Communicating nature

Swedish Centre for Nature Interpretation

Ignace Schops

December 16 – 2016

























- Director Regionaal Landschap Kempen en Maasland Belgium
- President EUROPARC federation, largest nature network in Europe
- Recipient Goldman Prize Green Nobel Prize
- ASHOKA fellow World leading Social Entrepreneur
- Full Member Club of Rome EU Chapter
- Honorary Doctor Hasselt University Belgium
- Full member of the Climate Leadership Corps Al Gore
- International Ambassador "Countdown 2010 "- IUCN
- Council Member Natuurpunt Flanders
- Commander of the Order of the Royal Crown, Belgium

Ignace Schops







Q1

EUROPARC Federation?





Sustainable nature, valued by people.











OUR NETWORK

400 members 37 countries









BIGGEST EUROPEAN NETWORK

Covering 40 million hectares Representing 40% of Natura 2000





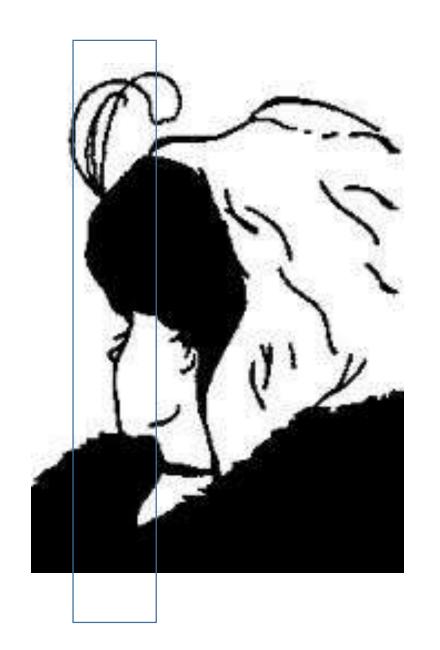
Q2

Who are the best communicators?

- 1. Politicians
- 2. Priests
- 3. Journalists
- 4. Environmentalists
- 5. Writers
- 6. Story tellers
- 7. Others

Why

What do we see



Find the difference



Find the difference



Global Eye



One planet



World population

World Population 1950-2050 9,5 8,9 Population in Billions 8,3 7,6 6,8 4,5 3,7 2,6

Year

Well below 2°C





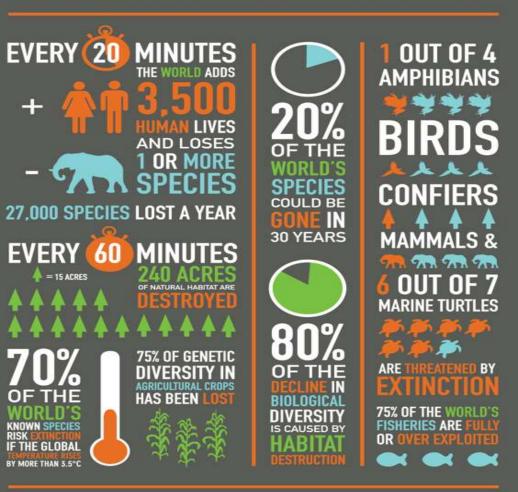




IN THE PAST 40 YEARS ONE GREEN PLENET® POPULATION DECLINE 100.000 POPULATION DECLINE LEATHERBACK POPULATION DECLINE 95% IN LAST 20 YEARS 7,400 REMAINING POPULATION DECLINE 75% IN LAST 30 YEARS REMAINING POPULATION DECLINE **SEI WHALE** IN LAST 20 YEARS

