses Association (ES)
- **Martina Markov**, Kornati National Park (HR)

Synthesis

Marine protected areas do just as their terrestrial cousins, just on a much more rapidly moving and less old ecosystem.

What is the state of play?

- Marine protected areas are seen as something taken out
- Change of directorate means change of how parks are perceived (trust)
- Fishermen being involved to gain knowledge
- Lack of general knowledge by the population
- Lack of dissemination
- Too many dimensions involved, scientists are not good communicators

What are the next steps?

- Differentiate strategies for different users, not only for fishermen
- New governance management models (women involvement)
- Share knowledge between marine protected areas
- Improve marine planning
- Encourage involvement

What can EUROPARC do?

- Marine section/commission/project in EUROPARC, create alliances, with climate change as a common area
- EUROPARC more involved in specific marine issues (litter)
- Pilot training courses on marine protected areas
- Promote partner cooperation to develop / fund projects for all Europe and for Mediterranean (common ground)

5. Workshops



**Download all
workshop
presentations
and case
studies**

Workshop : Nous sommes des chartistes

- **Chantal Stegmuller-Darriulat**, Parc Jura vaudois (CH)
- **Virginie Belhanafi**, Nature Regional Park Loire-Anjou-Touraine (FR)

The involvement of the local inhabitants is an asset to the park. For instance, the 'charte des habitants' in the Parc Jura vaudois allows a true relationship between inhabitants and park, sharing knowledge and information. Similarly, the Parc Loire Anjou Touraine has ambassadors of the park, who pass its messages to the rest of the population.

How can the inhabitants be involved?

- Local communication: meetings, local media, web
- Concrete actions

What are the positive aspects when involving the inhabitants?

- Local (indigenous) knowledge of the area, its history and its heritage
- Increased identity with the Park
- Communication on a horizontal level to a diverse audience
- Conflict prevention, as locals are involved since the beginning

What must be paid special attention to?

- Keep information clear between inhabitants and park
- Carefully explain the code of conduct for the inhabitants to sign up
- Distribute tasks, pass messages via the inhabitants
- Keep the group open and the spirit alive with new people and ideas
- Avoid uninformed inhabitants having too high expectations

Additional insights

- Implementation of the local knowledge, skills and talents
- A participatory approach is fundamental
- Local skill building
- The park works for the region

Workshop : We are the People who can decide

- **Susanna Meyer**, Pro Natura Swiss (CH)
- **Samantha Bourgouin**, Locarnese Park (CH)
- **Fabien Vogelberger**, Chasseral Regional Park (CH)

By implicating and engaging the local population and stakeholders (listen, inform, participate), projects can create common visions and open doors to find solutions for a sustainable future.

Why create a new national park?

- A new national park will aim for large-scale nature protection and areas which can develop naturally with an in-situ management increasing local awareness
- Existing protected areas are too small and too isolated to conserve natural processes, besides not being well known



Workshop : We are Wetland management

- **Francis Muller**, Fédération des Conservatoires d'espaces naturels (FR)
- **Kristofer Paulsson**, Swedish Environmental Agency (SE)

What is the current state of wetlands in Europe? Who manages them? What is their value to people? Why protect them? What is the best way to manage and exploit them? How can large peatlands used by agriculture become areas of sustainable paludiculture?

Mires occupy more than 1000 km² in the European part of France. In the Jura peatlands, there are 500 sites, representing some 5,500 ha:

- Franche-comté: 286 (2,900 ha), of which 162 in Natura2000 zones
- Rhône-Alpes: 136
- Switzerland: 73
- Average area: 11 ha

Mires in the Jura mountains (Franche-Comté - FR) and Massif central (FR), with two projects aiming to the functional restoration of a network of sites on French highlands.

Workshop : We manage nature regional landscape Parks

- **Erika Stanciu**, EUROPARC Federation
- **Katharina Denking**, Verband Deutscher Naturpark (DE)

How we manage our parks has a great impact on how we can get things done and how we can involve people. Let's look at different governance systems and learn from them.

Covering up to 25% of the land in individual states, Nature-Regional Landscape parks play a vital role in the wide network of protected areas across the whole of Europe. They comprise outstanding landscapes with a special wealth of natural and cultural heritage with a forward-looking role in the conservation of biological diversity, nature and the countryside, in nature-oriented recreation and sustainable tourism, and in the sustainable development of rural areas.

