



# Topic 1 workshop

Thematic partner - TOPIC 1: Integrated management of natural protected areas

Name of the Project: **2Bparks** – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks



Name of the Partner: **RCDI**, Development and Innovation Network



Name of the speaker: Ana Catita & Alexandra Mendonça



# TOPIC 1 workshop

## ✓ What's our capitalisation methodology?

- ✓ What do you want to put forward and to keep in Medland deliverables?
  - ✓ **Roadmap for protected area managers and self-assessment guide**
  - ✓ **2BParks Local Development Pilot Plans (LDPP)**
  - ✓ **2BParks Environmental Clusters**
- ✓ What are the transferability conditions? (bio-geographical context, socio-economic context)
  - ✓ There are **no significant barriers to transferability** relating to the bio-geographical or socio-economic context.
  - ✓ **Commitment of public authorities and stakeholders is essential.**



# TOPIC 1 workshop

- ✓ Be **critical** about your project (approach, methods, tools, implementation):
  - ✓ What was good/what has worked? Why?
    - ✓ Protected Areas (PA) with different **dimensions** (small, large), **characteristics** (e.g. wetlands, Mediterranean *maquis*, forest and mountainous areas) and **locations** (from remote rural areas to the vicinity of large conurbations) were involved in the project, providing **different contexts for PA Planning and Management**.
    - ✓ The project partnership included **different institutions, with diverse visions** – Protected Areas, Regional Authorities, Local Authorities (Municipalities), Universities and Research Centres, Tourism Boards and NGOs – allowing a **multidisciplinary approach** for **sharing good practices and experiences for PA management**.
    - ✓ **Participatory approaches** were adopted, effectively involving local and regional stakeholders, paving the way for further building of partnerships and for strengthening of local governance.
    - ✓ **Multisectoral approach and bridging between public institutions and private operators** was achieved to jointly discuss and agree on main policy issues.



# TOPIC 1 workshop

- ✓ Be **critical** about your project (approach, methods, tools, implementation):
  - ✓ What was bad/what hasn't worked? Why? How do improve it?
    - ✓ **Delays and/or poor definition of the general framework and guidelines** for the implementation of **Work Packages** resulted in misunderstandings and some duplication of efforts.
    - ✓ Interesting pilot actions and experimental practices, but **insufficient analysis and consolidation of the different local results**, therefore weakening the effective transnational added value of the project.
    - ✓ The project results, good practices and experiences had **little impact on local/regional policies improvement** (limited connection to the policy cycle).
    - ✓ **Mobilisation of stakeholders** was sometimes difficult to achieve, due to lack of motivation and conflicting interests.
    - ✓ The **sustainability of project initiatives** may be jeopardized due to lack of financial resources to keep them alive after the project conclusion.

The logo for 'medland 2020' features the word 'medland' in a blue, lowercase sans-serif font, with '2020' in a smaller, blue, uppercase sans-serif font to its right. The text is overlaid on a circular graphic that shows a map of the Mediterranean region in white against a green background.

# TOPIC 1 workshop

- ✓ Be **critical** about your project (approach, methods, tools, implementation):
  - ✓ **Recommendations?**
    - ✓ **Creating transnational added value** – identify problems and common needs, formulate common responses, plan common tools for cooperation and coordination.
    - ✓ **Developing common policies** – develop common strategies and activities and connect the obtained results to the policy cycle. Explore thematic, operational and strategic synergies.
    - ✓ **Identifying and involving target audiences** – clearly define stakeholders and other beneficiaries and involve them (according to their specific roles) through participatory processes.
    - ✓ **Understanding and sharing results** – evaluate and validate results (internal assessment, peer review, surveys of beneficiaries) and share the evaluation results with stakeholders and beneficiaries.
    - ✓ **Communicating** – effective communication and dissemination is essential to achieve the overall objective (policy improvement).

