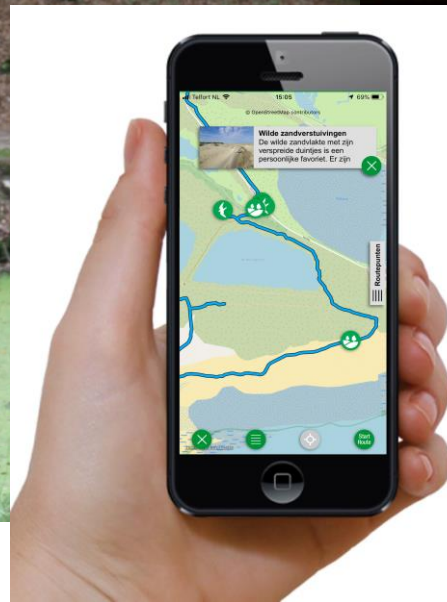
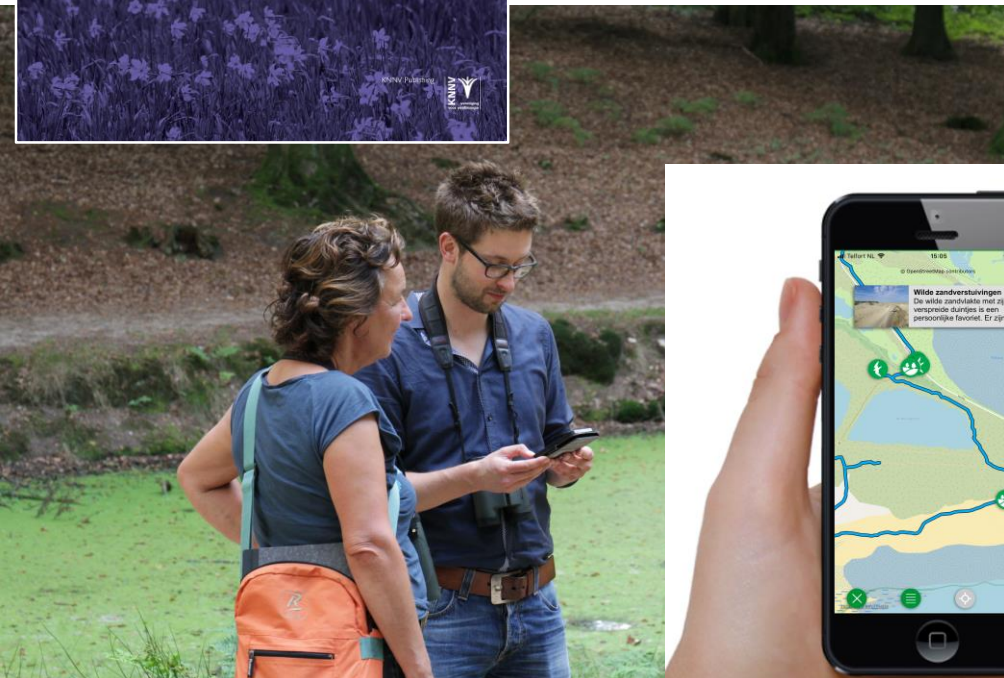
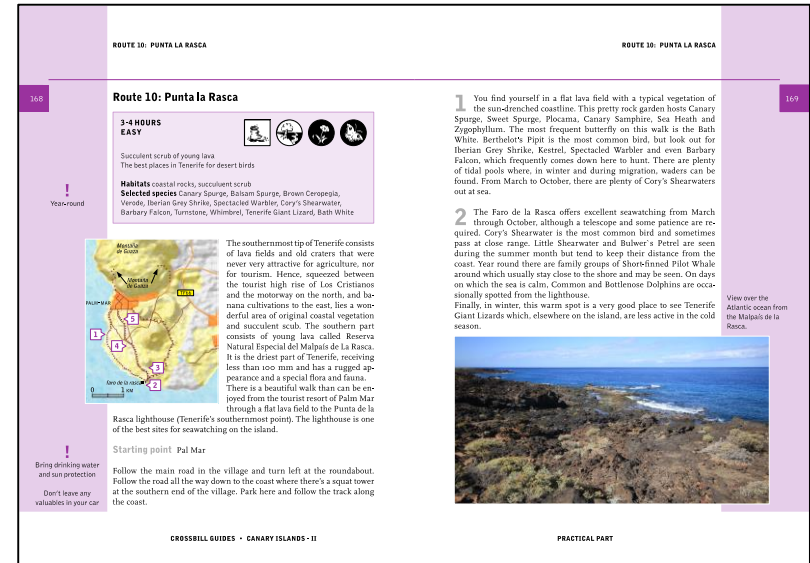
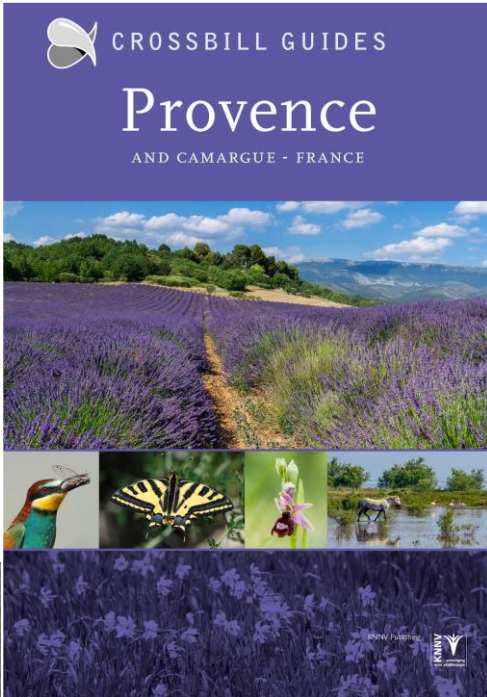