What is good governance?

- Good strategy co-constructed by a park team together with stakeholders
- A clear framework (rules, structures, processes)
- Transparency
- Professional park team

How do local people fit into the management process?

- Working together with visible, representative people
- Integrate locals with strong connection to the landscape
- Good communication
- Building trust

Workshop : We are Friends

- **Giacomo Benelli**, EUROPARC Federation
- **Lasse Lovén**, Friends of Parks of Ukko-Koli NP and of Bothnian Sea NP (FI)
- **Hubertus Welt**, Friends of Schwarzwald National Park (DE)

Based on the development of sustainable friendships, a Friends of Park group is an asset for the support of a park.

What is the basis for a Friends of Park group to work well?

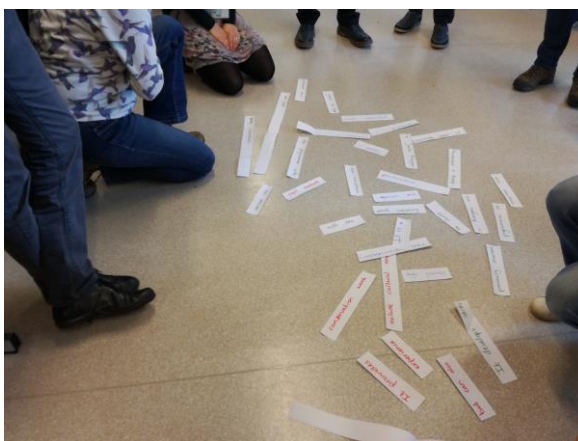
- Trust
- Open-mindedness
- Respect
- Transparent communication
- Resilience

A formal agreement is needed:

- Training and education for all involved parties
- Encourage fundraising: to foster ownership

Workshop : We are Youth

- **Federico Minozzi**, EUROPARC Federation
- **Thea Peters and Laura Peters**, IVN National Institute for nature education & sustainability (NL)
- **Alan Smith**, Caingorms National Park Scotland (UK)



An increasing number of young people (aged 13-17) involved in [Junior Ranger programmes](#) turn youth (18+) and remain keen, motivated, passionate about their protected areas and want to stay involved. Here we gather best practise from across Europe to help us develop a new [Youth + programme](#) for EUROPARC.

What needs to be in a Youth + programme and how can it benefit to young people and protected areas?

- Continuation for JR programme or equivalent
- Involve training to take on responsibility
- Include international exchange
- Youth representation in EUROPARC
- Provide principles and allow parks flexibility to best cooperate
- Involve youth in the daily work of rangers to give youth work and experience and to give the ranger a volunteer

Workshop : We are Healthy Parks

- **Peter Rawcliff**, SNH Scotland (UK)
- **Susanne Rosenild**, Vordingborg Municipality (DK)

We can all agree that physical activity and contact with nature are essential for human health. However, as this is a relatively new field of work, there has been a clear need to build the evidence base to demonstrate the public health benefits that protected areas provide.

What is the state of play for health issues in protected areas?

- Growing engagement on health promoting activity by parks across Europe
- Range of good practices developed and still developing
- Strong evidence base exists and needs to be communicated
- Significant challenges for Parks remain: relevance, funding, capacity in developing
- Significant opportunity for Parks to demonstrate the benefits of nature for people

What individual actions are required to deliver the benefits in protected areas?

- Start building awareness and capacity on health in one's own organisation
- Develop new partnerships with health sectors, local health professionals and the research community
- Do more M+E when developing health projects
- Learn from existing experiences elsewhere

What can EUROPARC do?

- Establish and support new commissions with representatives from each section
- Focus on outputs which benefit members: position statement for policy matters, collection of information and good practice, development of guidelines
- Develop network of parks and health professionals to actively share experiences and champion the work
- Build links with European bodies (IUCN) and medical associations.
- Seek sponsorship and alliances with the health industry and insurance companies

Workshop : We are Volunteers

- **Fernando Pinillos**, EUROPARC Federation
- **Sarah Proctor**, Peak district National Park (UK)
- **René Biasone**, Iceland Environment Agency (IS)

Working with volunteers in Parks is very rewarding but also can present some management challenges. Getting people involved in biodiversity management in particular through 'citizen science' projects is a good way to connect people to nature and have some useful data collected. Voluntary Rangers are also a way where citizens can work closely in their park.

