



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

# Workshops summary - Report 2014

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**EUROPARC Annual Conference**  
28<sup>th</sup> September-1<sup>st</sup> October, Killarney, Ireland

**This report fulfils the following objective of the NGO operating grant 2014 under the Financial Instrument for the Environment (Life+):**

*(operating grant agreement N°2014/680767/SUF/E4-EUROPARC) awarded to the EUROPARC Federation*

**2a)** Developing capacity within the Protected Area management community to deliver more effectively managed and conserved protected natural heritage.



*Funded by the European Union.*

*The production of this publication has been supported financially in the framework of the European Commission's (Directorates General Environment and Climate Action)*

*LIFE + funding programme of operating grants for European Environmental NGOs.*

*The content of this publication does not reflect the official opinion of the European Union.*

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## WORKSHOP 1 The Value of involving young adults in Protected Areas

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### Presentation

Young Adults can be excellent advocates for protected areas and the wider European N2000 system, if parks work together to channel their enthusiasm and ideas. The needs of young adults and those of the protected areas must be assessed and managed to achieve value for all. We want to retain support for the protected area and develop leadership skills for young people in the park communities.

- With input from the Cairngorms National Park (Scotland, UK), the workshop will look at work being undertaken across Europe, to move the successful Junior Ranger programme forward and develop the advocacy ideas expressed at the 1st EUROPARC youth conference in 2013.

This workshop will generate practical actions for parks to support young people to participate in the management of the protected areas, and to look to what a European project could deliver.

Input: Cairngorms National Park (Scotland, UK)

### Summary

#### Current state of play

- Difficult to find new leaders for youth groups in **Malta**. Why? Young people spend a lot time indoors and with media technology. Do not go out anymore, difficult to find new kids for youth groups and older ones responsible for leading on this. The older committed once very often also leave Malta to study elsewhere.
- Very young and very old people involved in protected areas in **Sweden**. Youth missing. Volunteers are usually 60+, and kids up to 16
- Youth Ranger competition in **Hungary** for youth aged 18-23 years, 2 weeks programme accompanying rangers in their daily work, no follow up so far as no regular continuous programme in place
- 10 youth older than 18 years, keen to support parks in **Netherlands**, want responsibility. Some specified, they want to lead own JR groups, others prefer to engage in park work/maintenance/research.
- Youth beyond 18 not really involved in **Scotland**. They are not being kicked out either, but at the moment also not encouraged to stay with the park. John Muir Award and Junior Ranger Award established/on the way
- Fun activities itself do not do anymore. Responsibility and advocacy are key words (combined with fun activities of course 😊)
- There is a lot of youth involved in different organisations, sport clubs, bird watching, youth activity centres. It is a challenge that should be undertaken to establish relationships with them to bring PAs and youth closer together.

#### Especially relating to the declaration of the 2013 Youth Conference, the 7th EAP and Biodiversity Strategy

Participants very surprised that youth does not play a role in 7<sup>th</sup> EAP. We showed where and how linkage between EAP and Youth policy can be made. Topics where EUROPARC and a youth programme can help is:

- Support youth participation in representative democracy and civil society → youth board members, participation in youth councils
- Support youths' voluntary activities, promote cross-border mobility of young people → voluntary support of JR programme; give back what has been learned, enable participation in international events

- Current crisis compounds need to nurture young human capital, concerns of youth are education, employment, social inclusion and health → new training possibilities, new competencies, better employability, youth included in park community and connected internationally, healthy activities outdoors

#### **How people are responding on the ground, and in what ways are PA involving youth in their work.**

- Netherlands, answer: skill training (Youth Nature Mentor); give them responsibility for organising events e.g. national JR camp, let them do it but be there to support
- Survey in the Netherlands (Zuid Kennemerland) among youth in 2015 on what they want and how it can be achieved
- Work on formalisation of achievement/training by creating the Junior Ranger Award, get it recognised as form of education that can go in CVs of youth (Cairngorms National Park); engage through head, heart and hand

#### **What information gaps there are to assist, support or enable PA manager to work better in this topic area?**

- What does youth want
- How to set up programme
- Where to find the money to run a programme
- Share best practice examples in the network
- Enable exchange between different networks, not just EUROPARC but with youth organisations and others (it was said that this could be done through sections or responsible organisation in the respective countries)
- Engage with youth associations
- Include funding/support for youth in projects and enable them to participate in international events. Follow up promises made

#### **Actions following the workshop:**

- Participants inspired and happy to hear that common European approach is underway through new EUROPARC project
- Work on official recognition of JR training in home country
- Suggestion by participants to have youth representative on the EUROPARC Council
- Create pathway of engagement, from cradle to grave
- Find a place for nature in the big picture of economy, also to enable third party funding
- With inspiration gained, convince partners in Sweden to continue with youth education programmes in PAs
- Share discussion with youth groups in Malta, especially BirdLife, encourage them to connect internationally

## WORKSHOP 2 The Economic Value of Protected Areas

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### Presentation

Protected areas and N2000 sites have been shown to be net stimulators of the local or regional economy. What measurable benefits do protected areas bring to communities and can we identify the "halo effect" of parks? What political gain can be achieved through investing in such economic studies?