Loss

LOSS OF SPECIES BIODIVERSITY



BIODIVERSITY IS NECESSARY FOR HUMAN SURVIVAL HUMANS HOLD THE POWER TO STOP THE LOSS



-67%

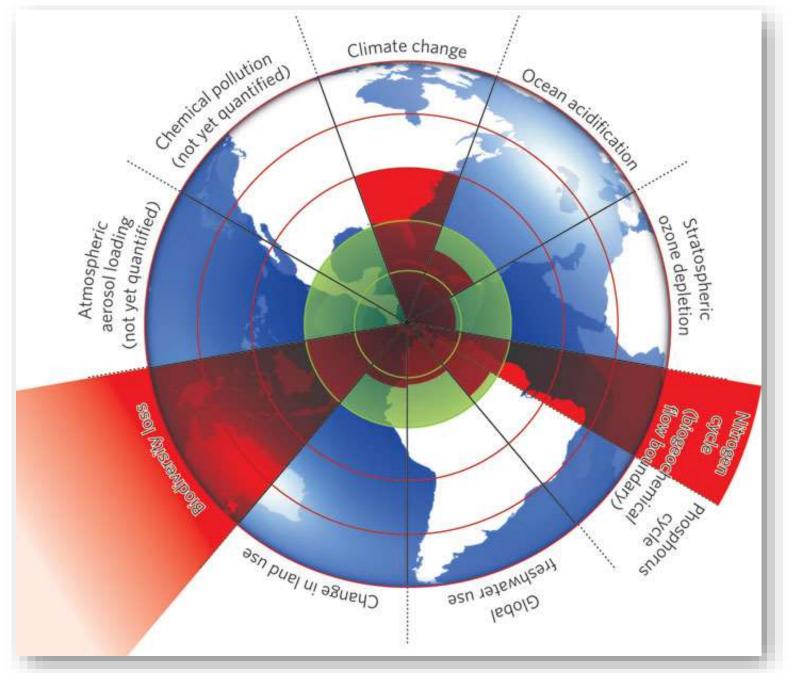






Alarm!