What is important in a core group of volunteers?

- Dynamic
- International
- Equal Gender
- Different Ages
- Previous Volunteer Experience
- Avoid Too Many Responsibilities

How do we recruit, train and manage volunteers to benefit the individual and the protected area?

- Develop health and safety guidelines adapted to specific program/people, in a friendly way (not scary)
- Volunteer leaders are pillars, build a core group
- Involving minority groups is a good way to recruit and engage new volunteers
- Insurance for volunteers is a big issue: agreement with insurance companies are needed
- Uniforms = pride: consider providing them
- Very important: build a network of trustworthy volunteers that you can use as a back up
- Collect volunteer feedback to improve your program
- Don't grow too much
- Corporate volunteers can be a source of funding
- Knowing volunteer work, need and social responsibility are critical

What can EUROPARC do? What information could be collected and shared?

- Insurance agreements from different countries
- Existing volunteer programs with an interactive map (subject, location, contacts)
- Promote volunteering within organisation members: 1 day p year we are all volunteers

Workshop : We need Money

- **Paulo Castro**, EUROPARC Federation
- **Peter Rupitsch**, Nationalpark Hohe Tauern (AT)
- **Henk Beukhof**, Stichting Het Nationale Park De Hoge Veluwe (BE)

Money makes the parks go around and it is becoming harder to find. It can often be difficult to develop relationships with private companies and create good sponsorship.

Why does a protected area establish a relationship with the private sector?

- Besides a potential public financial support to deliver the expected services, a private sector contribution can replace/increase the means to support the services provided.
- A private sector contribution can also be time (volunteers), skills, goods and services.

How can the relationship be as ethical as possible?

- In each country, the various ways to find money obey different rules and laws: crowdfunding, partnerships, donations, payment for ecosystem services, co-financing in EU projects, branding, direct income (entrance fees, services, merchandising, etc.)
- Create a partnership with an added value for both parties, within a clear agreement (not a sponsorship).
- Establish the values and principles you want to share to find which partners you want to involve.
- Identify the relevance of the outputs of the protected area in a wider perspective besides NC indicators, i.e. green infrastructure services; natural resources water management, health and wellbeing, added value in agro food products, tourism, etc.
- Give priority to communication (internal and external) in a bottom-up strategy from local stakeholders to local, regional and national decision makers and elected politicians.
- Don't expect the private sector to come to you, invite them to come to the protected area and make them proud of being your partner.

Workshop : We support N2000

- **Michael Hosek**, EUROPARC Central and Eastern Section
- **Jana Ptáčeková**, Agency for Nature Conservation and Landscape (CZ)
- **Arnaud Julien**, Gorges du Tarn (FR)

N2000 is the European designation for nature conservation, but often has experienced problems locally with lack of people being involved or difficult conflicts. There are, however, several ways to involve people in the management of nature and encourage them to love their N2000 sites.

How can local people appreciate and value their local N2000 area?

- Give people greater responsibility, trust them to do the right thing
- Explain how conversation gives additional value to the economy
- Create management boards composed of locals, possibly of local leaders
- Tell the success stories

Workshop : We are Communicators

- **Bárbara Pais**, EUROPARC Federation
- **Harald Bardenhagen**, Dark Sky Region Eifel (DE)
- **Silvija Nora Kalnins**, Nature Concert Hall Project (LV)

Humans are social animals and communication is essential for us to understand each other, this is no less important in parks trying to deliver positive communication to both wide and specific audiences.

What is a strong message that encourages engagement for protected areas?

- Be relevant, simplify, express the essential
- Speak understandable language, adapted to your key-target
- Tell the truth
- Find the relevant message for the right target
- Communicate the benefits of the park for people, nature and economy

What are the available tools?

- Adapt, use different media for different key-target
- Also use 'old' communication tools such as letters
- Organise events such as workshops, world coffees, engaging activities
- 1-to-1 vs 1-to-all
- Establish dialogue
- Experience vs awareness

Who is the target?

