



Communicating Natura 2000

Communication as Policy Instrument

Branka Hlad, Slovenia
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All nature conservation is at its basic level people management.

If you cannot work with people, you cannot effectively manage nature conservation!

(Ian Mitchell, Scottish Natural Heritage, 2003)

Our mission statement:

Working with Scotland's people to care for our natural heritage

Purpose of this talk



- To share institutional & personal
 - Experiences of use communication as nature conservation tool
 - Experiences and lessons learned from communicating nature conservation
- To highlight some
 - Results of Natura 2000 project (2002 – 2004)
 - Challenges for further nature conservation policy

Conservation mechanisms



- Legal & administrative
- Economic & financial
- Social
 - Communication
 - Education
 - Participation
 - Awareness raising
- Communication integrated in mix of instruments
- Communication is not something that comes last

Classical response to problem



- More research
- More decrees
- Money motivation
 - Taxes and charges
 - Subsidies and fees

Media
Schools
General public

Grading 91

Communication as nature conservation tool



- Nature conservation is working with people
- Problem definition
- Identify relevant stakeholders
- Feasible communication strategy & tactic
- Evaluation results & follow up to achieve or manage desired change

Perception is the only reality



Peter van der Vet

- How big problem?
- For whom?
- Why important?
- How target groups perceive it?
- Needs hierarchy
- Benefits
- Etc.

First analyze and plan



- Knowing the subject
- Listening to the stakeholders
- Knowing social and economic reality
- Common issues
- Development projects / partnerships
- Planning (80 % - 20 % rule)

When did it start?



- IUCN “Effective Communication for Biodiversity”
 - Training and practicing communication (1998-2001)
 - National Biodiversity Strategy & Action Plan (2000-2001)
- IUCN “Nature Management in Partnership”
 - Follow up training, learning by doing (2001-2003)
 - 5 pilot projects at local / regional level
- Model for communication Natura 2000
 - National project for implementation of EU legislation (2002-2004)

Pilot projects

Public participation

Ponds on Karst & Istria (disapearing ponds)

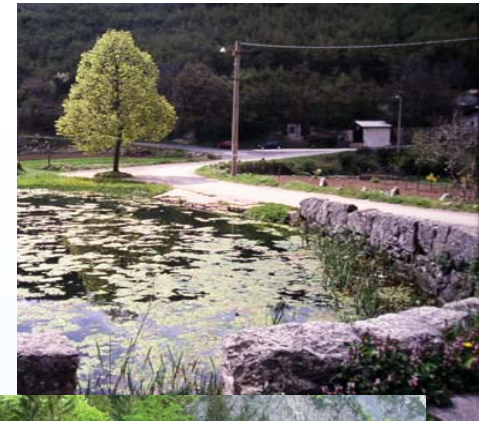
Landscape park Topla (paper park)

Landscape park Boč (event management)

Radensko polje (analysis of motives)

Kozjansko regional park (work with people)