## Protected Areas Sustainable Planning and Management 2Bparks Conclusions

Main conclusions of the 2Bparks work on **Protected Areas Sustainable Planning and Management** summarized in:

- ✓ Roadmap for managers and self-assessment guide
- ✓ Synthesis Report on the Evaluation and Comparison of Partners' Experiences to be Capitalized
- ✓ Local Development Pilot Plans (LDPP): experimental actions



# PA Sustainable Planning and Management

## Conclusions in relation to each cross-sectoral component (1)

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

Based on the **work of the 2BPARKS partners**, as well as on **critical points of the international literature**, the **main problems of Protected Areas (PA) management**, in descending significance and based on the critical management activities, are:

Critical Management Activities	Critical Problems	Cross sectoral Component
1 Law Enforcement and Surveillance	Lack of Control on Human Dangers or Inappropriate Behaviour to the Environment	C2
2 Working with Local Communities	Distance among Protected Areas and the Citizens	C1,C3
3 Management Planning	Lack of Effective Management Planning with Monitoring Indicators	C2
4 Building Governance Capacity	Lack of Skills to Achieve Sound and Effective PA Management	C1
5 Developing Sustainable Tourism	Lack of Exploitation of the Tourism Potential of the PA	C2, C4
6 Education and Awareness	Low Awareness and Knowledge of Citizens and Young People on the Resources, Needs and Perspectives of the Protected Areas	C3
7 Working with Local / Regional Authorities	Distance and Conflicts among PA Managers and Local Government	C1

*To continue:*

## PA Sustainable Planning and Management

### Conclusions in relation to each cross-sectoral component (2)

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

**Main problems of Protected Areas (PA) management**, in descending significance and based on the critical management activities:

*Continuation:*

Critical Management Activities	Critical Problems	Cross sectoral Component
8 Applying Research	Research is Either Minimum or Absent	C2
9 Demarcation and Zoning	Land Uses are not Clear to Apply Efficient Management	C2
10 Promoting Sustainable Resource Use	Conflicts on Natural Resources Use between Communities and Protected Areas	C2, C3
11 Monitoring	Lack of Control on Impacts of Management	C2
12 Infrastructure Development	Lack of Appropriate Infrastructure	C2
13 Financing and Fundraising	Lack of Funds for Sound Operation, Staffing and Activation of the PA Operators	C1,C4
14 Restoration	Degradation of Ecosystems	C2
15 Fire Management	Loss of Forest Stock and Wildlife	C2
16 Species Management	Degradation of Biodiversity	C2
17 Communication, Publicity and Marketing	Low Awareness of the Non-Local Communities	C2, C3
18 International Networking	Isolation of Protected Areas	C1



## Challenges and opportunities on each cross-sectoral component

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

### Identification of **Challenges and Opportunities per component:**

- ✓ **Additional work** on the results of 2Bparks and consideration of **integrated management needs** in terms of the cross sectoral components led to the identification of a set of **Challenges and Opportunities per component**.
- ✓ The Challenges and Opportunities identified within each component are not exclusive to that component: some are **common to more than one component**.
- ✓ The **type of response necessary** to meet each Challenge and Opportunity was also identified as an effort to guide the search for appropriate tools and best practices.

## Challenges and opportunities on Component 1

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

C1 Governance and participation involvement	Type of response needed
<b>Challenges</b>	
<b>Cooperating with local authorities:</b> land use planning, territorial development, co-management of natural resources (PA, in particular); find common interests	Local level strategic management
Increasing <b>awareness of local population and tourists</b> on the importance of PA (values and need for preservation) and induce the right behaviour; inform about land use conditions and potential activities	Local level strategic management
<b>Engaging local stakeholders</b> in natural resource related activities: production and trade, services, tourism, restoration, cleaning, etc.	Local level strategic management
Increasing <b>awareness of urban population and other non-local population</b> (tourists) on the role of natural resources and the importance of the ecosystem services	Local, regional and national promotion and education
Increasing <b>management autonomy at PA level</b> to allow a more specific approach to each PA reality and favour more efficient HR and financial administration	Environmental policy; PA governance model
Integrate <b>territorial development objectives</b> into environmental policy	EU and national environmental policy
<b>Opportunities</b>	
Creating <b>alliances and partnerships</b> with local government; engaging in co-management models	Local level strategic management
Active <b>integration of PA assets in local development models</b> ; promote integration of production of goods and services in the market economy	Local level strategic and operational management
Promoting <b>collaborative actions</b> with stakeholders	Local level operational management

