



EUROPARC
Federation
www.europarc.org

Mecklenburg
Vorpommern 

Ministerium für Landwirtschaft,
Umwelt und Verbraucherschutz



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*.



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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



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WWF international


Arguments for protection
Campaign / series

Protected Areas Benefits Assessment Tool = PA-BAT

Activities of other NGO's



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The Nature Conservancy

Cultural and Spiritual Values Task Force

Case studies / country studies

20 page guide how to run a campaign

Activities of other NGO's




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 !



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Main values of protected areas are:

Biodiversity

Landscape character and features

Cultural values

Traditions

Ethical and spiritual values (including aspects of wild lands / wilderness)

Overview on values, services and benefits of PA



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



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The main target groups for values, services and benefits of protected areas are:

Visitors

Local people

Businesses

Politicians

Scientists

Others

Main target groups



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.**



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**Thank you
for your
attention !**