- Our Keynote speaker Liisa Kajala from Finland will also be on hand to elaborate the figures produced in Finland and examples from Wales presented by Tegryn Jones of Pembrokeshire Coast National Park (Wales, UK), will show a study of the economic benefits of Welsh National Parks to the Welsh economy.

This workshop will examine the effects shown by the Welsh and Finnish studies how such studies could be replicated in other parts of Europe.

Input: Pembrokeshire Coast National Park (Wales, UK), Metsähallitus, Natural Heritage Services (FI)

### Summary

- Lot of information, but it's not consistent (e.g. different levels)
- Common theme – budgets are under threat
- People are aware of the need of such information
- Information strategy
- Relevant information according to the needs of stakeholders, policy makers at European level
- Strategic direction for members (short guidelines, key principles)
- WG to prepare the state of the analysis/ report on this topic
- European level figure (project/ WG)

## WORKSHOP 3 Valuable Funding for Protected Areas

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### Presentation

With public agency funding at critical levels all over Europe, the need to look at public private initiatives have never been more pressing. Protected areas need to show that they are catalysts of economic growth and learn to work with the private sector as partners in sustainable development.

- WECAN (BE, FR, UK) is a tri-country project developing the role parks play with the private sector, through environmental sponsorship as a mechanism to deliver good business and biodiversity.

The workshop will explore what lessons can be learned from the WECAN project and try to identify priorities and potential partnerships for project proposals that would enable parks across Europe to establish positive and lasting relationships with the corporate sector to benefit sustainable development and conservation.

Input: WECAN (BE, FR, UK)

### Summary

#### Current state of play

- See ppp
- Mariane Maillot
- See European Fundraising Association

#### Tips – Hazards

#### EU – Policy

- Respect PA + Funding Member states
- Transnational giving: uniform rules for tax shelter etc

#### EUROPARC Federation Policy

- Lobby in Bruxelles
- Exchange platform

#### Lessons learned:

- Need of exchange
- A lot of best “Best practice examples”
- You need money to get money
- You need a long term plan
- Similar problems – cooperate to tackle them
- Identify and present your organization to get money

## WORKSHOP 4 The Value of Research

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### Presentation

Climate change, invasive species, biodiversity loss, and socio-economic issues are all burning management questions being posed by Europe's protected areas and N2000 sites. Building closer partnerships with researchers and understanding the needs of both parks and research, is necessary to identify actions orientated answers and truly build learning landscapes.

- Building on EUROPARC project in association with the HuBon institute, Dr. Zsolt Vegvari, Hortobagy National Park (HU) will present outcomes of the recent workshops looking at research gaps needed for protected areas and how to address them as well as consider how to disseminate the results of research effectively.

The workshop will discuss how parks can and research work beBer for mutual benefit. Can we identify research priorities and the role of parks to both be living laboratories as well as gain new knowledge and techniques to manage effectively the parks and N2000 sites?

Input: Hortobagy National Park (HU)

### Summary

#### Initiative

- Start a working group in the framework of the Europarc Federation involving Europarc Consulting
- The working group aims to:
- Serve as an interface between PA management and researchers
- Survey
  - Objectives and needs of both PA managers and researchers
  - Good practices
- Find research institutes for collaboration
- Provide collaboration topics
- Search for funding opportunities
- Develop a toolkit consisting of
  - Communication tools
  - Standardized criteria
  - Open databases
  - Existing websites and other knowledge exchange tools

## WORKSHOP 5 The Value of good Connectivity in Nature

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### Presentation

Protected areas are crucial points in Europe's green infrastructure. How can we continue to connect protected areas and N2000 sites, to improve overall ecological resilience? Can this be done physically and through improved co-ordinated management across multiple planning responsibilities? What is the role of protected areas in wider landscape planning?