## Challenges and opportunities on Component 2

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

C2 Operational and R+D priorities	Type of response
<b>Challenges</b>	
<b>Conciliation of management objectives</b> (conservation vs. development); develop /enforce land use plans and regulation; surveillance to avoid inappropriate use of resources and bad behaviours	Local level strategic and operational management
Promoting <b>restoration</b> of species and ecosystems; develop/implement <b>monitoring</b> systems	Knowledge transfer; operational management at local level
More <b>applied research</b> ; increasing PA <b>staff skills</b> (all areas)	Research policy; training and recruiting policies
<b>Education and training</b> (all levels)	Strategic management; education and training policy
<b>Opportunities</b>	
Integration in the <b>market economy</b> (production of goods and services, recreational and tourism development)	Local level strategic and operational management; mobilisation of stakeholders
Development/implementation of <b>Business&amp;Biodiversity mechanisms and eco-businesses</b>	Mobilisation of stakeholders
Development of <b>new financing solutions</b>	Operational management; mobilisation of stakeholders; environment policy
Integration in <b>climate change</b> mitigation and adaptation processes	Knowledge transfer; local level strategic and operational management

## Challenges and opportunities on Component 3

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

C3 Target group focused communication needs	Type of response
<b>Challenges</b>	
Working with <b>local communities</b> ; information and education	Local level strategic and operational management; governance capacity building
Information and education at regional/national level; focus on <b>urban population and potential tourists</b>	Regional and national promotion and education
Identify and mobilise <b>local stakeholders</b>	Governance capacity building; strategic and operational management at <b>local</b> level
<b>Opportunities</b>	
Development/implementation of <b>Business&amp;Biodiversity mechanisms</b> targeting specific stakeholders	Mobilisation of stakeholders
<b>Collaborative actions</b> with stakeholders	Local level strategic and operational management; mobilisation of stakeholders

## Challenges and opportunities on Component 4

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

C4 Financial needs and opportunities	Type of response
<b>Challenges</b>	
Negotiating <b>financial compensations</b> with local authorities and developers	Local level strategic and operational management; governance capacity building
<b>Funding needs</b> for restoration actions and adaptation to climate change	Local level strategic and operational management; value ecosystem services; mobilisation of stakeholders
Increasing <b>financial autonomy</b> at PA level	Environment policy; PA governance model
Reforming <b>funding systems</b> for PA	Environment policy; value ecosystem services; PA governance model
<b>Opportunities</b>	
Valorise ecosystem services	Environment policy; mobilization of stakeholders
Integration in the market economy (production of goods and services, recreational and tourism development)	Local level strategic and operational management; mobilisation of stakeholders
Development/implementation of Business&Biodiversity mechanisms	Local level strategic and operational management; mobilisation of stakeholders

## List of operational tools and best practices

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

2Bparks References for Tools and Best Practices	Cross sectoral Component
1. Synthesis Report on the evaluation and comparison of Partners' experiences to be capitalized: Results of partners experiences. How to improve the planning tool	all
2. Guidelines for Developing a Management Plan: a management toolbox and a practical self-assessment guide	C2
3. Roadmap for protected area managers and self-assessment guide: designed to support Protected Areas managers in orienting themselves among the multitude of existing guidelines (Eurosite, Europarc, IUCN) and selecting the most suitable ones	all
4. 2Bparks Local Development Pilot Plans (LDPP): a place-based approach to reach shared objectives of sustainable development in the MED protected areas	C1, C2, C3
5. 2BParks Environmental Clusters: grouping enterprises, socio-economic operators and public bodies that have adopted a sustainable business strategy contributing to the protection and enhancement of MED PA	C1, C3, C4

## Description of operational tools and best practices

### 1. **Synthesis Report on the evaluation and comparison of Partners' experiences to be capitalized** *Results of partners experiences. How to improve the planning tool* (1)

A **synthesis and evaluation** of the results of the partners' filled-in questionnaires on **experiences to be capitalized**, developed by the Region of Thessaly in November 2011, in the framework of Phase 3.1 of the 2Bparks project, covering:

1. PA Management Plans
2. PA Marketing Strategies
3. Campaigns and Independent Promotional Actions
4. Academic Work on PAs
5. Training Actions
6. PA Management Handbooks and Guides
7. ICT Tools for PAs
8. Tourism Packages for PAs
9. Studies for Employment and Business Initiatives
10. Studies for Tourism Demand in PAs
11. Local, Regional, National, European PA Networks

**Evaluation Indicators** to assess the special nature of the good practices and experiences recorded by the partners:

- **Innovation**
- Viability
- **Factors for Policy Change**
- Interactivity
- Factor for Local Participatory Processes
- **Factors for Knowledge Transfer**

# Description of operational tools and best practices

## 1. Synthesis Report on the evaluation and comparison of Partners' experiences to be capitalized

*Results of partners experiences. How to improve the planning tool* (2)

### A selection of best practices:

#### PA Management Plans

- ✓ "Management Plan of the Delta PO" – Veneto Region
- ✓ "Management Plan of the Prespes National Park" –Region of Thessaly
- ✓ "Life Management Plan for the Troodos National forest Park – Cyprus
- ✓ "The Strategic Plan for Troodos" –Cyprus
- ✓ "Program of Public Use of the Sierra de Andújar Natural Park" – Municipality of Andújar

#### PA Marketing Strategies

- ✓ Marketing Strategy "Slow Tourism Project" – Veneto Region
- ✓ Study for the Calculation of the Carrying Capacity and Estimation of the Potential for Development of an Integrated Tourism Product for Rural Areas – Troodos, Cyprus

#### Campaigns and Independent Promotional Actions

- ✓ Campaign "Veneto Region Park Award" – Veneto Region
- ✓ "Eden Award 2007-2008 – Troodos, The Green Heart of Cyprus" – Troodos, Cyprus

#### Training Actions

- ✓ Coast to Coast measure 3 – Educating Schools teachers and youngsters as promoters – Veneto Region
- ✓ 1 Training for Tourism Guides – Ljubjansko Barje Landscape Park

#### PA Management Handbooks and Guides

- ✓ The IPAM toolbox (PA synergies) – Veneto Region
- ✓ The Jsimpa (Introductory Handbook - Joint Strategy for Integrated Management of Protected Areas in the South-eastern European Region- NATREG project) – Veneto Region
- ✓ "Management Guide for the National Park of the Korina-Volvi Lakes and Macedonian Tempi" – Region of Thessaly
- ✓ "Management Guide for the Vai Palmwood Park" – Region of Thessaly
- ✓ "Plan for Natural Resource Management" – Municipality of Andújar

#### Studies for Employment and Business Initiatives

- ✓ Study on the consequences on employment in Alonnisos of the operation of the Alonnisos Northern Sporades National Marine Park - Region of Thessaly

#### ICT Tools for PAs

- ✓ "Between Water and Land"project – Veneto Region



## Description of operational tools and best practices

### 2. Guidelines for Developing a Management Plan: a management toolbox and a practical self-assessment guide

- ✓ An integral part of the Management Plan Framework developed by the Municipality of Andújar in the context of the 2Bparks project.
- ✓ Resulting from the identification of the need for a realistic and practical framework for management planning and evaluation to be adopted for the terrestrial and marine protected areas system.
- ✓ To serve as a guide for structuring, preparing and reviewing management plans for all protected areas including co-managed protected areas within the protected areas system.
- ✓ Intended to provide management organizations instructions and advice on **the steps required to develop a management plan:**

#### A. DEVELOPING A MANAGEMENT PLAN

1. PREPARATORY PHASE
2. THE PLANNING PROCESS
3. IMPLEMENTATION AND REVIEW
4. LAYOUT OF THE MANAGEMENT PLAN

#### B. MANAGEMENT PLAN OUTLINE FOR TERRESTRIAL PROTECTED AREAS

1. INTRODUCTION
2. CURRENT STATUS
3. CONSERVATION PLANNING
4. MANAGEMENT PLANNING

## Description of operational tools and best practices

**3. Roadmap for protected area managers and self-assessment guide:** a user friendly tool, designed to support Protected Areas managers in orienting themselves among the multitude of existing guidelines (Eurosite, Europarc, IUCN) and selecting the most suitable ones

Based on international sources and upon the findings of all 2Bparks partners, the Roadmap presents a collection of almost 100 references for solutions for each one of the identified planning and management problems:

TOOLS FOR LAW ENFORCEMENT AND SURVEILLANCE	4 references
TOOLS FOR WORK WITH LOCAL COMMUNITIES	7 references
TOOLS FOR MANAGEMENT PLANNING	25 references
TOOLS FOR BUILDING GOVERNANCE CAPACITY	2 references
TOOLS FOR DEVELOPING SUSTAINABLE TOURISM	21 references
TOOLS FOR EDUCATION AND AWARENESS	3 references
TOOLS FOR WORKING WITH REGIONAL AUTHORITIES	2 references
TOOLS FOR APPLYING RESEARCH	2 references
TOOLS FOR DEMARCATION AND ZONING	2 references
TOOLS FOR PROMOTING SUSTAINABLE RESOURCE USE	3 references
TOOLS FOR MONITORING	2 references
TOOLS FOR INFRASTRUCTURE DEVELOPMENT	1 references
TOOLS FOR FINANCING AND FUNDRAISING	3 references
TOOLS FOR RESTORATION	2 references
TOOLS FOR FIRE MANAGEMENT	2 references
TOOLS FOR SPECIES MANAGEMENT	2 references
TOOLS FOR COMMUNICATION, PUBLICITY, MARKETING	10 references
ISOLATION OF PROTECTED AREAS	2 references

## Description of operational tools and best practices

**4. 2Bparks Local Development Pilot Plans (LDPP):** a place-based approach to reach shared objectives of sustainable development in the MED protected areas

- ✓ Designed to improve the framework for environmental, spatial and landscape **planning at local level**.
- ✓ Aiming at identifying new “**spaces and horizons for experimentation**” and defining **innovative actions**.
- ✓ Based on a **participatory process**.
- ✓ LDPP developed by 2Bparks partners take on different forms and methodologies:

LDPP in Veneto Region: Places of Sense: atmospheres for a Local Development Pilot Plan in the Po Delta - Experimental approaches for landscape interpretation

LDPP in Hérault: “Schema d’interprétation des aires protégées” - The interpretation plan for Bessilles departmental park

LDPP in Vercelli: Development of the province through the development of its Parks

LDPP in Andújar: Plan for Regional Development and Economical Promotion

LDPP in Thessaly: Integrated local pilot development plan for Karla Lake

LDPP in Athens: Understanding coastal environment status

## Description of operational tools and best practices

**4. 2Bparks Environmental Clusters:** grouping enterprises, socio-economic operators and public bodies that have adopted a sustainable business strategy contributing, in this way, to the protection and enhancement of MED PA

- ✓ A shared approach to **mobilise stakeholders and local businesses**, reconciling the protection and promotion of Protected Areas with economic development.
- ✓ Establishes criteria to define a sustainable business, outlines rules for admission into the Environmental Clusters (e.g. application forms) and provides guidelines for mapping of operators and for promotion, development and follow up of the Environmental Clusters.
- ✓ Helps to disseminate information (targeting economic operators) on the opportunities and benefits offered by the adoption of sustainable business strategies (cost reductions, marketing tools) and related impacts on nature conservation.
- ✓ Experimental Environmental Clusters were organised in six Protected Areas/Regions following a common approach. An e-Catalogue of Cluster Members was published.



## Methodological recommendations

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

Management action	Recommendation	Cross sectoral Component
Strengthen strategic and management planning / PA Business plans	Multisectoral approach	C2
	Land use planning (zoning, infrastructure)	C2
	Participatory processes (stakeholders, citizens, visitors, policy makers,...)	C1, C3
	Conciliation of conservation objectives with visiting	C2, C3
Develop Pro-biodiversity business (PBB)	Mobilise stakeholders	C3
	Innovate production and services	C2,C4
Develop alliances and partnerships with local governments	Connect environment to development policy	C1, C2, C4
Value ecosystem services	<i>all aspects need work</i>	C4
Communicate and promote	Working with local population	C3
	Promotional and awareness raising campaigns	C2, C3
Redefine protected areas policy and goals	Conciliate conservation and development	Political intervention
	New financial models	
	New governance models, facilitation autonomy and inter-institutional cooperation, co-management,...	