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# **Selling the values and benefits of protected areas**

**Training seminar at EUROPARC Conference**

**Saturday, 9.00h – 15.00h**



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## Programme

- **10.00 – 10.20 Introduction of participants and their experiences / expectations referred to the seminar topic**
- **10.20 – 10.40 Presentation by seminar leader**
- **10.40 – 11.15 Coffee break**
- **11.15 – 11.45 presentation of case studies from participants**
- **11.45 – 12.30 Practical exercise for the whole group together:**
  - 1. completing list of values and benefits**
  - 2. identifying target groups for values and benefits**



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## Programme

- **12.30 – 13.15 lunch**
- **13.15 – 14.20 Participants are divided into three working groups:**
  - 1. selling values and benefits to visitors**
  - 2. selling values and benefits to politicians**
  - 3. selling values and benefits to local people**
- **14.20 – 15.00 report by each working group. General discussion and conclusions**



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## **Introduction of participants**

- **self-presentation: name, Park / Organisation, country**
- **summary of your experiences**
- **your expectations**
- **case/study: yes / no ?**
- **please put your contact details into list**



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## **Presentation by seminar leader**

**Results from side-meeting on values and benefits of protected areas at last EUROPARC Conference 2007 in Cesky Krumlov**

**Scheduled EUROPARC Seminar on**

**“communicating values and benefits of protected areas”:**

- Financed by BfN (German National Agency for Nature Conservation)**
- locality: International Academy for Nature Conservation on island Vilm**
- date: first half of 2009**
- Preparation and facilitation: Sue Stolton**



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## **EUROPARC Strategy**

### **Benefits and values of protected areas**

Europarc is able to demonstrate and promote benefits and values of protected areas. Special attention will be given to:

- *biodiversity* and *cultural* values fostered by protected areas and;
- benefits in domains where Europarc has significant expertise and results such as *tourism*, or for domains with increasing significance such as *climate change*, *environmental services*, *health*, *well-being* and *employment*.



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## EUROPARC Strategy - Annex

**EUROPARC should put emphasis on the topic of benefits and values of protected areas and investigate, systemise, highlight and communicate:**

- **the benefits of keeping a high *biodiversity* of populations, species and habitats/landscapes;**
- ***cultural values*;**
- ***ethical and spiritual values*;**
- **their benefits in providing capacities for *environmental services* (soil, water, air, quietness, etc.), including capacities for the mitigation of the climate change.**





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## **IUCN Task Forces that we should contribute to**

**Cultural and Spiritual Values Task Force**  
Task Force on Non-Material Values

**Economic Valuation of Protected Areas Task Force**

**WCPA category V task force**





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## **WWF international**

**Arguments for protection**

**Campaign / series**

**Protected Areas benefits assessment tool**



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## **The Nature Conservancy**

### **Cultural and Spiritual Values Task Force**

Case studies / country studies

20 page guide how to run a campaign



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## Results from 2007 side-meeting

Values / benefits	Target group (V, P, L)	remarks
Biodiversity		
Cultural values		
Landscape character		
Landscape features		
Traditions		



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## Results from 2007 side-meeting

Values / benefits	Target group (V, P, L)	remarks
Ethical / Spiritual		
wilderness		
Environmental services: soil		
Environmental services: water		
Environmental services: air		



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## Results from 2007 side-meeting

Values / benefits	Target group (V, P, L)	remarks
Environmental services: quietness		
Climate change: Carbon sink		
Climate change: other mitigation benefits		
recreation		
Sustainable tourism		



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## Results from 2007 side-meeting

Values / benefits	Target group (V, P, L)	remarks
Health and well-being		
Sustainable agriculture		
Sustainable forestry		
Sustainable fishery		
Regional marketing		



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## Results from 2007 side-meeting

Values / benefits	Target group (V, P, L)	remarks
Rural development		
Education		
Sustainable traffic		
Employment		





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## **Presentation of case studies by participants**

- **case-study 1:**
- **case-study 2:**
- **case-study 3:**
- **etc.**



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## **Practical exercise of whole group:**

- 1. completing list of values and benefits**
- 2. identifying target groups for values and benefits**



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## **Deviding in three working groups:**

- 1 selling values and benefits to visitors**
- 2. selling values and benefits to politicians**
- 3. selling values and benefits to local people**



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## **Deviding into three working groups:**

**For each group:**

- 1. Create ideas, how to approach your target group in the best way (type of activities, means of communication, etc.)**
- 2. Which role could the planned EUROPARC workshop in 2009 play in this respect ?**
- 3. Which role could a EUROPARC working group play in this respect ?**
- 4. Identify a speaker for the report of your group**