- Engage people, enhance experience, people need to participate
- Organise engaging and sensorial activities
- Increase feeling of belonging and responsibility amongst park staff and local communities
- Involve, involve, involve
- Build a sense of pride
- Involve local schools
- Involve local producers and give them a platform to promote their products

Workshop : We are sustainable Farmers

- **Brian Dunne**, Wicklow Uplands Council (IE)
- **Sirje Kuusik**, NGO Development Centre (EE)
- **Jim Sheehan**, Wicklow Uplands Council (IE)
- **Claire Chambers**, Wicklow Uplands Council (IE)



Our relationship with food is intimate; it is deeply connected to our cultures and landscapes. Yet, in a rapidly urbanised population, people are losing contact with their food sources. Protected areas have the potential to be places where people and farming can live, work and learn how to manage the land sustainably.

What do farmers need in their relationship to local protected areas?

- Greater interaction between park managers and stakeholders
- Greater involvement in park management
- Recognition of ecosystem services provided by farmers
- Facilitation from protected areas to cooperate with nature
- Realisation that one size does not fit all
- Use of park/region name as a mean of branding local products; use its authority to give an additional value

Workshop : We are concerned about climate change

- **Marta Múgica**, EUROPARC Spanish Section
- **Cristiana Cerrato**, Gran Paradiso National Park (IT)

What is the role that protected areas play in climate change, since they are both adapting and being affected as well as being mitigators to ameliorate the effects. Which information sources are available to protected areas to help their future management needs and how can we best monitor change?

How can protected areas promote alliances and partnerships to find solutions regarding climate change?

- Monitor researchers, citizen-science
- Provide the opportunity for transversal actions, sectoral policies and administrations
- Provide the opportunity for bottom-up actions and local involvement

How can protected areas develop communication, education, awareness about climate change?

- Give positive messages, offer solutions at local scale
- Encourage emotional connections and make protected areas iconic places to test and show mitigation and adaptation solutions (ex. flooding, carbon segregation, etc.)
- Promote local products and consumer culture
- Help develop sustainable transport and local tourism

How can protected areas develop international cooperation?

- Exchange experiences
- Give funding to opportunities (common projects)
- Improve common protocols (EUROPARC can give guidelines and coordination)
- Provide training, capacity building

Workshop : We develop sustainable tourism

- **Tina Müller**, Swiss parks network (CH)
- **Bruno Daversin**, Cévennes National Park (FR)
- **Anne-Laure Bloüet**, Brière Regional Nature Park (FR)
- **Sabina Brack**, Switzerland Tourism (CH)
- **Guillaume Dupré**, Tourism office of Canton de Vaud (CH)
- **Cédric Paillard**, Vallée de Joux Tourism (CH)

2017 is the UN- year of 'Sustainable Tourism'. Parks are playing an important role by developing and promoting sustainable tourism worldwide. On the local, regional and even national level, they can be catalysts for sustainability. Therefore, parks are committed to establish a basis for cooperation, shared knowledge and a common understanding in the field of sustainable tourism. The key for achieving long lasting success in this field resides in the implementation of a bottom-up process involving all touristic stakeholders throughout the whole value chain (information/transport/accommodation/food/activities).

What are the social benefits of sustainable tourism to locals in protected areas?

- Cooperation with local community and integration of the local community and identification of the local communities with the park
- Increased cohesion and sense of belonging (bonds between the population)
- Awareness raising on sustainability and education and one's culture
- Shared experiences between tourists and locals, intercultural encounters
- Healthy people, healthy parks

What are the environmental benefits of sustainable tourism?

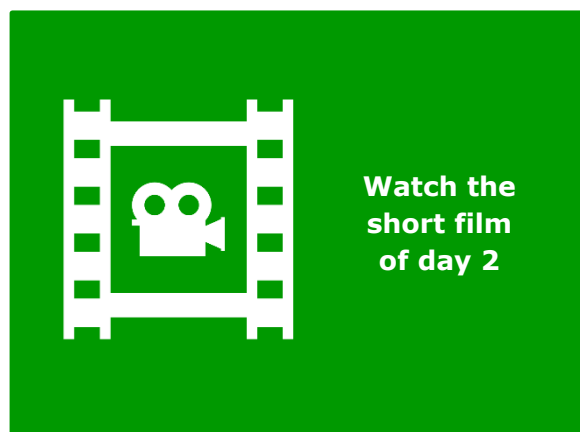
- Nature preservation and improvement of biodiversity
- Implement measures to reduce the negative impact on the environment, landscape and heritage area
- Business owners may help protect nature
- Compliance to laws and regulations
- Long-term commitment
- Awareness, knowledge creation and education about nature
- Given value to nature
- Nature preservation from tourism income

What are the economic benefits of sustainable tourism?