Communicating Natura 2000 Experiences from Crossbill Guides Foundation



What is Crossbill Guides?

European NGO dedicated to increasing public involvement with nature conservation.

- What we do
- Achievements
- Communication strategies underpinning our projects
- Lessons learnt

- First: who we are

Communicating Natura 2000





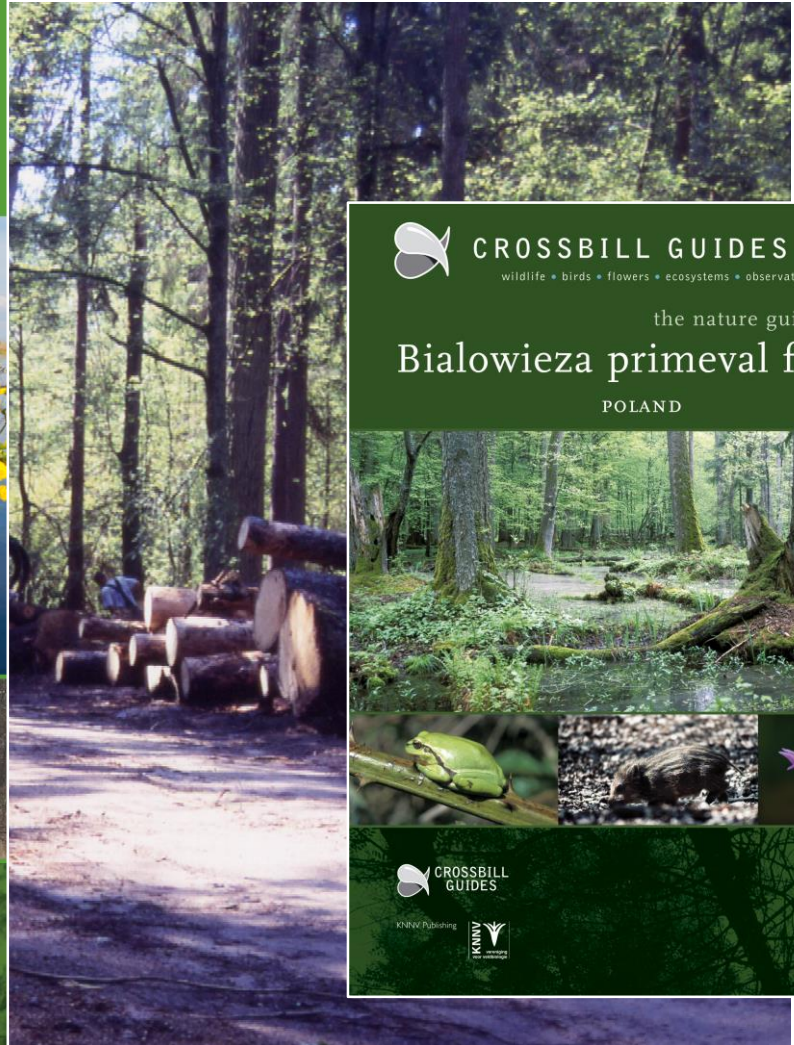
Communicating Natura 2000



CROSSBILL GUIDES

North-east Poland

BIEBRZA, BIALOWIEZA, NAREW AND WIGRY



CROSSBILL GUIDES

wildlife • birds • flowers • ecosystems • observation tips • trails

the nature guide to the
Bialowieza primeval forest

POLAND



CROSSBILL
GUIDES

KNNV Publishing



KNNV Publishing



WILDGuides



Guidebook series project: 1 standard – 4 sections

30

HABITATS



The treeless tundra of Kilpisjärvi with the conspicuous Saana fell (route 22) in the distance.

