



EUROPARC Conference 2010

September 29th - October 2nd, Abruzzo, Lazio and Molise National Park, Italy

Conference Workshops - Feedback

During the EUROPARC Conference 2010 a total of 16 workshops took place on Saturday 2nd October. These workshops covered numerous themes concerning the topic of the conference "Living together. Biodiversity and Human Activities: A Challenge for the Future of Protected Areas".

Participants of the workshops had to discuss and give three answers to two main questions concerning their topic:

- 1) What are the most important challenges 'name of workshop' face to ensure people and biodiversity can live together.
- 2) What practical activities could be carried out to enable protected areas to contribute to and develop 'name of workshop' in the future.

The results of the discussions focusing on these questions can be found below. Presentations from each workshop are available on the EUROPARC website www.europarc.org.

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Workshop 1: The return of the Wild/ Workshop 5: Sustainable hunting

Presenters: Luigi Boitani, Patrizia Rossi, Angus Middleton, John Linnell

Rapporteur: Eberhard Henne

Question 1

- Finding the common goals of conservationists, hunters, farmers: “stop the loss” – including habitats
- Separating “wild” and “wilderness”
- Where do the values they come from?
- Making a direct/personal link from people to biodiversity, especially the youth, which is professional / open/ transparent
- Communication which is based on facts, knowledge

Question 2

- Take issues out of protected areas (communication, finances)
- Build connections (including corridors between disrupted areas)
- Help public understand that ecology is complicated (software)
- Protected areas: show cases for coexistence and reconnecting people with nature (including zonation)

Workshop 2: Does wilderness have a future in Europe?

Presenters: Harvey Locke, Erika Stanciu, Zdenka Krenova

Rapporteur: Erika Stanciu

Question 1

- Promoting understanding, awareness, education, and celebration to change mentality and behavior and build acceptance on the fact that humans don't have to control nature everywhere.
- Promoting wilderness areas as places where we can learn how nature reacts to climate change and places for mitigation
- Lobbying for financial resources by using best case examples from protected areas to reach acceptance, involvement and support of decision makers on the local, national and EU level.

Question 2

- Understanding, awareness, education, and celebration
 - dedicate time in annual conferences, organize special events (training seminars, workshops for youth)
 - contribute to the communication Plan and activities of the wild Europe Initiative
 - significant input to Wild 10 World Congress
 - develop/promote symbols (logo/images, e.g. capercaillie, places, e.g. Abruzzo, New Forest, Carpathians)
 - Collect case studies from protected areas (core, non-intervention)
- Climate change

- input to the IPCC in Germany 2011 (intereg panel for CC)
- parliament event in Germany before IPCC
- develop monitoring systems in protected areas
- include it as a priority topic in EUROPARC strategy
- plan lobbying events
- collect existing best practice examples from Pas to demonstrate benefits and alternative income possibilities

Workshop 3: Space Invaders/Workshop 17: Working for Biodiversity

Presenters: Emyr Williams, Pierro Genovesi, Sarat Gidda, Marta Mugica

Rapporteur: Marta Mugica

Question 1

- lack of information, knowledge and awareness
- poor integration of biodiversity policies
- insufficient funding for biodiversity policies
- incomplete implementation of certain legal instruments
- deficiencies on a political and strategic level leading to late commencement of EU global action for biodiversity conservation
- changing global situation with regard to especially climate change and invasive alien species (IAS) pose new challenges to protected areas
- tackling IAS is an urgent priority for European protected areas and require a comprehensive approach

Question 2

- EUROPARC: Global commitments/ national institutions/ protected areas/ exchange information expertise/ European commission
- Protected areas and biodiversity:
 - work closely with countries and help them in meeting their national regional and global protected area obligations
 - play an important role in facilitating on the ground implementation as sub-regional technical support networks by providing capacity building in a focused and sustained manner
 - make available tools, resources, best practices etc, covering various protected areas themes through website, newsletters, workshops and technical clinics
 - facilitating forging partnership among local communities, business, industry, governmental and nongovernmental organizations and other stakeholders
 - create awareness about the importance, values and benefits of biodiversity conservation and protected areas for sustaining ecosystem goods and services.
 - bridge the gap between policy formulation and actual implementation by creating heightened awareness among the protected area functionaries about policy obligations and the policy markers about problems with ground actions

- Invasive alien species:
 - support protected areas playing their role in particular by: training their staff, raising awareness in the public, establishing monitoring schemes, setting up systems for rapid detection and prompt response, incorporating IAS issues in the management action plans, enforcing good management programs by developing pilot codes of best practice, promoting exchange of information and experience through PA networks
 - EUROPARC send a message to European Commission to support the establishment of stringent policy on invasive species, including a new directive and an operational information system (urgent!!!)

