



EUROPARC
F E D E R A T I O N



Communicating about Emerald at national and international levels

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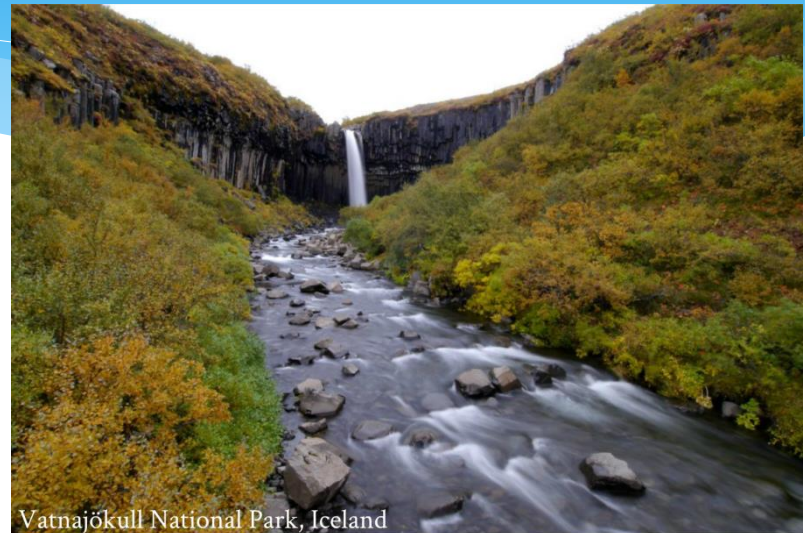
Minsk, October 4th 2016

More than 40 years Working for Nature

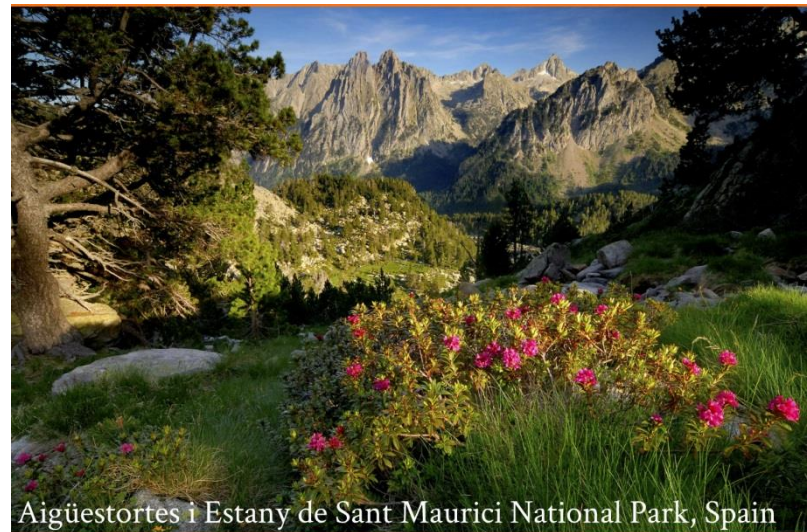
EUROPARC Federation was founded in **1973** with the aim of supporting protected areas to fulfil their role as preservers of Europe's natural beauty.

EUROPARC continues to grow with a membership of around 400 organisations, who themselves represent and manage the vast majority of Europe's protected areas .

