

EUROPARC Conference 2022

COMMUNICATING IN THE 21ST CENTURY?

Question your mindset!

Supported by the federal government and the European Union

 Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology


LE 14-20
Entwicklung für den Ländlichen Raum


The European
Agricultural Fund for
Rural Development:
Europe investing in
rural areas

NATIONAL
PARKS
AUSTRIA



– NATIONALPARK –
NEUSIEDLER SEE
SEEWINKEL



EUROPARC
F E D E R A T I O N

Mind Factory conclusions #1, 2, 3, 4

- Overarching topic „Biodiversity“

BIODIVERSITY

TOP - DOWN



BOTTOM - UP



1

4

FUNDING FOR PROTECTED AREAS

I Crowd Funding = EUROPARC universella

- inventories of other projects
- pilot projects
- development of a toolkit

II Eco Tax = but don't call it tax!

- contribution within prices for hotels
- some countries made good experiences → learn from each other!
- transparency where the money goes
- supplementary to governmental funding → not a replacement!

III Carbon Credits

- methods for calculating net value → involving PA people
- building credibility → certification
- guidelines for PA managers / companies
- case studies and pilot projects
- library of case studies → Open Access

3

COMMUNICATION & CONSERVATION MEANS

AUDIENCE

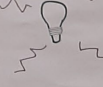
BEFORE
CONTENT



WHO

MESSAGE

WHY



WHAT

MEANS

the means is the message



HOW

WHEN

2

CHALLENGES

↓

IMPACT ON PROTECTED AREAS

PEOPLE

WISHES/NEEDS

↓

HOW TO COMMUNICATE

CHALLENGES

- Special areas: dining areas, stadiums, dance courts, night illumination as a challenge for nature
- Industry: LED street lamps, built-in walls to sell
- NATURAL "LIGHT SCAP" IS PART OF NATURAL LANDSCAPE**
- DARK-SKY PARK ASSOCIATION**

OPPORTUNITIES

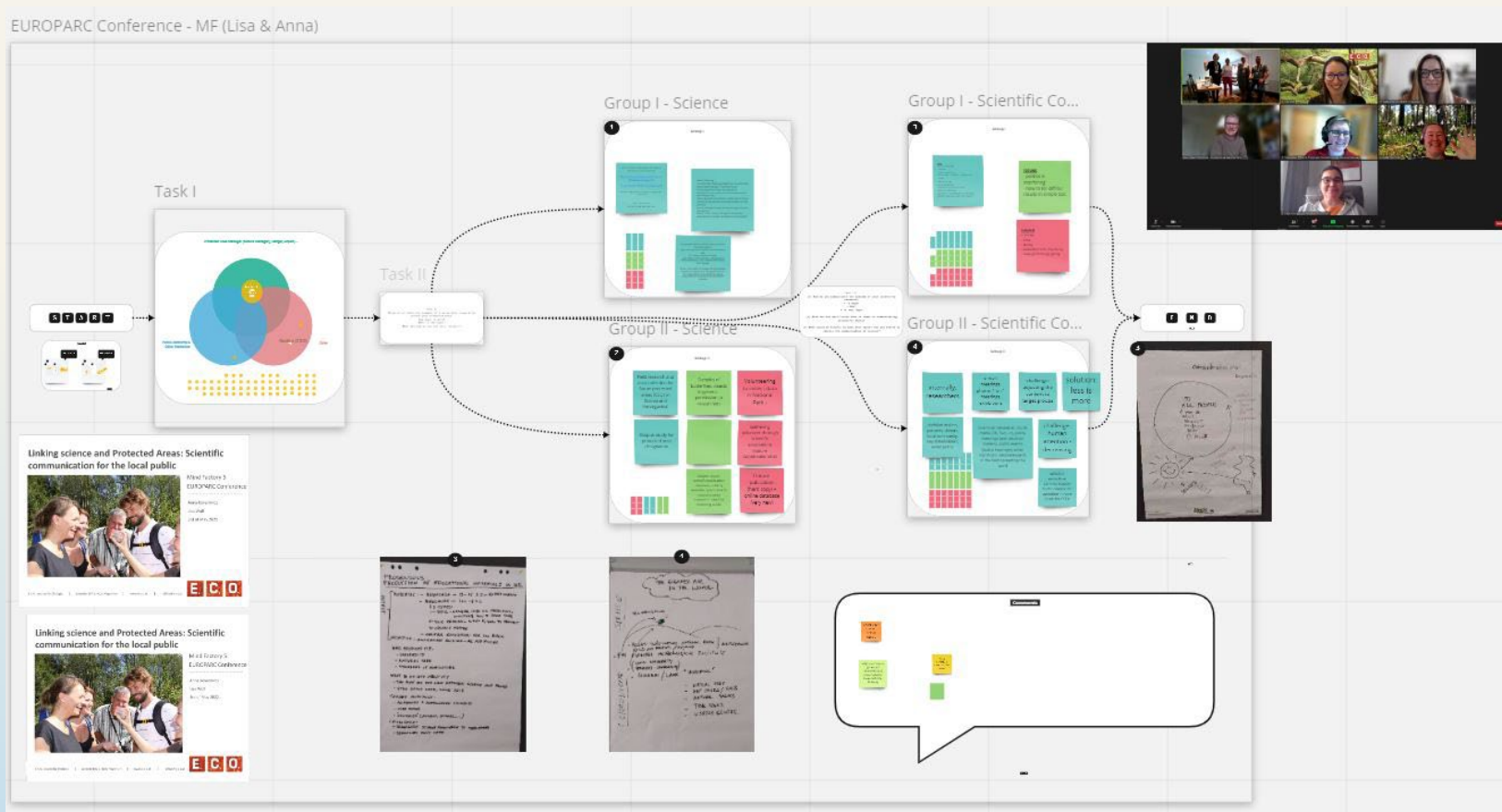
- cultural buildings: museums, churches, buildings
- permanent illumination vs. Events (concerts, etc.)
- Temporary light-rooms: show / laser / disco / Christmas markets
- Big urban areas: problems → protected areas as Ambassadors
- health aspect
- personal experience of light: right when coming up, right when going down, right when you leave
- involve people: e.g. controlling their own "night light" and more
- dark area as tourist attraction for future
- integration into green events
- Award for reduction of light (Patron der Nacht)
- Guidelines: who decides how much light?
- Preparation of shaped light sources for churches
- make topic more interesting

