



Nature in Your Mind – in politics

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Politics concern everyone

Politics cover all the activities associated with the governance of a country or an area, the complex relations between people living in a society

global, European, national, regional, municipal levels and different sectors like environment or agricultural politics

often related to the activities of governments and members of parliaments



Politicians do important work

Political parties try to influence political actions, practices and policies, sometimes using dishonest practices

usually aimed at improving someone's status or increasing power

characterized by the competition between competing interest groups or individuals for power and leadership, on winning and holding control over government



What should be done

The parks people should influence political actions, practices and policies, at least as regards to the national parks, nature reserves and other protected areas

effectively, systematically and in an impartial way

without including our own political opinions or sympathies

without losing or diluting our own values and priorities



Be sure that...

1. You do a good job and the results are fine
2. There is credible evidence that the results are good (statistics on park visitation, economic benefits, impact on employment, health etc.)
3. You have communicated good results sufficiently to decision makers and their supporters, and they have understood the message
4. You have a majority on your side in key decisions



Change your mindset

1. Respect the work of the politicians
2. Integrate systematic influencing and guiding politics into everyone's own workplan
3. Clarify your own visions, priorities and actions needed (concrete proposals with a price tag)
4. Analyse trends and prospect future developments in the society, go out of the box
5. Be international, use your networks
6. Clarify your own and your team's role



Change your mindset

7. Investigate concrete ways of influencing
8. Build up a wider constituency for conservation
9. Analyse and optimize your networks, e.g. media
 - Avoid generalizations, parties aren't monoliths
 - Be patient! Political situations will change
12. Try to understand different people with different opinions



Key ways to influence

We should influence politics:

1. Through public at large, using media
2. Through political parties, movements and interest groups
3. Through individual politicians

Remember, that politicians always calculate whether they will win or lose votes

Let's get started, it is just work!



Media relations in good times

1. Prepare both a communication strategy and a concrete communication programme, and implement them
2. Create a continuous stream of positive and neutral news from the parks to increase your public visibility and to encourage positive emotions

The visibility and credibility so created will help you at all times and buffer you against crisis conditions



Media relations during a crisis

Continue, increase and update the normal activities

2. Be opportunistic, wise and patient in the 'cold war'
3. Don't hesitate to fight when needed

Split the enemies coalitions

Celebrate victories behind closed doors

6. Be a brachyderm or play possum, but never give up
7. Remember that every political battle is a learning opportunity



Parties and interest groups

Study their policies, programmes and priorities

2. Be brave and visit the 'snake caves'
3. Use your communication networks
4. Build an impartial, credible role for your organisation
5. Build trust and try to affect their party policies, practices and actions
6. Use the parks, your secret weapon



Meeting politicians

1. Do your homework: Check their priorities, interests, achievements, personal information, social media etc.

Respect their achievements

3. Show confidence, not arrogance

4. Adjust your language

5. Be credible, avoid being 'a green hippie'

6. Build trust, be trustworthy, it usually pays back



Meeting politicians

7. Be kind and help them whenever possible
8. Prepare concrete proposals and share them
9. Use the parks creatively, invite politicians
10. If you are invited to events, go and socialize
11. Get your own 'moles' into the parties, if you dare

Never trust politicians naively, play their game, no hard feelings

Thank you!

