

**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

## 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, CO<sub>2</sub> 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		
<b>Communicating values and benefits of protected areas in Europe</b> <b>Deadline for registration: March 14<sup>th</sup>, 2009</b>		
<b>Name:</b>	<b>Mr</b>	<b>Ms</b>
<b>Institution:</b>		
<b>Address:</b>		
<b>Tel.:</b>	<b>Fax:</b>	
<b>email:</b>		
I will arrive on Vilm on	(date) at ca.	(time)
I will leave Vilm on	(date) at ca.	(time)

### Board and lodging costs

**I can cover all costs connected with my participation (incl. travel costs)**

Lodging per day: single room: 51 €, double room: 37 €

30.06 9i, 2009