die phwand

- Overarching topic „Transboundary“

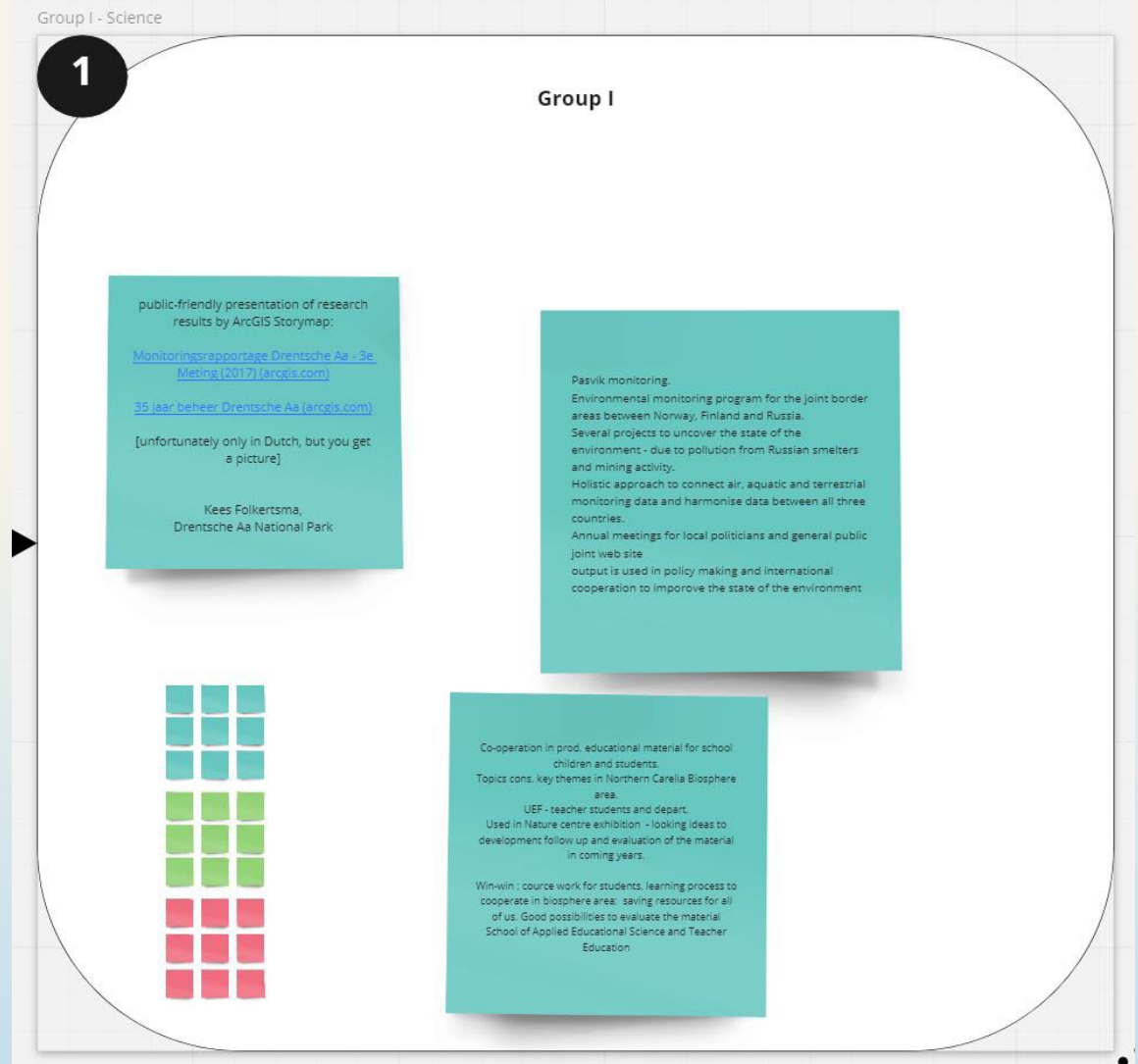
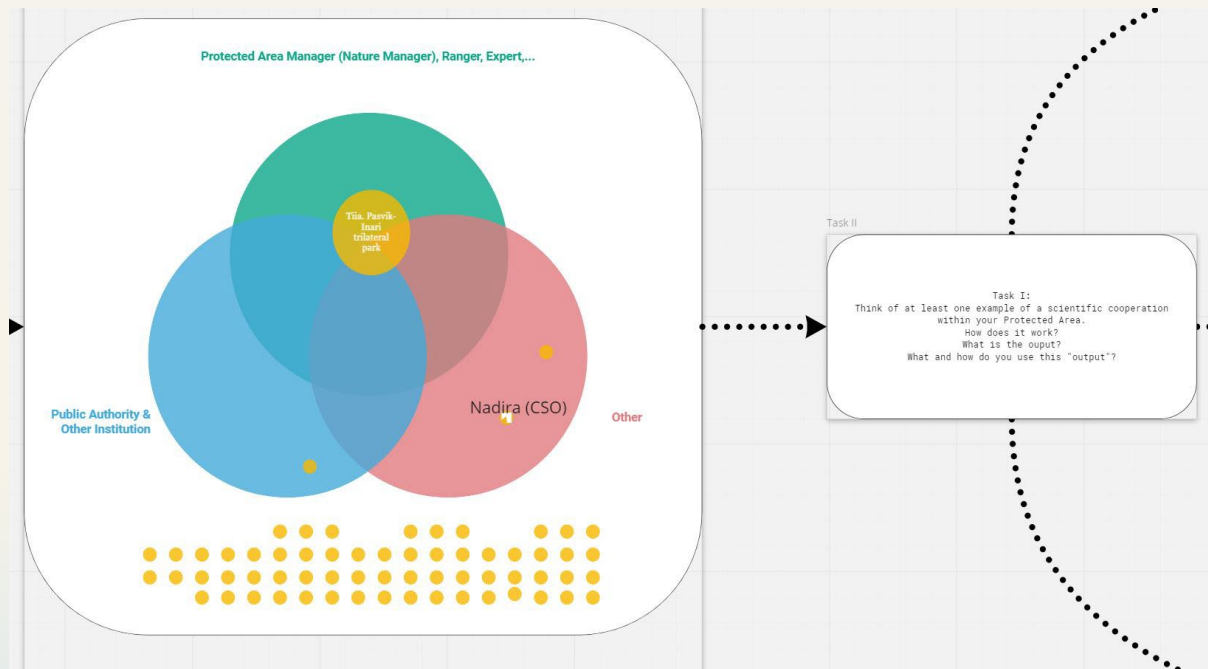


EUROPARC Conference - MF (Lisa & Anna)



Mind Factory conclusions #5

- Overarching topic „Transboundary“



Mind Factory conclusions #5

- Overarching topic „Transboundary“

Group II - Science

2

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

Volunteering to collect data in National Park -

Output: study for protected area designation

Gathering volunteer through scientific associations (nature conservationists)

Output: report, scientific publication, database, publicly available, specimens to natural science museum + need for informing public

Output: publication (hard copy) + online database (very new)



Group I - Scientific Communication

3

Group I

How

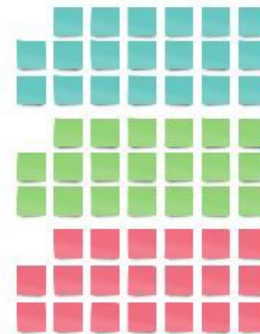
- public meetings
- website
- (local) parliament
- factsheets + leaflets + reports etc.
- video
- social media
- drawing and art
- stories en (comic) pictures
- hybride meetings
- games, ie. board games, puzzles etc.
- target group accurate information

Issues

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

Helpfull

- 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?



EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA

Group II - Scientific Communication

4

Group II

internally,
researchers

e-mail,
meetings,
phone, 1 on 1
meetings,
exhibitions

challenge:
adjusting the
content to
target groups

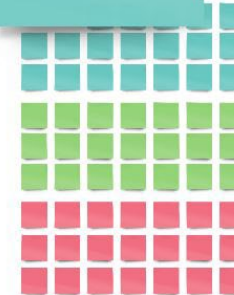
solution:
less is
more

decision makers,
partners, donors,
local community,
key stakeholders,
wider public

bi-annual newsletter, social
media (Fb, Twt, Ln), policy
meetings (with decision
makers), public events
(public hearings), other
significant people/experts
in the field spreading the
word

challenge:
human
attention -
decreasing

solution:
innovative
communication
tools to keep the
attention + more
funds for CSOs



Mind Factory conclusions #5

- Overarching topic „Transboundary“

3

PROSENSOLS
PRODUCTION OF EDUCATIONAL MATERIALS ON SOIL

OUTPUT

MATERIAL: - BRIEFCASE → 13-15 Y.O. - EXPERIMENTS
 - BROCHURE → 16-18 Y.O.

13 TYPES:
 1 - SOIL - GENERAL INFO ON PROBLEMS, SOLUTIONS, HOW TO TAKE CARE
 2 - SOIL EROSION - WHAT IS, HOW TO PREVENT
 3 - ORGANIC MATTER

- GENERAL EXHIBITION FOR ALL PUBLIC

OBJECTIVE: AWARENESS RAISING - ALL AUDIENCES

WHO PRODUCED IT?:
 - UNIVERSITY
 - NATURAL PARK
 - CHAMBERS OF AGRICULTURE

WHAT DO WE LIKE ABOUT IT?:
 - THE PARK DID THE LINK BETWEEN SCIENCE AND PRACTICE
 - STILL BEING USED, SINCE 2012

TARGET AUDIENCE:
 - AGRONOMY + HORTICULTURE STUDENTS
 - HIGH SCHOOL
 - "COMMUNES" (MUSEUM, SCHOOL, ...)

CHALLENGE:
 - TRANSLATE SCIENCE KNOWLEDGE TO TEENAGERS
 - TEENAGERS DON'T CARE.

4

SCIENCE

COMMUNICATE

THE CLEANEST AIR IN THE WORLD

#SUPER SITE PALLAS

• PALLAS-YLÄSTUNTURI NATIONAL PARK } METSÄHALLUS
 WILD AN PARKS, FINLAND

• FMI FINNISH METEOROLOGICAL INSTITUTE

(OULU UNIVERSITY
 HELSINKI UNIVERSITY)

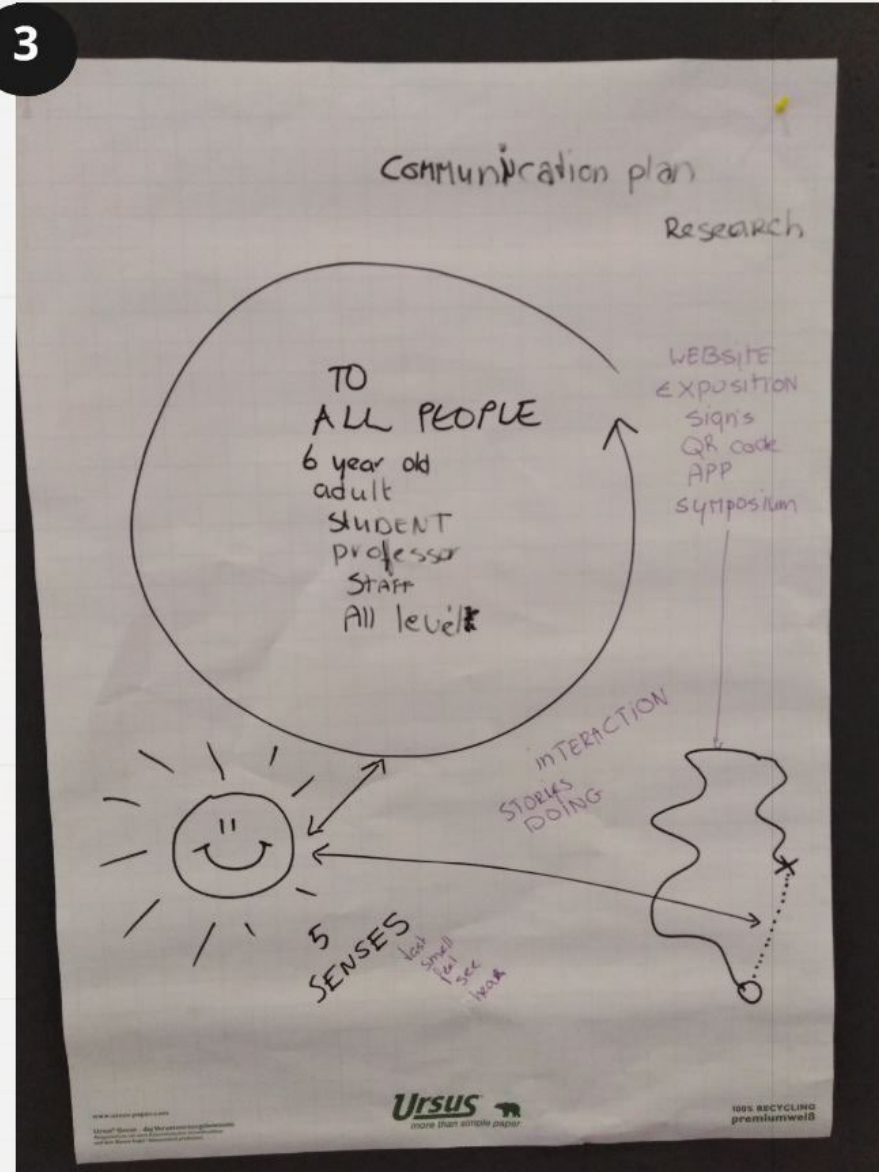
• ROVANIEMI / LAMK "HIGHSCHOOL"