- Commercialisation of local products, increased income for locals, creation of jobs
- 'Sticky money', circular economy (local rather than international businesses)
- New opportunities for businesses (restaurants, hotels, stores) and social enterprises
- Maintains services (shops, public service)
- Bring funds into the region (public investment and NGOs)
- Transparent communication
- Beware of seeing sustainability as a luxury

6. Inhabitants' party

The conference hosted a unifying event for local residents and producers: the inhabitants's party. Swiss parks were presented and an exchange was created between delegates and people, highlighting the local economy. This important moment was a success and many positive feedback have been given to the Parc Jura vaudois's managers for having proposed this kind of event for and with the local population.



7. Partner's meeting

On Thursday afternoon, Parc Jura vaudois organised a special meeting for his partners (councils, canton de Vaud, financiers, etc.). Representatives from the different institutions, who supported the Conference's organisation, were brought together to exchange views and experiences. They were invited to give short speeches about the importance of the park in the region and how it should be developed in the future.



8. Side meetings

Managing mountain biking in Parks and protected area's

Mark Torsius, IMBA Europe

This side meeting highlighted best practices for planning, designing, building and managing sustainable trail networks for mountain biking. How to minimize trail user conflicts, reduce environmental impacts and build partnerships with your local mountain bike community? Mountain bikers have proven to be valuable volunteers while helping to maintain the trails: they love to ride and protect the natural environment.

Transboundary cooperation issues

Jakub Kaspar, Krkonose Mts. National Park Administration

This side meeting focused on the future of the TransParcNet – the Transboundary Parks Programme Network, with some members taking part. The main discussions focused on the STEC and the future of the Programme.

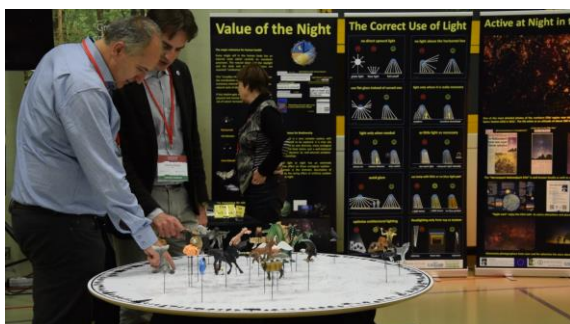
The ecological value of darkness: Avoiding light pollution as a mission of nature conservation

Harald Bardenhagen, Sterne ohne Grenzen

This side meeting highlighted the ecological importance of darkness and methods to avoid light pollution were discussed - as a mission of nature conservation. Participants got to know the example of the International Dark Sky Park Eifel National Park and a current project of Naturpark Nordeifel e.V. in Germany.

9. European Marketplace

The second edition of the Marketplace was a great success: members and delegates had the possibility to share their protected areas and local products. 50 stands from all over Europe were set up and delegates had the chance to network, wandering around the different stols, share ideas and find new partners for future projects. Interesting information and projects were displayed, together with some of the best delicacies and drinks from our members' regions.



10. Fieldtrips

Tonewoods

In the Risoud Forest grows the spruce of resonance. Participants have discovered the wood of harmony with a presentation of its use by JMC Lutherie SA.

Astroval

During the visit of Astroval, visitors went to the astronomical observatory located in the beautiful Risoud Forest. A passionate astronomer told them about the mysteries of our galaxy... and links there between the stars and the famous Swiss watches!

Manufacture Vacheron Constantin

The Vallée de Joux has a worldwide reputation from its watchmaking expertise. Two exceptional companies opened their doors to EUROPARC delegates!

Ornithology

The Jura has many iconic bird species of our region and participants were guided by an experienced ornithologist.