- Gerry Clabby, Fingal Country Council (IE) will share how a local authority in Ireland is tackling this issue.
- Magnus J.K. Wessel, Bund (DE) presents the Green Belt initiative, and the way it contributes to implement the Green Infrastructure strategy. The workshop especially looking at some transboundary examples, will examine what roles protected areas play in planning systems and how can their functions be improved. Lessons will be shared from examples across Europe. We will explore connectivity, restoration, ecosystem services and funding opportunities, sharing good practices and policy developments with protected areas managers.

Input: Fingal Country Council (IE), Bund (DE)

### Summary

- Protected Areas are the backbone of Europe's Green Infrastructure
- For GI to work we need strong protection and management of core areas with good, functional connectivity between them
- Across Europe we need to use existing knowledge and approaches to clearly define what and how to connect
- To make connectivity operational on the ground we need to communicate and engage with people about the common benefits of a green infrastructure
- We urge EUROPARC to emphasize the importance of connectivity in its discussions and actions at EUROPARC level, and in the implementation of EUROPARC's strategy

## WORKSHOP 6 The Value of Healthy Nature for Healthy People

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### Presentation

The evidence that nature is good for human health is without dispute. How can protected areas and N2000 sites play a more effective role in providing clear health orientated services and access, and seek to work with other partners in health and sports to deliver on policy initiatives?

- Rob Jules, National Trust (UK) will profile an innovative project working with Sports England in the first of its kind showing how two previous, disparate partners came together using protected areas as the locus of health benefiting activities. They will show how to use special places and partnering with different organisation to get people active in the outdoors.

The workshop will look to build an evidence base of case studies from across Europe to show how partnerships can be built and new sources of monies brought into the parks management as a result.

Input: National Trust (UK)

### Summary

#### Barriers/ Challenges

- Weather/seasons
- Changing perceptions of health sector
- Finding the right people (e.g. doctors)
- Lack of common language
- Location – knowledge – competition
- Entrepreneurs
- Restrictions within Pas
- Need for research + evidence to convince
- Not yet our core business – need to involve others (e.g. politicians)

#### Partnerships

- Health authorities
- (Outdoor) education
- Entrepreneurs
- People's hearts

#### Communication

- Need for ambassadors
- Surveys of NPs
- Need for sharing information

#### EUROPARC Strategy

- Activities that EUROPARC might undertake

**Networking**

**Evidence**

**Projects**



- Share results on the website to find questions and answers together
- Network how to support each other from member to member
- Charter for healthy parks/ organisations (i.e. Charter for sustainable tourism)
- Practical cases on what nature organisations can offer to health organisations
- EUROPARC gives us the evidence so we can convince the people within our own section
- Database of Library with Research data
- Expertise contacts
- Forum on the website of EUROPARC Federation
- Lobbying on health
- Local connections within countries/ Communication
- Best practices - sharing in the toolkit
- Workshops for practitioners per country

### **Participants' actions after the workshop**

- to put the issue high on the new presidency agenda
- find focal point (person) from every member/ country/ section (Health WG)
- When working in environmental education, to raise the subject of engaging those who do not regularly use the Park/ outdoors (low-income families, urban areas)
- Often middle-class families with a background in outdoor activities
- Make it accessible to lower income families
- Contact local health authorities
- Feedback + encourage local SDO's in England to have more of a health focus rather than sport one
- Ask SNP to make a health network in Holland's NPs
- Organising the network within the Low Countries Section – this project Healthy People/ Healthy Parks
- Health network
- Raise the topic that access to healthy nature gives healthy people
- Find the good arguments I need to prove that this is true and convince my organization
- Participants actions after workshop
- Talk to family and friends to make them aware of the necessity of nature for their well-being
- Send a summary of this workshop to the members of EUROPARC Spain
- Make a list of persons + institutions interested in the topic
- Think about how to find money to invest more time and reasons to develop a project on Health and PA
- Get in contact with local organisations to see how we can welcome them
- Define what we already deliver
- Contact potential partners on a regional level.
- Communicate
- Local research + opportunities of funding
- Network, convince my organisation

## WORKSHOP 7 The value of integrated management of Protected Areas for biodiversity

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### Presentation

One of the fundamental roles of protected areas and N2000 sites is integrated management for biodiversity conservation. Nature knows no boundaries and therefore understanding the "bigger picture" of the trends for biodiversity across Europe is needed, if we are to effectively manage whole ecological systems. The actions of the EU Biodiversity strategy and the importance of the current Biogeographic seminars will be discussed to reiterate the important role protected areas play in their successful implementation.