Habitats

The Lapland landscape is an ongoing repetition of four different habitats: forest, peatlands, lakes and fells. Huge areas are in an absolutely pristine state and in this, Lapland is unique in Europe. Virgin forests alternate with intact, impenetrable mires of sometimes hundreds of square kilometres in size. The rivers run freely through the land, unbound by dams or dykes. The dominant habitat of Finnish Lapland is the coniferous forest, mostly consisting of pines, although, particularly in the south, spruce forests are also common. Where the ever undulating land slopes down, water collects

lies the impressive Saana Fell, a huge table mountain that gives the scenery a dramatic edge.

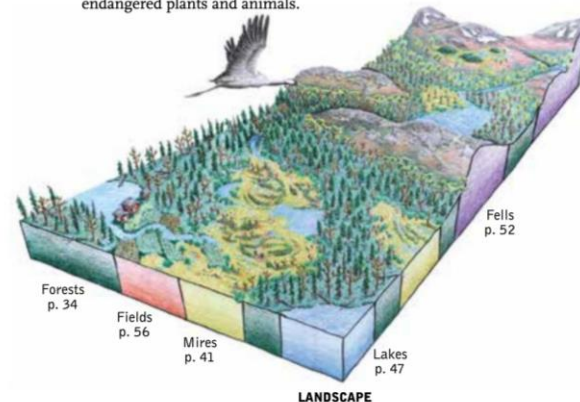
The flora and fauna reflect the northern atmosphere with Snow and Lapland Buntings, Long-tailed Duck and Long-tailed Skua as typical breeding birds, plus, in good lemming years, Snowy Owl. Käsivarsi is also the haunt for some typically arctic butterflies, including the rare Dusky-winged Fritillary. West of Kilpisjärvi lies the Malla Strict Nature Reserve, which is, together with the fells north of Kilpisjärvi, a botanical gem. It is the only arctic limestone area of Finland and supports a flora with plants that occur nowhere else in the country.

There is one road that runs south of Käsivarsi, through Kilpisjärvi and into Norway. There are several trails that depart from Kilpisjärvi village.

and the forest makes way either for peatlands or for lakes. The highlands consist of vast fell systems – bare, rounded hill ranges, which are relicts of ancient mountain ranges. The fells that rise several hundred metres above the surrounding landscape give a taste of the Arctic within this boreal region and also offer a superb panorama of the surrounding forests and peatlands. In northern Lapland, the fells take over completely. In addition to these habitats, there are river valleys and areas of cultivated land and meadow which are not without natural interest.

The cold and the long period of snow cover are obvious factors that make Lapland what it is. But it is not only the climate that rules the land. The forests, the peatlands, the lakes and the fells have all developed under severely nutrient-poor conditions. The acidic soil is not very helpful either, because it slows down the activity of bacteria that turn nitrogen into nitrate, which is important for plant growth. The habitats of Lapland are thus very economic in their use of these limited resources.

The Lappish nutrient-poor environments are the complete opposite of those of Central Europe, where rich environments are the norm. In Central Europe, nutrient-poor habitats are rare and often threatened by nutrients washed out from intensive farming. Thus, from the perspective of a visitor from further south, the 'rare and endangered' habitats are everywhere in Lapland! In Finnish Lapland, however, the few nutrient rich habitats, such as riversides (page 49), gorges and herb-rich forests (page 39) are the rare and luxurious gems. It is here that you can find Lapland's rare and endangered plants and animals.



Cross section of Finnish Lapland with its different habitats.