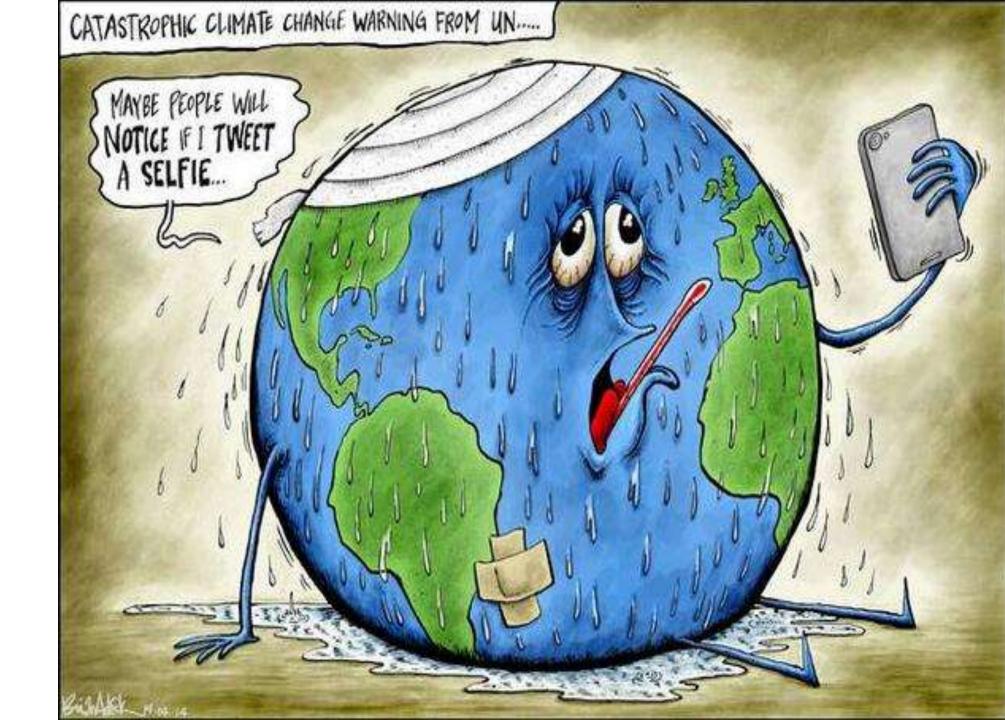


Johan Rockström Stockholm Resilience Institute

2 sides of the same coin



Status of the planet

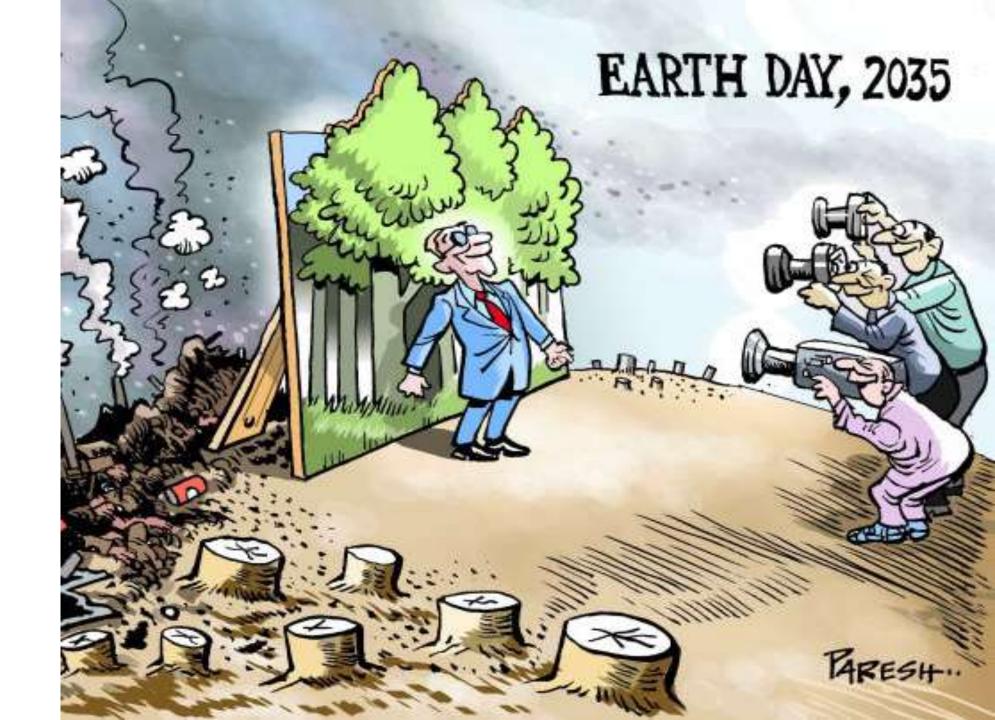


Q3

Is it good to value nature economically?

