Gudrun Batek + Jan Wildefeld

Quality in Outreach & Communication
Involving others and conveying the message
Content

1. Introducing EUROPARC Germany
2. Communication and education of Protected Areas in general
3. Networking: ways to achieve synergies
4. Quality criteria’s for an Environmental Education Program
5. Film on the German Junior-Ranger- Program
6. A glimpse on the German Junior-Ranger- Program
7. Questions and discussion
1. EUROPARC Germany

- Registered NGO, founded 1991
- Membership: National Parks, Biosphere Reserves and Nature Parks, NGOs, Foundations etc.
- Three important spatial categories: National Parks (14), UNESCO-Biosphere Reserves (14), Nature Parks (>100)
- Headquarter in Berlin (10 staff)
- Programs: „Volunteers in Parks“, „Junior Ranger“ etc.
2. Communication & Education in General

Initial Position

• Protected areas are not islands or nature ghettos.
• People must be involved in the management.
• Communication and education are essential instruments to raise support.

focus on environmental education
2. Communication & Education in General

**Steps worth to be considered**

• **Identifying stakeholders**  
  Define with whom you want to communicate or work.

• **Analyzing the target group**  
  interests, knowledge, communication channels

• **Choose the right methods**  
  Many mechanisms for fostering dialogue and information exchange e.g.: public meetings, volunteer programs, offline/online...
2. Communication & Education in General

Steps worth to be considered

• **Defining the messages**
  What are central messages when it comes to Protected Areas?

• **Survey or market analysis**
  Is your idea really new? Can you learn from other, similar projects?

• **Developing an educational program**
  Involve experts and organizations who will carry out the program in future.
  Set up benchmarks and quality criteria’s.

• **Carry out the program and do an evaluation**
3. Networking: ways to achieve synergies

- **Collaboration of protected areas**
  work together and pool resources.

- **Involving NGOs**
  local or national wide environmental organizations

- **Cooperation partners**
  Commercial partners, media partner and others.
4. Quality criteria’s for an EE Program

• Educational criteria’s
  Writing a mission, setting up guidelines and focusing on benchmarks

• Financial criteria’s
  Investigate on skilled, well trained and motivated staff.
  Care for continuity in your park staff and investigate in professionals.
  Budget in order to develop educational material etc.
  Various ways of fundraising: trusts, commercial partners etc.
4. Quality criteria´s for an EE Program

• Competence and political influence
  Collaborate with educational partners, NGO´s, commercial partners, media partners and politicians

• Communication criteria´s
  Concentrate on the USP of your programs.
  Set up a logo or characters.
  Investigate in good pictures and films.
  Try to find media partners.
5. Film on the German Junior-Ranger- Program
6. A glimpse on the Junior-Ranger-Program

Start of the German Junior-Ranger-Program

• Start of collaboration between EUROARC Germany and WWF in 2008.
• Cooperation treaty for at least 2.5 years.
• 1 full time position at the beginning.
  Meanwhile 2 staff. In 2012: 2,5
• Vision:
  WWF and EUROPARC Germany´s aim is to conserve the „National Natural landscapes“, the National parks, Nature parks and Biosphere reserves and to connect children with their parks. Children can be the ambassadors of the parks and are called: Junior Rangers.
6. A glimpse on the Junior-Ranger- Program

Start of the German Junior-Ranger-Program

Objetives:
Developing a national JR Program
Kids and their families should be...

• sensibilisiesed for conservational topics
• inspired for germans parks
• Interested for „Green Jobs“ and especially for the profession of Rangers
6. A glimpse on the Junior-Ranger-Program

Stakeholders

The Junior Ranger Program is open for all kids and teens

• main target group: kids from 7-12 years
  --> living in rural areas
  --> visiting protected areas as tourists
  --> Web Users
  --> students

• Parents and grandparents (families)
• Parks staff
• Teachers
• Broad publicity
6. A glimpse on the Junior-Ranger- Program

Analyzing the target group

Quantity: Potential number of kids joining:
- ~ 5 Mill. kids from 7-12 years
- ~ 130 protected areas
- ~ 1 Mill. tourists/year
- Later: european and transatlantic cooperations

Quality: Interests and knowledge of the target group:
- We try to be in touch with kids, we observe studies + reports and we attend relevant conferences.
- Address kids with different social background: interest in nature; educational class; educationally disadvantaged
6. A glimpse on the Junior-Ranger- Program

Methods
Precondition: Junior Ranger is a qualification. Therefore each method and program has to fulfill a set of certain criteria’s.

