

# **EUROPARC Federation**



## **Report to Council**

**March 6<sup>th</sup> 2010**

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Title:

EUROPARC Communications Strategy

Summary :

The strategy to guide the communications of the Federation

Recommendations :

To adopt

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# EUROPARC Communication Strategy 2010 – 2012

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## 1. Background

The EUROPARC Federation is a pan-European, non-governmental umbrella organization representing protected area staff and supporters across Europe. EUROPARC facilitates international co-operation in all aspects of protected area management to further, improve and conserve our shared natural inheritance. In addition, the Federation endeavours to exchange expertise, experience and best practice as well as to collaborate with others to ensure the value and meaning of protected areas is at the heart of Europe. Six sections help the Federation to carry out its work on a more national and regional level.

Good communication is the key to achieving the goals of the Federation. This communication strategy will streamline and improve the communication of EUROPARC by identifying key communications objectives and activities. This in turn will ensure the Federation delivers a single, coherent message, based on its mission and vision (defined in the 2008 – 2012 strategy) in everything it does. The message of EUROPARC is:

**Europe's protected areas are essential for sustaining healthy ecosystems and landscapes for society now and in the future.**

Everything that EUROPARC communicates should be infused with this message with the communications strategy overarching and supporting the work of the Federation.

## **2. Current situation**

### **2.1. Target groups**

The Federation has identified the following target groups, to whom its message should be communicated:

- The EUROPARC Federation intern: Members, Sections, Council
- Protected area staff and supporters
- Politicians and institutions on local, national and European levels
- Young environmental professionals
- Specific sectors, e.g. tourism, health, nature conservation, sustainable development, agriculture and politics

The EUROPARC Federation also uses some of its communication methods to reach the wider European public and in doing so to gain their interest for the topic of protected areas.

## 2.2. Communications Media

The Federation currently uses a wide range of communication methods to get its message across to its target groups (see section 2.1). It has three official languages: English, German and French. Although English is the common language, German and French are also used for official documents and throughout the Federation as much as possible.

### Electronic and printed communications

The main and most direct communication tools used are the website and regular publications. The website currently receives an average of 2500 visitors a month from around the globe. It targets EUROPARC members, who have their own exclusive members area, as well as other protected area staff and supporters and the general public. It is currently only available in English. Translations into German and French are planned. The Federation's regular publications contain a variety of information about EUROPARC itself and about issues concerning protected area management.

The table below lists these publications and details relevant to them.

Publication	Published	Language	Main target groups
The EUROPARC Journal: "Protected Areas In-Sight".	Annually	English, French, German	Protected area staff and supporters
Newsletter	Annually	English	Members, associates
Annual Report	Annually	English, French, German	Members, associates
Conference Report	Annually	English	Conference delegates, members, associates
E-News	Monthly	English	Protected area staff and supporters

Table 1: Regular EUROPARC Publications

The EUROPARC Federation has also produced a number of one-off publications. Such publications will continue to be part of the Federation's communication work in the coming years.

### Events and activities

The activities of the Federation, its projects, programmes, seminars and annual events not only support protected areas but also inform a wider public about the Europe's protected areas as well as EUROPARC itself. Major regular events include:

- The annual EUROPARC Conference: This takes place in the autumn, in differing locations each year. It's programme includes keynote speeches, workshops and excursions all based on a theme relevant to protected area management. The conference is usually attended by between 300 – 400 protected area practitioners, the majority of which are members of the Federation but many non-members also attend. In addition the members of the Federation's hold a General Assembly at the conference each year.
- The European Day of Parks: An international day on 24<sup>th</sup> May each year, this event was established by EUROPARC to celebrate the first European National Parks which were created in Sweden in 1909 on this date. A theme is given each year and protected areas across the continent put on hundreds of events based on the theme and attract large numbers of visitors.
- Section seminars and events: These are organised by our 7 national and regional sections at different times throughout the year and address a variety of topics relevant to protected area management and for protected area managers.

More information about the organisation's projects, programmes and events can be found on [www.europarc.org](http://www.europarc.org).

### Press and publicity

EUROPARC also produces articles and press releases for various external media. This media is mainly environmental magazines or publications but also includes more general and sector specific press on a national and European level. These communications contain information about the work of the Federation; highlight the values and benefits of Europe's protected areas; and promote best practice examples. They are distributed within the EUROPARC network and from these contacts passed on to other interested parties ensuring as large an audience as possible.

In addition, the organisation has a number of items, which help to promote the organisation and its members. These currently include eight large coloured banners for conferences, a leaflet and three roll-ups presenting introducing the Federation and three roll-ups presenting the European Charter on Sustainable Tourism. The Federation also has an exhibition depicting national parks across Europe, which was produced within the framework of the project 'Celebrating 100 Years of National Parks in Europe' and a book of the same theme is also currently available. More publicity items will be produced for the Federation over the coming two years, such as corporate gifts for members and events.