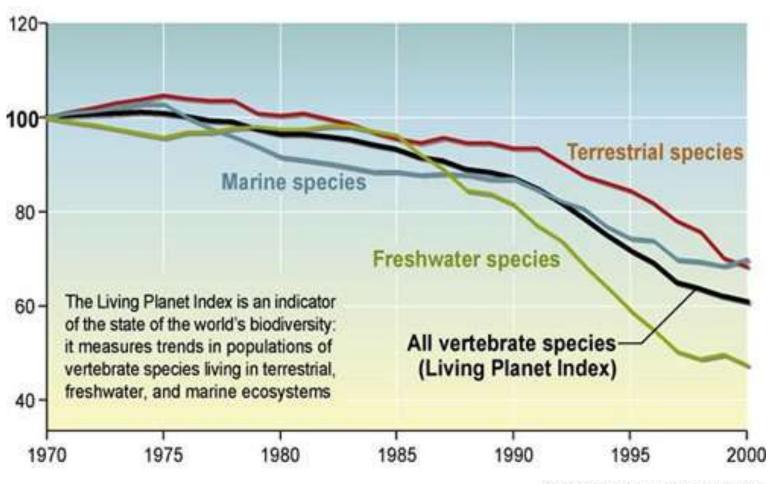
- 1. Yes
- 2. No
- 3. Don't know

What do we see

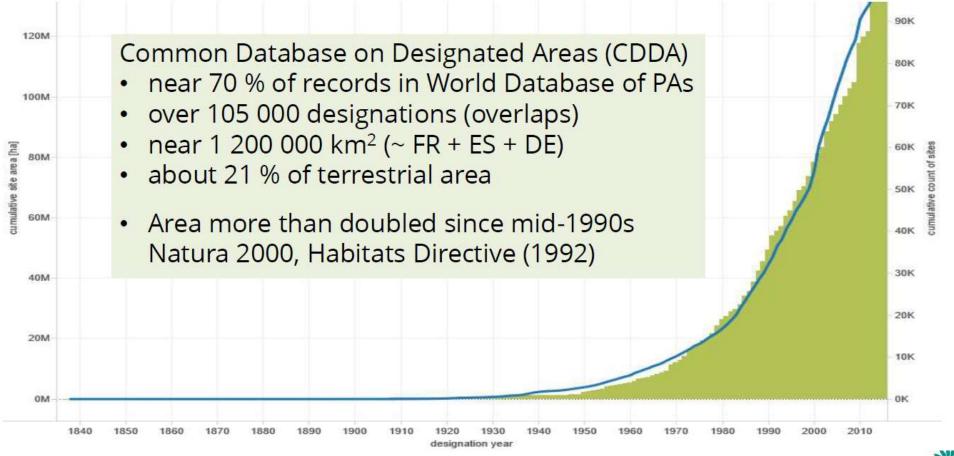


The Paradox

Population Index = 100 in 1970



Source: WWF, UNEP-WCMC





The paradox

A win is in fact a loss

Value is in the eye of the beholder

Value is in the eye of the beholder



Replicable >< non-replicable







Value is in the eye of the beholder



Value

?

Arrow's color

Potential for mediation by

Medium

High

socioeconomic factors

Low

Arrow's width

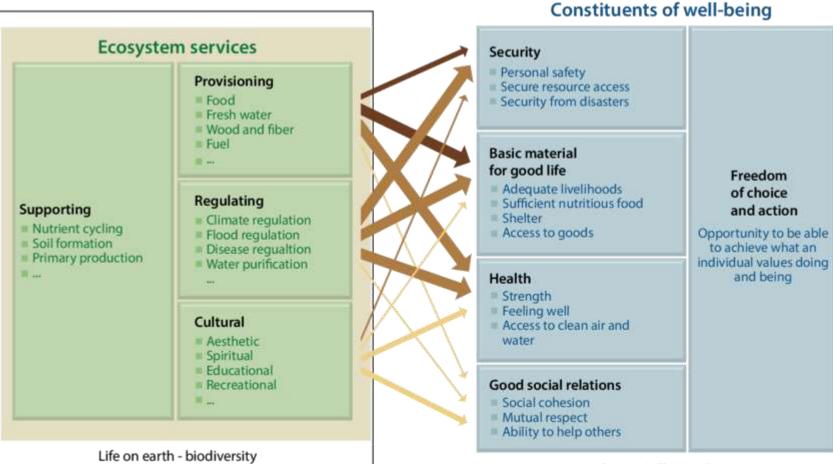
----- Weak

Intensity of linkages between ecosystem

services and human well-being

Medium

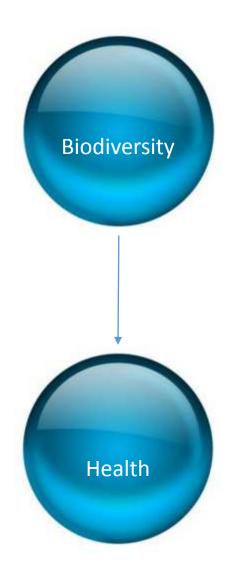
Strong

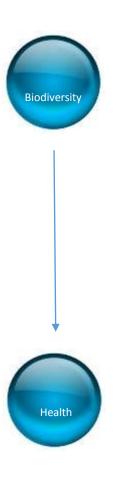


Source: Millenium Ecosystem Assessment

Ecosystem Services A lost connection?







