

# EUROPARC Conference 2022

COMMUNICATING IN THE 21<sup>ST</sup> 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



NATIONAL  
PARKS  
AUSTRIA  


  
– NATIONALPARK –  
**NEUSIEDLER SEE**  
**SEEWINKEL**



**EUROPARC**  
F E D E R A T I O N

# Mind Factory 15

- Communicating in the digital world: connecting to new audiences online – Hybrid



Giorgia Garancini



Esther Bossink

# What are we doing today?



# Let's break the ice!



What is your animal alter ego?

Adjective – first letter of your first name  
Animal – first letter of your second name

20  
minutes

# The power of social media...



**EUROPARC**  
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**2.-6.5.2022**  
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NEUSIEDLER SEE - SEEWINKEL  
AUSTRIA



Potentially, our reach is unlimited...



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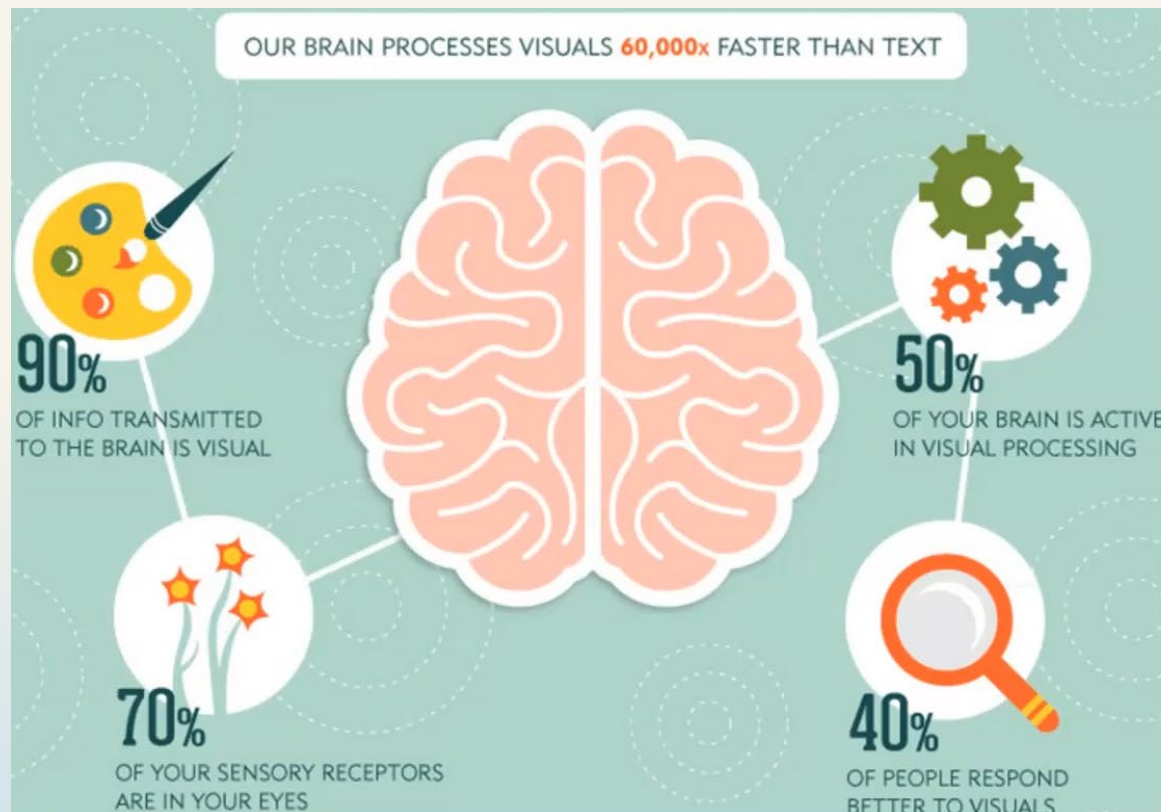
**Information**





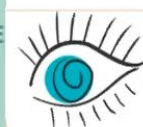


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The brain processes visuals **60,000** times faster than it does text.

