



# Communication Plan

## 1. Background

EUROPARC Federation is a pan-European, non-governmental umbrella organization for protected areas. It was founded in 1973. Now it has grown and unites more than 500 protected areas including national parks, regional parks, nature parks, nature reserves, biosphere reserves and other protected areas from 39 countries across Europe. The Federation brings together engaged people who work toward the common goal of conserving the nature heritage in Europe.

The EUROPARC Nordic–Baltic Section represents members from the eight Nordic and Baltic countries: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden. The Section brings together about 40 members in the Nordic and Baltic region.

The Nordic–Baltic Section has as its primary focus the management of protected areas. The section encourages and facilitates cooperation and information exchange between protected area managers in the Nordic and Baltic countries and throughout Europe. The Section follows the key aims of the EUROPARC Federation.

The strategic use of communication and information will help the Nordic–Baltic Section to meet its key objectives. This three-year communication plan has been created to improve work with communication and to develop the channels for communication and information within the EUROPARC Nordic–Baltic Section.

*The Communication Plan is valid from 2009-04-01 through 2011-12-31*



## **2. Goals for the Nordic–Baltic Section**

**2.1 Contribute to** the fulfilment of the goals of the EUROPARC Federation, and especially to

- Facilitate the exchange of information and expertise between section members, and
- Facilitate exchange of information and expertise between the Nordic–Baltic Section, other EUROPARC sections and the EUROPARC Federation.

**2.2 Contribute to** the consolidation of the EUROPARC Federation as the most important European organisation for managers of protected areas, by

- Implementing joint projects and other activities in the Nordic and Baltic countries, and
- Emphasising the role of the section members as key actors in the management of protected areas, and
- Increasing the membership of the EUROPARC Nordic–Baltic Section in all member countries.

**2.3 Contribute to** highlighting important issues regarding the environment, biodiversity and cultural heritage as being the basis for a healthy society and a sustainable economic development, by

- Spreading and interpreting relevant knowledge and experience to and for our members.



### **3. Communication analysis**

#### **3.1 Present situation**

A questionnaire about current communication practices was sent out to members in March 2009. A summary of the results is presented in a SWOT analysis.

#### **3.2 Summary of SWOT results (see appendix I for more details)**

The Nordic–Baltic section is a strong, well-functioning network with competent, experienced and engaged members. EUROPARC Federation is a network-based organisation and it depends on members take independent initiatives.

The success of EUROPARC relies on the independent initiatives of its members. This is hindered at times by a lack of resources (time and funding) among the members in the network. Another potential obstacle is that members are working in 8 different languages. Not everybody is fluent in English, the EUROPARC Nordic–Baltic Section working language. Development of language skills among the members is an opportunity for making the network stronger.

Environmental issues are becoming more and more important, in part due to the current climate crisis. Hence, the economical and political climate for these issues is considered advantageous.

The global financial crisis can be seen as both a threat and an opportunity. While there is a potential lack of funding for nature conservation due to the poor economic climate, there is also opportunities for and interest in investing more to protect the environment.

#### **4. Target groups**

- Existing EUROPARC Nordic–Baltic Section members (40),
- EUROPARC Federation and the 7 EUROPARC sections,
- Potential EUROPARC members (includes state agencies working with conservation and protection, national parks, regional parks, etc.),
- Other interested organisations in the area of nature conservation such as operators in nature conservation and nature management, (WWF, IUCN, Eurosite) and other NGO's,
- Politicians and officials working with environmental issues within EU and the Nordic and Baltic countries.



## 5. Communication goals

### 5.1 Goal

That section members are kept informed of important developments that affect the EUROPARC Federation, and of upcoming events, conferences and seminars relevant to them.

#### *Measurable indicator*

- That 75 percent of section members rate the information they receive from the Secretariat with at least a 4 (on a scale of 1–5, where 5 is strongest) on relevance to their needs for staying informed about important developments and upcoming events. (To be followed up in the annual follow-up survey in February).

### 5.2 Goal

Facilitate the establishment of useful partnerships and networks so that members can more easily get funding or establish working groups on similar topics etc. and exchange information and experiences.

#### *Measurable indicator*

- Number of working groups increases (how many are engaged in each working group and what is the outcome of the working group).
- Number of partnerships increases.

*(Baseline to be established at members meeting in September 2009).*

### 5.3 Goal

Increase EUROPARC membership in the 8 Nordic and Baltic countries.

#### *Measurable indicator*

- That the section gets five new members each year during the three-year period and two new members from each country during the three-year period.

