

## Recommendations from the workshop on “Communicating values and benefits of protected areas in Europe”

14 – 18 April 2009  
Isle of Vilm, Germany

### Preamble

The participants at the seminar, coming from the countries of Bulgaria, Czech Republic, Denmark, Estonia, Finland, Germany, Poland, Slovenia, Spain, Turkey, UK and from international organizations and networks such as WWF International, EUROPARC Federation, Regional Environmental Center, IUCN-WCPA:

- ✓ Recognise the full range of protected area values and benefits – including the importance of intangible benefits such as spiritual, cultural and historical values
- ✓ Acknowledge that different stakeholders appreciate different values and include these in communication and management activities of the protected area
- ✓ Note the need to ensure that the linkages between the core biodiversity values and the wider values and benefits of the protected area are clearly communicated
- ✓ Recognise the need to develop effective communication campaigns which include assessment of the impacts of the campaign activities

### Recommendations

#### **EUROPARC Federation and partners**

1. *Activity:* Develop and implement a strategy to influence the mid-term evaluation of EU funding (happening in 2010-2011) to ensure protected area values and benefits are considered in EU policies and future funding streams  
*Lead person/Implementer:* Richard Blackman
2. *Activity:* Together with the sections, encourage to explore new partnerships and share good examples of how these partnerships have been developed, i.e. with insurance companies concerning health and disasters and water companies, for example:
  - ✓ Use their communication channels to support protected areas
  - ✓ Explore financial support possibilities*Lead person/Implementer:* Richard Blackman
3. *Activity:* Consider to carry out thematic communication campaigns (e.g. one ‘value’ theme per year) to explore the values and benefits of protected areas in Europe on a range of issues e.g. drinking water; health; agro-biodiversity; disaster mitigation etc using a mix of events, publications and development of case studies focussing specifically on gaining new partnerships and support mechanisms for protected areas  
*Lead person/Implementer:* Richard Blackman
4. *Activity:* To disseminate WWF’s Protected Areas Benefits Assessment Tool (PA-BAT) with examples of its use to EUROPARC members via the web-site and encourage its use by protected area managers to help further understanding on the full range of values and benefits that their protected area can or could provide  
*Lead person/Implementer:* Richard Blackman
5. *Activity:* Develop in conjunction with EUROPARC sections further training opportunities for protected area professionals (managers and scientists) in communicating values  
*Lead person/Implementer:* Richard Blackman
6. *Activity:* Collect and disseminate (through the web site) relevant documents and encourage EUROPARC members to use them, in particular:
  - ✓ Share the results of the Vilm workshop by disseminating the workshop report
  - ✓ Develop communication strategies on the values and benefits of protected areas

- ✓ Use tools for assessing values and benefits (i.e. the tool for assessing economic valuation of tourism being used in Finland and the report of Assessing socio-economic benefits of Natura2000)
- ✓ Share resources and case studies (i.e. WWF Arguments for Protection reports; Delos Initiative Case Studies; case studies from Vilm Workshop)

*Lead person/Implementer:* Richard Blackman

7. *Activity:* To develop and disseminate guidance to protected area managers on issues relating to management and visitor interpretation and communication on the spiritual values of protected areas working with the WCPA Taskforce on Cultural and Spiritual Values to relate globally developed guidance to the European context

*Lead person/Implementer:* Richard Blackman, Josep-Maria Mallarach

8. *Activity:* Europarc send out copies of this workshop's report to national governments who are parties to the CBD and asking them to consider the wide range of protected area values and benefits when reporting on the CBD Programme of Work on Protected Areas (POWPA)

*Lead person/Implementer:* Richard Blackman

#### **BfN**

9. *Activity:* Inform the CBD Secretariat about the workshop on Vilm and propose to make significant efforts in collecting information on the assessment of values and benefits of protected areas and producing a global overview

*Lead person/Implementer:* Gisela Stolpe

10. *Activity:* To explore the possibility of Germany taking the lead for promoting the values and benefits of protected areas in the revised POWPA

*Lead person/Implementer:* Gisela Stolpe

#### **Participants**

11. *Activity:* All participants at the workshop are asked to:

- ✓ Disseminate the experiences, lessons learned and materials shared with colleagues and networks back home
- ✓ Use the PA-BAT and share with WWF (Alexander Belokurov) how the tool was implemented and the results of its use
- ✓ Work with the WCPA Taskforce on Cultural and Spiritual Values/Delos Initiative to find representative case studies on outstanding areas where natural, cultural and spiritual values are effectively linked in protected area management
- ✓ Search for business partnerships to promote values and benefits of protected areas
- ✓ Report on the activities of these recommendations to BfN (coordinator) after six months

*Lead person/Implementer:* All

#### **WCPA**

12. *Activity:* Recommend to the CBD:

- ✓ a more comprehensive goal, target and activities relating to the assessment and communication of the full range of protected area values and benefits in the revision of the PoWPA
- ✓ to disseminate tools and case studies through CBD web-site

*Lead person/Implementer:* Sue Stolton

#### **WWF**

13. *Activity:* Disseminate the PA-BAT further and develop case studies on the use of the tool and results from its use

*Lead person/Implementer:* Alexander Belokurov