

Proposal for the Work plan for the Carpathian Network of Protected Areas 2010-2015

Identification and description of principal work themes

This provisional **work plan for the Carpathian Network of Protected Areas** (CNPA) is based on strategies specified in the **Mid-term Strategy document** and its principal aim is the implementation of the Carpathian Convention and, more precisely of its “Protocol on Conservation and Sustainable Use of Biological and Landscape Diversity”.

The activities are focused on four principal work themes, defined in the Strategic document and essential for the functioning of the CNPA:

- 1) **Institutional development** which will principally ensure the acknowledgement of the CNPA within the Carpathians (by the protected areas, national and international institutions, stakeholders and other bodies dealing with nature protection);
- 2) **Thematic networking** which aims at exchange of know-how, experience and staff among the protected areas and other CNPA partners, as well as the establishment of tools for international cooperation and preparation and leading of international projects; it is the principal field of activities of the CNPA;
- 3) **Ecological networking** which will ensure a more dynamic nature protection and conservation of the Carpathians by creating a spatial network of protected areas

and other natural habitats with the aim of allowing easier migration of animals and genetic exchange. Activities within this working theme will also include the cooperation with regions outside the PAs;

- 4) **Communication networking** which will be oriented into two directions: an *internal communication*, for the protected areas to make the exchange among them easier, and an *external communication*, for large public and political institutions in order to make the work of protected areas and their cooperation better known and to raise the environmental awareness.

Propositions of actions to be held in next 6 years

In each of the main work themes, several groups of actions with different aims will be undertaken:

I. Institutional development

a) CNPA launch

1. Information to all members of the CNPA
2. Information for relevant institutions, involved ministries and NGOs
3. Cartography of the protected areas within the Carpathians and their database development
4. Creation and approval of the CNPA Structure, Internal rules

b) CNPA coordination work

5. Working groups coordination and support
6. Participation in national and international meetings
7. Coordination of cooperation with other bodies

II. Thematic networking

a) Specific actions

8. Fauna, Flora, Habitats and natural resources management approaches
9. Tourism sustainability and protected areas visitors management
10. Sustainable mountain forestry activities
11. Integrating the tangible and intangible cultural heritage of local communities in protected areas planning, management and evaluation

b) Tools and support

12. Tools and publications for an exchange of know-how
13. Common monitoring tools and integrated management methods assessment

14. Development of common fundraising and financial sustainability of the protected areas

III. Ecological networking

a) Preliminary study

15. Identification of cross-border parks and large structures of protected areas
16. Recognizing the ongoing projects and existing measures
17. Identification of pilot areas

b) Measures

18. Establishment of the methodology of ecological network creation
19. Development of catalogue of measures for the improvement of the fauna migration
20. Work with pilot areas

IV. Communication networking

21. Communication strategy and Corporate identity development

a) Internal communication:

22. Twice a year newsletter publication
23. Website updating and discussion forum maintenance
24. Regular information for network members, partner's structures and financial partners

b) External communication

25. Large public communication products development
26. Work with media
27. Exhibition from and about Carpathian protected areas

Detailed description of actions

During the first years of the CNPA existence, the work priorities should be oriented on the “starting tasks” of the international network, which will be facilitated by the assistance of the supporting organizations (ALPARC, CERI, WWF etc.). Therefore, a large part of the activities have to be focused also on the work, aiming at the cooperation among the protected areas.

I. Institutional development

One of the principal tasks of the CNPA is to coordinate the work among the protected areas in the Carpathians. Two groups of activities can be identified for this coordination:

- work to be done in the beginning of functioning of the CNPA
- work of coordination of the CNPA

a) CNPA Launch

1. Information to all members of the CNPA

Description:

Identify and contact all the CNPA members in order to inform them about the aims, missions and strategy of the CNPA. Later, a permanent contact with all the CNPA members is necessary to allow an intensive exchange between the protected areas in the Carpathians.

Realization:

After the elaboration and/or an up-date of the CNPA list of members, the CNPA representatives will take contact with them and will inform them about the aims, strategy and actions, i.e. by using the communication tools elaborated in 2007 (Internet website or information brochure). They will encourage them as well to actively participate on the good functioning of the network.

Meetings are necessary in this phase. The contacts cannot be taken only by the written messages. Personal contacts have to be established.

