



ECNC-European Centre for Nature Conservation Nature and Society

Communicating Nature Conservation In Croatia and FYRO Macedonia

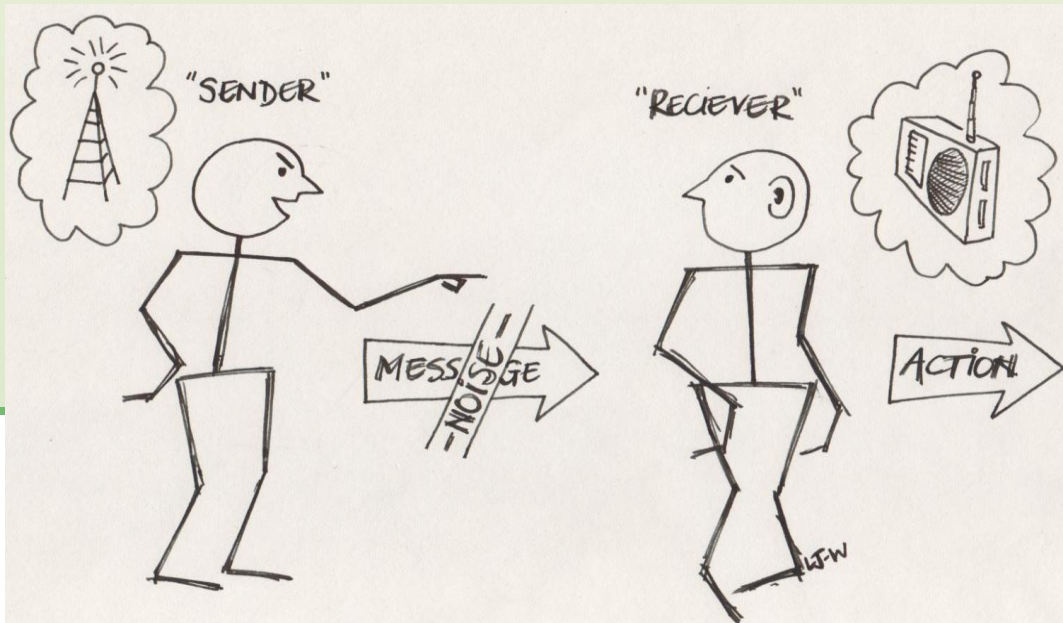
Aysegul Cil

Programme Manager

**CEPA Fair 28 May 2008, CoP9,
Bonn, Germany**

Why this project?

- The need of establishment of a routine communication in resolving issues and problems related to nature conservation policies
- The lack of capacity to involve stakeholders and to use communication a vital instrument in the process
- Inspired by the international initiatives (PEBLDS)



This project.. objectives

- 1) A series of training workshops on the use of communication skills in nature conservation for the staff of national, regional, and local authorities, NGOs and organizations in Croatia and Macedonia;
- 2) Develop and implement a stakeholder involvement programme for one or more sites of European importance;
- 3) Set up an infrastructure for in-country capacity building, including making available reference and training materials and training at least two persons to act as in-country trainers.

Project partners

- State Institute for Nature Conservation-Croatia
- Ministry of Environment and Physical Planning-Macedonia



This project...Phase I

Training workshops in Croatia and Macedonia

- 25 People trained in Communication
 - Basic principles
 - Facilitation
 - Negotiation
 - Conflict resolution
 - Communications planning
- Certificates given