### 5.4 Goal

To ensure that conservation managers and administrators have the information (in the form of web page information, printed materials and personal meetings, for example) needed to inform important stakeholders, such as the own organisation, the local municipality, or local and national politicians about EUROPARC and its work.

#### *Measurable indicator*

- That 75 percent of section members rate the available information and access to printed materials with at least a 4 (on a scale of 1–5, where 5 is strongest). (To be followed up in the annual follow-up survey in February.)



## 6. Activity plan

### Newsletter

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members "and friends"	Coordinator	2 days/issue	Published 6 times/year No 1:2009 Feb, No 2:2009 Apr No 3:2009 June, No 4:2009 Aug No 5:2009 Oct, No 6:2009 Dec	-

### Webpage, updated

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members "and friends" Potential members	Coordinator	3 days/month	-	-

### E-mail

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members	Coordinator	1 day/month	2/month?	-

### Baseline survey (EUROPARC conference in Strömstad, September 2009)

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members	Coordinator and Communications Officer at Swedish EPA	1 week	Administer baseline communication and network survey to Nordic and Baltic Section members in September 2009 at EUROPARC conference	-

### Brochure, PDF and printed version

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members, Stakeholders Visitors Interested general public	Coordinator	2 weeks	To be printed spring 2009	20 000 ?

### Summary and documentation of seminars, meetings and conferences

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members "and friends"	Coordinator	5 occasions/year 10 days	-	-

### NB section meetings, minutes

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members	Coordinator	2 meetings/year 2 days		-

### Annual communication follow-up survey

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members	Coordinator	Prep. 2 days Follow up 2 days	To be carried out once annually, at the members assembly in Feb.	-

### Annual report and half year report

Target audience	Responsible person	Work involved	Time plan	Budget (Skr)
Nordic and Baltic members Granting authority	Coordinator and President	2+2 days	July January	-



**6.1 Prioritized channels** are the personal meeting, the webpage, e-mails and the newsletter.

**6.2 Prioritized activities** are the annual seminars and the annual members meeting(s).

**6.3 Complements** are printed material and a visibility package as a support for the personal meeting and the spreading of information.

## **7. Follow up and evaluation**

The communication efforts (qualitative and quantitative) will be evaluated in the annual communication follow-up survey, to be carried out at the annual members assembly in February. Evaluations of communication in the Nordic–Baltic Section will be presented in the annual report and half-year report.

*The following people have been present in the process of producing this Communication Plan*

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**SWOT Analysis**

	<b>Helpful</b> To achieving the objective	<b>Harmful</b> To achieving the objective
<b>Internal origin</b> Attribute to the organization	<b>S</b> trengths	<b>W</b> eaknesses
	<ul style="list-style-type: none"> <li>- <b>Competent and experienced members</b></li> <li>- <b>Strong engagement</b></li> <li>- <b>Well functioning network</b></li> <li>- Specialist knowledge</li> <li>- Practical knowledge</li> <li>- Experiences of changes in conditions and situations</li> <li>- International networks and cooperation</li> <li>- Part of a strong PAN European organization/network</li> <li>- Ability to adapt to existing circumstances</li> <li>- Network partly strong</li> </ul>	<ul style="list-style-type: none"> <li>- <b>8 countries</b></li> <li>- <b>(At least) 8 different languages</b></li> <li>- <b>Lack of resources/funding/time</b></li> <li>- Not well known among non-member protected areas</li> <li>- Lack of organizational experience</li> <li>- Network partly weak</li> <li>- Network partly conservative</li> <li>- Lack of knowledge regarding working groups</li> <li>- Ability to adapt to existing circumstances</li> </ul>
<b>External origin</b> Attribute to the environment	<b>O</b> pportunities	<b>T</b> hreats
	<ul style="list-style-type: none"> <li>- <b>Economical and political climate</b></li> <li>- <b>Development of language skills among members</b></li> <li>- <b>Green issues more and more important</b></li> <li>- Public interest in developed and integrated coastal/land areas</li> <li>- Actions for threatened species</li> <li>- Translations as a matter of routine</li> <li>- Communication to the general public/schools/children</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Lack of funding for nature conservation</b></li> <li>- <b>Economical and political climate</b></li> <li>- Other political issues taking focus from nature conservation issues</li> <li>- Global warming</li> <li>- Lack of or decreasing confidence for public authorities</li> <li>- Nature conservation different organized in different countries (within the Nordic-Baltic countries and within Europe)</li> <li>- Lack of environmental “overall picture”</li> </ul>