EUROPARC Conference 2022

COMMUNICATING IN THE 21ST CENTURY?

Question your mindset!
Mind Factory conclusions
#1, 2, 3, 4

• Overarching topic „Biodiversity“
Mind Factory conclusions #5

- Overarching topic „Transboundary“
Mind Factory conclusions #5

• Overarching topic „Transboundary“
Mind Factory conclusions #5

- Overarching topic „Transboundary“

**Group II**

- Field research and data collection for future protected areas (CSOs in Bosnia and Herzegovina)
- Samples of butterflies, insects in general - permission to researchers
- Gathering volunteer through scientific associations (nature conservationists)
- Output: report, scientific publication, database, publicly available, specimens to natural science museum + need for informing public
- Volunteering to collect data in National Park -
- Output: publication (hard copy) + online database (very new)

**Group I - Scientific Communication**

- Issues
  - politics is interfering
  - how to tell difficult results in simple text

- Helpful
  - money
  - time
  - dialog
  - evaluation and improving
  - keep good things going
Mind Factory conclusions #5

- Overarching topic „Transboundary“

Task III:
(1) How do you communicate the outcome of your scientific research?
   - To whom?
   - How?
   - If not, why?

(2) What are the main issues when it comes to communicating scientific facts?

(3) What could be helpful to make this easier for you and/or to improve the communication of science?
Mind Factory conclusions #5

- Overarching topic „Transboundary“
Mind Factory conclusions #5

- Overarching topic „Transboundary“
Mind Factory conclusions #6

• Overarching topic „Transboundary“
Mind Factory conclusions #7

- Overarching topic „Transboundary“
Mind Factory conclusions #8, 9, 10, 11

- Overarching topic „People & Culture“
Mind Factory conclusions #14, 15

• Overarching topic „Youth“
Mind Factory conclusions
#16, 17, 19

• Overarching topic „Parks of the Future“
Mind Factory conclusions #20

- Overarching topic „Transboundary“

THE
Magical
POWER OF INTERPRETATION
ADDING MEANING TO
VISITOR'S EXPERIENCES IN
PROTECTED AREAS

MEET &
MAX DUBRAVKO
FIJAČKO
(INTERPRET EUROPE)

LIVE Q&A

HOW DOES ONE
BECOME AN
INTERPRETER?
Colour palette

• 4 main colours:
Example picture
NationalPark Neusiedlersee Seewinkel by Barbara Kofler