Discovering watch industry

The watches in the Vallée de Joux reflect the genius of the watchmakers who created them. Participants had the opportunity to observe the architecture of a watchmaking firm and discover the secrets concealed in the Espace Horloger in Le Sentier.

Culinary Journey

What if we went walking around with relish, all our senses open to nature? A discovery of the edible and medicinal plants, growing wild in the roads. Participants had then prepared a vegetarian snack!

Wetland management of the Orbe

The Vallée de Joux is famous for its karst system and its many high and low marshes. These marshes and wetlands have been the subject of a management plan, which was presented by a specialist during a beautiful walk on foot along the lake.

House of writing

When visiting this cultural location of the region, which fits perfectly into its environment. The House of writing is living proof that art and environment can go hand in hand!

Mushrooms

From picking to wine tasting, participants experienced the pleasures of mushrooms with the guidance of and experienced mycologist.

Dry stone walls

The expertise of wallmakers draws the landscape of the Jura since the 16th century, although most of the walls date from the early 18th century. They used to define the properties, contain livestock or secure wells. A priceless heritage in the Jura.

Forest reserves

The town of Montricher is a pioneer in its forest management. It has made the choice to set aside a portion of its woodlands. One of the municipals of Montricher took the participants through the forests and presented the approach that allowed the creation of this protected woodland.

Animal park The Garenne

The Animal park The Garenne is the place of our region to observe our local fauna: lynx, wolves, wood ants or owls will have no secrets for you! This visit was a great opportunity to discover the care of injured wildlife in the Jura.

Visit of the House of the Parc du Haut Jura

The Parc naturel régional du Haut Jura (France) welcomed the delegates, who got to know about its wildlife, management and future challenges: economy, energy, etc. through a fun and interactive scenography.

Visit of the House of Cheese

The High French Jura is famous for its cheese. During the visit of, participants discovered the links between agriculture, biodiversity, local knowledge and food!

Protection of capercaillie

If there is a bird which is emblematic of our region, it is the famous Capercaillie. The Jura has a particular responsibility in relation to the survival of this endangered animal. We have in fact one of the last habitats of Switzerland that is favorable to him. Forest management specialists will present the steps that are undertaken for its protection.

Environmentally friendly features

The Parc Jura vaudois creates favourable infrastructure to different species: amphibians, insects, vertebrates, etc. Participants have discovered these green features, their functioning and financing.

11. President's meeting

For the first time in the history of EUROPARC Conferences, EUROPARC organised a meeting with **political representatives with responsibility for parks and protected areas**.



Over 60 participants gathered in the meeting, officially opened by **Ignace Schops**, EUROPARC President, who highlighted the importance of gathering Presidents and Political representatives from across Europe in the same room. After Ignace's introduction, **Ian Jardine**, Chief Executive of the Scottish Natural Heritage, took the lead as the Meeting's moderator and introduced the 3 speakers coming from Switzerland, France and Italy.

The focus of the discussions was on the governance of protected areas, looking at the role of those with political functions. What is the role of a President and how is this different from a Director? Which expertise are required for them both and what is expected from them?

Among the conclusions, there was a substantial agreement about the crucial **political role** of the President: someone who **represents the protected areas** as an institution, **coordinates the strategic planning**, liaises and **facilitates the connections** with different public authorities and with local communities. Further, a President does not need a specific environmental knowledge: better if he has it, but the political expertise is of higher value. The Director instead, is the one in charge of making sure Protected Area works properly and achieves the objectives set by the political level. **A good coordination and mutual understanding is crucial between the two.**

Some debate was also on the role of the director, which should be as an orchestra director and not necessarily have specific nature expertise. We looked also at the different ways Presidents, Directors and Governing bodies are elected and nominated in different countries.

Participants acknowledged the importance of these discussions and showed interested in replicating this sort of platform/forum in the future.

