



EUROPARC
F E D E R A T I O N

EUROPARC Council Election 2017

Election candidate information

Name: **Olaf Holm**

Nationality/Citizenship: **German / French**

Member organisation: **Parc naturel regional de la Montagne de Reims (FR)**

Position to be elected for (council member, treasurer, president): **council member**

Nominated by: **Fédération des Parcs naturels regionaux de France**

Current Position: **Director of the Parc naturel regional de la Montagne de Reims**



Please introduce yourself in a few sentences, your background, interests and experience.

„La vie, c’est comme une bicyclette, il faut avancer pour ne pas perdre l’équilibre“. – Albert Einstein

Since the moment that I decided to study geography and biology, I added also this philosophy of Albert EINSTEIN that means for me that it is necessary to learn every day, that we have to find solutions for new challenges, that we need to exchange and to try new experiences to go ahead. We need to think, but we have to act !

A protected area is made by our natural and cultural heritage that are linked together, they interact in a balance that we have to protect, to improve and to use in a sustainable way. Therefore, it is necessary to understand the different issues and targets of every part, but we have also to inform, to communicate, to explain why we have to take care about our environment.

Networking, working with people, stakeholders and different partners in a network like EUROPARC is almost the same ! To have a common idea, to share opinions and targets, we have to know each other to build a project together to have a strong voice for our protected areas in EUROPE. Therefore, exchanging knowledge, experiences and viewpoints on European and international level is the backbone to build a common future for our protected areas where people and nature could live together.

Experience relevant to the EUROPARC Federation.

- **As Director of PNR Montagne de Reims :**
 - project management, linking different issues concerning a nature Park (environmental protection, landscape management, urbanism, communication...), public relations, developing of a new communication strategy, working with councilors, habitants and stakeholders, fundraising
 - experience of a world heritage site UNESCO
 - participation at the French federation of nature Parks (commissions : education, management, communication)
 - member of the French section
- **As a person in charge of tourism and nature sports at the French Federation of regional nature Parks**
 - knowledge of the different nature Parks in France and national Parks
 - Working about the EUROPEAN CHARTER FOR SUSTAINABLE TOURISM (help to rebuild the network, developing of the Charter,..)
 - reconstruction of the French section of EUROPARC
 - co-organization of the first EUROPARC lobbying workshop in 2010
 - working about European founding
- **As a member of EUROPARC Council (coopted)**
 - Member of the Council to represent the sections (2014-2017) and participation in all the meetings
 - Participation to create the sections agreement
 - Participation in workshops, conferences, etc.
- **As an European**
 - Understanding of intercultural management : double nationality, lived in Germany and now in France (since 2000), travelling in EUROPE and overseas

Languages spoken and level of fluency (basic, moderate, good)

French : good
English : moderate/good
German : good

Personal statement (please answer the questions below as concisely as possible)

Connecting people is still the most important issue to go ahead in our society where people need to meet, to exchange, and to co-construct our future. The loose of biodiversity shows us that we still have to go on to explain, to show the interest and to convince people, but this is only possible with people and not against !

The EUROPARC Federation needs a group of strong leaders in the Council who are willing to invest time in taking the organisation forward and raising its profile and who will represent it at national and European level.

What is your relationship to the EUROPARC Federation and what is your motivation for becoming a member of the EUROPARC Council / EUROPARC President / EUROPARC Treasurer?

Since 2005, I worked with EUROPARC and since I was coopted for the Council in 2014 to represent the sections, I discovered better the structure and the importance to contribute actively in the Council. It is necessary to discuss, to listen, to propose ideas to develop EUROPARC and its services for the members. Therefore EUROPARC needs people giving their opinions and ideas to build up together. For me the last council was a good example making people working together. But 3 years is a very short

period and understand the structure and the different opinions needs time, therefore I would like to go ahead with the Council.

What do you think you can offer the EUROPARC Federation and its members?

By my studies and working experiences, I have had the ability to link different subjects together that belong to our environment, our human history and activities. I am more specialized in a “landscape management approach” and the participation of different stakeholders and local inhabitants. I have also a good experience about communication tools and public relations.

Moreover, my intercultural viewpoint as a French and German citizen give an understanding of the difference of culture and how people work in different countries of Europe. The work with EUROPARC and its sections confirmed that it is necessary to have an intercultural approach to manage projects that need to build up bridges between different partners.

The Federation was founded for its members. It works hard to be the voice of these members on various levels and to facilitate their work on the ground.

How do you see the role of the members in the Federation and how would you stimulate and encourage their contribution?

As you write, it is a membership organization. Therefore, it is necessary to answer to the member’s needs, their questions and problems. But on the same time, members must participate and contribute to the Federation, the basic idea of a NGO as EUROPARC. It is not a service provider, but a organization the helps to co-construct, to collaborate, and to improve common work.

I really would like to participate to improve the dialogue between EUROPARC and its members, listen to the ground but also propose to members to participate. This could be new themes or by participation on working groups and to link with the different sections. The target is to implement the strategy of EUROPARC that is the frame of the work of the council members.

How would you develop the internal communication and cooperation within the Federation?

- Participate regularly at Council meetings, conferences, working groups
- Answer to the questions of the staff and send out the information to partners
- In function of the subjects, ask for a referent at the EUROPARC staff
- Develop the link to the French section (the section my Park and the French Federation belongs to)

EUROPARC is an organisation that is constantly developing and that needs to stay on top of the political agenda whilst thinking about the needs of its members.

What should the principle functions of the EUROPARC Federation be in the coming years?

- Implement the strategy of EUROPARC !
- Go ahead with the sections (section agreement)
- Specially : continue to develop the lobbying strategy at Bruxelles / Strasbourg

In what areas, e.g. lobbying, funding, does EUROPARC need to maximise its external relationships and with whom?

- Fundraising with private structures
- Go ahead with the sections (section agreement)
- Specially: continue to develop the lobbying strategy at Bruxelles / Strasbourg (DG, parliament, commission)
- Its members: inform about lobbying activities, sustainable development issues
- After the VDN study : develop activities on the base of “Living landscapes”, that means to develop the landscape approach and wilderness, to concepts that should be seen together and not as an opposition