It takes **13 milliseconds** for brain to identify the image and another **100 milliseconds** to process the information.



**People retain  
80% of what they SEE**



**20% of what they READ**

**and 10% of what they  
HEAR.**



*The project and all actions are made possible with support from  
the LIFE financial instrument of the European Community*





# Our Protected Areas are laboratories for sustainable development



© Kullaberg Nature Reserve



© Sintra-Cascais Natural Park



## National parks

## 'The litter was a shock': 2020's Covid-driven rush on UK national parks

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



Fri 1 Jan 2021 10.30 GMT



This summer, they got what they all thought they wanted: the biggest influx of new visitors in their history. With foreign travel off the agenda for most and the shops closed, people who had never before walked up a hill, let alone worn Gore-Tex, heading to their nearest national park as soon as lockdown restrictions were eased.

<https://www.theguardian.com/environment/2021/sep/25/call-of-the-wild-planned-dartmoor-crackdown-will-penalise-campers>

Door de coronacrisis is het dit jaar een stuk drukker in natuurgebieden, en dat zorgt voor geluidsoverlast, afval en schade. Dat blijkt uit een rondgang van het tv-programma De Monitor onder 158 boswachters en boa's.

© Michiel Maas · 07 september 2020



May bank holiday in Bowness on Windermere. 'It feels like we are at peak car,' says Richard Leafe, chief executive of the Lake District national park. Photograph: Gordon Shoosmith/Alan

Thirty years after his death, more than 90% of the Lake District's 19 million annual visitors arrive by car, seeking - perhaps ironically - the unspoiled views, clean air and stunning scenery Wainwright extolled in his Pictorial Guides.

**Freizeitdruck durch Corona: Schaden für Feld, Flur und Fauna**

Naherholung steht im Lockdown hoch im Kurs. Doch nicht alle verhalten sich wie "Gäste" in der Natur.

03.05.2021, 05:49 Uhr 

## Freizeitdruck durch Corona: Schaden für Feld, Flur und Fauna

Näherholung steht im Lockdown hoch im Kurs. Doch nicht alle verhalten sich wie "Gäste" in der heimischen Natur - mit teils gravierenden Folgen für Flora und Fauna. Umweltschützer und andere Landnutzer mahnen mehr Rücksicht an.

Von  Chris Köhler  BR24 Redaktion

In der Coronakrise hat sich vor allem die Zahl der Radler sprunghaft erhöht, zudem sind viele Menschen in ihrer Freizeit auch auf "Schusters Rappen" und "auf den Hund" gekommen. Der Publikumsverkehr hat aber nicht nur an ohnehin bekannten Brennpunkten wie dem Walchensee oder dem Nationalpark Bayerischer Wald extrem zugenommen, auch an bisher wenig frequentierten Orten tummeln sich nun nahezu rund um die Uhr Menschen.

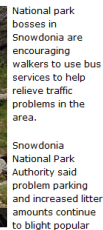
- Overtourism: Haben die Sehnsuchtsorte zu spät reagiert?

<https://www.br.de/nachrichten/bayern/freizeitdruck-durch-corona-schaden-fuer-feld-flur-und-fauna>, SWFCpNA

the inside view of the outdoor world

MAGAZINE / NEWS / SNOWDONIA BOSSES CONTINUE TO DEAL WITH PROBLEM PARK VISITORS' LITTER

**Bob Smith, Editor**  
Friday 13 August 2021 07:58 PM GMT  
No subsequent updates have been made

[Jump to comments](#)

destinations.

A spokesperson said: "Since the end of the first Covid-19 lockdown, Snowdonia has seen unprecedented numbers of visitors to the national park."

<https://www.grough.co.uk/magazine/2021/08/13/snowdonia-bosses-continue-to-deal-with-problem-parking-and-visitors-litter>

Let's check in...

