

# OUTPUT FACT SHEET

## Tools

Version 2

Project index number and acronym	CE1359 Centralparks
Output number and title	O.T1.3 Guidelines on communication between protected areas and local communities in the Carpathians
Responsible partner (PP name and number)	Ekopsychology Society PP4
Project website	<a href="https://www.interreg-central.eu/Content.Node/Centralparks.html">https://www.interreg-central.eu/Content.Node/Centralparks.html</a>
Delivery date	01.2021

### Summary description of the key features of the tool (developed and/or implemented) and of its transnational added value

PAs are more experienced in env. education and nature interpretation than communication with local communities and stakeholders, PAs lack skilled staff trained in communication techniques. In result, support of local communities for PA operations is missing, interactions with local stakeholders are a challenge to most PA administrations. The tool guides PA managers through the process of communication planning in an innovative and simple way, incl. identification of target stakeholders/audiences, tailoring relevant key messages, developing useful communication techniques and skills, selection of efficient communication channels, conflict understanding and resolution, developing and implementing efficient PA communication plan, analyzing the stakeholders' feedback, and upgrading the plan. The tool explains basic communication terms and concepts, emphasizes two-way communication enhancing participatory decision-making processes, includes practical tips, recommendations, example boxes. 3 WPT1 Thematic Transnational Task Forces (TTTFs) allowed to pool and share knowledge and expertise from different countries, capitalize on information and experience exchange, enhance transnational cooperation, find solutions to challenges common for the region, harmonize approaches at the internat. level, and develop 3 mutually reinforcing outputs. TTTFs met in person once, later interacted solely online (also due to COVID-19, which made subsequent physical meetings impossible). Online meetings allowed team work in shared screen live mode. But, each TTTF tested a different approach/team work mode. This TTTF involved 17 PPs' representatives & external experts from 6 countries, had 4 meetings (instead of 2 planned in AF) and prepared 7 subsequent drafts. Upon agreement on the structure and contents, in May-June 2020 the work was divided among smaller teams, since July 2020 all experts worked on subsequent consolidated draft versions. The tool will be tested (A.T1.6) in RP5 and RP6, report due by 01.2022.

### NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

Tool developed in NUTS 2 (2021): CZ06, CZ07, HU11, ITH1, PL21, PL91, RO42, and SK03

Target audience: public authorities - administrations of 323 protected areas domiciled in:

- 5 EU Member States:  
Czech Republic (CZ 06, CZ07, CZ08), Hungary (HU12, HU31), Poland (PL21, PL22, PL82), Romania (RO11, RO12, RO21, RO22, RO31, RO41), Republic of Slovakia (SK02, SK03, SK04)
- 1 EU candidate country (Republic of Serbia: RS221, RS223)
- 1 ENP and EaP country (Ukraine, ISO 3166-2: UA-21, UA-26, UA-46, UA-76)

### Expected impact and benefits of the tool for the concerned territories and target groups

Expected effects incl. increased capacities, knowledge and skills of public authorities in communication and building local partnerships promoting participatory approach, raising the awareness and support of local communities for their PAs, reconciliation and integration of nature protection with the local socio-economic development, and building the sense of common ownership and responsibility. The use of Guidelines will allow PA managers to effectively communicate nature conservation objectives and requirements to their local communities and municipality authorities. Apart from institutional level uptake by public authorities, Guidelines were submitted to the Carpathian Convention, that invited regional and local authorities and relevant stakeholders to actively engage in and contribute to its implementation (Decision COP6/2), in support of the priority of the current Presidency, emphasizing the importance of closer cooperation with the local and regional level (Decision COP6/24).

### Sustainability of the tool and its transferability to other territories and stakeholders

The output will further be used by PPs and target audience, possibly also by additional audiences in other mountain regions of Central Europe reached under WPC. It will be publicly available online (also on the official website of the Carpathian Convention). Trainings similar to A.T1.6 can easily be replicated in other CE Programme area countries, and beyond. This output can be used worldwide, regardless of the geographical location. Public authorities and agencies other than involved in nature conservation can also benefit from the use of Guidelines on communication with local communities. When developing guidelines, the team should include experts in all relevant aspects related to the subject, like in the case of this TTTF, which allowed work division accordingly to specialization and experience of particular TTTF members. Report (D.T1.6.1) on lessons learned from the test implementation of this tool (under A.T1.6) should also be made available for the future users of the Guidelines.

### References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The main relevant project deliverables are:

- D.T1.3.1 (Thematic transnational task force (TTTF) formation and creation of common understanding for developing DT1.3.3)
- D.T1.3.2 (Drafts and final meeting)
- D.T1.3.3 (Guidelines on communication between protected areas and local communities in the Carpathians)
- D.T1.6.1 (Report of the training for Polish protected area managers on communication with local communities, due by 01.2022).

Guidelines can be found on the project website

<https://www.interreg-central.eu/Content.Node/Centralparks.html>

on the official website of the Carpathian Convention <http://www.carpathianconvention.org/>

and websites of project partners (e.g. PP4 <https://ekopsychologia.pl/projekty/centralparks/>).