Expected results:

At the end of this very important phase, all the protected areas in the Carpathians will be informed about the CNPA and should be able to identify their interests in the cooperation between the protected areas. The monitoring of the results shall be made by a regular questionnaire.

Specific action proposal:

1. Action name, type and goals

List of active Pas (with administration) and official nomination by each country
Focal point

2. Involved structures and partners

ISCC

3. Preparation work

Scenarios of the CNPA structure

3 Proposal to the ministries (1 like today, 1 with 1 ministry repr. + 1 PA manager, 1 "alpine model")

4. Outputs

List of all Carpathian PAs

5. Date and place

6. Financing

2. Information for relevant institutions, involved ministries and NGOs

Description:

Identify and contact all the potential international partners (financial or not), relevant ministries of Carpathian countries and other organizations dealing with the nature protection.

Realization:

The work to be done will be organized in two phases.

1. the identification of these institutions in the Carpathians and outside them, with help of the lists of partner's structures.
2. the contact will be taken with them to inform them about the CNPA aims, strategy and actions, also by using the communication tools elaborated in 2007 (Internet website or information brochure).

Meetings are necessary in this phase. The contacts cannot be taken only by the written messages. Personal contacts have to be established.

Expected results:

The information of all existing and potential partners as well as of the ministries and involved structures is important in order to create the contacts with them, to obtain their support and to develop the potentialities of cooperation for new projects.

Specific action proposal :

1. Action name, type and goals

Creation of the list of partners
Common meeting of partner organizations

2. Involved structures and partners

Carpathian stakeholders

3. Preparation work

Preparation of documents, webpage, information brochures...
The meeting in 2009

4. Outputs

Find a common way of cooperation

5. Date and place

2009

6. Financing

3. Cartography of the protected areas within the Carpathians and their database development

Description:

The cartography of all the protected areas in the Carpathians and their surroundings will contribute to an easier identification of the members of the CNPA and to the clear visualisation of the entire network. Moreover, a database with all relevant information about the parks has to be developed.

Realization:

By using the GIS technologies, to allow the combination of cartography and database management system tools, all the Carpathian parks will be listed and a unique GIS of the Carpathians will be elaborated. After harmonization of tools to gain compatibility several types of data about the parks, their work priorities and their administration will be integrated within this information system. Many parks possess their own GIS so it will be easy to obtain the data. For the others, the information has to be bought or created.

Expected results:

An easily accessible database of all the Carpathian parks, their administration and other relevant organizations will be the result, which will allow the research of information about the CNPA members and potential partners more easily. This tool has to be developed with and for the protected areas and will allow to create the thematic maps and documents for specific actions. All kind of data has to be included into this database: fauna, flora, habitat management, as well as the data about agriculture, forestry, tourism and other economical activities.

Specific action proposal :

1. Action name, type and goals
Database development

2. Involved structures and partners

WWF, CERI

3. Preparation work

NATURA 2000 sites + PAs
WWF tracking tool

4. Outputs

Basis for the ecological network establishment

5. Date and place

6. Financing

4. Creation and approval of the CNPA Structure and Internal rules

Description:

The structure of the whole CNPA organization with its Internal rules has to be clearly defined since the beginning in order to precise the roles of each of its bodies - CNPA Conference, Steering Committee and the WG Biodiversity of Carpathian Convention.

Realization:

Both, Internal rules and CNPA structure have to be developed and approved by the Steering Committee in coordination with the Protected areas managers, Interim Secretariat of Carpathian Convention and its Biodiversity WG as well as with other partners involved in the CNPA establishment process.

Expected results:

The principal aim is to ensure the well functioning of the CNPA, to make the decision process clear and understandable and to prevent the potential conflicts between all the CNPA bodies.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

b) CNPA Coordination work

5. Working groups coordination and support

Description:

The Steering Committee and the protected areas identified several working groups, which constitute the thematic basis of the international cooperation. 14 working groups in 4 fields¹ of cooperation were recognized in order to ensure an active exchange of knowledge in all the topics related to the nature protection within the Carpathians.

Realization:

The task of the CNPA Unit is to coordinate and to participate to the work of all these groups in the aim of implementation of the Biodiversity protocol of the Carpathian Convention, and to provide a support when organizing an event within these working groups. The working groups have to treat with most important issues in the matter of nature protection, namely biodiversity, protected areas communication, mountain economy and protected areas management. The CNPA Unit shall ensure the continuity of the work within these groups.

