



EUROPARC

Sustainable Tourism
in Protected Areas

Communications Workshop

Activating the European Charter for Sustainable Tourism in Protected Areas



MEDVEDNICA
Park prirode
Nature Park



**PARKOVI
HRVATSKE**

Charter communication in Nature Park Medvednica

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Public Institution Nature Park Medvednica



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...



Afforestation events:
MZOIE, SINP, PARCS,
WWF ADRIA
5 Embassies
Croatian Forests
NPM
80 volunteers



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Sustainable Tourism
in Protected Areas

Charter Comms Plan

Activating the European Charter for Sustainable Tourism in Protected Areas

Why?

Anticipation Sustainable life
Empower Partners working
Sustainable Trusting

To whom?

What?

How?

When?

And Then?



Why?

objectives

To whom

3 main targets:

Parks, Business Partners, Visitors

Wishes and needs





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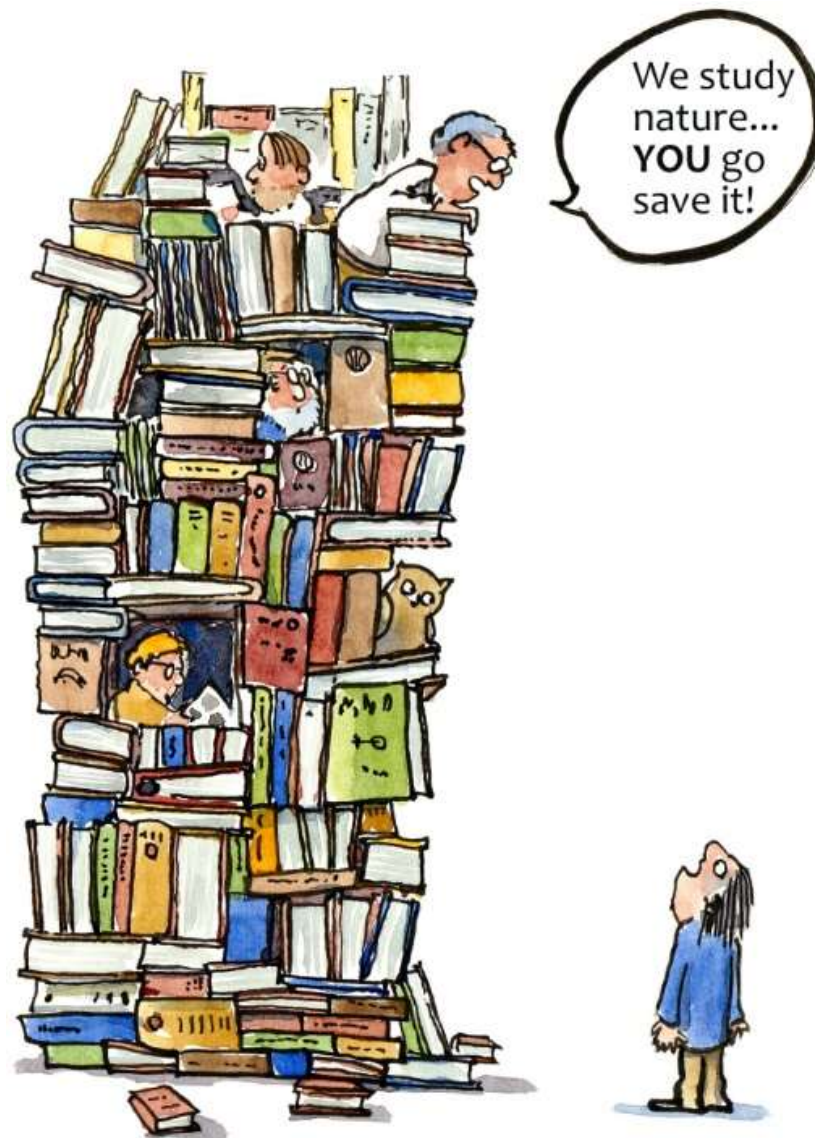
What?

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*



What?

Which activities

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?*

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*

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*

Short history of Communication



Social media networks:
FACEBOOK Secret group
LinkedIn Open Group

CONNECT NOW!

<https://www.facebook.com/groups/europarc.charter.parks/>

Case Studies

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

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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



By HikingArtist.com

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!***



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