Even the smallest projects are
great for building trust



Natura 2000

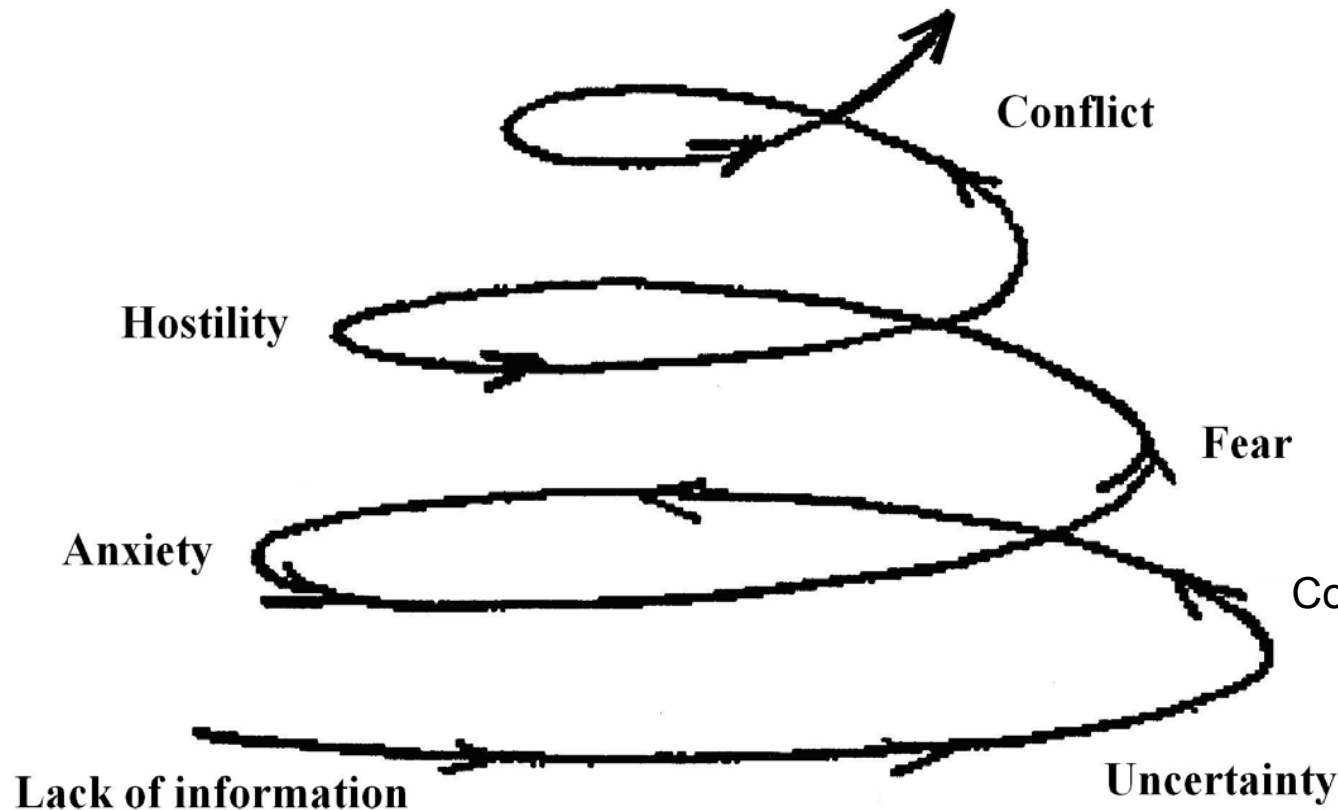


Implementation of European legislation

- Bird and Habitat Directives
- Technical > identification of sites
- Legal > transposition, designation sites
- Implementation > managing of sites, monitoring, reporting

New concept - new risks

- New nature conservation concept
- Avoid risks of new conflicts due to lack of information



Conflict Management and
Resolution,
Eurosite 2003

Previous approach

- First research everything completely
 - Communication comes at the end
 - Official letters sufficient for change
- Delays by scientists
 - Cause enormous time pressure
 - Not enough staff to deal with risks at site level & with other departments



People perspective



- Implementation N2K not just a conservation issue
- Involves more government sectors, disciplines & public
- Inevitable strategic approach to deal with:
 - Time pressure to fulfil obligations
 - Clear terms of reference from top management
 - Huge ambition to submit so many sites
 - Internal organization
 - Limited human resources & capacities
 - Social mechanisms to avoid DAD