Expected results:

The principal aim of the working groups is to allow the protected areas with similar issues to cooperate, to share their data and results, to exchange the staff and know-how and to encourage other parks for developing a large international cooperation network within the Carpathians. The principal result is the harmonization of management and monitoring methods within a common issue.

Specific action proposal :

1. Action name, type and goals
Proposals of WGs' functioning

2. Involved structures and partners
CERI WGs
Cartpathin Convention WGs

3. Preparation work
Define the WGs and their members
Activities coordinated with CERI

4. Outputs

5. Date and place

6. Financing

¹ To be adapted according to the results of the CNPA conference discussions in September

6. Participation on national and international meetings

Description:

Many national and international meetings are organized each year in the Carpathians and in Europe. The CNPA Unit shall represent the protected areas and their interests within these events.

Realization:

The CNPA Unit shall identify the important meetings and participate in them. During them, it will report about the protected areas and nature protection in the Carpathians and will promote the international cooperation of the parks and other relevant organizations.

Expected results:

On the one hand, the protected areas of the Carpathians will be identified as potential partners for the cooperation activities in international projects led by other organizations, and on the other hand the promotion of CNPA activities will be done within a large public as well as within a specialized one and the importance of common work will be presented.

Specific action proposal :

1. Action name, type and goals

Represent the CNPA within the most important events (CNPA SC members or CNPA UNIT)

Make the CNPA famous

2. Involved structures and partners

3. Preparation work

Setting the leading partners

4. Outputs

5. Date and place

6. Financing

7. Coordination of cooperation with other bodies

Description:

The CNPA has to cooperate with several partners: ministries, Carpathian Convention bodies, NGOs, foundations and others and the CNPA Unit shall coordinate this cooperation. This collaboration is crucial for a good leading of international projects as well as for the fundraising for the CNPA functioning and projects.

Realization:

The CNPA will define the relevant partners and Carpathian Convention bodies for each project with the help of the communication tools and will try to involve them in the project coordination.

Expected results:

By cooperating with other bodies of the Carpathian Convention, the implementation of its protocols will be more efficient and the CNPA will be more easily recognized as a direct implementation of the Carpathian Convention. The cooperation with other bodies will allow both, a more large scale of implementation and a more specific one. The fundraising for the projects will be facilitated when cooperating with other bodies.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

II. Thematic networking

To create this thematic network, the work is done in two kinds of activities:

- specific actions about the priority issues defined by the CNPA members
- a continuous networking work for the support of these specific actions

a) Specific actions

8. Fauna, flora, habitats and natural resources management approaches

Description:

Several working groups are concerned with the activities within this “biodiversity” topic, especially Large carnivores and herbivores, Birds of prey, Fauna, Wetlands and Flora² working groups. The confrontation of members of these groups with the scientists, will result in a definition of general vision of biodiversity conservation of the Carpathians, by maintaining the regional development.

Realization:

A meeting (workshop probably) with the participation of different actors will be organized. The evaluation of importance of protected and natural areas in contribution to the biodiversity conservation and their value in the regional development will be the principal themes of this event. Many aspects of nature protection and conservation will be discussed, i.e. the management of threatened species or maintaining of natural habitats.

Expected results:

The issues of this event will principally serve to the development of a common strategy of nature protection in the Carpathians and to the definition of needs in the matter of natural habitats conservation. The results can be also used in the evaluation of ecological continuum hotspots and for the Carpathian Convention’s Biodiversity Working Group.

Specific action proposal :

1. Action name, type and goals
Large mammals common management methods
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

² To be adapted according to the results of the CNPA conference discussions in September

9. Tourism sustainability and protected areas visitors management

Description:

The tourist activities represent many advantages for the protected areas and their regions, especially the economic ones, because they have a big offer of tourist activities. The threats caused by the growing numbers of visitors of mountains and their protected areas are among the big challenges of the Carpathian parks. The development and support of sustainable mountain tourism is aimed by the activities organized within this working theme. An international project for the protected areas would be the most adapted to this issue.