31

HABITATS

Guidebook series project: 1 standard – 4 sections



FLORA AND FAUNA

67

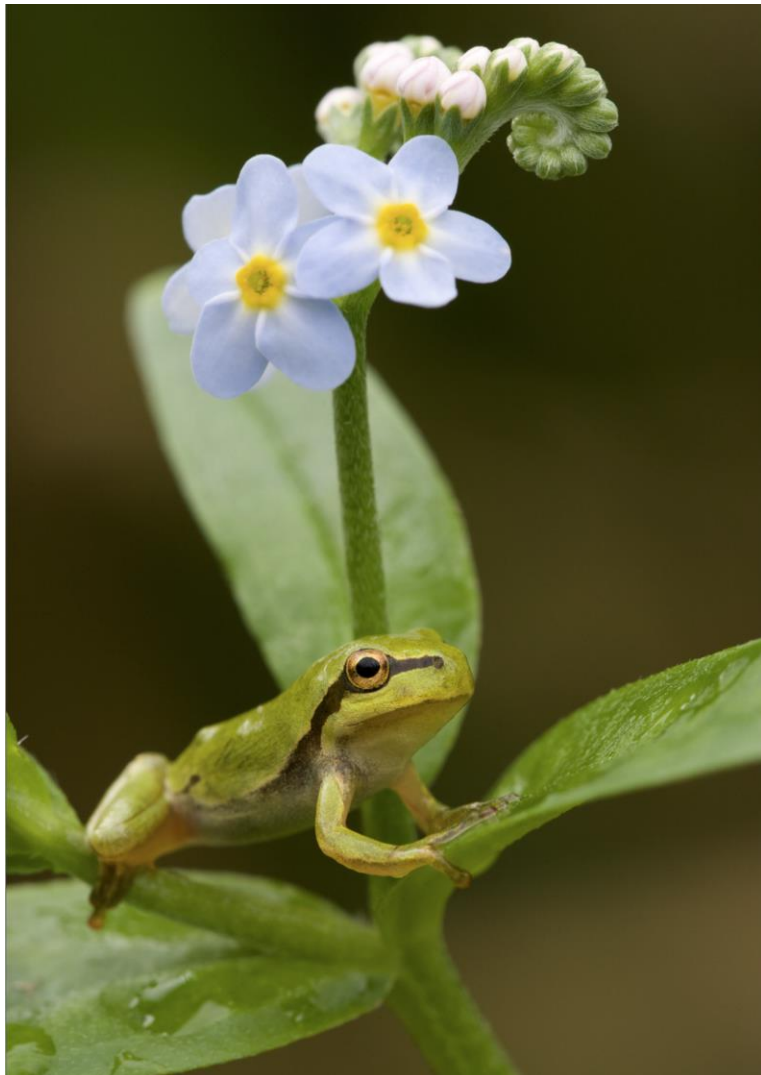
The Dordogne is especially interesting for the diversity of its flora and fauna. There are three reasons for this. Firstly, the long period of human settlement has, until recent times, created most harmonious conditions for wildlife. The varied small scale and low-intensity agricultural activities created a rich mosaic of habitats of great benefit to a wide range of species. Some striking, attractive examples of this are the Little Bustard and Stone Curlew in open areas, Ortolan Bunting along the hedges and orchards in the meadows and forests. Even the man-made stone structures provide refuge for birds and bats as well as a wide variety of flora and invertebrates. Although we do tend to look at the past through rose-tinted glasses (and there were indeed losses in natural diversity in the past), it's true that the old happy equilibrium between man and nature resulted in a truly spectacular rural-natural hybrid in which flora and fauna thrived.

Secondly, the area is relatively un-populated and un-polluted and thereby has served as a refuge for species which have lost suitable habitat elsewhere such as the European Sturgeon, European Mink and two freshwater mussels.

Finally, Dordogne is situated at the meeting point of three eco-regions: Atlantic, Continental and Mediterranean. The Atlantic region is indicated by the presence of Pedunculate Oak, Maritime Pine and heathland. Kerry Lily and Heath Lobelia are truly Atlantic wildflowers that grow in lowland heathland habitat. Elsewhere the limestone geology is attractive to Mediterranean species. On the warm stony slopes Yellow Bee Orchid flowers with a multitude of other orchids and wildflowers amongst the fine grasses, scrub and Downy Oak trees. The nocturnal Genet leaves its trace by way of unusual horseshoe-shaped scats at prominent places, Ocellated Lizards and Southern Smooth Snakes bask in sheltered spots

Hoopoe – the 'cock-of-the-rock' of Dordogne villages. They can be surprisingly discreet when feeding on grassland but when disturbed the pied wings soon give them away.

Guidebook series project: 1 standard – 4 sections



TOURIST INFORMATION & OBSERVATION TIPS

211

Travelling to North-east Poland

Most visitors to Podlasia will come from Warsaw and drive from there in the direction of Białystok. A new motorway is currently (2013) being built between Warsaw and Białystok, whilst the new motorway connecting Berlin and Warsaw was completed in 2012. These new connections greatly speed up the drive through Poland, which used to be a tedious experience. The nearest international airport is Warsaw, where one can rent a car or travel on by train or bus. Alternatively, there are good, fast international train connections to Warsaw and Białystok from Berlin and Amsterdam. Several bus services run from most European countries to Białystok, Augustów and Suwałki.

