

In the attention of the

**EUROPARC Federation Council  
EUROPARC Federation Directorate**

**EUROPARC presence at the World Parks Congress, Sydney September 2014**

December 16<sup>th</sup> 2013

*Dear EUROPARC Council Members,  
Dear EUROPARC Director,*

EUROPARC has an unique opportunity to have a high profile and coordinated presence at the next World Park Congress in Sydney next September which will not only bring members together but promote European conservation achievements and the work of the Federation at this hugely important global conservation event.

Following the stimulating presentation by Julia Marton-Lefèvre in the initial Plenary session at the EUROPARC 2013 Annual Conference and the subsequent WCPA Side meeting, a good representation of EUROPARC members agreed that it was important that the organisation should have both a visible presence and promote a strong message about European Protected Areas at the World Parks Congress.

With this in mind, a number of individual members have already agreed in principle to form a focussed Task Group to scope the opportunities and means of achieving this ambition and to steer the necessary work in preparation for this important global event.

Before embarking on this significant challenge, initial discussions have taken place with the Director and as a result of her response, we take this opportunity to formally seek the Council's active support and endorsement for this important, ambitious but we believe; realistic piece of work.

We fully recognise the commitment of time this work involves and therefore as part of our preparatory work, we would wish to support the Director in securing external funding for those activities that are necessary for this work to proceed.

With the support of key individuals, we have already made some encouraging initial enquiries with the Alfred Toepfer Foundation for potential sources of funding for such a post to support the Directorate and coordinate our proposals.

Once we have the Council's support, we would then anticipate progressing these initial discussions further in the hope that by the end of January we would be in a position to understand the likelihood of such funding being available.

The coordinated preparation and presence of EUROPARC at the WPC would, we believe be multi-faceted and probably involve:

- **Employing a part time Coordinator to work** with the Directorate for a 9 month period.
- **Establishing a small but very active Task Force**, involving at least one member of Council and the Director

- **Identifying a powerful and uniquely high profile theme**, complemented by a variety of activities promoted under the EUROPARC logo, including a variety of trademark material and presentations
- **Scoping and understanding and the range of individual members' plans** to participate at the WPC, in order to avoid duplication or competition.
- **Exploring the possibility of having a strong presence** through members in the different streams and thereby coordinating planning and agreeing how members can best represent the Federation and consistently communicate a coherent and synchronised European message throughout the entire event.
- **Planning EUROPARC focussed events** as needed and feasible, e.g. poster sessions, EUROPARC WPC Stand, side events etc.
- **Establishing a clear dialogue** and means of direct communication between participating members in the preparatory phase.
- **Bringing participating members together during the WPC** and securing an active communication platform with members who are not present at the event.

### **What will this all mean?**

Our initial estimates suggest that the minimum funding necessary to fulfil all these elements of work could be in the region of €80-100K. We would aim for the latter but need to secure the former by April of next year.

We are aware that the detailed action plan and the budget for this challenging endeavour following support from the council will need to be refined in collaboration with the Directorate.

**Our proposed milestones** therefore for ensuring that our efforts remain practical would be:

#### **By the end of 2013**

- Establish the WPC Task Force
- Ensure further preliminary discussions amongst committed members and work with the Directorate with a view to finalising the approach and content of a proposal to present to the Alfred Toepfer Foundation to secure funding for the proposed Coordinator post

#### **By end of January 2014**

- Agree and submit our outline proposal to the Congress Coordinator for their approval
- Submit detailed funding proposal to the Alfred Toepfer Foundation and seek support from the European Commission and other potential funders, including member organizations for the proposal.

#### **By March 2014**

- Agree main theme that should be promoted at the event to present Protected Area achievements in Europe
- Secure the remaining external funding from Sponsors
- Complete and refine our Initial proposal / presentation

**If by the end of March 2014, we have not achieved these outcomes, the Task Force will be mandated to review progress and decide whether it is feasible to proceed further or not**

As you might anticipate, our initial discussions have been shared with Andrej Sovinc from WCPA, who is fully supportive of a collaborative approach to this matter.

Our next steps are therefore clear.

- To proceed as quickly as possible in establishing the membership Task Group
- To start defining areas of responsibility for each Task force members,
- To create a working programme plan for the next nine months.
- To undertake preliminary discussions to assess the opportunities to secure the necessary funds.

We obviously anticipate that this entire process will need to be undertaken in close cooperation with the Directorate, who would anticipate will hopefully be responsible for coordinating and administering this challenging project, in conjunction with and having the full support of the Task Force.

As indicated however, we recognise that this task should not deflect the Directorate from its own planned programme of work for 2014. We would therefore anticipate that any additional funding secured would be used to employ an external project manager thereby ensuring minimal demands or burden being placed on the already stretched team of the Federation.

However, before proceeding any further, we recognise the importance and responsibility that is required to seek and hopefully acquire preliminary agreement from the Council, to allow the Directorate and the initiators, as well as members who participated in the side meeting in Debrecen, to start on this exciting journey and in particular to secure the funds necessary to make this unique opportunity possible.

We sincerely trust that this early notification of our thinking, will meet with the Council's support and endorsement so that we can begin to plan this exciting and inspiring journey on behalf of EUROPARC and all its members.

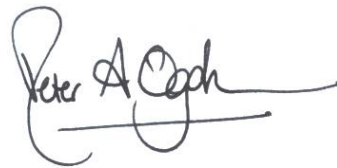
Your earliest response would therefore be much appreciated.

Thanking you in anticipation

Yours sincerely



Erika Stanciu



Peter Ogden