Realization:

A study of knowledge about all kinds of tourism impacts has to be elaborated in order to define the lack of understanding and to identify the axis of priorities of cooperation. A comparative study with a harmonized methodology will complete the first phase. Therefore, both of these studies have to take into account all the aspects of the tourism activities. The issues of this work will be published in a catalogue of measures to limit the impacts of tourism and to, eventually, restrict the tourism activities in the most sensitive areas. The results of the WG Tourism of the Carpathian Convention will be used as well.

Expected results:

First of all, the parks will be able to quantify the impacts of tourism on the ecosystems and to compare the results between them. The assessment of particularly fragile zones will be possible, thanks to these comparisons. The studies will also allow to determine the tourists' flows and to establish the measures with the aim to develop more reasonable tourism activities.

Specific action proposal :

1. Action name, type and goals

2. Involved structures and partners

CC Tourism WG
Experts

3. Preparation work

4. Outputs

Strategic plan of the visitor management in the Carpathians

5. Date and place

6. Financing

10. Sustainable mountain forestry activities

Description:

The mountain forestry is identified as one of the principal themes of cooperation for the Carpathian protected areas and takes part of a larger work theme – the use of natural resources. We can observe many use conflicts in the field of forest exploitation and mountain agriculture between the economical and protection interests.

Realization:

A meeting (probably a colloquium) with the interested parks, NGOs and professionals of forestry and agriculture will be organized about the management of protected areas and use of their natural resources. The technical part of this event about the different approaches of management will be completed by a field trip about the impacts of exploitation and the consequences of their misuse on the natural spaces of the Carpathians.

Expected results:

The principal goal is the exchange of management methods of the Carpathian forests and agricultural zones, especially of the use conflicts and their impacts. The involvement of stakeholders in agriculture and forestry is also necessary. Their sensitisation to the needs of biodiversity will be the most important issue.

Specific action proposal :

1. Action name, type and goals
Forest management – how to deal with the bark beetle in the core areas
Forest management in NATURA 2000 sites

2. Involved structures and partners
Ministries dealing with this issue (forestry + nature protection)
Forestry WG of the CC

3. Preparation work
Study cases

4. Outputs
Common recommendations for the PAs for both issues

5. Date and place

6. Financing

11. Integrating the tangible and intangible cultural heritage of local communities in protected areas

Description:

The nature / landscape inherited in the Carpathians is the result of long term interaction with local communities. Worldview of local communities has/had strong spiritual component, which gives intrinsic values to nature and a respectful attitude towards natural resources. Loss of traditional culture and materialistic outlook are some of the main threats for nature and landscape conservation. This approach will show local communities that PAs will help them to conserving and valorising their identity and traditions, overcoming the feeling that they only impose restrictions.

Realization:

Identify PA's including significant spiritual / cultural and natural values, and have credible stakeholders and interlocutors, and have representative characteristics. Consult local communities at PA, regional, and national levels to make sure that the views of local communities are fully represented.

Organise a **workshop** with the participation of the PA's representatives, custodians, stakeholders related with cultural, spiritual, traditional values. The goals of this workshop are to begin identifying the cultural identity of the Carpathians and to create a working group for tangible and intangible cultural heritage of PA in the CNPA.

Expected results:

Inventory tangible and intangible cultural values of PA of the Carpathians (database, recording). Provide advices to the Steering committee of the CNPA and to the working group for cultural heritage and traditional knowledge of Carpathian Convention. Promote integrated approach for PA management. Identify, characterise and promote Carpathian cultural identity of the Carpathian PA.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

b) Tools and support

All the work done within the following fields of activities is made to directly support the specific actions of the CNPA and all its working groups.

12. Tools and publications for an exchange of know-how

Description:

The principal aim of the CNPA is the contribution to a more efficient nature protection by exchanging the methods and know-how between the managers, by comparing the management methods and by sharing the results. The activities within this working theme are crosscutting to all the actions of the CNPA and their results will be used with all the working groups.

Realization:

Several tools have to be established to facilitate the networking within the CNPA:

- regular electronic newsletter about all the information relevant to the protected areas management
- staff exchanges organization for a better know-how knowledge exchange and more efficient staff training
- regular thematic folders publication about the actual issues of the nature protection and park management and all related topics

Expected results:

The increase of the nature protection efficiency is the principal goal of the CNPA and of this working theme. The exchange of know-how, knowledge, data and staff will be easier, thanks to the tools established by sharing the approaches and methods of all the protected areas in the Carpathians.