- Emma Salizzoni, Polytechnic of Turin, European Documentation Centre on Nature Park Planning (CED PPN) (IT) will present the relationship between EUROPARC members and N2000 sites
- Neil McIntosh, ECNC (NL) will look at the main management issues in N2000 sites that have emerged from the analysis of Europe's biodiversity, and will look at initiatives to encourage cooperation for better management.

The workshop will indicate what the current trends in habitats and species are and what actions are needed from protected areas and N2000 sites to provide information, data and implement actions to contribute to achieve the EU targets for biodiversity.

Input: Polytechnic of Turin, European Documentation Centre on Nature Park Planning (CED PPN) (IT), ECNC (NL).

### Summary

- State of the play
- there is a significant overlap between PAs and Natura 2000 sites both in terms of territory and even more in terms of the organizations managing them, but
- differences in legal and administrative structures of the countries concerned, in priorities and management targets between PAs and Natura 2000 sites make the overall picture extremely colourful
- Real integrated management for biodiversity from planning to implementation is hardly possible, in most of the cases it is just a wish, although there are a few good examples in Europe

### Main problems identified

- Ineffective use of existing resources, like the CAP money for biodiversity on a Member State level
- Lack of integration of PAs and N2k sites and their management into the wider landscape
- Limited or no involvement of local communities into the management of PAs and N2k sites,
- Site (incl. PAs) managers are not aware of or involved enough in the ongoing Natura 2000 Biogeographical Process of the EU

### Needs of site managers

- More information about and involvement in the Natura 2000 Biogeographical Process
- Effective use of EU Funds (Rural Development, Structural) on a local level
- Tools and best practices for a more integrated management, on how to involve local communities, how to manage sites as part of a wider landscape,
- exchange of experience among site managers on the management of specific habitats and species within the same EU Biogeographical Region

### **What EUROPARC Federation can do about it**

- Active involvement of members through the Federation (Sections, Directorate) in the Natura 2000 Biogeographical Process
- Improved lobbying on a Member State level for a much much more effective use of different EU Funds (CAP, Structural) to meet the requirements of EU Biodiversity Strategy on the ground (mostly by the sections of the Federation)
- Dedicate workshops for during the EUROPARC Conferences for concrete management issues of different
- Launch a Natura 2000 Expertise Exchange Programme for the human resources development of EUROPARC members on the different aspects of habitat and species management on the basis of Biogeographical Regions

### **What participants will do differently in their everyday job in the future**

- Do not know yet, it was too early to ask for it.

## WORKSHOP 8 The Value of Protected Areas for Climate Change and Renewable Energy

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### Presentation

With floods, droughts, raised sea levels and changing biodiversity, the effects of climate change are likely to become more pronounced in Europe. Protected areas are a key natural solution to climate change, and need to be seen as part of the actions governments can take to both mitigate and adapt to climate change. How do protected areas respond to the challenge of renewables across Europe? Protected areas are working together to coordinate management and show in action the need to work internationally to combat climate change.

- Micheal O Briain, EU Commission, DG Environment will highlight the EC guidelines on N2000 and Climate change.
- Diego Maloli, BioEUParks project (IT) aims to develop an efficient and sustainable biomass supply chain in 5 European Nature Parks. The project seeks to develop an approach that overcomes the lack of transparency on decision making processes to deal with community concerns that biomass is intrusive or potentially dangerous for environment, health and landscape.

The workshop will consider how protected areas identify the effects of climate change in their park systems and how they can identify the important role parks play in mitigation. What changes have been measured and how adaptive management is needed to address these ongoing changes and further consider what is the role of N2000 sites and protected areas in supporting renewable energy production.

Input: EU Commission, DG Environment, BioEUParks project (IT)

### Summary

#### Only 1 Park Manager – Snowdonia National Park

- Climate change impact visible on snow/ frost reduction in mountain areas over last 50 years
- There is nevertheless disagreement among experts on the cause – need to speak/ listen more to local communities + holistic approach to climate change

**Incorporate climate change in planning and park management + influence where possible other admin. – authorities plans**

**Assess and facilitate implementation – setting of small scale energy supplies/ Housing restoration for energy efficiency/ advise communities/ examples in own parkbuildings**

- We don't know if parks are aware of the issue
- What are the potentials or assets they have (carbon sequestration, restoration...)
- What are the funding opportunities for climate change at EU level? (20% of EU budget) – can we motivate parks to do some work
- Are the impacts due to climate change or to bad management/ planning?
- How can we persuade politicians at local level on the relevance of climate change?
- Standard audit across EUROPE research