Travelling in North-east Poland

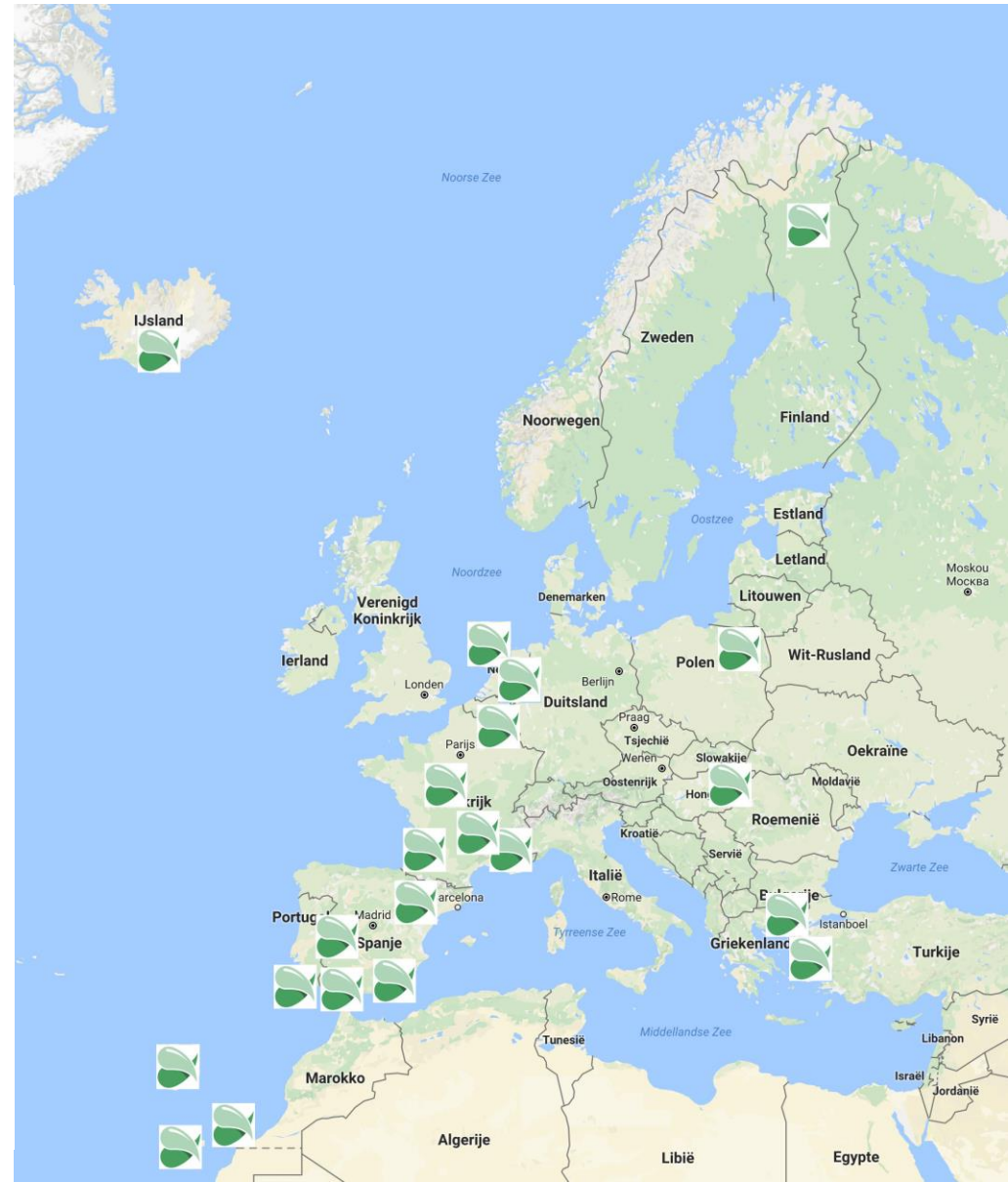
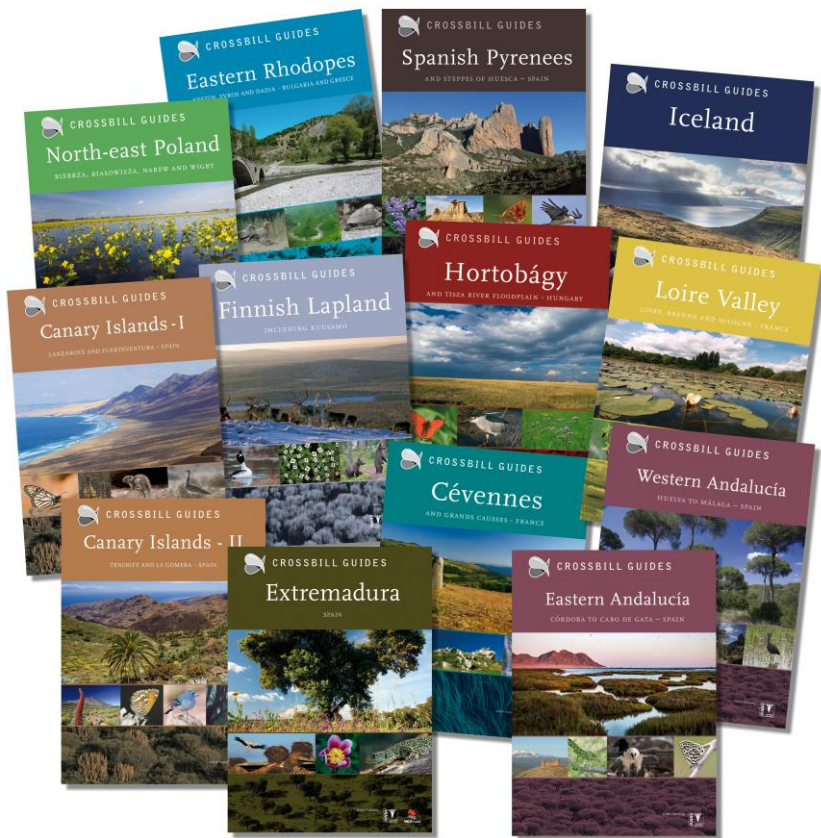
Travelling by car is by far the easiest method of transport in Podlasia, especially if you want to explore every corner of the province. Distances between some of the destinations can exceed 200 kilometres. The quality of the roads is usually good and is improving as roads are being repaired and constructed throughout the province. The Tsar's Road along the East bank of the Biebrza (route 8) is an exception. It is deliberately kept in a state of disrepair to keep traffic densities low and to keep people from speeding.