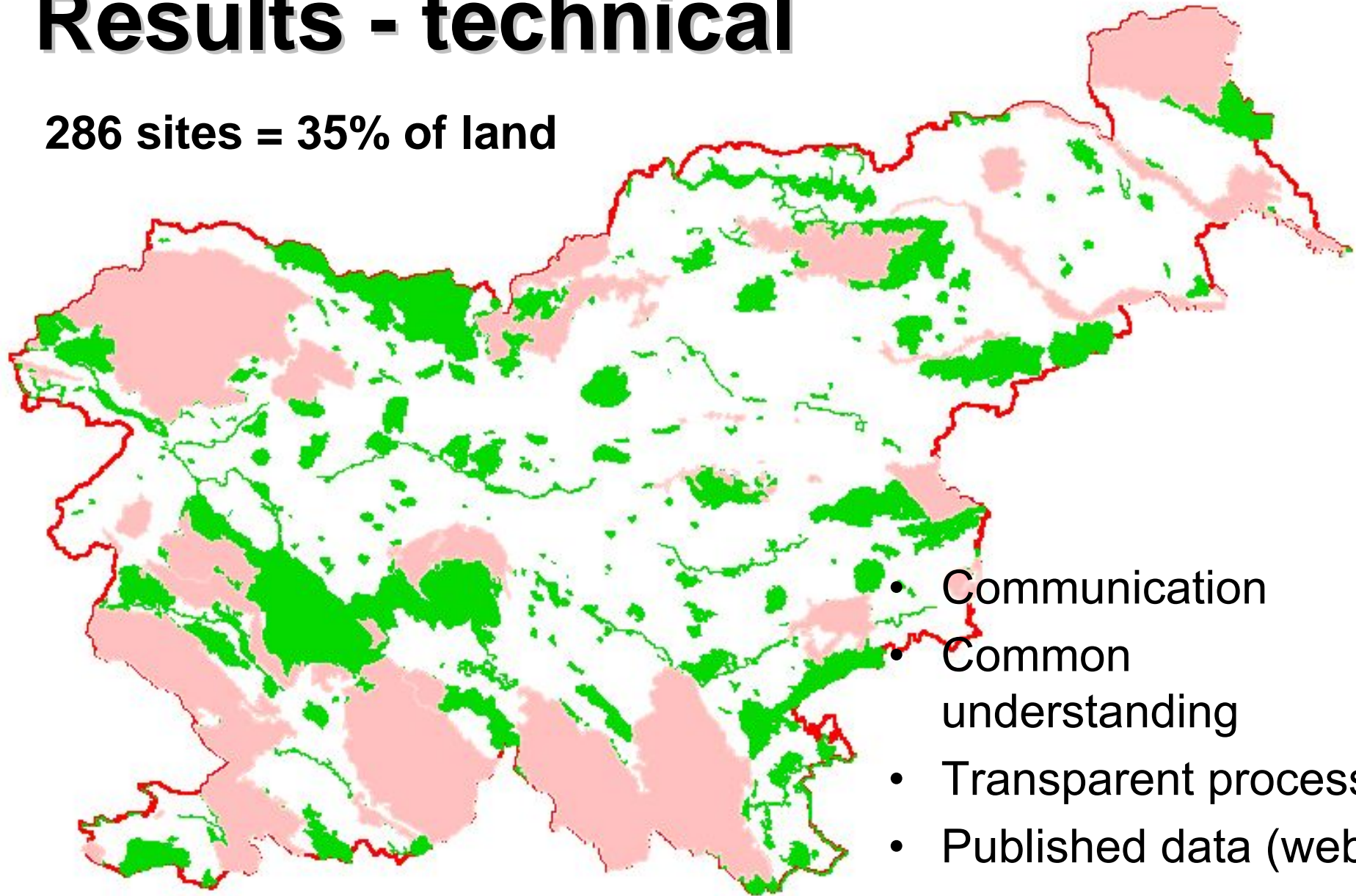
New approach



- **Restructure project process**
 - Deadlines for scientists
 - Milestones, tasks, coordination, internal communication
 - Extended communication network
- **Reorient towards stakeholder management**
 - Governmental system
 - Capacity building
 - Social system
- **Priority face to face communication**
 - Identification of key stakeholders & opinion leaders
 - Establishing strategic partnerships
 - One-way communication only as a support

Results - technical

286 sites = 35% of land



- Communication
- Common understanding
- Transparent process
- Published data (web)

Results - communication



- Over 30 sites communicated locally
 - Stakeholders not clapping but informed
 - Indicated less opposition & more supportive attitude
- Improved institutional capacities
 - More trained civil servants, more professional attitude
 - Network of strategic national and local partners
- High level meetings to discuss next steps
 - Participative management planning
 - Joint research effective administrative system

Key CEPA interventions



- Most interventions were internal
 - High level meetings
 - Mobilization existing communication network & know-how
 - More planning before going to public
 - Capacity building
- Mobilized internal key actors recognising benefits of
 - Strategic approach - work with stakeholders
 - Strategic partnership - forestry, agriculture
 - Thinking before action - joint planning, teamwork
- Back-up system & evaluation

CEPA lessons



- CEPA is integration mechanism
- Building social capital takes time (priorities!)
- Internal communication most important
 - Involve middle & top management
 - Identify key internal actors / allies at right position
- Training must be followed by learning by doing
- Continuous capacity building, networking
- **Involve external advisers in key moments**

What should come next?



- Biodiversity operational plan
 - Objectives
 - Management options
- Follow up communication strategy
- Coherent, consistent administrative system
 - Standards & procedures
 - Monitoring & reporting

Where we are?



- Change requires
 - Change in people's behaviour
 - Change of their (organizational) culture
- System thinking as simple concept
 - Learning individual
 - Learning organization
 - Learning society
- Fear of changes & proactive role

Future challenges



- Nature can be effectively conserved by
 - Motivation & active stakeholders' participation
 - Government backing
 - Adequate time & people
- Communication integrated in routine work
 - Keep momentum
 - Effective conservation agencies & continuity
 - Delegation of responsibility
- Doing things right versus doing the right things