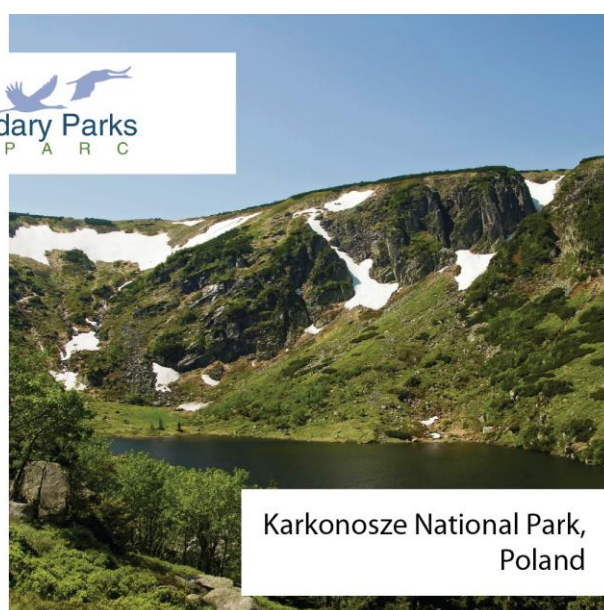
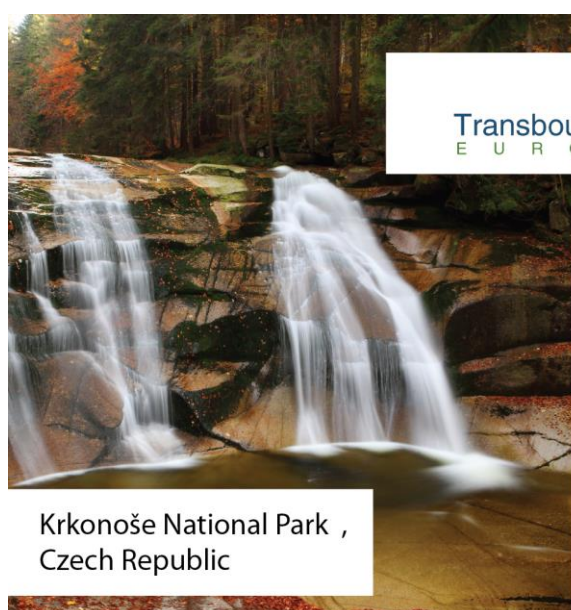
12. Closing ceremony

The closing ceremony is one of the highest moments of every EUROPARC Conference: we come together to celebrate the success of our members enrolled in EUROPARC Programmes and to award the Alfred Toepfer Medal and Natural Heritage Scholarships.

The Closing ceremony is also a moment of reflection about what we have learnt and achieved during the Conference – and of looking at the future – with the announcement of the next EUROPARC Conference topic and destination.

Transboundary Parks Awards

The celebration of success started with the announcement of the **Transboundary Parks who have renewed their commitment of cooperating across borders**. This year, EUROPARC re-awarded 2 Transboundary Areas:



Read more about the [Transboundary Parks awarded here](#).

Alfred Toepfer Natural Heritage Scholarships

Following the Transboundary Parks Programme Awards, the [Alfred Toepfer Natural Heritage Scholarships](#) were awarded to 3 young promising conservationists, committed to working for the benefit of protected areas.

Annually, EUROPARC and Alfred Toepfer Stiftung F.V.S. awards three Scholarships, aiming to enhance international cooperation and to advance the quality, innovation and European dimension of Protected Area management.



This year the award winners were (awardees from left to right):

- **Bryony Thomson**, Community Involvement Ranger at the Peak District National Park, England, who will be analysing visitor's motivations and finding effective methods to engage them;
- **Baiba Galniece**, Senior Expert at the Nature Conservation Agency of Latvia, who will be looking at grassland and meadow restoration projects' management;
- **Tymur Bedernichek**, Researcher at the M.M. Gryshko National Botanical Garden in Kiev, Ukraine and will evaluate the impacts of global climate changes on the most sensitive and fragile ecosystems – subalpine and alpine tundra.

Alfred Toepfer Medal



Following the Alfred Toepfer Natural Heritage Awards, the **Alfred Toepfer Medal winner** for 2016 was announced: **Giuseppe Antoci**, President of Nebrodi Regional Park, Sicily – Italy, who has been bravely fighting in his region to protect nature and biodiversity of this little Sicilian paradise.

A touching moment followed: Parc Jura vaudois and EUROPARC thanked to all the team members, partners and volunteers that made the conference such a success.