### **Lobbying**

In 2010 a lobbying strategy will be adopted to realize the Federation's aims across the institutions of the European Union, regions and other protected area related organisations, thereby representing the interests of its membership more effectively. With the lobbying strategy the organisation hopes to achieve the following:

- That protected areas of national and regional interest across Europe, together with Natura 2000 sites, are recognized as part of a European Protected Area Network;
- That their importance as core areas for nature conservation and as models for sustainable development is confirmed in relevant EU policy statements. EUROPARC promotes a wider concept of what protected areas do and why protected areas are valuable at European and international level, notably in climate change mitigation and adaptation;
- That this importance is eventually reflected in legislation and through the allocation of a certain percentage of the EU financial support in each member state for the effective and efficient management of this European Protected Area Network

These objectives will be met using a number of activities. Our six regional and national sections will ensure that it is promoted on a more national level.

The full lobbying strategy will be available from the Directorate in the spring of 2010.

### **Internal communications**

Within the EUROPARC network regular internal communication is also important. This occurs mostly in the form of e-mails but also through regular meetings of the council and sections and the annual General Assembly for the members.

### **Regional and national sections**

The Federations six regional sections also carry out a wide range of communications work carrying forward the organisation's message on a more focused geographical area. They have their own communication plans and can be contacted individually for more information (contact details on [www.europarc.org](http://www.europarc.org)).

## 2.3. EUROPARC Branding

The following should be considered, when communicating for or about EUROPARC:

- The following logos are all protected and registered to the EUROPARC Federation at the Trade Marks and Designs Registration Office of the European Union and therefore should only be used with the permission of the Federation: The EUROPARC Federation, the European Day of Parks, the Junior Ranger and European Charter for Sustainable Tourism. Details of the logos and how to use them correctly can be found in the document 'Logos registered under the EUROPARC Federation' available on [www.europarc.org](http://www.europarc.org) and from the EUROPARC Directorate.
- The EUROPARC Federation logo should always be easily visible on any EUROPARC publication, article or other piece of communications from within the Federation. The same applies to any activity specific logos, when that activity is mentioned.
- EUROPARC is an shortened version of The Federation of European Nature and National Parks and as such should always be spelt with capital letters.
- Presentations held on behalf of the Federation should use the standardized PowerPoint Master, which is available from the directorate.
- EUROPARC publications can differ in appearance but must have some similarities so that it is obvious that they come from the same organisation. Design criteria for EUROPARC Publications can be found in the document 'EUROPARC publication design criteria' available on [www.europarc.org](http://www.europarc.org) and from the EUROPARC Directorate.

## 2.4. Evaluation

Evaluations of EUROPARC communications are currently only carried out on the annual EUROPARC conference and its workshops. Regular evaluation of other communications media is foreseen in the future as can be seen in the objectives below.

## 3. Objectives and outcomes

It has been established above that this communication strategy aims to streamline and improve the communication of EUROPARC. Six key communications objectives and have been identified to aid this process along with the outcomes that accompany them. These objectives are based on the Federation's strategy and current work plan (details also available from the Directorate or online) and highlight what the organisation wants to achieve with its communications. They are:

### 1) To communicate about and demonstrate the values and benefits of protected areas to surrounding landscapes, regions and communities as well as their links to a range of policy areas

#### Outcomes:

- a) Increased knowledge and awareness of protected areas, their values and benefits and their importance for European society on local, national and European political levels and across a range of target groups.
- b) A higher level of significance given to and acceptance of protected areas and their values and benefits on a number of political levels and across a range of target groups.
- c) More protected areas are designated/established across Europe
- d) Increased funding for protected areas

### 2) To share and distribute best practice and expertise of the management of protected areas including Natura 2000 sites.

#### Outcomes:

- e) Better exchange of information between protected areas and thus the facilitation of the management of protected areas
- f) Improved and more information available about protected areas and their work and therefore an increase in their profile

**3) To facilitate the management of Europe's protected areas through capacity building, training, the development and promotion of relevant instruments and projects and programmes.**

Outcomes:

- g) Improved management of Europe's protected areas
- h) Well informed and educated protected area practitioners
- i) Increased knowledge and awareness of protected areas and their values and benefits

**4) To increase the membership of the EUROPARC Federation**

Outcomes:

- j) Increased EUROPARC membership
- k) A more comprehensive protected area network

**5) To inform EUROPARC members regularly about relevant topics, events and European Union policies and to facilitate the exchange of information between them.**

Outcomes:

- l) Happy, well informed members
- m) Increased knowledge about EUROPARC activities amongst membership
- n) A stable and/or increasing membership number
- o) A stronger protected area network
- p) Improved management of Europe's protected areas

**6) To continually monitor, review and improve EUROPARC communication and specifically to evaluate one principal communications media annually**

Outcomes:

- q) Improved communications media

## 4. EUROPARC Directorate Activity Plan

The following activities are to be undertaken in the time frame of this strategy and the. Some actions are continuous, others more short. More details can be found in the 2010 work plan of the Federation. The activity plan will be reviewed annually. The numbers in the objectives column refer to the objectives listed in section 3.