North-east Poland is ideal for cycle tourism. Both for day trips on rented bicycles in Białowieża and Wigry (see page 215), or for a complete cycling holiday, Podlasia province is perfect. Its terrain is gentle, traffic is generally light, services like shops, agrotourism B&B's and camp sites are frequent and people are helpful and friendly. Bring your bicycle on the train to Białystok and your holiday starts right away. Only word of warning: plan your itinerary so as to avoid provincial roads as much as possible – they are long, dull and straight, and drivers almost invariably drive too fast.

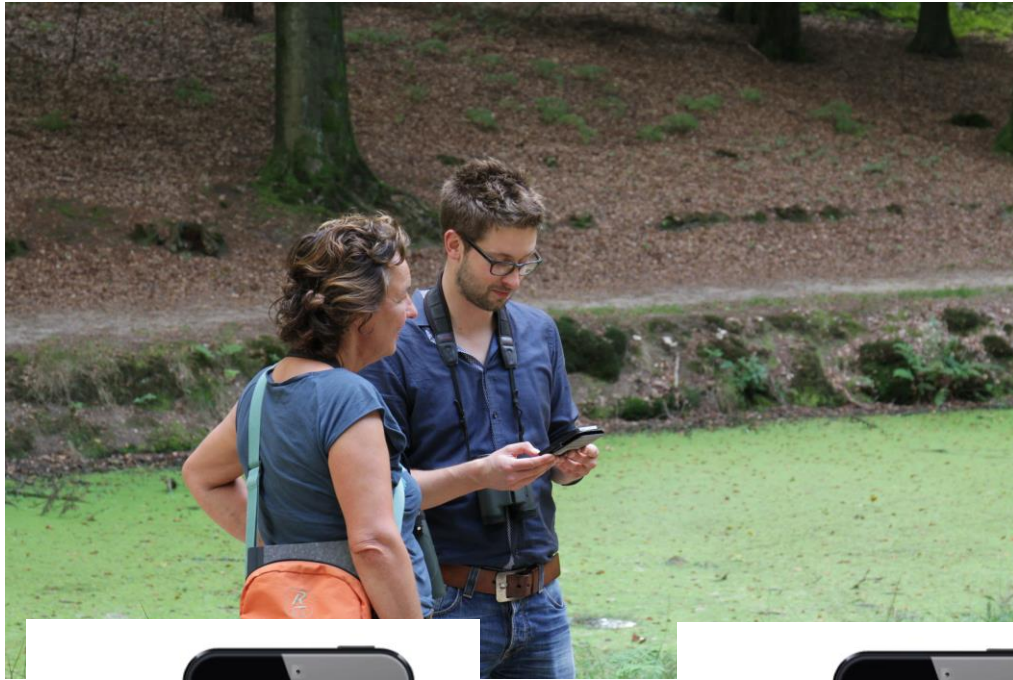
It is also possible to travel by public transportation but keep in mind that only the large cities (Białystok, Hajnowka, Augustów and Suwałki) can be reached by train. From these cities, almost all other settlements can be reached by bus, but most of the smaller settlements are only serviced twice a day, once early in the morning to pick up school children and commuters, and once late in the afternoon to bring them back home. Speaking rudimentary Polish is recommended if travelling by public transport because meeting people who speak any foreign language is a rare commodity in Poland (except for younger people who usually speak some English).