• Hands on projects for kids living close to the park
• Activity books for children visiting a protected area
• E-learning platform offering serious games
• Classroom resources for students and teachers
6. A glimpse on the Junior-Ranger- Program

Messages

• Become a Junior Ranger – an ambassador for protected areas.
• Different messages according to the different methods.
• Educational objectives: global conservation, protected areas in general, the National Natural landscapes, rangers, animals, plants, sustainability...
6. A glimpse on the Junior-Ranger- Program

**Survey or market analysis**
- JR in Germany: questionary amongst parks
- JR worldwide: web research
- Similar programs (NGOs, protected areas): web research

**Fundraising**
- Annual basic funding by WWF
- 2010-2012: Project funding of „JR-Web“ by the Federal Ministry for the environment
- Proposals for: Public funds, foundations and commercial partners
6. A glimpse on the Junior-Ranger-Program

Working structure and partnerships

- Staff within EUROPARC Germany and WWF
- A bottom up process by involving all interested members.
- Cooperation treaty with participating parks.

Federal work group
40 parks

JR-Region
15 parks

JR-Web
5 parks

JR on discovery
7 parks

JR school
(will start in 2012)
A glimpse on the Junior Ranger Program

Working structure and partnerships

- 15 protected areas in 2008; 40 in 2011
6. A glimpse on the Junior-Ranger-Program

**Working structure and partnerships**
- Exklusive media partner: GEOlino
- High quality magazine for kids and teens
- > 800,000 readers/month
A glimpse on the Junior Ranger Program

Developing an educational program

- A 4 Pillar Program
- Educational objectives
- Benchmarks and quality criteria

EUROPARC Conference 2011 | Gudrun Batek + Jan Wildefeld
6. A glimpse on the Junior-Ranger-Program

Developing an educational program

• A Logo for the national JR-Programm
6. A glimpse on the Junior-Ranger- Program

Developing an educational program

• Charakters: Lotta & Lars
6. A glimpse on the Junior-Ranger- Program

Developing an educational program

• Awarding system for Junior Rangers (T-Shirts, Lanyards, Cappies...)

EUROPARC Conference 2011 | Gudrun Batek + Jan Wildefeld
6. A glimpse on the Junior-Ranger-Program

Developing an educational program

• Programs like the annual national JR-Camp
  Participants: about 25 parks and 250-350 Junior Rangers
6. A glimpse on the Junior-Ranger-Program

Developing an educational program

- JR-Website: platform for children, parks... everyone
- JR-Films (Imagefilm, Trailers...)
- Professional photos
6. A glimpse on the Junior-Ranger- Program

Developing an educational program
Pillar „JR on discovery“: for day trips or holidays

• 100 Mill. visitors/year in the german parks
• Many of them don’t even know that they are IN a protected area
• „Activity books“ to explore the park
• Quality criteria:
  strict educational concept as well as a consistent cooperate design
6. A glimpse on the Junior-Ranger- Program

Developing an educational program

JR on discovery: for day trips or holidays

- Qualification/awarding system patches & certificate
6. A glimpse on the Junior-Ranger-Program

Developing an educational program

- Friends/Friendships
- Music
- Sports
- School
- Computergames/Onlinegames
- Cinema/Movies
- Internet/Compute
- Animals
- Moviestars
- Mobilephones/Smartphones
- Fashion
- Books/Reading
- Environment/Nature
- Technic
- Foreign countries
- News – what’s going on in the world

[Bar chart showing the level of interest in various topics]
6. A glimpse on the Junior-Ranger- Program

**Evaluation**

- In 2009: through WWF Department for Monitoring and Evaluation
- Indirectly through awards: eg. German UNESCO Commissions decorates outstanding educational programs (education for sustainable development)
7. Questions and discussion

A lot left to do…
...we are curious to discuss with you:

• Options for an Exchange program for Junior Rangers
• Experiences with guidelines and standards for an educational program
• Ways of attracting youth who are basically not interested in nature
• Chances to collaborate within the JR-Web project
• Experiences in training for park staff
• European funds
• Ways to involve testimonials
• ...

EUROPARC Conference 2011 | Gudrun Batek + Jan Wildefeld