



**EUROPARC Federation  
Report to Council  
10<sup>th</sup> May 2013**

Title:  
Results workshop session

Summary :  
Results workshop session of last council meeting in  
Portugal

## Appendix 2 to council meeting minutes, 01.02.2013 in Porto (PT)

### Review of strategy

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- (1) Network organization - Merger - Yes – no – yes, but ... - no, but ... - maybe
- (2) USP - Unique Selling Proposition (3)
- (3) Strengths & Weaknesses of our organization (3/3)
- (4) Name of the network (3)
- (5) Membership - 3 solutions for growth
- (6) Professional - Professional team in 10 years - Where is the HQ/office
- (7) Sustainable Tourism Charter - 1 strength - 1 weakness
- (8) Transboundary Parks – 1 strength - 1 weakness
- (9) Natura 2000 management - Highest priority (1)
- (10) Junior Ranger - 1 strength - 1 weakness
- (11) Sections – 2 recommendations
- (12)EUROPARC consulting - 1 strength - 1 weakness
- (13) New priorities - Which priorities do you think will occur in the future (3)
- (14) Finance – 3 new possibilities
- (15) Personal - If I could decide personally, what would be my first decision (no names, just 1, 2, 3, ...)

Group 1 (Marianne – Micheal – Heike - Ignace)

Group 2 (Dominique – Thomas – Juan – Paulo)

Group 3 ( Carol – Richard – Eric – Rolans)

1. Merger: Yes – Yes, but (if not now, close it)
2. USP
  - a. Biggest representative body for nature in Europe
  - b. Only network for managers (park management)
  - c. Only network that integrates society aspects
  - d. → strong in charter Tourism, Ecosystem Services
  - e. we cover 1/5th of Europe
  - f. we are nature intelligent
  - g. all of the above
  - h. “the one”
  - i. Representative

- j. Good in knowledge and experience → we are it, we do it, we share it
3. Strengths & weaknesses of the new network
- a. (strengths are related to usp)
  - b. Weaknesses: not service orientated – thematic projects besides geographic projects – profile is not good enough
  - c. Legacy – representation - creativity
  - d. Complexity – structure – language and communications
4. Name: Pro-Euro – something with “Pro” (promotion, protection, proactive, ...) – EUROPARC - **NaturEU**, managing nature in Europe
5. Grow membership
- a. Focus on new members → Analysis of the wishes of members → ...
  - b. Ambassadors for the new organization (per country)
  - c. Follow up on strike offs – opportunities
  - d. **need more services**
  - e. **look for members outside of PA including private organisations**
  - f. **evaluate the potential for growth in each possible membership sector and define strategy**
  - g. Analysis of potential – networks becoming member of the network
  - h. Better communication of who we are, what we do, target marketing
6. Professional // HQ
- a. HQ: 10 FTE maximum + satellites in other countries → opportunity for sections who can provide services to the membership & HQ
  - b. Location HQ – somewhere central in EU – permanent representation office in Brussels is needed
  - c. **need more staff**
  - d. **can have virtual HQ and sections can be part of the service delivery**

- e. 10-15 FTE managing the programs (program officers)
- f. Reduce to minimal and contract affiliates
- g. Offices to choose – think about new IT clouds, etc.

#### 7. Sustainable tourism

- a. Biggest representative network in the EU with charter label! → give value to the charter/label -
- b. Not very much known – need for professional high value reports/communication
- c. practical tool that fits any situation
- d. how do we make tourist more aware of the charter
- e. Industry leader in this field
- f. Concept of sustainable tourism is not embedded in society, danger it will irrelevant
- g. Is it complex or do we make it complex

#### 8. Transboundary parks

- a. The biggest network of TB parks
- b. Lacking policy
- c. practical and bottom up programme
- d. small group and need more communications
- e. Example of EPF in the most pure, simple form
- f. Exclusive club within the EPF

#### 9. Natura 2000

- a. Manage them well – financing – fundraise
- b. Natura 2000 is no label but a policy
- c. management of the sites now a priority
- d. creative financing needed

- e. For the new network: providing advice, communication en promote to the membership

#### 10. Junior Rangers

- a. Involvement of young people! → we are one of the only networks doing it. → increase their involvement in other parts of our policy & work
- b. Weakness: networking can be better
- c. increase network
- d. Engaging young people in the future
- e. Poor integration and coordination within the network

#### 11. Sections: recommendations

- a. Members of sections are not members of EPF – clarification & policy is priority
- b. Need for more co-operative integration to the membership
- c. Provide extra services to the membership
- d. can we have thematic rather than geographic sections
- e. Identify & clarify the role of the sections – it's a mess ...

#### 12. Consulting

- a. The business case of nature is a good tool for the future
  - i. Lots of opportunities (training, excursions, etc.)
- b. Structure the Consulting part into the memberships body (keep it, but inside not outside) → communication
- c. has access to good expert network
- d. new products and contracts needed
- e. Small and flexible - Large field of expertise in the network
- f. Small – difficulty in accessing contracting – need to become better known amongst other consultancies to increase the

#### 13. New priorities

- a. Ecosystem services → business case
- b. Climate change → adaptation → opportunities

- c. Strategic partnerships
- d. better work on volunteering
- e. protected areas jobs market
- f. new ways of managing nature
- g. Making sure we are relevant – survival – being adaptable

#### 14. Finance

- a. Business case of nature
- b. Sponsoring
- c. Extending the membership
- d. try to capture EU funding for N2000
- e. increase membership. look at supporting members projects
- f. Be rational and prioritize our work - we are vulnerable depending on subsidies – alternative finance

#### 15. You are the boss

- a. Election of the pope → go in and only come out when there is white smoke
- b. Involvement of the capacity of members – engagement
- c. increase use of social networks
- d. develop sustainable certificate for businesses in partnership with PA's (like marque parque)
- e. Make this merger end
- f. Evaluate proposal to make the merger process end quickly