

Target group

Protected area professionals in Europe, in particular those tasked with strategic planning and communication, especially:

- Protected areas managers
- Protected area agencies and environmental ministries
- NGOs.

Expected workshop outputs

- Review of values and benefits of protected areas relevant in Europe
- Exchange good practises of communicating values and benefits
- Develop recommendations to help protected area professionals to better communicate the values and benefits of their protected area
- Establish a European network for the better understanding and communication of values and benefits of protected areas in Europe.

Venue

The International Academy for Nature Conservation is based on the Isle of Vilm. Vilm is adjacent to the Island of Rügen which is situated in the North East of Germany in the Baltic Sea. The Isle of Vilm can be reached by plane to Berlin or Hamburg, then by train to Lauterbach Mole, or by ferry from Sweden, Lithuania or Russia to Mukran/Rügen. Participants will be accommodated in the guesthouses of the Academy. More information:

http://www.bfn.de/06_akademie_natursch+M52087573ab0.html.

Interested? Please contact:

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Deadline for Registration:
March 14th 2009



Guest house at the International Academy for Nature Conservation Isle of Vilm



Communicating values and benefits of protected areas in Europe

14 – 18 April 2009

Workshop
at the International Academy for Nature Conservation
Isle of Vilm, Germany

organised by

the German Federal Agency for Nature Conservation (BfN)
in cooperation with EUROPARC Federation



Workshop aims

Protected areas, in Europe and beyond, are increasingly expected to deliver a wide range of social and environmental benefits in addition to biodiversity conservation. This requires protected area professionals to develop a better understanding of the wider benefits and develop communications skills in order to effectively address relevant stakeholders. This workshop aims to:

- present the range of arguments available for protected areas and discuss them in the European context
- discuss some of the benefits and values in more depth in order to fully explore their meanings and usefulness in the European context, i.e. the spiritual value, drinking water, CO₂ sink and storage, health, economics & tourism
- work with the "Protected Areas Benefits Assessment Tool" in order to equip the participants (esp. protected area managers) with a method to identify and assess the values and benefits of their own protected area
- discuss ways of better communicating and using the values and benefits for the various strategic target groups and stakeholders in order to generate political will, create public awareness and mobilize an increased funding for protected areas.

Outline

14 April: Evening arrival and introduction

15 April

- Overview of benefits, values and services of protected areas and international initiatives to communicate these more widely
- Detailed review of values and benefits of particular relevance for Europe

16 April

- Communicating values and benefits: protected area experiences (case studies from several European countries)
- Identifying values and benefits: Using WWF's Protected Area Benefit Assessment Tool (the PA-BAT)

17 April

- How can we better communicate the values and benefits of protected areas?
- Recommendations for individual protected areas, protected area agencies, NGOs and EUROPARC Federation on how to promote the wider values of protected areas
- Conclusions and way forward

18 April: Departure

Registration form	
to be returned to: Fax: +49-38301-86-150, email: judith.jabs@bfn-vilm.de	
I hereby register for the workshop Communicating values and benefits of protected areas in Europe Deadline for registration: March 14th, 2009	
Name:	<input type="checkbox"/> Mr <input type="checkbox"/> Ms
Institution:	
Address:	
Tel.:	Fax:
email:	
I will arrive on Vilm on	(date) at ca. (time)
I will leave Vilm on	(date) at ca. (time)
<u>Board and lodging costs</u>	
<input type="checkbox"/> I can cover all costs connected with my participation (incl. travel costs) Lodging per day: single room: 51 €, double room: 37 € Board per day: 24 € + morning and afternoon coffee: 3,50 € => Full board and accommodation for the seminar: ca. 300 € (single room).	
<input type="checkbox"/> I can pay my travel costs to/ from Vilm myself , but I would need funding for board and accommodation on Vilm (only applicable for selected countries)	
<input type="checkbox"/> I apply for complete funding by BfN (only applicable for selected countries).	
<u>Travel</u>	
<input type="checkbox"/> I will meet the group of participants for travelling from Berlin to Vilm by train (leaving Berlin Central Station at 13.38 h on April 14 th)	
<input type="checkbox"/> After the workshop, I will travel by train together with the group from Vilm to Berlin , arriving in Berlin Central Station on April 18 th at <input type="checkbox"/> 12.15 h or <input type="checkbox"/> 14.15 h	
<u>Accommodation and board</u>	
Which food do you prefer	<input type="checkbox"/> non vegetarian <input type="checkbox"/> vegetarian <input type="checkbox"/> special diet, please specify:
I eat fish	<input type="checkbox"/> yes <input type="checkbox"/> no
I prefer a	<input type="checkbox"/> single room <input type="checkbox"/> double room
<u>Please note</u>	
- When cancelling your participation within 8 days prior to the seminar, we have to charge you a cancellation fee in case we cannot find a replacement. The cancellation fee equals 80 % of the costs for board and lodging. If you arrive later than announced, we would have to charge you for the services provided.	
- Dogs are not permitted.	
- We prefer payment by Maestro-Card (EC-Card). However, payment by credit card and bank transfer is possible in case you do not have a Maestro-Card.	