**Collect good practices/ examples from P.A. – collect evidence**

- Exercise to collect information – to see if parks are aware, what are their assets (e.g. carbon sequestration: wetland or peatland)

- Provide info on funding available to motivate parks
- Use the huge communication potential of E.F. to educate, train, raise awareness
- Create toolkits on biomass to be implemented elsewhere (mitigation)

**What are the conditions of those habitats? (peatland, grassland, wetland)**

**What if we restore? What value? Parks have the solution and can contribute – new management plans – Is there need for more expertise/ knowledge? How can we get it?**

## WORKSHOP 9 Community Values in Protected Areas

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### Presentation

People are part of the management process, not apart from it. The challenge of positive community engagement is to support nature conservation and stimulate sustainable development. We examine good community contributions to the work of protected areas and the management and governance approach of protected areas. The Biosphere Reserve model will be especially highlighted.

- Bliesgau Biosphere Reserve (DE). \*Subject to change. The Biosphere Reserve model as a key to establishing good community partnerships.
- Brigid Barry, The Burrenbeo Trust (IE) will highlight the pioneering work of a charity based in the Burren with over a decade of experience in empowering local communities to become active leaders in the conservations of their own place. The workshop will determine, what are the characteristics of positive, collaborative community and protected areas partnership.

Input: Biosphere Reserve (DE), The Burrenbeo Trust (IE)

### Summary

#### What can EUROPARC do?

- Community Charter
- Research (social enterprise initiatives)
- Peer support/ networking (projects)
- Lobby
- Starting a digital community on the subject

#### Success/ failure factors

- Social media
- Media in general
- Ability to connect (language)
- Funding
- Getting community enablers
- Early listening/ openness
- Training programs
- Representatives from the communities to be involved (expertise of locals)
- Use commercial activities to the benefit of the PA
- Creating bottom up communication, ideas, models
- Funding possibilities/ ideas
- Governance models/ ideas
- Good practices: urban regions, rural regions, success/fail factors
- What can we do?
- What can EUROPARC do?

#### How can communities contribute?

- Access issues, infrastructure creating understanding / bottom-up
- Communication with the inhabitants of the parks

- Governance/ innovation
- Community development
- Funding
- Listen to young people

### **Success factors**

- Engagement of locals
- Listening to locals (identify their needs/ emotions)
- Identify key figures in community (stakeholders)
- Find a win-win situation
- Achieve without damaging income
- Generate own income
- Credibility, don't promise what you can't achieve

### **Fail factors**

- Negative attitude to park

**Reprioritise** – focus on success

**Use network of expertise**

## WORKSHOP 10 Landscape Values

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### Presentation

There is an indissoluble link between human cultures and diversity of landscapes across Europe. Since the European Landscape Convention was ratified, differing countries have given consideration how it can be implemented. Protected areas in particular are challenged with finding ways to negotiate the transition from yesterday's world to tomorrow's landscape with the inherent complexities of conserving biodiversity within a cultural framework.

- William Cumming (IE) will look at the genesis of the National Landscape Strategy for Ireland and ask what the Landscape Convention means for the management of Protected Areas.

Arnside and Silverdale AONB (UK) \*Subject to change

Input: William Cumming (IE), Arnside and Silverdale AONB (UK)

### Summary

#### What do we know?

- Some familiarity with ELC, however mainly at mid-level in organisation, not up to Board or down to technical level or across org.
- No 'toolkit' or common language across orgs: cf. NATURA, where much more 'embedded'.
- Some E.U. landscape awareness, e.g. green infrastructure, coastal planning.
- (could E.U. designate landscapes- again, cf NATURA)
- Generic techniques- e.g. participatory planning and community engagement, but not well known, or used confidently or comprehensively.
- Do public know value of landscapes? Yes and No! (unconscious awareness- e.g. only when it's threatened)

#### Role of EUROPARC

- Communicate values
- More focus on landscape, especially following E.U. agenda, especially in relation to standards.
- (cf. transboundary co-operation)
- Training in Community and stakeholder engagement: values, criteria, standards, techniques.
- Promote landscape values to inform management objectives.
- Collate information how members have 'enlivened' ELC principles.

#### Our future actions

- Look up Irish landscape strategy on internet
- Provide feedback to government department (DEFRA) on need to increase awareness of ELC (UK signed in 2006!)
- Research and use best practice examples of eliciting public expression of how they value landscape.
- Encourage public participatory mechanisms/understanding.
- Talk to EUROPARC Directorate about potential for Landscape Charter Network.
- Find out about the extent of knowledge of ELC by officers and members (NP) and the use that is made of it (if any!) and ensure we are educated!