Objectives	Activity	Outputs	Outcomes	Indicators	Delivery	Time plan	Budget
1,2,3,4,5	Articles in EUROPARC publications	At least 6 articles on different values and benefits over the course of the year	Â,b,c,d,e,f, g,h, i, j, k, l, m, n, o, p	6 articles	MP	Throughout the year	
1	Information on the values and benefits of protected areas on the EUROPARC website	A page of the website dedicated to the values and benefits of protected areas	A,b,c,d	1 website page	MP	Deadline end of February	
1,2,4,5	Promotion of protected areas and their work amongst and close work with EU institutions, member state agencies and NGO's	Attendance of relevant meetings, seminars, workshops and events	Â,b,c,d,e,f, j, k, l, m, n, o, p	According to the new Lobbying strategy and action plan	RB, FM	Throughout the year	
		At least 6 articles on different values and benefits over the course of the year		6 articles		Throughout the year	
1	Producing and carrying out the EUROPARC lobbying strategy	The production of a lobbying strategy and realization of tasks in it	A,b,c,d	1 lobbying strategy and realization of tasks	RB,FM	By 28 Feb 2010	
1,2,3,4,5	Seminars and other events	1 EUROPARC Conference, 10 workshops, 5 keynote speeches, 10 excursions	Â,b,c,d,e,f, g,h, i, j, k, l, m, n, o, p	1 Conference, 10 workshops, 5 keynote speeches, 10 excursions	All	29th September - 02nd October	
		EUROPARC General Assembly		1 General assembly		29th September - 02nd October	
		1 European Day of Parks, 200 events in parks across Europe		200 events	All	On and around 24th May	
		Sections seminars and events		4 sections seminars, 4 additional events	Sections	Spring and autumn	
		Various other EUROPARC workshops		4 workshops	Various	Throughout the year	
	Junior Ranger Network	International Junior Ranger Camp, involvement of new parks and new Junior Rangers		1 Junior Ranger Camp	FM	July 24 <sup>th</sup> – 31 <sup>st</sup>	
	Transboundary cooperation	Transboundary network event		1 transboundary network event	RB	27-30 April	
	Parks and Benefits project	Communication of project results and activities		4 articles	RB	Throughout the year	
	ECST network	Charter news emails and articles promoting the Charter in external press		4 newsletters, 10 emails, 4 articles		Once every four months, throughout the year	
		Charter Network Event		1 network event	RB/FM	May/June	
1,2,4,5	Production of the EUROPARC Journal 'Protected Areas In-Sight'	1 issue of the protected areas in-sight distributed to 1000 individuals/organisations	Â,b,c,d,e,f, j, k, l, m, n, o, p	1 protected area in-sight	MP	End of April/May	



1,2,4,5	Production of the monthly e-news	11 monthly e-news distributed to around 800 email addresses each time	Â,b,c,d,e,f, j, k, l, m, n, o, p	11 e-news	MP/LA	At the beginning/end of each month	
1,2,5	Production of the members Newsletter	1 electronic issue of the members Newsletter	Â,b,c,d, l, m, n, o, p	1 newsletter	MP	October/November	
1,2,5	Production of the Brussels Bulletin	20 updates of the Brussels Bulletin webpage	Â,b,c,d, l, m, n, o, p	20 updates of the Brussels Bulletin webpage	FM/RB	Bi-Monthly	
1,2,4,5	Further maintenance of the EUROPARC website	Website up-to-date and informative	Â,b,c,d,e,f, j, k, l, m, n, o, p	1 up-to-date website with an average of 2000 visitors per month	MP	Throughout the year, major check every 2 months	
1,2, 3,4	Development and continuation of projects/programmes with communications elements to promote the values and benefits, highlight best practise examples and facilitate protected area management	Project proposals written and applications submitted	Â,b,c,d,e,f, j, k, l, m, n, o, p	Submitted applications	All	Throughout the year	
1,2,4,5	Press releases and articles to different media and sectors	10 press releases, 6 articles	Â,b,c,d,e,f, j, k, l, m, n, o, p	10 press releases, 6 articles	MP	An average of one press release per month following the pattern of important events in 2010	
1	Promotion of the exhibition "100 years of Parks" - international tour of the exhibition across European protected areas and public venues.	Exhibit in 5 protected areas in 5 European countries	A,b,c,d	5 successful exhibits	MP/LA/members	Throughout the year	
1	Promotion of the book "100 years of Parks"	Sell 1000 copies of the book and produce 1 press release	A,b,c,d	1000 copies of the book sold, 1 press release	MP/LA	Throughout the year, more concentrate effort at the beginning of 2010, press release in January	
1,2,3	Continuing implementation and further development of the European Charter for Sustainable Tourism in Protected Areas	An increase in Charter membership and Charter Partners	Â,b,c,d,e,f, g,h, i	5 new charter parks, 100 new Charter Partners	FM/RB	By December 31st	
1,2,5	Gather and disseminate best practice models and innovations in climate change and biodiversity loss management from EUROPARC members and other associates. Share lessons learned through Europe.	Material produced with Slow Food and the European Landowners Organisation	Â,b,c,d, l, m, n, o, p	1 event, 1 project proposal	FM/RB	October, July	
		Articles in EUROPARC publications and on the website		6 articles produced	MP	Throughout the year	
		External articles and press releases		4 external articles, 10 press releases	ALL/MP	Throughout the year, one article every 3 months, one press release every one and a half months.	