Communicating Natura 2000

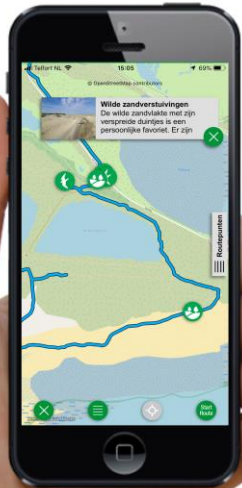
Largest European
nature guidebook series



Communicating Natura 2000



Nature route app





Ecosim
“Sim-city” for ecology education



Gastheer van het landschap

IVN-project

Training tourist branche to become
'ambassador of the landscape'



Communicating Natura 2000

Communication plan

Communication science \neq Rocket science

Lighter on the theory, harder in practice

- Know yourself
- Know your audience
- Know your targets
- Know your tools

Blind communication



Who are you as a communicator?

large / small site you manage?

public facilities (trails, visitors' centres, etc.)?

government / NGO / private?

What's your audience?

- general public?

- stakeholders in site management?

- pitch for fundraising?

- partners in a project?

What's the goal of your communication?

- warm people up for nature and nature conservation?

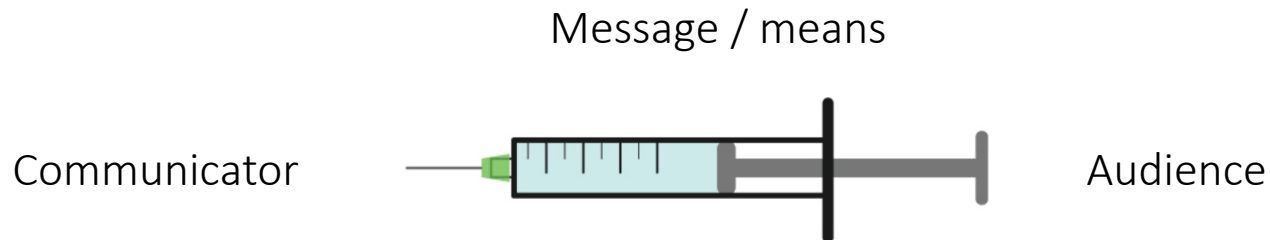
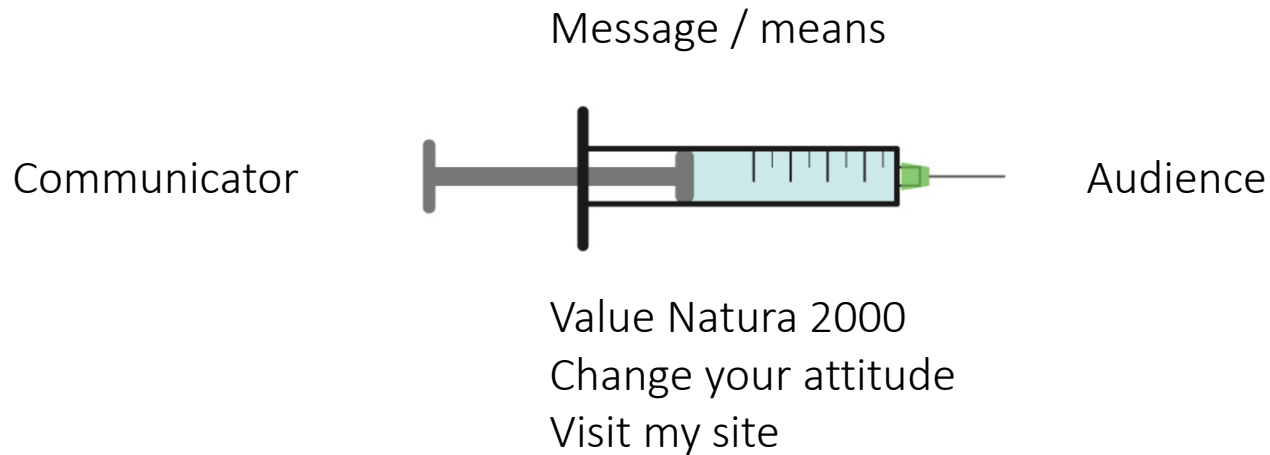
- increase audience for visits?

- conflict solving regarding N2000 site use?

What means do you choose?

- text – image, games, routes, social media, etc.

- what budget do you have?



My wishes are different (don't care about birds, I want to mountain bike)
Farmers' rights trump nature conservation values
I don't trust city people with university degrees