- Be more landscape aware in planning.
- Interpret actions in new EPARC strategy from a landscape perspective.
- Consider ELC in revising AONB management plan.
- Encourage public participation mechanisms/understanding
- Engage the public and landowners on topic of landscape.
- Learn more about landscape regulation
- Involve local communities and stakeholders in the management of landscapes.
- Take strength from the discussion
- Notice the work of others and be informed by it.
- Co-operate with P.A.
- Share knowledge.
- Read Fiona Fyfes study.
- Research funding.
- Ask GEO and executive team about ELC.

### **Current issues**

- Produce of landscape policy is not the arbitrator of landscape change (at all levels)
- Lack of proactive landscape management in some areas of Scotland
- Engage people and communities of place in considering landscape change.
- How to promote the ELC WITHOUT BIAS.
- Need to integrate perspective saga in: too many silos - wildlife, landscapes, people.
- Need to overcome individualism in use of land: how do we encourage collectivism?
- EU not directly involved in spatial planning, so ELC starting to mobilise countries and sectors in its absence.
- There is a problem with on department funding action at farm level, which contravenes the policies of another department.
- Cross department policy agreement needed.
- Development pressure.
- Building public acceptance of landscape protection.
- Change/loss of natural/semi-natural landscape features for economic gain.
- How to convey that landscape is not fixed/unchanging.
- Significance of landscape for different people.
- Protection measures: what to protect?
- How to put landscape on level footing in government with biodiversity/pollution control/etc?
- 'Nimbyism'
- Community involvement.
- Could ELC become a directive?
- Need to raise recognition of landscape management as a professional discipline.
- Planning
- Housing development.
- Evidence Base: do we know enough about how landscapes change and today's trends. Need to pool knowledge.
- Need to know more about landscape protection and appropriate measures for landscape protection.

### **Current activity**

- Graph shows frequency (everyday/seldom) and intensity (checkbox/embedded).

## WORKSHOP 11 The value of Marine Protected Areas

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### Presentation

Marine protected areas are complicated through being contiguous with the water that surrounds them, yet they need to combine the needs of the local businesses and at the same time preserve the natural resources area?

- The workshop will discuss planning of “no take zones” together with the fishery sector. The Croatian MPA, Lastovo archipelago will be presented. Since the park has been established, fishery and no-fishery zones were discussed and planned – experience proved what is functional and what is not. In addition, the process of participative planning will also be shown where WWF MedPO (CRO), whose role through the Dinaric Arcs Project is showing the benefits that networking across contiguous resources, can bring great results.
- 2nd speaker to be confirmed

Input: WWF MedPO, Dinaric Arc Parks project, Lastovo NP (CRO)

### Summary

#### The current state of play

- e.g. Is your MPA actual or planned?
- e.g. Is it a live topic in your areas?

#### Conclusions

In the current state of play, MPAs are of various stages of development, both in terms of awareness and implementation. Within the workshop, there was a big difference noted between Northern and southern Europe.

#### How are people responding on the ground?

- e.g. Is there a demand for more MPAs?
- e.g. What are the issues?
- e.g. What are the benefits?
- e.g. Was there resistance in the beginning that was overcome by good practices?

#### Conclusions:

- There is both support and opposition
- Progress will only be made through communication, sharing good practice and involving stakeholders (fisheries, tourist sector, scientists, agriculture representatives)

#### What information gaps are to assist, support or enable PA Managers to work better?

- e.g. How can EUROPARC better support and promote MPAs?
- e.g. What are the useful communication channels?

#### Conclusions

- It was noted that there were significant information gaps concerning the state of implementation between regions and countries (especially between the Mediterranean area and northern Europe).

**How do you wish EUROPARC to address/ act on this topic in the future? Who can take it forward?**

- Participants agree that EUROPARC could increase the level of awareness and information among its members and active bodies in other areas.

**What action will you undertake following the workshop?**

- Participants agreed to undertake a range of measures including informing colleagues, writing reports, arranging meetings and strengthening connections. Participants agreed about collecting and sharing information in their own countries.

## WORKSHOP 12 Agricultural Values in Protected Areas

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### Presentation

Can protected areas and N2000 sites promote initiatives that support food production that retain high nature conservation values? How should protected areas work with the new CAP and agro-environmental measures to develop new partnership in integrated management? Should we explore a European Charter for Sustainable Agriculture?