Our members manage 40% of Natura 2000 sites



Vatnajökull National Park, Iceland



Aigüestortes i Estany de Sant Maurici National Park, Spain

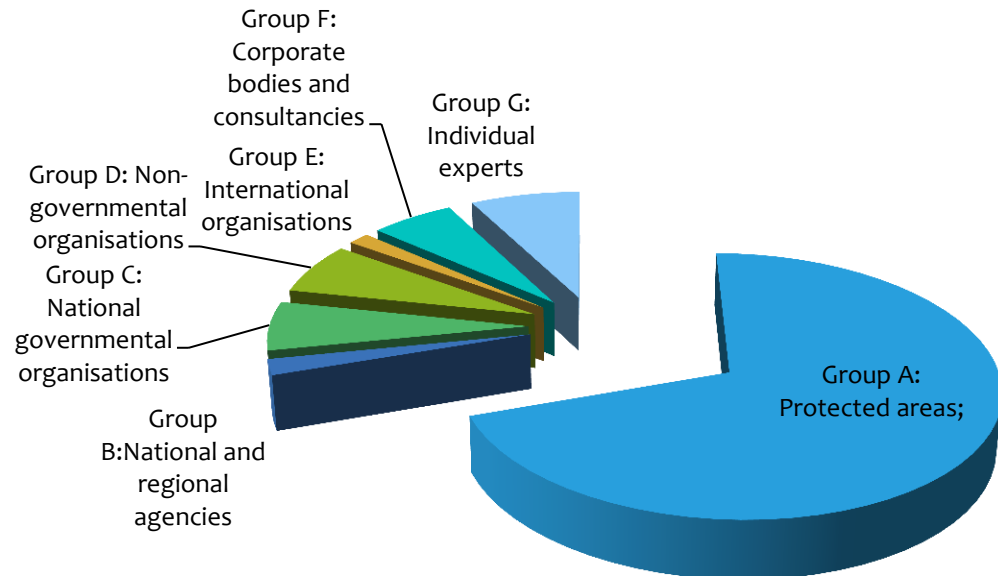
Members

EUROPARC's membership is made up of different kinds of protected areas, environmental agencies and NGOs across 36 countries. All have an interest in finding the best ways possible to manage living working landscapes and protect nature and marine areas .

Such areas include internationally recognised sites including world heritage sites, European N2000 sites and national , regional and locally designated places.

These areas together form the foundation of society's life support systems upon which we all depend.

Members of the Federation by Category



Sustainable Nature, Valued by People

OUR MISSION

EUROPARC works for our natural and cultural heritage, to improve and champion the policy and practice of Protected Area management, in order to deliver sustainable nature, valued by people.



Critical question for the group:

**What is a role of communication
in the EMERALD Roadmap Towards 2020?**



To answer the question, we need to clarify:

- 1) **Who is responsible for communication?**
- 2) **Who is stakeholder?**
- 3) **What we (want) communicate?**
- 4) **What is our BATNA (Best Alternative To Negotiate Agreement)?**

Challenge: Natura 2000 x Emerald

- **Natura 2000 is obligatory because of the EU legislation (= precondition to the EU accession)**
- **Emerald is an obligation for Parties of Bern Convention**
- **DOES IT MAKE A DIFFERENCE?**
- **WHAT IS MORE IMPORTANT FOR DECISION MAKERS AT BOTH NATIONAL AND INT. LEVEL?**
- **HOW TO EXPLAIN DIFFERENCES?**

Example: Natura 2000 in Verwall (Austria)

- 4 alpine villages/5.500 inhabitants, cattle, forestry, hunting, tourism
- no information → annoyance, refusal to cooperate, aggression, mistrust
- mediation needed
 - nearly two years
 - approx. 100.000 €



Do research results help us in communication?

“We scientists don’t know how to do that”

“I used to think the top environmental problems were biodiversity loss, ecosystem collapse and climate change.

I thought that with 30 years of good science we could address those problems.

But I was wrong.
The top environmental problems are selfishness, greed and apathy...

...and to deal with those we need a spiritual and cultural transformation

- and we scientists don't know how to do that.”