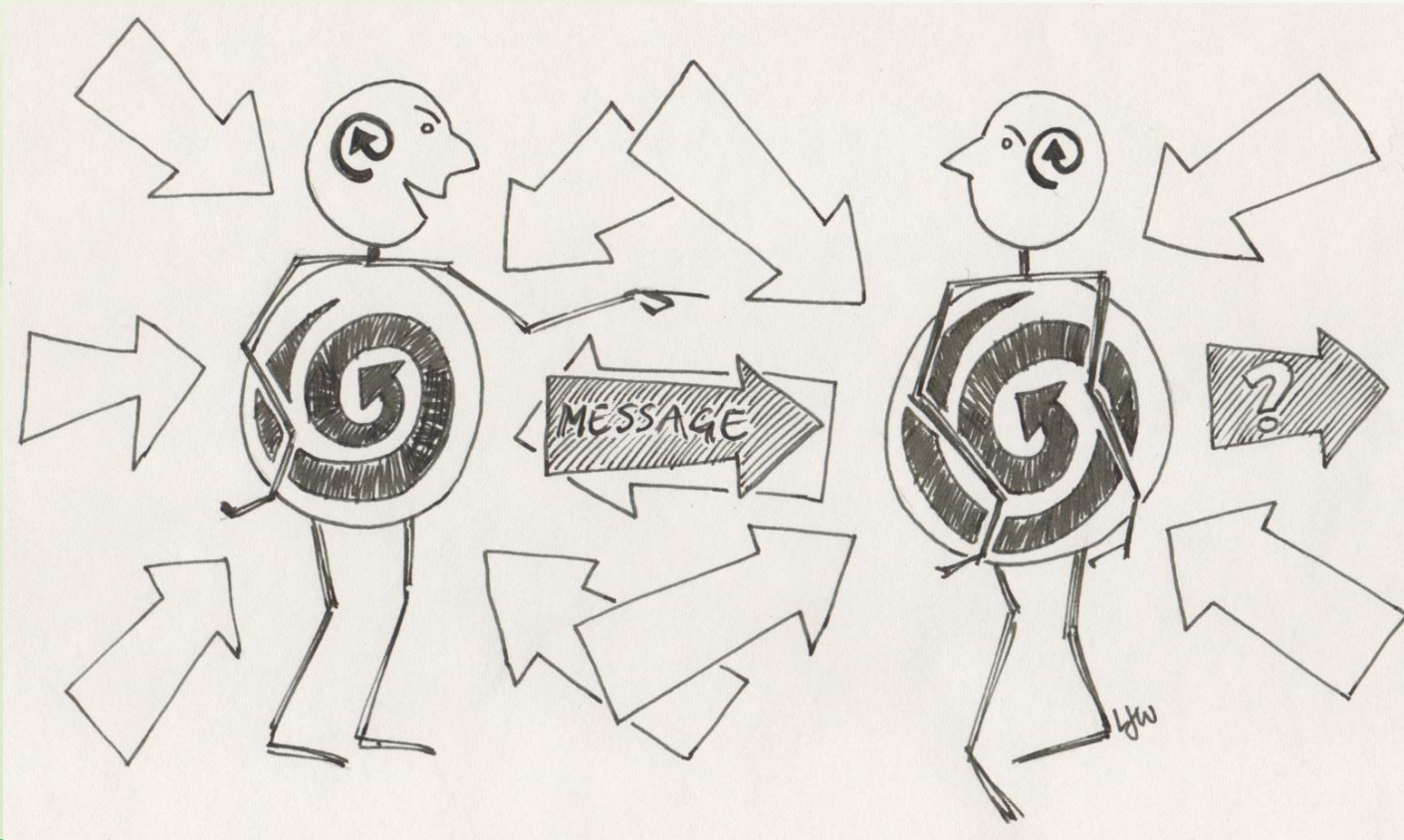
This project....Phase II

Pilot projects

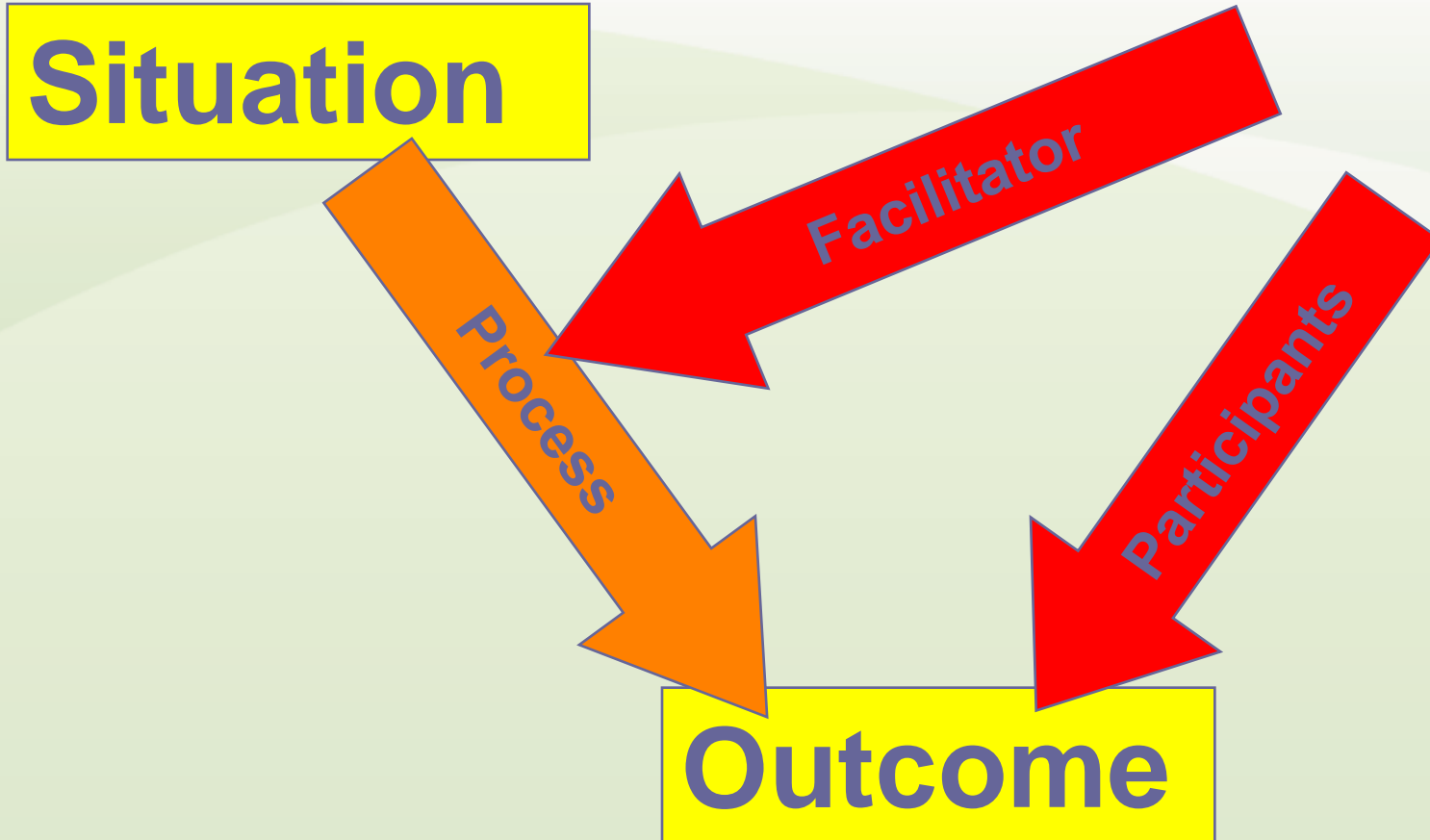
- Analysis of the problem (including stakeholders and interests)
- Plan of action - communication plan
- Delivery of activity plan (roundtable meetings, consultation process, events for media, publicity and information materials)
- Visioning



Communication..



Facilitation..