Finally, before opening the dancing floor, the most expected surprise of the night was revealed: **the next EUROPARC Conference will be in Portugal!** Parc Jura vaudois handed the flag to the Portuguese representatives, who showed some of the wonders of the “Magic Mountains” region and introduced a short piece full of humour and good music.



The dinner gave place to the party, and a night of music and dances took place, in which a shy attendance of EUROPARC team was shadowed by the choreographies of the whole team of the Swiss organisers.

13. Conference content's synthesis

The following synthesis has been realised by Christine Ziegler, Expert on participatory processes and governance questions.

The conference was filled with inspiring plenary keynote speeches, tutorials, workshops, side meeting and many good exchanges.

- On the opening days (Tuesday, Wednesday) we had over 280 participants per day in the house.
- Some 190 participants took part in the tutorials (Tues)
- Over 200 participants took part in the workshops (Weds)
- Keeping an eye on our main focus topic : governance (good governance)
- Good Governance in Parks is real and at the same time a myth (*O. Schär. plenary*)
- We are experiencing a second generation of governance within Parks, because we are look for new guidelines and orientation. We need authenticity, information (facts & figures) and time to digest this information (*D. Bourg, plenary*)
- Pressure on protected areas is increasing, amongst other things due to environmental pressures, habitat pressures, populations' pressures. Increasing urbanisation, periurbanisation.
- We are faced with an ever-growing need to involve the local population to take care for and of these protect areas collectively.
- Parks are ideal laboratories, playgrounds for democratic and participatory processes (regardless of the national context: the Swiss approach or other European approaches). There is a need to transmit and anchor the importance of long-term processes in order to improve our environmental conditions for nature and humanity.

Lessons learnt out of the tutorials and workshops

- It crucial to identify and engage key actors out of the local population.
- Build up on the patrimony and heritage of the local area (transmission of memory). Incorporate local knowledge and know how to increase credibility, authenticity and knowledge management.

Role of Parks

- Parks are mediators
- Parks are transmitters of information and skills
- Parks are reflection platforms and partners - Sounding boards
- Parks are Enablers - skill building and building up connections
- Parks are forerunners to live sustainable futures

What is needed that good governance in Parks works

- Clear Frameworks
- Transparency
- Good communication
- Trust-building
- Respect
- Resilience
- Open Mindedness

What can (could) the EUROPARC federation contribute?

- Establish a working group (Commission) on this issue to elaborate best practices, guidelines and exchange platforms.
- Parks are ideal structures to transport and live governance approaches. Ideally, the management and the local inhabitants are in need of this form of collaboration in order to make a park a long-term investment.

14. Next year's conference announcement

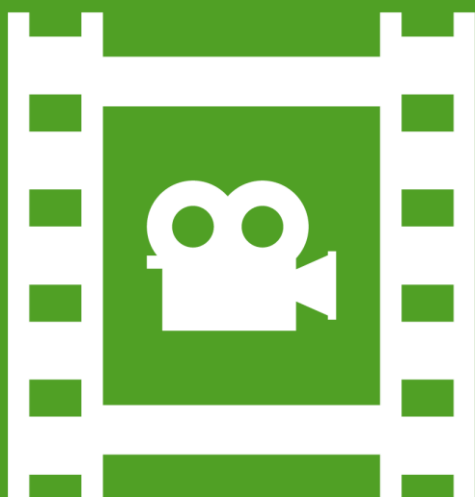
6th – 10th September 2017



[EUROPARC Conference 2017](http://montanhasmagicas.com/en) will be organised in the **Magic Mountains** (or “Montanhas Mágicas, in Portuguese). The theme **“New voices, new visions, new Values – for People and Nature in Europe”**, will follow the human dimension of our Conference 2016 “We Are Parks”, and further explore the future areas of work for Parks in Europe. Soon, the website of the Conference will be available, along with the detailed programme. For now, you can **save the date in your agenda, be inspired** by the “Magical” landscapes with the film below or **start exploring the region** at <http://montanhasmagicas.com/en>.

We look forward to see you in Portugal!

We are Parks!



Watch the film of EUROPARC
Conference 2016

Further information about the 2016 conference

We kindly invite you to visit these websites
for some more detailed information about
the conference. You will find some very
interesting videos and articles.

www.europarc.org

www.parcjuravaudois.ch



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