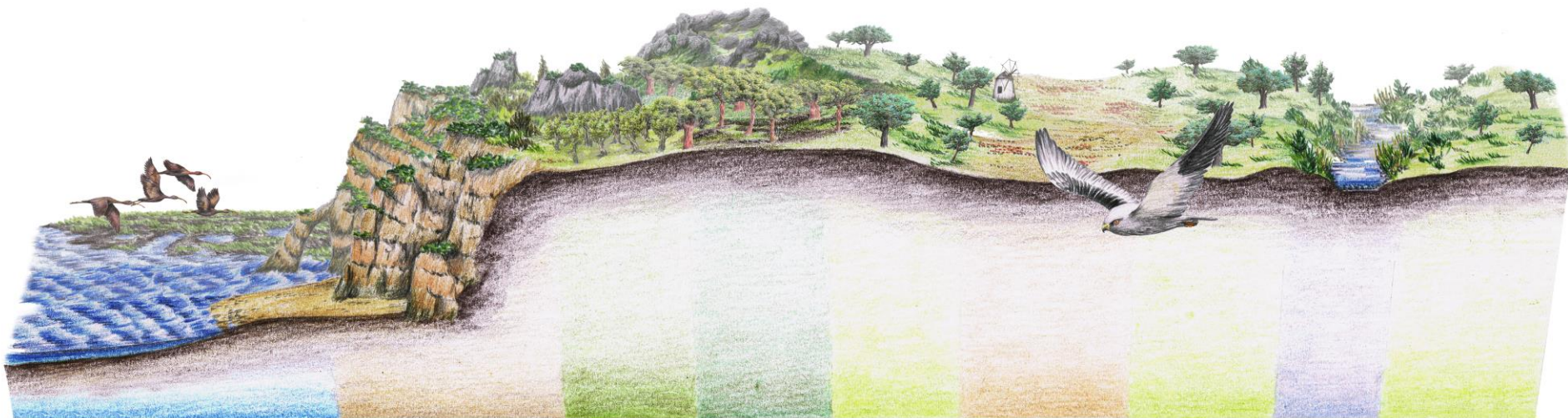
Create meaning together

With this in mind; Crossbill Guides' approach:

NGO, independent; working with site managers

Audience is the general public

- specifically people with a (budding) interest in nature.
- National Park visitors, mostly students and 50+, educated.
- “if you want to go to to an NP, you want to come back full of stories about what is so special about it.”



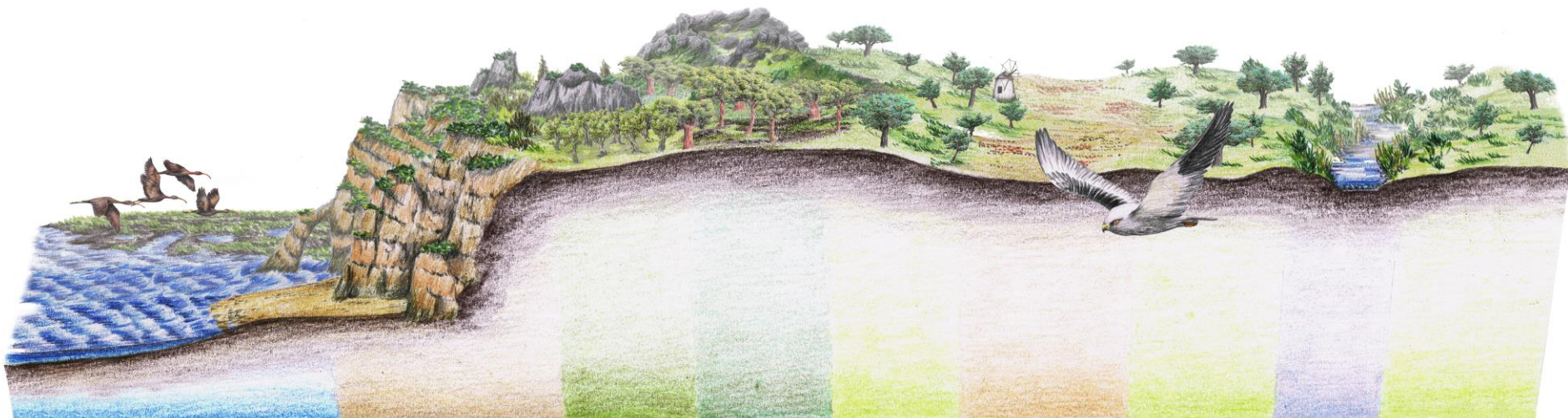
Goal to suck people in

Quick understanding

1. Beautiful images, enthusing stories
2. Clear and concrete field trips

Cross-link between 1 and 2

Two subgroups spotting species vs understanding the landscape



Our goals

Warm people up for nature and nature conservation.

Have a basis close to your core values (dark green) which you can modify for other audiences.

Our means

Guidebooks are 'dark green'

Classic text – image, games, routes, social media, etc.



There is no 'public at large'; all are interest groups

Don't go for the largest audience in one communication tool, but diversify.

Know where your message overlaps with each particular group's desire, style, method of learning.

(First) target those groups you have an overlap with.

No tool is best and above all, no tool is an end in itself.

- Use modern communication methods insofar as they add to the message. Interactiveness is attractive (but extremely time-consuming).
- Know the technical and financial pitfalls (it doesn't work; not all are able to work with it).
- Employ someone with passion for the message
- Your organisation is the means, not the message
- Work together! Another organisation with the same goals is a companion, not a competitor.

www.kahoot.it

