Charter communication in Nature Park Medvednica

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1) ENGAGING

How to establish relations with stakeholders?

Getting into others’ mindset (and needs!)
2) Stimulating participation
how to better use the stakeholders forum?

Several thematic forums per year:
For educational purposes (invasive species)
To fulfill needs (coming from the partners)
Check out the accomplishment of the plan
Better engagement = better performance

For Parks
For Partners
For Society
Afforestation events:
MZOIE, SINP, PARCS,
WWF ADRIA
5 Embassies
Croatian Forests
NPM
80 volunteers
Charter Comms Plan
Activating the European Charter for Sustainable Tourism in Protected Areas
Why?
To whom?
What?
How?
When?
And Then?
Why?

objectives

To whom

3 main targets:

Parks, Business Partners, Visitors

Wishes and needs
What?
Which activities

1) A new coordination method
To maximise the visibility of the Charter

*Swift from: the Federation needs to talk to I (park, section, Partner) need to talk*
We study nature... YOU go save it!
What?

Which activities

1) A new coordination method
To maximise the visibility of the Charter

Swift from: the Federation needs to talk to
I (park, section, Partner) need to talk

TOOLS: Guidelines

How can PARKS better tell the Story
of their work for Sustainable Tourism?
How can the SECTIONS better collect and disseminate best practices?
What?
Which activities

2) A marketplace for the Charter network
Sharing best practices, finding solutions, looking for partners

Swift from: the PARK needs to tell me
I („Charter Person“) need to look for
Social media networks:
FACEBOOK Secret group
LinkedIn Open Group

CONNECT NOW!

https://www.facebook.com/groups/europarc.charter.parks/
Solutions organised by the 5 principles (to better support parks in their evaluation/reevaluations)

Solutions from the 3 charter phases
Communications Webinar
How to use the logo

Thematic Webinars
According to YOUR needs

Different languages
Language is no longer a barrier; all case studies can be promoted
Why?
To whom?
What?
How?
When?
And Then?
And Now?

- Meeting with EUROPARC Comms & Marketing
  Jan 2018
  (and the family has just grown!)

Develop tools and timings
Analyse other 2 targets: Partners and Visitors
Implement!
Behavior Engineering

Can you reprogram her?
And YOU?

**Start using the logo after Monday!**

Will be on website the different versions and graphic guidelines

**CONNECT with EUROPARC,**

tell us your needs!