2,5	Further development and promotion of the EUROPARC online members area to facilitate the sharing of best practice examples and expertise	Online members area promoted to members 6 times during the year	E,f,l,m,n,o,p	Members area used by 50% of members	MP	Every two months	
2	Collate members' questionnaire returns to identify expertise to advise in policy areas of the European Commission, European Parliament, the Committee of the Regions, and also the Council of Europe	Member questionnaires 80% complete, facts and figures available for use.	E,f	Details for 80% of members	MP/FM/LA	By June 30 <sup>th</sup>	
2	To celebrate best practice in protected area management	Promotion of the Alfred Toepfer Medal and the Goldman prize for Europe, for contribution to work in nature conservation in Europe	E,f	3 pieces of information sent to 400 members and 20 other institutions	DG/MP	Between February 15 <sup>th</sup> and October 2 <sup>nd</sup>	
2,3	Provide opportunities for expertise exchange and training of Europe's protected area staff	Continue regular meeting and training of members at EUROPARC annual conference	e,f,g,h, i	1 annual conference, 10 workshops, 10 expeditions,	All	September 29 <sup>th</sup> – October 02 <sup>nd</sup> 2010	
2,3	Continue to implement memoranda of understanding with international partners	Set up e-review group to develop projects	e,f,g,h, i		CR/RB		
1,2,3	Provide opportunities for young people to learn about the values and benefits of protected areas and develop practical skills in nature conservation	Develop project with Slow food International and promote through Junior Ranger network and activities at Junior Ranger International Camp	A,b,c,d, e,f,g,h, i	1 project proposal, 1 opportunity to promote it at Junior Ranger camp	FM	July/August	
1,2,3	Develop the expertise of and enhance early career opportunities for young nature conservationists and protected area managers at European level.	Promote and develop the internship exchange website <a href="http://www.workingfornature.org">www.workingfornature.org</a> ,	A,b,c,d, e,f,g,h, i	6 articles about the website	All	Throughout the year	
		Development, implementation and promotion of new Alfred Toepfer Natural Heritage Scholarships	E,f	3 scholarship winners, 5 articles to 400 members and 20 other institutions	DG/MP	Between February 15 <sup>th</sup> and October 2 <sup>nd</sup>	
4	Active generation of new membership and promotion of benefits of EUROPARC	Creation of a database of potential members, one mail out to list during the year	J,k	1 database created, 1 email sent	MP/CE/LA	By 30 <sup>th</sup> June	
5	Internal emails to members, sections and councils informing about important events and internal information	Regular emails to members, sections and the council	L,m,n,o,p	30 emails sent	MP /CR/CE	Throughout the year	
6	Evaluation of one principal EUROPARC media	1 evaluation of a EUROPARC communications media	q	1 evaluated communications media	MP	November/December	
4	Promotion of the EUROPARC Federation using promotional material (banners, roll-ups, leaflet)	Banners, Roll-Ups or other promotional material on show at 4 events	J,k	Banners, Roll-Ups or other promotional material shown at 4 events	ALL	At the EUROPARC Conference in September and other events throughout the year	
4	Creation of one EUROPARC promotional leaflet and other	The production of a promotional leaflet and a postcard	J,k	1 promotional leaflet and	MP	By 31 <sup>st</sup> July	

	promotional material			postcard design produced			
1,2,5	The promotion of the International Year of Biodiversity and European biodiversity	Articles in publications, press releases and news on the webpage	Å, b, c, d, l, m, n, o, p	3 articles, 6 press releases, 3 news stories	MP	Throughout the year	

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