Olaf Ostermann:

B13. Communicating the Benefits and Values of Protected Areas
Workshop: B13. Communicating the Benefits and Values of Protected Areas

Start: 9:30 h

1. Start into the workshop (Morwenna Parkyn, Rapporteur)

2. Icebreaking (Barbara Mertin)

3. Introduction on the topic of values and benefits of PA: Strategy, previous EUROPARC activities and their results, the role of communication (Olaf Ostermann)

4. Presentation on the “Parks&Benefits” Interreg-Project
   (Olaf Ostermann and Jan Woolhead)

5. Questions, discussion and exchange of experiences (Barbara Mertin)

   Lunchbreak 12:00 – 13:00 h

6. Exploring future possibilities for activities of EUROPARC and it’s members (Barbara Mertin and Olaf Ostermann)

7. Answering the Questions (Morwenna Parkyn)

End: 15:00 h
EUROPARC Federation Strategy

3. Benefits and values of protected areas

EUROPARC is able to demonstrate and promote benefits and values of protected areas. Special attention will be given to:

• **biodiversity** and **cultural** values fostered by protected areas and

• benefits in domains where EUROPARC has significant expertise and results such as **tourism**, or for domains with increasing significance such as **climate change**, **environmental services**, **health**, **well-being** and **employment**.
IUCN / WCPA Task Forces

Cultural and Spiritual Values Task Force
Task Force on Non-Material Values

Economic Valuation of Protected Areas Task Force

Protected Landscapes Task Force

Activities of other NGO’s
WWF international

Arguments for protection
Campaign / series

Protected Areas Benefits Assessment Tool = PA-BAT
The Nature Conservancy

Cultural and Spiritual Values Task Force
Case studies / country studies
20 page guide how to run a campaign
This Overview on values, services and benefits of PA draws mainly from the results of the

• Side-meeting „values and benefits of protected areas” at EUROPARC 2007 Conference and of the

• Training Session „Selling the values and benefits of protected areas” at EUROPARC 2008 Conference

• Workshop “Communicating values and benefits of protected areas in Europe” April 2009 → see report!
Main values of protected areas are:

Biodiversity

Landscape character and features

Cultural values

Traditions

Ethical and spiritual values (including aspects of wild lands / wilderness)
Main services of protected areas are:

- Environmental service - water
- Environmental service – soil
- Environmental service – air
- Environmental service – quietness, darkness (at night)
- Environmental service - mitigating Climate change (Carbon sink effect)
- Environmental service - other effects related to Climate change
Main **benefits** of protected areas are, that they provide a basis for:

- Recreation
- Health and well-being, quality of life
- Environmental education
- Sustainable tourism and transport etc.
- Sustainable land-use (agriculture, forestry, fishery, hunting)
Main benefits of protected areas are, that they provide a basis for (continued):

- Sustainable development of rural areas
- Regional and National identity
- Regional marketing
- Integrated regional development
- Employment
The main target groups for values, services and benefits of protected areas are:

Visitors
Local people
Businesses
Politicians
Scientists
Others
The main recommendations are:

• Recognise the full range of protected area values and benefits – including the importance of intangible benefits

• Different stakeholders appreciate different values and therefore require different approaches of communication

• Linkages between the core value of biodiversity and the wider values and benefits are to be created and communicated

• Develop effective communication campaigns
The main recommendations are (continued):

- Influence the mid-term evaluation of EU funding period
- Develop further training opportunities for protected area staff in communicating skills
- Use the PA-BAT tool to assess the values and benefits of your Protected Area
The Questions to be answered by the workshop are:

- What aspects of values and benefits of PA should be the priority for EUROPARC to influence national and international policy-making? (minimum: 3 ideas)

- What practical activities could be carried out to enable PA to contribute to and develop values and benefits of PA in the future?

- Optional: a final page to raise concerns or challenges specific to values and benefits of PA.
Thank you for your attention!