

# QUALITY IN OUTREACH & COMMUNICATION

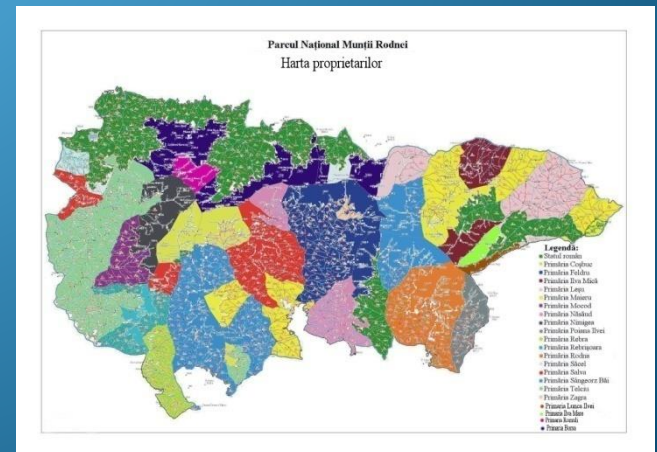
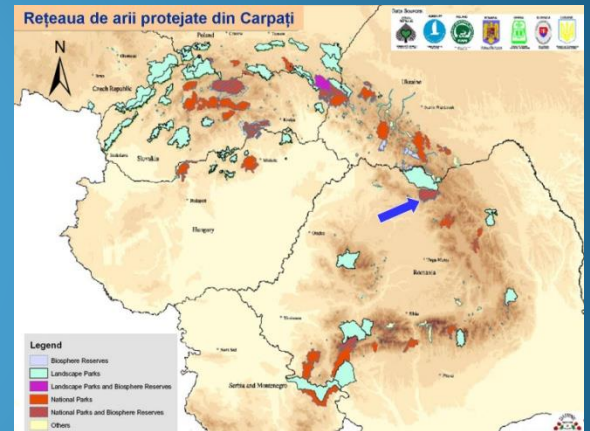
## Involving others and conveying the message

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# How do we involve local communities and other important stakeholders?

- **Identifying** local stakeholders
- **Establishing** priorities
- Set up the **Communication strategy**:
  - list of stakeholders
  - communication methods
  - scale of importance for PA
  - level of involvement
  - logistic
  - activities proposed
  - timescale
  - budget for next 5-10 years



# How do we involve local communities and other important stakeholders?

- **To inform** local stakeholders
  - Ex. newsletters, informative panels, leaflets, brochures, emails, press conferences, field guides, articles etc.
- **To participate** in the process of taking decision or implementation of management measures
  - Ex. Consultative Council and Scientific Council





# What messages do we communicate?

- **Nature and culture values of PA**
  - Ex. Biodiversity, landscapes, traditions, customs etc.
- **Benefits of PA**
  - Ex. Branding local products, funding, exploitation of nature resources
- **Tourism information**
  - Ex. Trails, information points, visitor centers, rules
- **Management measures**
  - Ex. Nature conservation, tourism management, sustainable development, regulation

# Why a particular approach works, who are the people to reach, to communicate with?

## Communication ways:

- round tables
- workshops
- working groups
- face to face meetings
- electronic letters (email, post)
- social networks – facebook, yahoo groups
- informative materials (brochures, leaflets)
- network of protected areas
- mass-media (ex. monitoring activities)



# -Monitoring chamois with volunteers





# Why a particular approach works, who are the people to reach, to communicate with?

## Monitoring the information level

- Applying questionnaires in local communities/visitors
- Interviews with local stakeholders
- Sending observations and suggestions by email, fax, phone

# How are they helping to achieve the aims of the protected area?

- Implementing measures from the Management Plan
- Creating and maintaining tourism infrastructure inside of PA
- Adding values of PA by branding products
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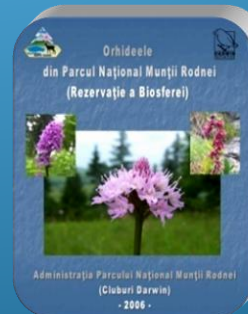
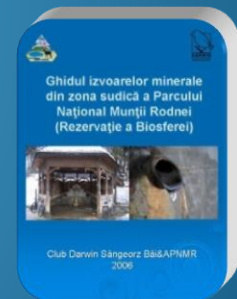
# How are they helping to achieve the aims of the protected area?

- Ex. **Participatory monitoring of biodiversity by involving youngsters in Rodna Mountains National Park (Romania)**
- established a network of 40 ECO clubs
- monitoring the flagship species (Darwin Initiative – UK, Rufford Foundation – UK, KNIP Matra, etc.



# How are they helping to achieve the aims of the protected area?

- Elaboration of field guides, monitoring protocols, inventorying forms





# How are they helping to achieve the aims of the protected area?





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- Organizing trainings for techniques of monitoring the biodiversity (flagship species)





# How are they helping to achieve the aims of the protected area?

- Involving experts and researchers for training local people in monitoring of biodiversity



Thank you  
for attention!