Specific action proposal :

1. Action name, type and goals

2. Involved structures and partners

3. Preparation work

4. Outputs

5. Date and place

6. Financing

13. Common monitoring tools and integrated management assessment

Description:

Many working groups will be involved within these activities. They will collaborate in order to compare methods and to exchange the experience of the management approaches applied in different countries. The aim of these activities is to incite the managers to elaborate new harmonized management methods, in cooperation with the stakeholders and users of territories of protected areas.

Realization:

After a study comparing the different approaches elaboration, an international meeting (a workshop would be the best) with the presentation of diverse approaches, their advantages, difficulties and results will be organized. Various stakeholders will be also invited to the meeting. The issues of this meeting will be used in the elaboration of the publication of protocol of harmonized methods with the participation of several actors of territory development.

Expected results:

On the one hand, the aim is to cooperate in order to introduce a common strategy of nature protection and conservation in the Carpathians as well as of a sustainable use of their natural resources. On the other hand, by using common monitoring protocols, the comparisons will be possible within the Carpathians and the evolution will be observable. The confrontation of various working groups will result in a more coherent strategy of nature protection.

Specific action proposal :

1. Action name, type and goals
Management effectiveness tracking tool (METT)
2. Involved structures and partners
Cooperation with universities, but coordinated by the parks
CERI
3. Preparation work
Studies, METT
4. Outputs
Harmonized data, which can be used in other working themes activities
5. Date and place
6. Financing

14. Development of common fundraising and financial sustainability of the protected areas

Description:

The fundraising for common international projects and for the coordination of the CNPA work is an important issue. Therefore, the involvement of all the protected areas and partners is necessary for the efficiency of this working group.

Realization:

The CNPA, with the coordination of working group “Financial sustainability”, shall develop a support for the fundraising of protected areas. The goal is to incite the parks to actively participate on the preparation and implementation of common projects, financed by involved ministries and/or various partners.

Expected results:

The principal aim is to contribute to the financial sustainability and good functioning of the Carpathian protected areas as well as of the whole CNPA. The development of international projects lead by CNPA Unit and the parks, is also an important issue of this working topic.

Specific action proposal :

1. Action name, type and goals
GEF Project

2. Involved structures and partners
Ministries, NGOs, headquarters of the PAs, UNDP

3. Preparation work
Exploring financial programs and elaborating (facilitating the elaboration) common projects

4. Outputs
Publication, which will be focused on the potential financial partners, compensations measures for the land owners
Incomes for the PAs evaluation, examples

5. Date and place

6. Financing

III. Ecological networking

For the elaboration of an ecological continuum throughout the Carpathians, two types of actions have to be undertaken first of all:

- preliminary study of actual situation
- specific measures development

a) Preliminary study

15. Identification of cross-border parks and large structures of protected areas

Description:

Several neighbour parks have already developed a strategy of cooperation in the terms of ecological networking. These strategies vary from a region to another, even if the aim is the same: allow easier migration of animals. Within the first phase of an ecological continuum establishment project, the aim is to identify these already connected structures.

Realization:

By defining the large structures of protected areas and cross-border parks and by identifying the hot spots of biodiversity in the Carpathians, the CNPA can constitute the basis of a future spatial network throughout the whole mountain range. The detailed cartography and identification of biodiversity indicators are the best tools for this recognizing phase.

Expected results:

The goal is to define the strongly spatially connected areas as well as the zones with an important biological diversity, which will constitute the nodes of the future ecological continuum. The CNPA Unit has also to prepare the parks in the Carpathians to the elaboration of an ecological continuum through the whole range, for they take into account this fact when elaborating their spatial development plans.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

16. Recognizing the ongoing projects and existing measures

Definition:

At this time, several projects to create ecological network exist in the Carpathians. The application of these projects vary from the regional scale to the continental one and their leading organizations are various. The protected areas play a crucial role in this networking as their territories are generally characterised by an important biological diversity.

Realization:

The task of the CNPA Unit is to define all the ongoing projects and to take contact with their leading organizations in order to acquire the most detailed information possible. Several types of measures were already defined within these projects and it is necessary to recognize them and to take them into account when elaborating the new ones. In the second phase, a study of the legislation of all Carpathian countries have to be elaborated in order to define the potentialities of the regional spatial planning for the elaboration of an ecological network.