- VIRTUAL VISIT
 - NET PAGES / WEB
 - NATURE TALKS
 - TRAIL SIGNS
 - VISITOR CENTRE

Mind Factory conclusions #5

- Overarching topic „Transboundary“

3



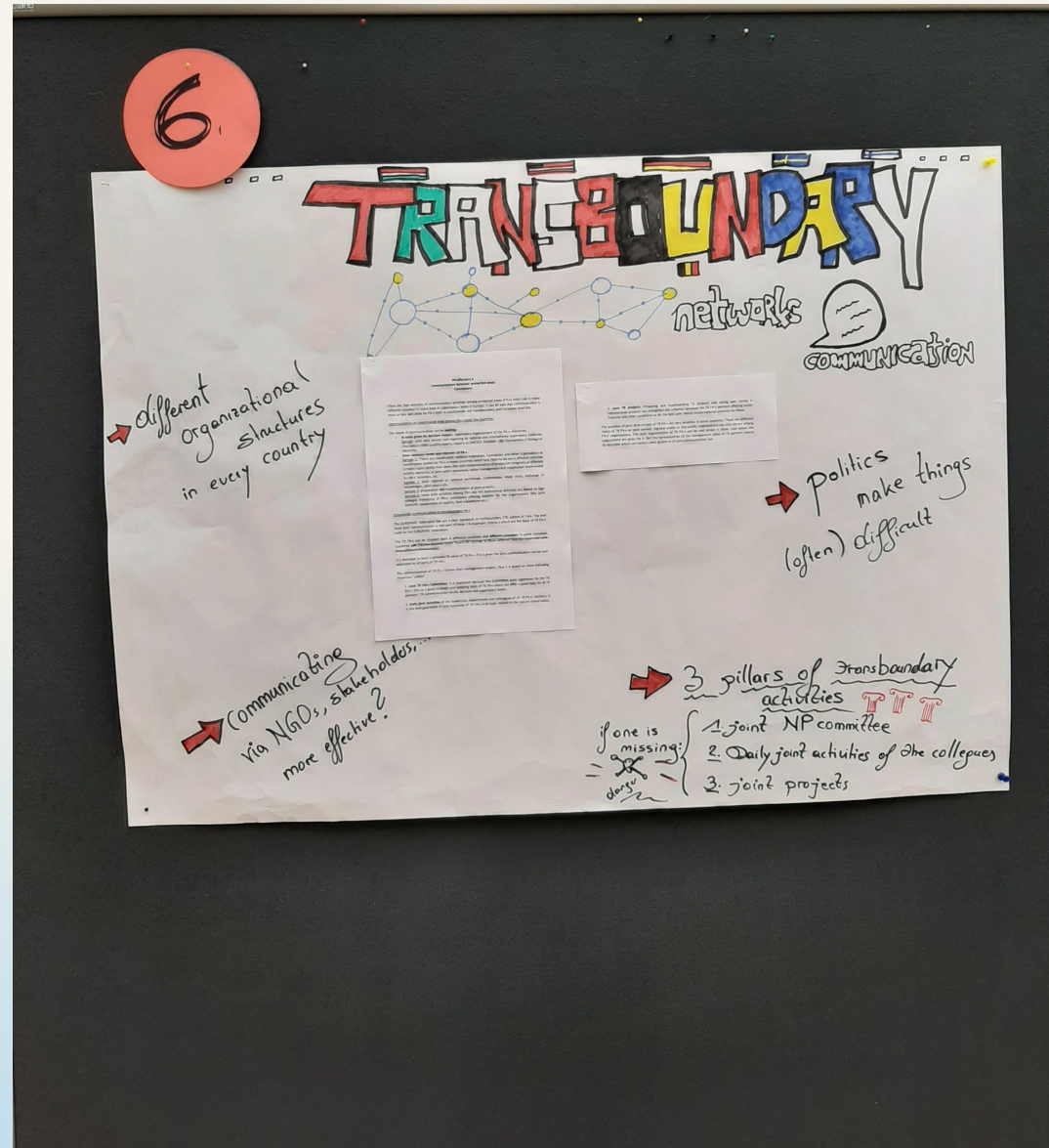
EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA

Mind Factory conclusions #6

- Overarching topic „Transboundary“

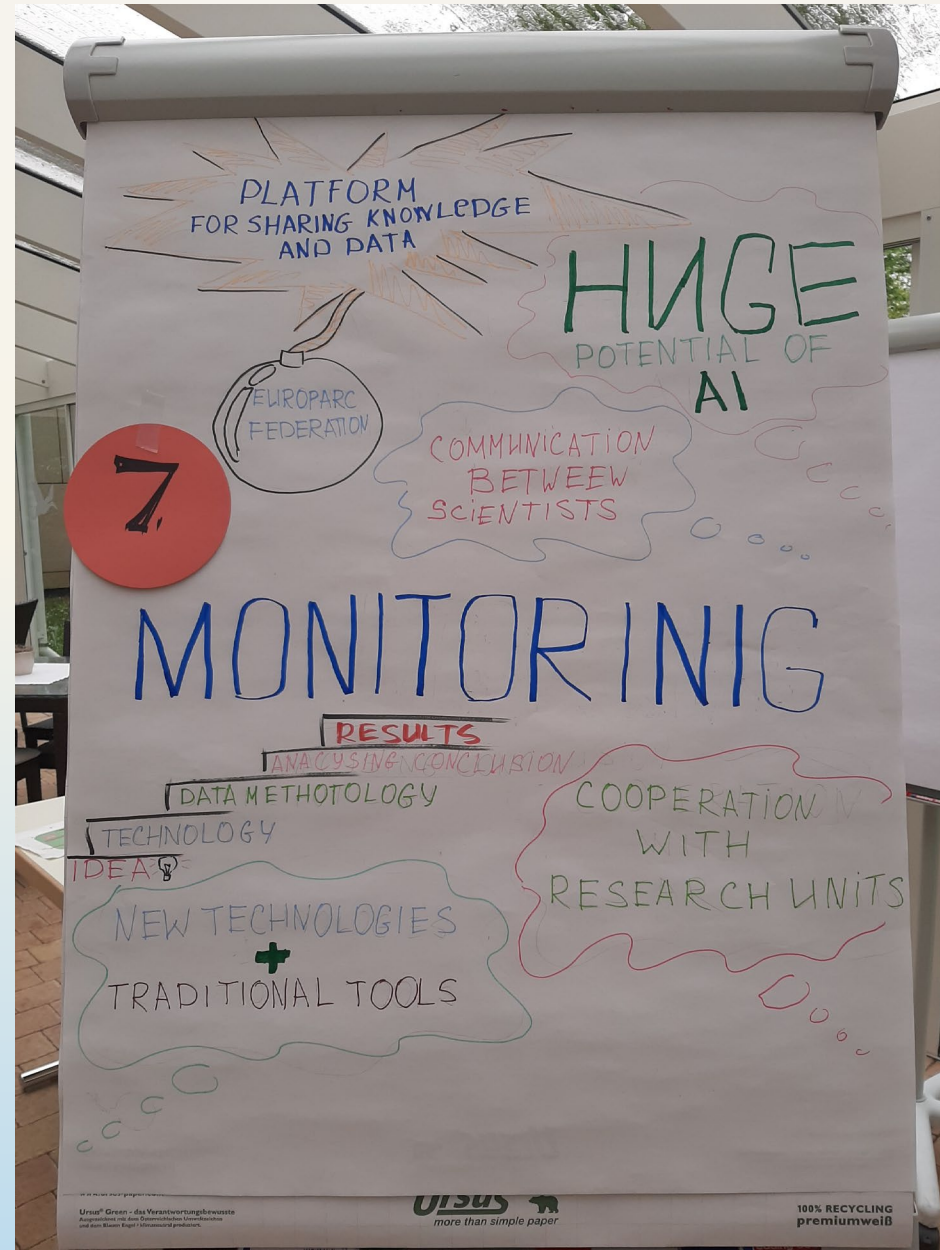


EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA



Mind Factory conclusions #7

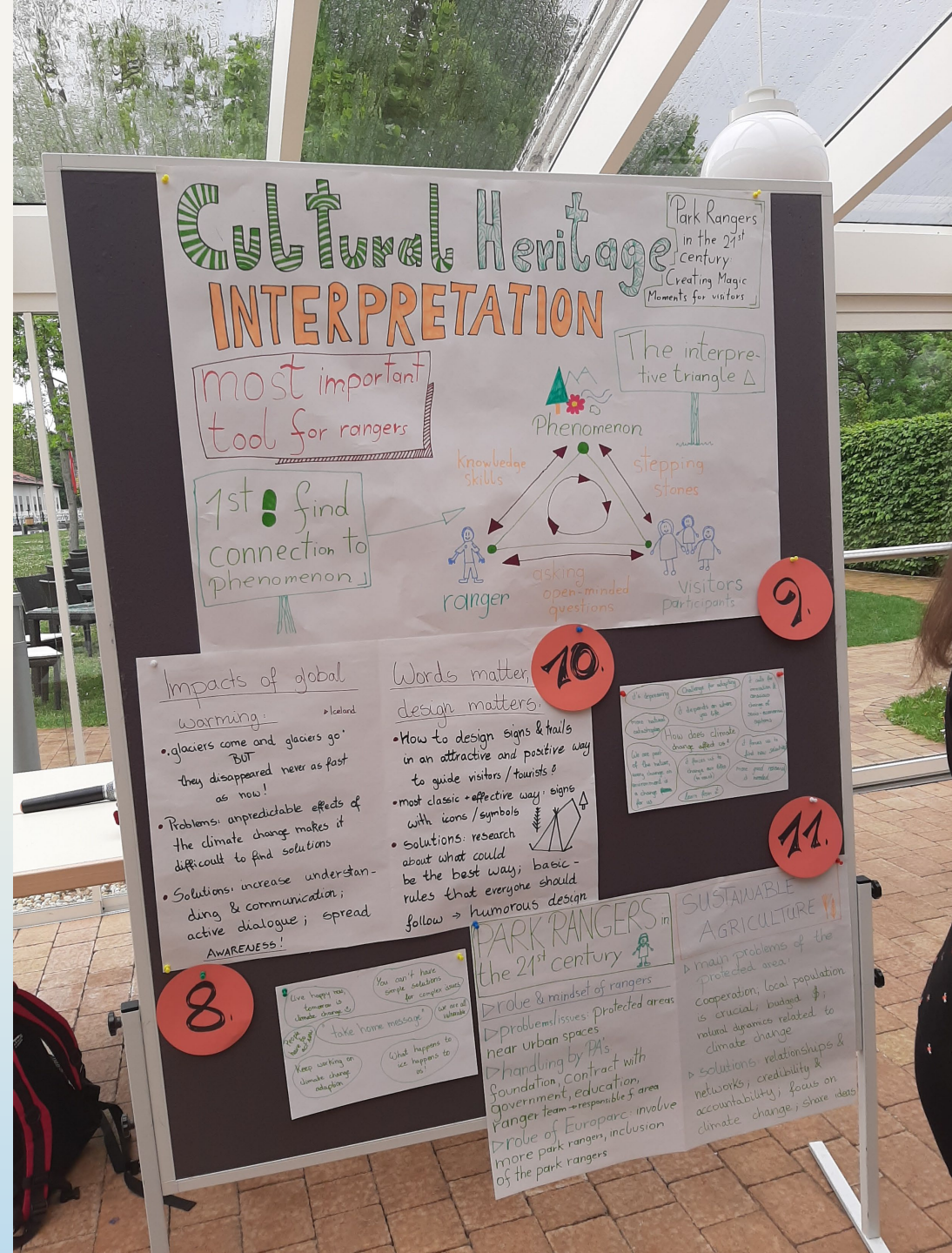
- Overarching topic „Transboundary“



EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA

Mind Factory conclusions #8, 9, 10, 11

- Overarching topic „People & Culture“



Mind Factory conclusions #14, 15

- Overarching topic „Youth“

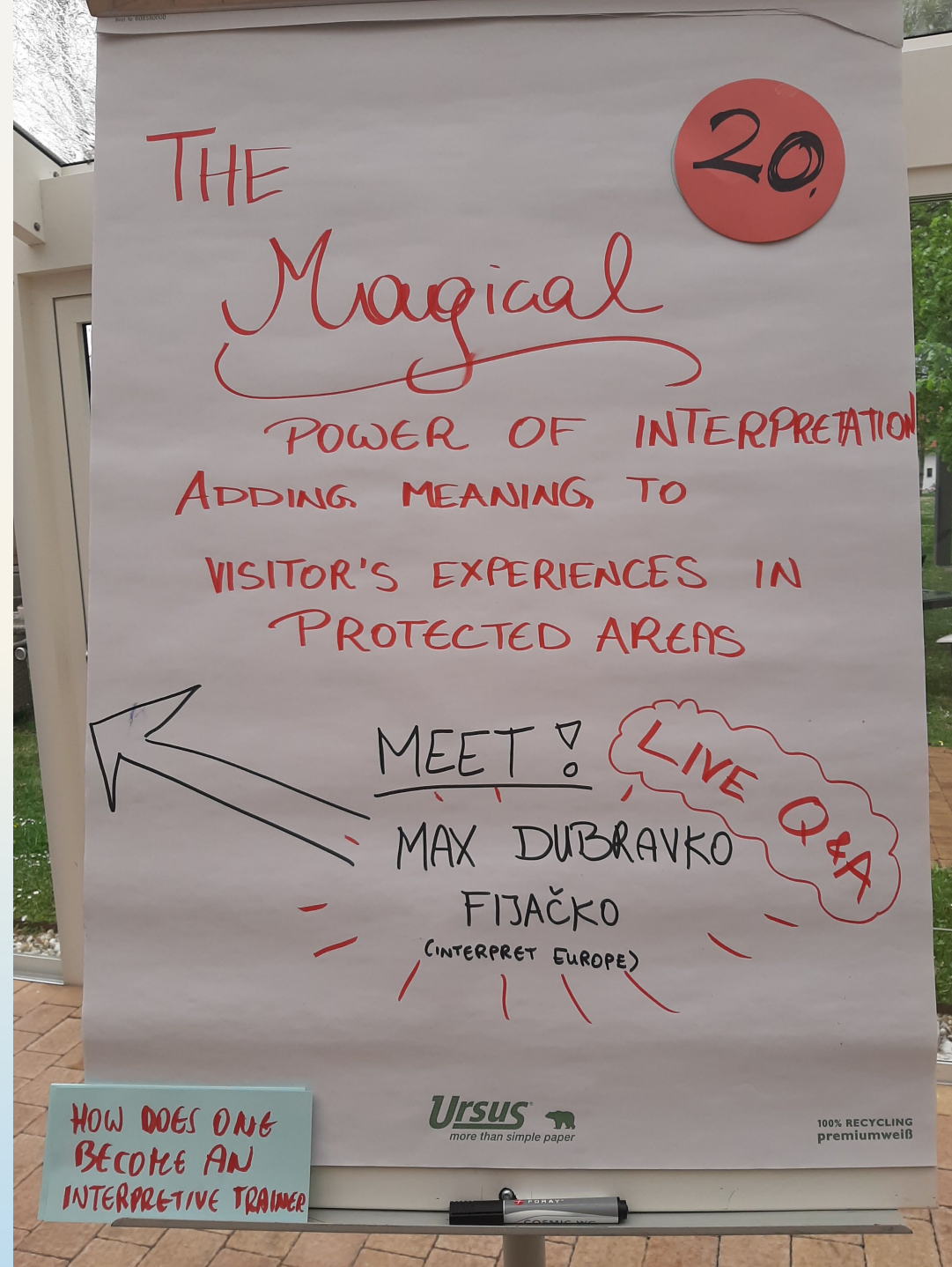


EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA

-
- Digitized World*
- SOCIAL INFLUENCER
- Cooperation with influencers in raising awareness
- Social media and modern apps to reach younger audience
- Change the motivation for visiting NPs
- Branding creates PAs identity
- One market for all PA
- Market strategy for branding
- Branding as tool to increase awareness for NPs
- Training brings knowledge and finance and saves time! – create a case!
- Tailoring courses according to the managers needs
- New communicative tools – LIFE Enable communication plan
- Visualization tools
- Solve problems with Appreciative enquiry – 4D cycle
- c b a p l d i t n y g
- Branding
- LIFE URBAN GREENING PLANS
- LIFE NATURE ADAPT
- SEE
- YOUTH
- NATURE
- Nature 2000 App
- 17
- 16

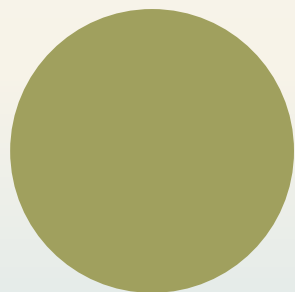
Mind Factory conclusions #20

- Overarching topic „Transboundary“



Colour palette

- 4 main colours:





EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA



Example picture

NationalPark Neusiedlersee Seewinkel by Barbara Kofler



EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA



EUROPARC
CONFERENCE
2.-6.5.2022
NATIONALPARK
NEUSIEDLER SEE - SEEWINKEL
AUSTRIA