

## BOOK OF ABSTRACTS

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### I. SESSION DESCRIPTION

#### ID: O6

Communicating nature's benefits in protected areas – from theory to practice

#### Hosts:

	Name	Organisation	E-mail
Host:	Irene Bouwma	Wageningen Environmental Research – WUR	<a href="mailto:irene.bouwma@wur.nl">irene.bouwma@wur.nl</a>
Co-host(s):	Theo van der Sluis	Wageningen Environmental Research – WUR	<a href="mailto:theo.vandersluis@wur.nl">theo.vandersluis@wur.nl</a>

#### Abstract:

Nature is more than species and habitats; it provides numerous benefits to society. The importance of natural areas in safeguarding biodiversity, but also in supplying a range of provisioning, regulating and cultural services, is widely acknowledged. While the idea of nature benefits (ecosystem services) is firmly embraced in scientific research and policy development, challenges remain at the implementation level. The majority of professionals involved in natural area management struggle to assess the benefits of their sites and communicate these to stakeholders. The majority of communication on nature areas in Western Europe is still focused on the biodiversity benefits while communication of the nature benefits of protected areas might ensure additional support. To help bridge the gap between the scientific knowledge and daily implementation the Erasmus+ project “Nature Benefits: from Theory to Practice (TUNE IT)” has started. Practitioners are exchanging experiences on how to communicate nature benefits to stakeholders. During this workshop we will provide you with practical insights in how to communicate nature benefits of protected areas to stakeholders. After an introduction and some indoor exercises, we will take you to a nature area near the conference center where you will experience first-hand the do and don't of communicating nature benefits during an excursion.



### **Goals and objectives of the session:**

Provide participants with insight of how you can communicate the values of a protected area by offering them a theoretical background information and let them discuss and create communication approaches.

### **Planned output / Deliverables:**

Powerpoint from session

Training exercises

Possibly a short movie of the excursion (if feasible)

### **Session format:**

One-and a half hour training class/Workshop (half an hour presentations and interactive session, 1 hour work in small groups)

## **II. SESSION PROGRAM**

**Room:** Expert Street 9

**Date of session:** 21<sup>st</sup> of November 2024

**Time of session:** 11:00 – 12:30