- Slow Food (IT/IE) will explain their philosophy to food production, as a positive example for protected areas, using a local, Irish producer.
- Michel Delmas, Director, PNR Massif des Bauges (FR) will highlight examples from his regional park in Eastern France and some good practice examples from across the French Regional park network.
- Dr. Sharon Parr, Burren Farming for Conservation Programme (IE). The Burren Farming for Conservation Programme adopts a farmer-led, 'blended' approach to agri-environment: co-funding key conservation works with farmers while also offering farmers a 'pay for performance' incentive to improve habitat management. Dr. Parr will explore how this simple model works and how it might be applied in other areas and situations and outline plans for further expansion.

The workshop will detail some examples of how working with local producers helps gain a better understanding of what mutual benefits we can achieve through aligning conservation and agriculture in a protected area.

Input: Slow Food (IT/IE), PNR Massif des Bauges (FR), Burren Farming for Conservation Programme (IE)

### Summary

#### Changing and opening minds

- Connect agriculture and biodiversity
- Work on all the benefits of sustainable agriculture ((landscape, good water, health, culture ...))

#### Governance

- The PA must involve the farmers in their governance
- The agri-environmental measures must be built with the farmers and "coming from the ground and going up"

#### CAP

- Different policies for different territories (PAs)
- Debating and lobbying with the different Ministries of agriculture and environment which means also
- Lobbying of EUROPARC at Brussels (European Commission)

## WORKSHOP 13 The Value of Protected Areas as Sustainable Tourism Destinations

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### Presentation

What makes a destination a truly sustainable destination, and how does the European Charter for Sustainable Tourism help that process, in particular looking at how can protected areas working with tourism business reduce waste management and improve resource efficiency of the area? What are the economic investments needed and economic social and environmental rewards gained in a destination?

- Josep Maria Prats, Parc Natural de la Zona Volcànica de la Garrotxa (ES) will present an economic study of the tourism economy of the region. Estimating the economic impact of the European Charter for Sustainable Tourism on tourism Garrotxa during the period between 2001 - 2010.
- Amanda Guzmán, Manager of TUREBE – Ecotourism in Spain Club (ES) will present a good example of cooperation between local businesses and protected areas, specifically the TUREBE Ecotourism in Spain Club and its role into the promotion and commercialization of tourism in protected areas.

The workshop will show what practical activities protected areas can undertake working with tourism businesses and indicate how economic and social studies can be undertaken to gain new evidence for the value of sustainable tourism to a region.

Input: Parc Natural de la Zona Volcànica de la Garrotxa (ES), Manager of TUREBE – Ecotourism in Spain Club (ES)

### Summary

Your 5 wishes and needs will be our actions:

**1. We should promote our tourism destinations network next to consumers and tour operations with a new communication plan (new logo, new commercial strong and appealing name) with a clean concept easy to understand**

Action to be taken by EUROPARC at European level

**2. Consolidate the existing network of charter (I,II,III) giving it more visibility for members, being more useful to members and more active actions to be taken**

- Network meeting at European level
- Sections coordination in terms of procedures for CP I,II and III
- Finding/Funds for common projects
- More feedback from charter parks to Europarc about events, actions, best practices

**3. Encourage members to become charter parks and encourage new membership with the charter.**

Actions to be taken:

- Training opportunities about CP I,II and II with Europarc Consulting
- Delegation visits to charter parks with Europarc Consulting
- Increase networking actions

#### **4. Get more political support at local, regional, national European and international level.**

##### Actions to be taken:

- Develop a coordinated strategy with a common communication between Europarc, sections and parks
- Take a coordinated action

#### **5. Establish a common platform of understanding (and procedures) with similar award schemes of sustainable tourism destinations based in and around protected areas.**

##### Actions to be taken:

- Consider special case for application of transboundary parks into charter parks (costs and procedures)
- Consider special case of PAN parks after the court decision to be articulated with charter

## WORKSHOP 14 The Wilderness Value in Protected Areas

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### Presentation

With a new definition of wilderness accepted in Europe, what is the response of Europe's protected areas to concepts of wilderness, and wildness? What practical measures are happening in the field to manage wilderness? Do we have evidence of how these concepts are valued in the public eye and how do we deal with some of the fears in public consciousness about wilderness and wild animals?

- Bill Murphy, Coillte (IE) will look at some of the models they have employed to assess wild landscapes and also aim to discuss the difference between wild and natural landscapes.
- Laponia World Heritage Site, Swedish EPA (SE) will examine a living wilderness combining traditional land use and expanding visitation.