Visits Protected Areas Worldwide

(Cambridge University 2015)







Protected Areas

- 12,7% Earth (21% Europe)

Visitors

- 8 billion/year
- 3,3 billion North America
- 3,8 billion Europe

Spending

- 600 billion \$/year

Current spending on protection < 10 billion/year

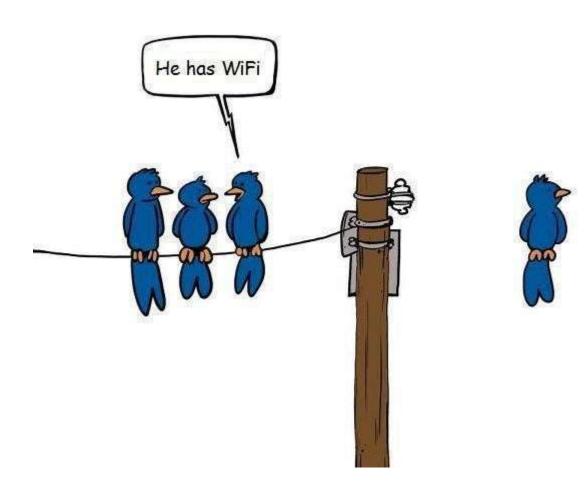
Value cultivated crops: 153 billion euro/year/world (Gallai et al., 2008)





Health

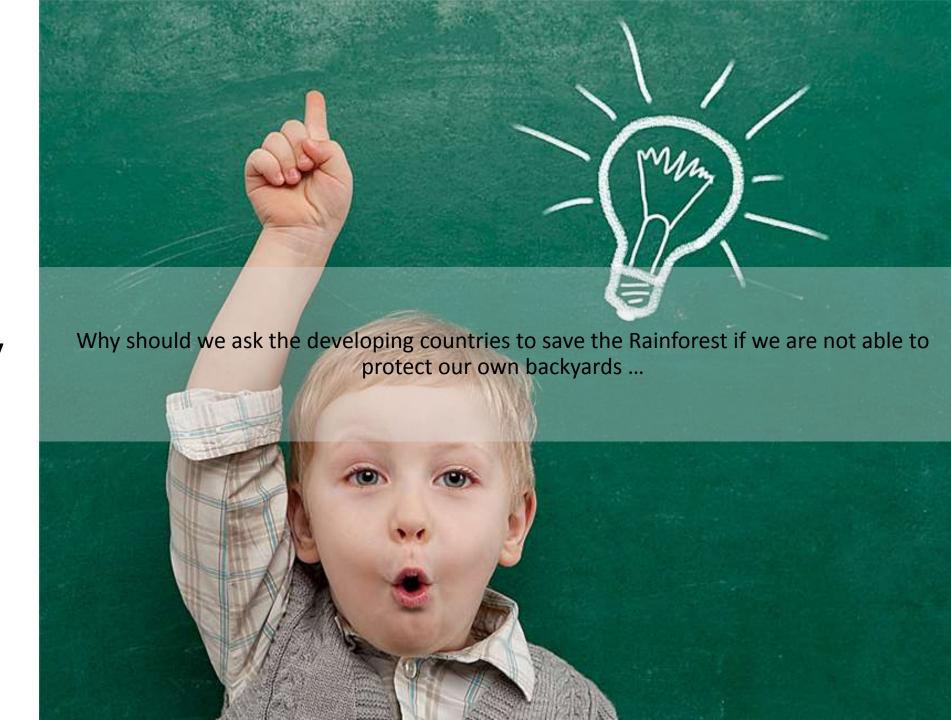




Rethinking our behavior



Responsibility



Systemic Change

How?