Expected results:

The characteristics and results of ongoing projects have to be taken into account when elaborating the own project of the CNPA for creation of a Carpathian ecological continuum. All the running projects have to be coherent and an active cooperation of all involved partners is needed. The identification of existing measures will allow easier preparation of the spatial network through the Carpathian protected areas.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

17. Identification of pilot areas

Definition:

For the project of this amplitude, the first phase has to be limited to some typical zones of the mountain range. The definition of this pilot areas is necessary before the beginning of the procedure of ecological network creation. These pilot regions have to present different characteristics of the Carpathians.

Realization:

According to the study of the biodiversity hot spots and neighbouring areas, only a few zones (five at most), which represent the principal ecological conditions of the Carpathians, have to be identified. I.e. one zone with a densely inhabited valleys, one zone with a large forest areas, another one with a high industrial pressure and one zone with developed river system. The active involvement of these pilot regions within the project is necessary.

Expected results:

The pilot areas, which have to aspire themselves to the participation on this project, will be defined and informed about the implementation of the project. These regions will be the basis for the future large process of Carpathian ecological continuum establishment.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

b) Measures

18. Establishment of the methodology of ecological network creation

Definition:

The first phase of the ecological network creation is the establishment of a methodology according to the results of the preliminary study and adapted to the actual situation.

Realization:

To fix the priorities of the work, the consultation with the scientists is necessary in order to elaborate the guidelines for methodology. A meeting (probably a workshop) with them, the representatives of pilot areas and local and regional stakeholders will be organized to develop the appropriate methodology for the ecological network creation. The goal is to evaluate all possible issues and consequences in order to limit future changes in the methodology.

Expected results:

The principal aim is to define the priorities of work for the pilot areas and to make active all the involved structures within this large issue. A good methodology development will make the future ecological network establishment easier.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

19. Development of a catalogue of measures for the improvement of the fauna migration

Definition:

The methodology establishment will incite the identification of measures to be undertaken to allow easier the migration of animals. These measures will be based on the preliminary study results and on the already existing measures.

Realization:

The catalogue of measures to be applied in the pilot areas will be elaborated and published with the participation of all involved structures (research institutes, universities, stakeholders, authorities). To do this, several meetings with the pilot areas representatives have to be organized. This catalogue has to take into account the whole infrastructure and zones, which can make the migration of animals difficult or impossible and to propose the methods to pass through these barriers. I.e. in the agro-environmental field of actions the work will be focused on the limitation of open fields creation.

Expected results:

The base for development of the ecological continuum through the Carpathians will be established by defining the measures, which should be undertaken for the fauna migration improvement. The principal aim is to limit the landscape fragmentation of the protected areas and the corridors of migration by applying these measures.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

20. Work with pilot areas

Definition:

The defined pilot areas will play a crucial role in the process of establishment of the ecological continuum. An active work with them and their intensive involvement is the key of success of the Carpathian ecological continuum creation and efficiency.

Realization:

The principal part of the work with the pilot areas will be the application of the defined measures for the improvement of fauna migration and the monitoring of their results. These results have to be compared between them and the measures must be adjusted according to this comparison.

Expected results:

The goal of the work with the pilot regions is to test the elaborated measures and their efficiency. The adaptation of the measures will improve the effectiveness of the future ecological continuum.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

IV. Communication networking

21. Communication strategy and Corporate identity development

Definition:

The development of a common communication strategy and a corporate identity makes part of both, internal and external communication. The development of all the CNPA products will be made in the directions defined by the communication strategy.

Realization:

After the CNPA logo adoption, the whole corporate identity has to be elaborated by a specialist in order to develop all the publications and communication tools in the same spirit. Moreover, the communication strategy must be defined with the public relations officer of the parks for identification and harmonization of priorities of communication.

Expected results:

On the one hand, the creation of a unique communication strategy will reinforce the identity of the Carpathian parks. On the other hand the communication of the CNPA and each of its member with large public and authorities will be facilitated through a common approach.

Specific action proposal :

1. Action name, type and goals

2. Involved structures and partners
Carpathian heritage WG of the CC
ALPARC

3. Preparation work
Adapt the ALPARC communication strategy

4. Outputs
Table of tools and targets of the communication tools

5. Date and place

6. Financing

a) Internal communication:

22. Twice a year newsletter publication

Definition:

Publication of a newsletter for delivering of information to all CNPA members as well as all the partners, authorities, associated organizations and financial partners.