The workshop will discuss the value of wilderness thinking about how to balance the commercial "selling" of wilderness as an experience or if it should remain as a strict non intervention protection area.

Input: Coillte (IE), Laponia World Heritage Site, Swedish EPA (SE)

## WORKSHOP 15 Communicating the Value of Nature

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### Presentation

Communicating the value of nature in protected areas and N2000 sites has never been more important. Who are we speaking to and what do we need to say? And importantly who is really listening? Can we identify some exciting and innovative practices from across the network and look to create a system to recognise good communications?

- ProPark (RO) will present the current findings from the project Efficient Managers for Efficient Natura 2000 Network showcasing new communications training material and case studies from across Europe.

The workshop will look at some case studies gathered, what makes them work and gather ideas for a new way of recognising good communications.

Input: ProPark (RO)

### Summary

#### Communicating the Value of Nature

Communicating the value of nature in protected areas and N2000 sites has never been more important. Who are we speaking to and what do we need to say? And importantly who is really listening? Can we identify some exciting and innovative practices from across the network and look to create a system to recognise good communications?

ProPark (RO) presented the current findings from the project Efficient Managers for Efficient Natura 2000 Network showcasing new communications training material and case studies from across Europe.

The workshop looked at some of the case studies gathered, what makes them work and gather ideas for a new way of recognising good communications.

Considering the current state of play in this field, participants came to several ideas, conclusions and suggestions. When talking about communicating the value of nature, this workshop tried to identify a few key topic fields starting with the **target audience and the message** we are currently and what shall we be sending out there.

#### **TARGET AUDIENCE** (WHO is talking and WHO is listening)

- People who undervalue and potentially damage nature
- Minorities such as prisoners, immigrants and other groups on margins
- Multipliers - audience that easily with word of mouth or other means spreads the word around.

#### **MESSAGE** (WHAT are we saying)

- We are a part of nature and we won't survive without it
- Playing on personal cards: "What can I do personally?"
- Keeping in mind the benefits for one and the main question: "What does it bring to me? What is my benefit in all this"
- Point the social value of nature



- Be fair and positive!
- Keep it simple (but not too much to allow confusing interpretations)
- Link people with value they can understand
- Explain! Knowledge of nature is not obvious
- Invite people: Nature is not exotic – it's around us.

### **IDENTIFYING COMMUNICATION STRATEGIES (HOW)** (ways of communicating, ideas from case studies)

Discussing about some exciting and innovative practices from across the network and looking for a good system to recognize good communications, participants were looking into how can communication be done better, what means of communications to use. How can the target audience be reached better and more efficient. What techniques, media types, and programs should we use to communicate to our audience to achieve our goals?

#### Suggestions:

- Through personal contact
- Structural approach
- Use famous people, people with certain interesting profile, brand endorsers that can with some other news spread the news about you
- Informal meetings with local communities, small meetings – the human aspect and contact is extremely important- word of mouth will do its job later
- When spreading the news be passionate about what you talk about; People like to see enthusiasm and believing in the cause and topic you talk about
- Give park “the face”- make sure the “park” has its own representatives that are approachable and ready to answer your questions
- Engage people – into your daily work or any other activities
- Always positive approach
- Make it interesting – Involve artists
- Fun and Games
- Target Children – Target Adults
- Aim at Mass Effect

### **INFORMATION GAPS - EUROPARC as the bridge connector**

EUROPARC can do a lot but not all; we do need support and cooperation with and from our members, sections and rest, who in your opinion exactly from EUROPARC could take some specific actions forward? Could we identify some parts of EUROPARC that In this case identifying an action and who can take it forward would be helpful?

#### **General views on the current situation:**

- All means should be taken / kept on board
- EUROPARC bodies should act as best example, as a benchmark example in all of its work (events, publications....etc)
- Challenge in activating members should be solved
- Shift from expert network to friend s network. If we are a fun group, everybody will want to join us.
- Do not forget institutional memory.
- Help members as individuals taken into account regional, cultural, societal and political differences – as appropriate

## **PRACTICAL TOOLS**

- Focus on silent members
- Create messages to support members in their work. Example create reports that members could easily re-use afterwards for their own reporting. (Conference participation etc.) Simplified and thematic reports that can be re-used.
- Build system “Communication cascade” to deliver messages properly. From Council -> Directorate-> Sections-> Regional Agencies-> PAs- Individuals
- Guide members. How to best take advantage of current means of communication. (e.g. Facebook)
- Introduce online form for members, and moderate (manage) the forum
- Introduce Working group for EUROPARC’s Communications