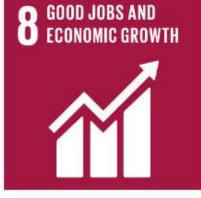




































Lara Croft (1997-2013)

Forward to basics

IDENTITY

LATTE















Transition



Q4

Communicating nature

- 1. A loss of time
- 2. Essential
- 3. don't know

Time for change







A will to survive





Walk the talk



Communication

"you only love what you know"





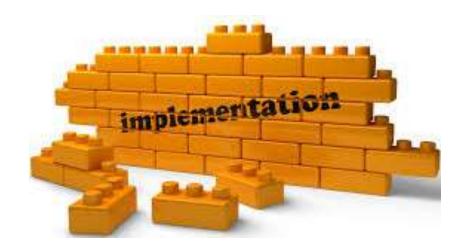


Natura 2000 – communication EU

Natura 2000 is the key instrument to protect biodiversity in the European Union. It is an ecological network of protected areas, set up to ensure the survival of Europe's most valuable species and habitats. Natura 2000 is based on the 1979 Birds Directive and the 1992 Habitats Directive. The green infrastructure it provides safeguards numerous ecosystem services and ensures that Europe's natural systems remain healthy and resilient







INTERPRETATION































Visitors

[local – regional – international] [hikers – cyclists – visitor centers] Stakeholders [hunters – farmers – tourism sector] **Inhabitants Tourists Politicians** Entrepreneurs **Students** Children

• • •

Communication Innovation & co-creation

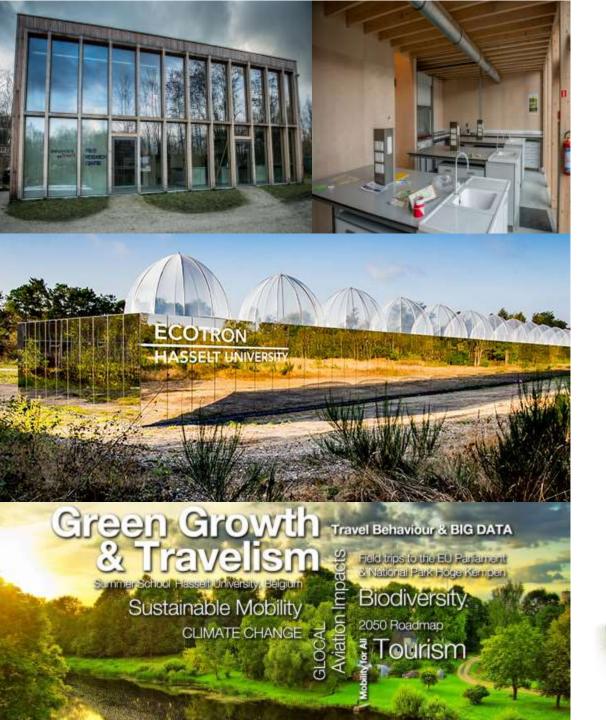


Value of the communicator



Jonathan Patz, professor & director of the **Global Health Institute** - University of Wisconsin (US)

"It is my opinion that conservation and park management can save more lives, promote more health and deal with more ill health than the public health sector can achieve"







KNOWLEDGE IN ACTION







Books on walls

People read pictures and look at the text

Hard work!



MIX





Story telling



Awareness Awareness Awareness



Political Administrative Public

[different approach & communication]

How to communicate



FUTERRA

Easy messages

Yes, we can!



A taste of nature















in het spoor van de natuur

Bottom up!

Community Engagement

Partnership



Ambassadors

Children/Youth





Rangers























Communicate the Benefits



Sustainable economy

&

Jobs

Social cohesion

§

Inclusive society

Natural heritage



TEEB - Benefits of biodiversity and ecosystems

- 191 million euro/year
- +5.000 jobs



Love, not loss



How are you?