Workshop 4: Sustainable Rural Development

Presenters: Nicola Thompson, Grant Moir, Lena Saraceno

Rapporteur: Federico Minozzi

Question 1

- Lack of political support /awareness for role of nature conservation within sustainable rural development
 - How do we make people care?
 - How do we communicate? Language/Messages/ Make it simple
- Standardisation ->local products, local decision making within tight regulatory framework
- Linking environment to economic outcomes: CAP - clean water, clean air, landscapes, tourism, urban
- What do we pay for?

Question 2

- EUROPARC/parks:
 - agreed lobbying position on CAP reform/ rural development,
 - working groups
 - best practice examples: practical, show how environment can be linked to economic/social policy
- EUROPARC
 - Work with other networks on joint lobbying
 - Increase capacity
- Parks
 - develop local products
 - show that it works
 - use parks to test/trial

Workshop 6: Creating welcoming visitor spaces

Presenters: Ignace Schops, Paolo Ciucci

Rapporteur: Hilary Fenten

Question 1

- Planning: target groups(visitors, stakeholders, scientists,etc)
- Funding: amount/ priorities/where from
- Education: tailored to audience/reconnect humans with nature
- Communications: getting the message out to all and how

Question 2

- Science based management planning
- Extend management zone outside Park boundary -> All landscape are important-activities that involve senses, involve connection
- Encourage everyone to be an ambassador
- New ways of evaluating nature (TEEB)
- Think outside the box

Workshop 7: The race for renewable

Presenters: Carles Castell, Andrew Bachell

Rapporteur: Martin Lane

Question 1

- Political drive to hit renewable targets taking full account of people, nature+ protected areas
- Developing a culture of support for renewable
- Demonstrating small scale renewable makes a proper contribution to targets
- Developing clear + appropriate renewable targets for protected areas.

Question 2

- Become a trusted agent – signposting: appropriate technical advice which respects nature, communities, the protected area management plan
- Clear renewable objectives and policies in protected area management plan – indicating appropriate renewable for protected areas
- Design guides for new build, retro fit and reduced energy use
- Communicate through high profile demonstration projects – highlighting renewals work

Workshop 8: Healthy Parks

Presenters: Lena Malmstrom, Matti Tapaninen

Rapporteur: Roland Auzins

Question 1

- Communicating that the health of environment is linked to the health of people. This has been forgotten.
- Getting the support and understanding from medical sector
- In order to maximize health benefits nature has to be accessible at low or no cost
- Create strong partnership and cooperation with all sectors that are related to nature and health. Marketing together with business whose products profile to protected areas.
- Term protected area is difficult in some areas, cultures and situations. It is better to talk about parks and green spaces, the outdoors, nature, etc.
- We ourselves need a strong understanding of ecosystems services/ benefits (including health). Only then we can deliver strong messages to other sectors, the public, etc.
- Reaching unaware non users.

Question 2

- Form partnership with other organizations – especially health sector
- Share and multiply existing good practices and innovations. Bring pioneers together. Nourish good ideas. Make commitment to propagate the healthy parks – healthy people body of knowledge + use of webpage: www.hphpcentral.com
- Evidence – package what already exists! Adjust to different target groups(list for medical doctors, other groups)
 - there is a lack of category 5 evidence (long term, clinical evidence). Support and encourage build up of such evidence in any way we can

Workshop 9: Destination Nature

Presenters: Josep Prats, Fabio Renzi, Lasse Loven, Wilf Fenten

Rapporteur: Wilf fenten

Question 1

- Second homes – a local problem? There is nothing in it for us – argument for sustainability.
- Environmental concern low – how to “educate”, How to switch from “protection only” to “partnership”?
- Not enough practice help for stakeholders in tourism, no common strategy – where is practical help? Are we attracting the “right kind of tourist”?
- Visitor carbon foot print “

Question 2

- Work with tourism business – as our ambassadors - be one of them!
- Premium products from premium landscapes. Quality is the key about the landscape + the businesses

- Use the European charter as tool for the journey to increase knowledge
- Finding good methodology about measuring carbon foot print + reduce foot print
- Working together for common solutions: EUROPARC Federation - EUROPARC Sections – NETWORKING
- Is there “a premium” for protected areas?

Workshop 10: Parks for people

Presenters: Dominique Leveque, Peter Oggier

Rapporteur: Gordon Watson

Question 1

- Show/explain the values (social, economic, life quality, nature) of protected areas in a simple way to connect everyone (youngsters, politics, habitats)
- Build up an “active” partnership (residence, visitors, national policy)
- Engage youngsters and link education and schools (park action plan- education)
- Show that a protected area is not only a local “interest”, a part of a network: duty of a care

Question 2

- New ways of communication should be used
- Regulate activities: give alternatives / appealing alternatives
- Joint projects : involving stakeholders / create that people are proud about their protected area.
- Using a brand
- Support fundraising
- Associate people : (inside+outside) – volunteers, experts, local people, urban, etc
- Have a method to involve people, to build up a relationship
- Lobbying to influence national and European policies