Gus Speth

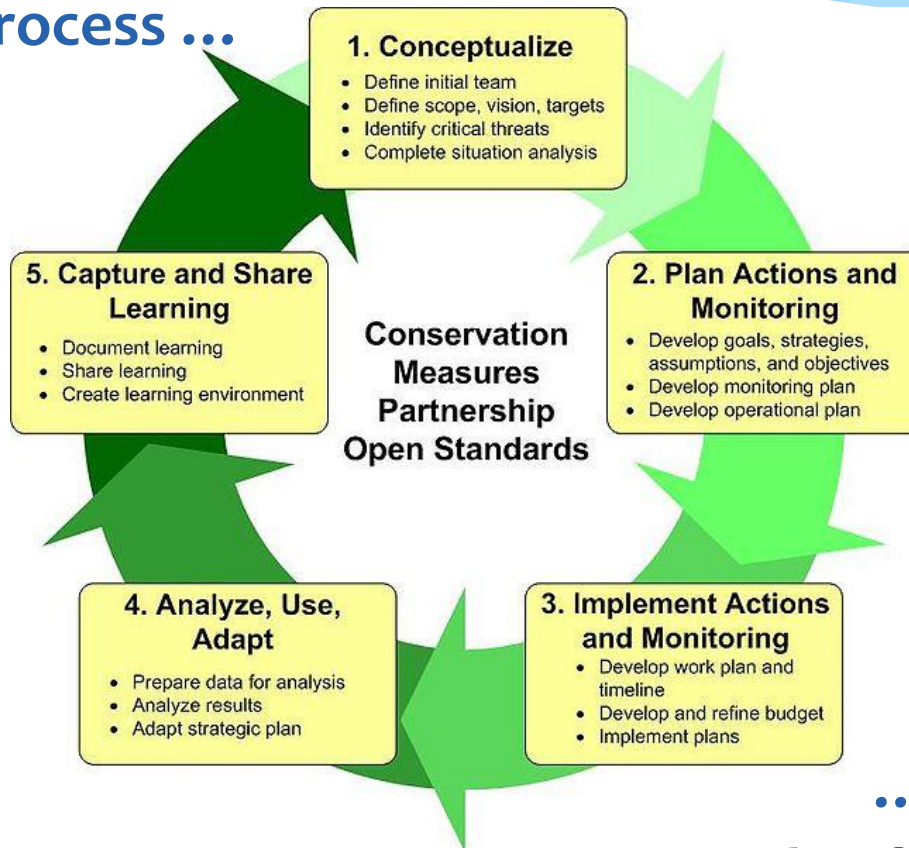


Do research results help us in communication?

- we know a lot about the nature, but we have a little knowledge about human behaviour and its drivers...
- ... and that is why we regularly underestimate an importance of communication

Systematic solution? Participative management

Communication Planning is a Process ...



... and does not end
with a fixed Plan

Recommendations: You need a partner

Example: EUROPARC

EUROPARC does not work in isolation and has the benefit of working with many partners who share our ambitions for Europe's protected areas.



Recommendations:

Support your stakeholder

- crucial ingredient for successful change is **helping people do what they already want to do**
- we often, as conservationists, want to change motives. We often don't realize we are breaking habits. Changing motives and breaking habits are both very very hard, with a high risk of failure.

Recommendations: Low hanging fruit

- many projects fail because they have great aspirations but did not break this down into a sequence of „baby“ steps
- **to identify a first simple step – together with stakeholders - is crucial.** Focusing on a realistic first step greatly increases chances of success

Recommendations:

Create success momentum

- after your first simple step, **celebrate your success together with your team, partners, stakeholders or audience**
- being successful takes away fears for new behaviors and increases hope. One first success leads to new successes. Change is powered by success and blocked by failure.

Be a Better Communicator: Tools and Tips to help Natura 2000 Managers

EFFICIENT MANAGER FOR EFFICIENT NATURA 2000

[//www.europarc.org/tools-and-training/communication-skills/toolkit/](http://www.europarc.org/tools-and-training/communication-skills/toolkit/)



Efficient Managers for
Efficient Natura 2000 Net
EME NATURA 2000

Why this Toolkit?

Ready to start?

Improve your skills

Make it effective

Spread the word

Tips and trade secrets

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PENTRU DEZVOLTARE DURABILĂ
BRAȘOV



Efficient Managers for
Efficient Natura 2000 Network
EME NATURA 2000



EUROPARC

Thank you for your attention!

FEDERATION

Planning

- **What specific lessons learned from experiences in communication relating to the EU Natura2000 network and the Europarc Federation are the most important to apply in the Emerald Network context? What are the best ways to communicate about Emerald?**
- **What should be the structure, means of developing and means of implementing a Communications Plan for the Emerald Network?**
- **Who are the main stakeholder groups that should be targeted by communications activities to promote the Emerald Network?**
- **What specific outreach products and activities should be developed (and by whom) for communicating about the Emerald Network at national and international levels?**

Planning

- **How to evaluate success in communicating about the Emerald Network? What systems or processes need to be in place to ensure that such evaluation can be done?**
- **Do we need to improve the information resources provided on the Emerald Network pages of the Bern Convention website? If so, what elements specifically need to be modified/added, and how?**
- **What specific steps will be required to ensure that each country has in place a suitable method and process for informing the Secretariat of any changes to the designated Emerald sites, including changes detrimental to the ecological character of the sites, as required by Resolution No. 5 (1998)?**

Planning

COMMUNICATION

Country/ Organisation	New actions	Timeframe	Lead responsibility
Armenia			
Azerbaijan			
Belarus			
Georgia			
Republic of Moldova			
Russian Federation			
Ukraine			
Group of Experts			
Secretariat			