Realization:

The realization of the newsletter has to be done in cooperation and support with either a park or a partner organization or structure. Each issue will be composed of three principal parts:

- reports and news of the common actions of the CNPA and ongoing international projects
- news from the nature protection field in the Carpathians, from all the parks and from partner structures
- thematic folder about an issue related to the nature protection

Expected results:

The goal of the publication of a newsletter is the regular information about the actions of the CNPA for the park managers. It represents also the reports of the organized events for the financial partners and more specific information about the nature protection in its thematic folder.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

23. Website updating and discussion forum maintenance

Definition:

This important tool of communication and exchange between the protected areas needs to be updated regularly in order to provide coherent and updated information to all the partners. The discussion forum allows the real-time exchanges with and of all the CNPA members as well as with the Steering Committee. This makes of this tool an important mean of communication.

Realization:

The continuous evolution of the CNPA needs a regular update of all information on the website. It is important to incite the parks to do the updates themselves, but in major part of cases it will be on the CNPA Unit to do so. All the discussions need a stimulation, which have to be done as well by the CNPA Unit in order to motivate the parks to an intensive exchange.

Expected results:

The creation and maintenance of a database shared on Internet, the exchange of knowledge and data will be more efficient. Moreover, many issues (especially the debates of the Steering Committee) may be discussed within a discussion forum and avoid the long inefficient discussions on issues which are not principal during the meeting and so time and funds can be saved.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
Link with the CHM of the WWF
Promotion of the website
4. Outputs
5. Date and place
6. Financing

24. Regular information for network members, partner's structures and financial partners

Definition:

Many partners are not directly involved in the nature protection and a specialized and privileged newsletter shall be published for their information regularly.

Realization:

Once a year, to report on the ongoing projects, without specifying the details, the CNPA Unit will publish an electronic newsletter for the financial partners and other structures not directly concerned by the CNPA newsletter.

Expected results:

The goal is to keep informed the ministries, foundations and other structures, to maintain the contacts with them and principally to make them participate to the CNPA projects.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

b) External communication

25. Large public communication products development

Definition:

The CNPA has to create several products for the communication with the large public, not specialized in the nature protection and not familiar with the tools of communication for the protected areas.

Realization:

The conception and realization of some products and publications seems to be necessary:

- map of the CNPA and of the whole Carpathians to facilitate the orientation of the large public within an unknown space
- stand of information about the CNPA, its objectives, mission, and members, and more generally about the nature protection in the Carpathians. This tool will be principally used as a support for the communication during international events (meetings, fairs and others)
- information brochure oriented to the large public information about the CNPA

Expected results:

The aim of these products is the identification of the Carpathian space by the large public, its sensitization to the nature protection in the Carpathians and the presentation of common issues and challenges of the mountain protected areas.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

26. Work with media

Definition:

In order to present the CNPA, and more generally the Carpathian nature protection, to the large public, the work with press and other medias is crucial.

Realization:

Three phases can be identified within this work theme:

- establishment of a press folder in all seven Carpathian languages with general information for journalists and for the presentation of the CNPA
- elaboration of the list of relevant media (press, televisions, radios, internet reviews) and establishment of contacts with them
- regular publication of press releases about the news and projects

Expected results:

The aim is to facilitate the access of the media to the information about the CNPA, its news and projects and to reach also the not English-speaking public.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing

27. Exhibition from and about Carpathian protected areas

Definition:

The creation of an exposition about the role of protected areas in nature protection and sustainable development. This exposition has to be adapted to all types of public target groups (children – teenagers – adults).

Realization:

Identification of the theme of exposition (nature generally; fauna, flora or habitats; nature protection; evolution of landscapes; human role; etc.) by the parks. Then, the modalities of conception and presentation have to be defined (“traditional” technologies or IT use) as well as the language(s). In the final phase, the graphical presentation has to be assigned.

Expected results:

The touring exposition will reach the large public in the expositions centres, but also in the visitor’s centres of the protected areas. The message to communicate is the identity of the Carpathians and their parks and the common nature protection issues and the cooperation on them. An other aspect of this tool is the environmental awareness raising of the population.

Specific action proposal :

1. Action name, type and goals
2. Involved structures and partners
3. Preparation work
4. Outputs
5. Date and place
6. Financing