# Where could your Park improve?

10  
minutes

# Always think about your A – B – Cs

## PERSONA AVATAR

**Persona name:**  
(fictitious person)

**Age:**

**Job title:**

**Where do they live?**

**What are their values and goals  
in personal life?**

**Since COVID-19?**

**What are their hobbies and  
interests?**

other notes

**What are their pains and challenges in  
day-today life?**

**Since COVID-19?**

**Why would they be approaching your  
services?**

**What elements of your services are they  
most likely to interact with?**



30  
minutes



# Let's hear it!



- Presentation time...

10  
minutes

# Time for a break

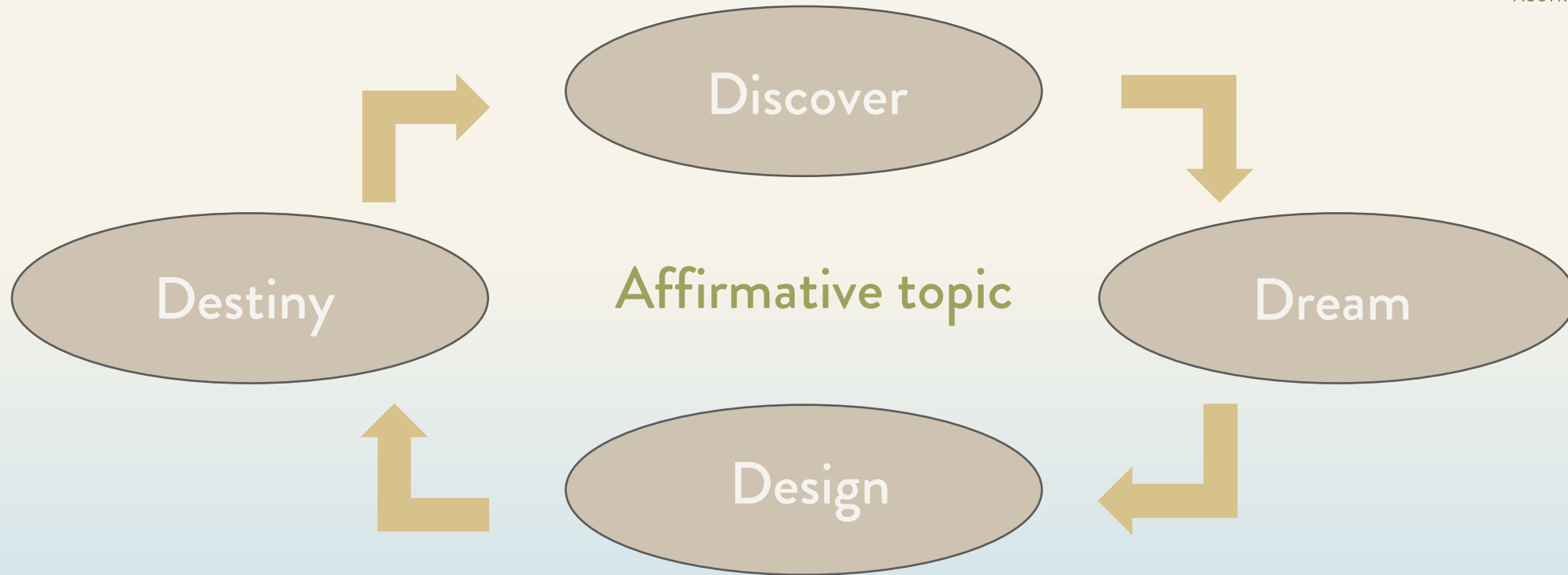


Coffee is served @  
“VITAVESTA” → number 7  
on the map.

We are currently around  
number 7

15  
minutes

# Appreciative Inquiry





# Let's inquire...

- What is a piece of communication you are proud of?
- What were the different elements of the best practice examples? Top 5 tips

# Let's hear it!



- Presentation time...

# How can we help?



- How can EUROPARC help reach your target audience and resolve issues through communications?

15  
minutes



# Final questions, comments?

- & group picture time!

# Up next...

- Market Place @ Seewinkelhalle (main room)

