



ECSTPA Marketing and Communications Commission Terms of Reference

Overall Mission

To undertake a review of current European Charter for Sustainable Tourism in Protected Areas communication and advise on the future marketing and communications strategy.

- Link to [EUROPARC strategy](#) - *Sustainable Tourism in Protected Areas*
- and **NGO Grant - Objective 3.1** *Involve protected areas and businesses associated to deliver a more resource efficient Europe by strengthening the development of sustainable, responsible, high-quality tourism practices and through the European Charter for Sustainable Tourism in protected areas.*

Planned outputs for 1 year

- Marketing and Communications plan for the European Charter for Sustainable Tourism in Protected Areas 2017-2021:
 - Process for rebranding - including briefing development for design and analysis of the proposals
 - Agreeing visuals of new charter brand
 - Internal communications plan: activating the Charter Network – planning and defining tools
 - Definition of objectives
 - Definition of key-target audiences and messages
 - Definition of strategic partnerships
 - Definition of new tools for the ECSTPA wider promotion (digital, multimedia)
 - Media relations

Indicators

- 1 Communications strategy
- New branding visuals and key messages of the Charter
- 1 media relations plan

Potential members



The group should establish a chair of the group which will work directly with the Directorate.

Resources, and potential sources

- EUROPARC will organise a first meeting (2 nights, 3 days) in a place to be confirmed, in the **first week of October**. Travel expenses, food and accommodation will be covered.
- Other 3 meetings will be organised online, with gotomeeting.

General Information

Why does EUROPARC have Member's Commissions?

The EUROPARC Federation is a membership organisation. It exists to serve the needs of our members as they have identified them in the statutes of the organisation and its recently approved strategy.

However, the services expected by the members may not always be able to be provided fully by a team of staff, further one might want to consider that as a membership organisation, the role of and functions of the members in running the organisation and delivering on its goals should form a part of the Federation's governance and structure.

With that in mind, the creation of the new strategy offers an opportunity for some renewed thinking on how members can have a role in the functions of EUROPARC.

What makes a Good Group?

Groups working together with a common purpose, are good for people in that they can provide members with important social interaction, support and enriched opportunities for learning.

A well-functioning participation group can be

- Good at finding problems;
- Promoting innovation;
- Can make better decisions than individuals on some kinds of tasks;
- Can be good tools for implementation, in that group decisions to which members are committed will be carried out willingly;
- Can also help fend off the negative consequences of large organisational size, by keeping communication lines short and hierarchies relatively flat.



However, it must be noted that groups can turn sour and be ineffective. The Federation would need to be aware of any difficulties that arise in order to manage.

What types of Groups will EUROPARC have?

Types of Participation Groups of the EUROPARC Federation		
Internal Participation groups of EUROPARC		
Technical standing committees	to analyse specific aspects of EUROPARC work, particularly existing programmes such as charter and TB	Guidelines of the work of these groups already exists.
Commissions	To undertake a piece research or advise on a given topic or theme , develop a project and prepare a report with recommendations for EUROPARC	Will take over the function of previous working groups with a great emphasis on evidence gathering and outputs
Forum	Predominately e-forum to explore area of works, stimulate discussion	All commissions should have their own platform as well as exchange across the Federation.
Advisory panels	to give overview or audit the work of the Federation on a given topic	International work of the Charter is one such example
External working groups	Groups which the Federation is asked to join a group managed by other organisations. Can also be called “platforms” e.g. large carnivores	Current groups and platforms we are involved in