Workshop 11: Beyond the boundaries

Presenters: Ana Rocha, Delphine Maurice, Martin Solar

Rapporteur: Cornelia Ehlers

Question 1

- a. Involvement of local stakeholders at all stages
- b. Communication at all levels and stages
- c. Common understanding of challenges to overcome and of terminology/methodology

Question 2

- a. Joint activities between protected areas and stakeholders
- b. People centered communication
- c. Meeting/exchange between stakeholders about best case practices (no classroom meeting)

Workshop 12: People Power/Workshop 16: Setting the standard

Presenters: Anne Schierenberg, Chas Goemans, Anita Prosser, Naik Faucon

Rapporteur: Anita Prosser

Question 1

- Standards:
 - Turn from theme to practice
 - Try to construct by participants/employee rather than top down jobs
 - Diversity needs to be simplified to give value and quality - > better recognition
- Volunteering:
 - Lack of recognizing the importance
 - We need to communicate the wider benefits
 - People who would work with volunteers need to support them and understand benefits (it's not so scary)
 - Funding in some areas
- Both benefit
 - Parks, people, nature, communities, economics

Question 2

- Platform for information: learnings, guidelines, different types of volunteers
- Translation of materials into different languages for staff who work with volunteers and communities
- Trainings for volunteer coordinators
 - Build in language trainings
 - Use experience of EUROPARC members
 - Future initiatives link grundvig
- European Year of Volunteering
 - Day of Parks 24th May
 - Work with alliance
 - Flagship projects
- Link to CVA (conservation volunteers alliance)

Workshop 13: The price of Nature

Presenters: Peter Glaves, Egbert Beens

Rapporteur: Marian Jagers Wolgens

Question 1

- Learn from successful examples (Wieden – Weerribben/ Marston Vale) and put them on the website
- Knowledge exchange
- Spread the use of the ecosystem based
- Valuation approach by providing training for those who are interested

- National working groups?
- Capacity building

Question 2

- political restrictions(especially outside EU)
- not defined boundaries
- no agreement : no budget/practical problems
- communication of added value
- integration of key concept
- increase value of ecosystems (putting a price on nature)

Workshop 15: Brand loyalty

Presenters: Jacques Decuignieres, Eric Baird

Rapporteur: Paulo Castro

Question 1

- The environmental and nature conservation values should be the core of quality standards
- To keep individuality and authenticity with global values
- Ongoing improvement both outside the PA (the PA as an example paradigm) and within the PA so standards rise everywhere with a differential maintained
- Communicate with others but maintain the integrity of our own language and discourse

Question 2

- Engage with stakeholders when developing the standards
- Identified and promote the added value for stakeholders, the park and visitors
- To provide good practice examples of branding quality via EUROPARC
- Coordinated communication at European level via EUROPARC, Sections, Nation, Regional, Local

Workshop 18: The money trail

Presenter: Kelly Prifti

Rapporteur: Thomas Hansson

Question 1

- Developing cross sector process
- Education, communication and interpretation (start early – taking long term perspective)
- Transparency on money spent and outcome of spending

Question 2

- Create ambassadors(for nature areas, for species, for habitats)
- Proposal document on future financial perspectives
- Green tax to support local economy
- Simplify the application form (demands)
- Submit applications (bid)- encourage managers

Workshop 19: Communicating the message

Presenters: Deanne Adams, Maurilio Ciparone

Rapporteur: Morwenna Parkyn

Question 1

- How to identify/understand and engage your audience: thinking businesslike, more anthropology/sociology
- How to keep it simple: what is the problem? What is our common message? What is the right language for different target groups?
- How to choose the right mechanism for delivery: communicating the value of nature to society, that we can trust nature,

Question 2

- Work with communication companies/experts to:
 - Keep it simple
 - Reach the right audience
- Accessible database of available communication tools
- Event to bring different players together and integrate interests

Workshop 20: European Protected Areas and UNESCO Designations

Presenters: Gianfranco Tamburelli, Philippe Pyapaert, Giuliano Tallone, Boris Erg

Rapporteur: Diana Gallrapp

Question 1

- Communication on management objectives, particularly with regard to Natura 2000 and Biosphere Reserves by defining shared goals through a participative process.
- Use of UNESCO designations of World Heritage Sites and biosphere Reserves as a chance for local people, also supporting the maintenance of traditional economic activities carried out at a small scale, like sustainable agriculture, etc.
- To define if, and to what extent, the management of all sites should be adapted in the light of pursuing their sustainable development without getting in conflict with their natural values.

Question 2

- EUROPARC should
 - Favour circulation and exchange of best practices of, and between, its members which have international designations as WH sites or BRs
 - Promote a common understanding of the different categories and types of Pas, including BRs, and strengthen relations with other networks of European Pas
 - Cooperate with the international intergovernmental bodies carrying out international cooperation in the field of Pas as the MAB ICC
 - Promote management effectiveness of each category/designation/classification of Pas including WH sites and BRs