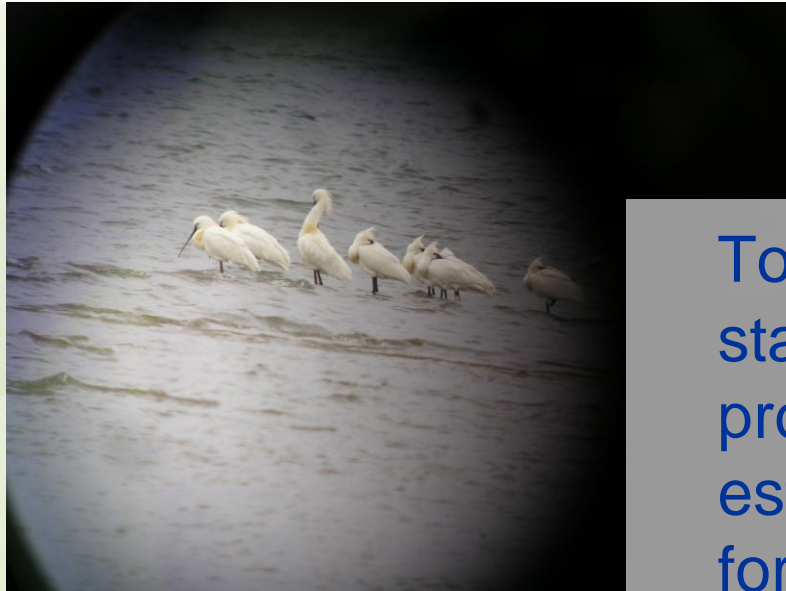


Pilot sites of this project

- **Neretva Delta – Croatia**
- **Mavrovo National Park - Macedonia**



Objective of the pilot projects



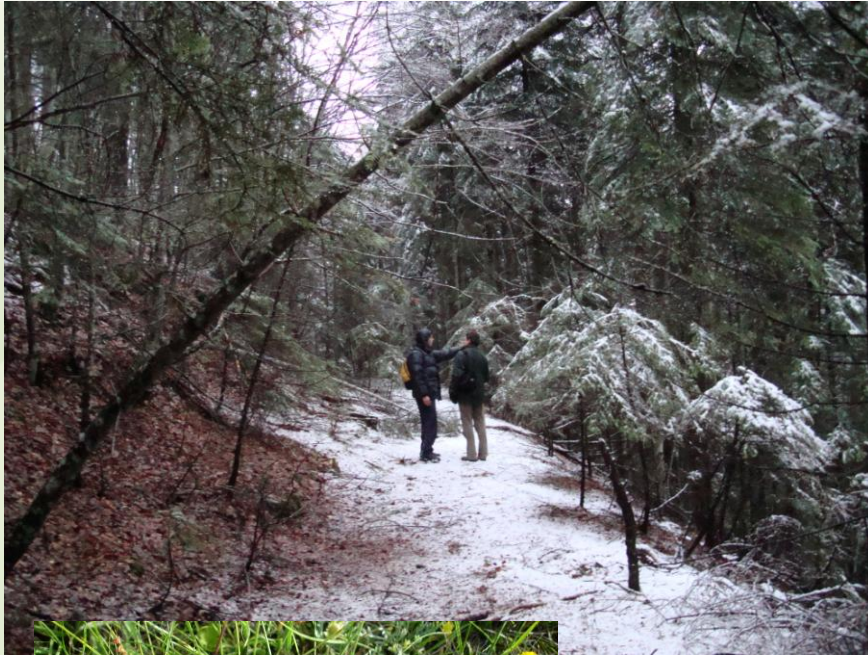
To assist a partnership of key stakeholders (with the support of the project partners) in agreeing and establishing a collaborative platform for the ongoing management of the selected pilot areas



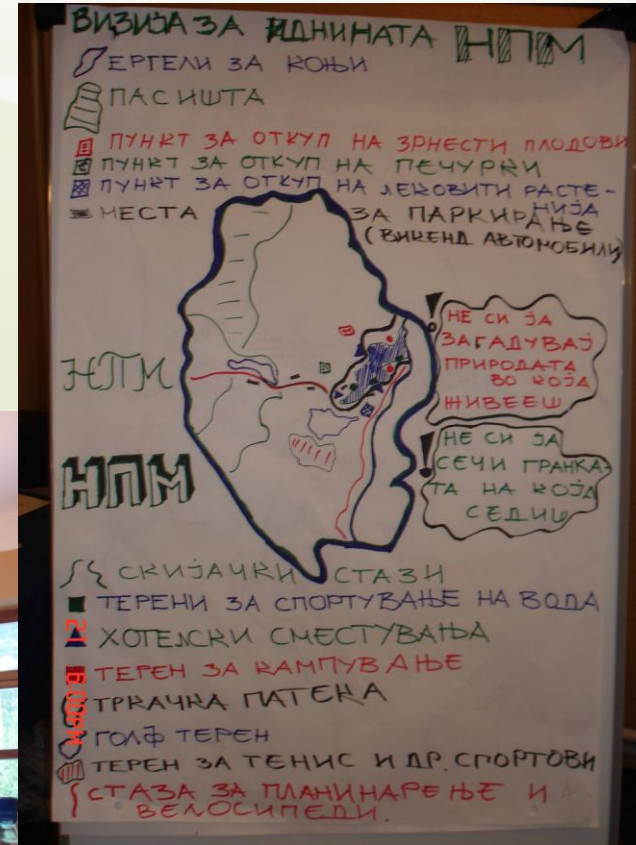
Neretva Delta...



Mavrovo National Park



Stakeholder Involvement in Mavrovo National Park



- Skills
- Leadership
- Examples

This project...Study tour

Training of in-country trainers

Two days “study tour” in the Netherlands in December 2007



Outcomes.. in pilot sites

- Increase understanding of the issue
- Reduce potential conflicts
- Increase consensus
- Include and involve as many stakeholders as possible
- Maximise the integration of the different aspects of land use management
- Maximise acceptance of the process
- Maximise the effectiveness of the implementation of future management of the site

This project... Phase III

Setting up in-country training infrastructure

- In-country trainers:
 - Basic training
 - Advance training



Thank you!

