



Strengthening of the Marine Protected Areas Network in Croatia MedPAN South Pilot Project

Communication Strategy

The purpose of this Communication strategy is to ensure that the goals and activities of the MedPAN South Pilot Project in Croatia are disseminated and articulated in a correct, continuous and consistent manner and that the main communication issues for the present and potential next phase of the project are clearly identified.

1

Current Situation / Communication Background

"In the end, we will conserve only what we love, we will love only what we understand and we will understand only what we are taught." – Baba Dioum, Senegal conservationist on IUCN meeting in 1968.

Although the first attempt for institutional protection of the Adriatic Sea in Croatia dates back to 1960 when National park Mljet was proclaimed, truth is that the state of the Adriatic biodiversity has been deteriorating over the years. Present day Adriatic Sea is ecologically impoverished in coastal, pelagic and benthic components and the balance of its ecosystems is threatened. The main reasons for described situation are the perception of the sea as an imperturbable system where our actions can have little disruptive effect (as harm done is seemingly invisible) and short run, self-interest, profit driven activities that result in overfishing or destruction of coastal habitats leading to the "tragedy of the commons." The political environment that has allowed the creation of such a situation includes the lack of political will and centralised governance, (top down instead of bottom up approach); non adequate policies; overlapping competences; weak implementation of existing legal regimes which regulate marine protection (due to limited capacities and poor strength of existing legal tools for MPA and marine resources management); inadequate cooperation and communication between governmental bodies and non existent system or strategy for the management of the Adriatic Sea.

Marine Protected Areas (MPAs) in Croatia (3 national and 2 nature parks) can mostly be described as terrestrial parks that also include surrounding marine areas. The concept of MPA has not yet been recognised within the Croatian nature protection legislation, and until now, management focus of these parks has mainly been given to terrestrial parts. The main reasons for their declaration, with the exception of Lastovo Islands Nature Park, were beautiful landscapes and economic potential of the tourism industry. Although recently enacted laws (since the declaration of the Croatian state) concerning protected areas put strong emphasis on biodiversity and nature protection, **the mind of many stakeholders** (local population, fishermen) **is still set mostly on profit with limited regard for conservation**. The situation where no management plans for MPAs were developed so far and no monitoring implemented only added to this manner of behaviour. While many Croatians, especially people that live in coastal areas, take pride in beauties of the Adriatic, it is clear that ethic of care for the sea is not developed.

Besides not having management plans, the main problems among MPAs include: profit making being a priority at the expense of nature protection (charging admission fees and increasing the number of visitors); staff that lacks vision, motivation, coordination and sufficient knowledge, skills and experience in overall MPA management, especially in facilitation and conflict resolution, communication with local community, their involvement in park management, communication of MPAs values, issues and rules of behaviour with the general public (especially visitors), monitoring and evaluation, project cycle management.

So far, numerous small scale communication efforts aimed at marine protection, of which many in MPAs, were made with the goal of raising awareness and moving people to action. Wide set of activities like workshops, lectures, exhibitions and campaigns have been seen through by different institu-

tions and NGOs. Over the last three years Association Sunce has produced 13 different publications on marine protection with over 70,000 copies and organized over 30 exhibitions of underwater photography, mostly in coastal cities. The impact of those activities was limited to the people who repeatedly came in contact with the materials or participated in workshops. The **general conclusion is that past communication activities were successful in raising awareness and establishing connections with partners in conservation of the marine environment but failed to move broader public to action or induce a change in attitude and/or behavior.**

The MedPAN South pilot project in Croatia kicked off in 2008 with the main goal of assisting public institutions for the management of Croatian Marine Protected Areas in creating concerted management plans and capacity building through experience exchange and networking. Due to the unexpected increase in activities and responsibilities that Association Sunce took over (from the secondary mentor for one park to primary mentor for three parks) the project lacked a communication strategy or plan this far. In order to address this situation, an additional person was hired in 2011 and a first communication strategy has been developed over the summer of 2011.

Even though a communication strategy did not exist, due to the nature of the project communication has been driven and directed by project objectives and activities. That has resulted in successful communication of some aspects of the project that were clearly outlined in project objectives and activities. For the same reason, we failed to address a number of issues that weren't specifically defined by project goals but are as important for the overall success of the project, its visibility and the establishment of long-term efficient management of MPAs in Croatia.

As no clear communication goals of the project were set, it is hard to evaluate the progress up to this point **BUT** some general observations can be made:

- the **level of knowledge and skills about MPA** management among parks staff was **raised significantly**,
- organizational capacities of MPAs staff have been increased,
- **experience and information exchange** and networking among parks, nature conservation institutions and stakeholders has notably **increased**,
- **new communication** and networking channels have been **opened** (with fishery scientists and fishermen groups; Croatian MPAs joined the MedPAN network),
- certain standards of management planning were agreed and important issues of differences between marine and terrestrial PAs were raised,
- marine zoning standards were arranged,
- inter-sectoral (between ministries) and intra-sectoral (between Ministry of Culture, State Institute for Nature Protection (SINP) and MPAs) coordination and cooperation have been strengthened,
- **awareness of the roles of park services** was **increased** among local stakeholders, to some extent also within park staff,
- some of key issues/problems of the Croatian MPAs have been identified through consultation process,
- ownership over management plans has been created and it is growing,
- **visibility and credibility** of Association Sunce and WWF (MedPO) have risen significantly.

2

Overall Programme/Project Objectives

The project aims at **improving the management effectiveness of Croatian Marine Protected Areas (MPAs)** by assisting the management bodies, and relevant institutions, in developing concerted management plans and by promoting their networking and full integration in the existing Network of MPAs Managers in the Mediterranean - MedPAN.

Therefore main objectives are:

- Support public institutions for the management of Croatian Marine Protected Areas, involved in the project, in the „step by step“ development of management plans for each MPA.
- Strengthen the capacity of MPA management public institutions in matters related to the management of Marine Protected Areas.
- Improve networking of Croatian MPAs and other relevant institutions and their integration in MedPAN (www.medpan.org) and AdriaPAN (<http://triviadicerrano.blogspot.com/>) networks, in order to encourage the exchange of information, good practices and solutions to problems of MPA management.

3

Communications Goal, Objectives, Target audiences, Messages, Activities and Tools

Goal

In the context of the MedPAN South Pilot Project in Croatia, communication has the following overarching goal:

Raise the awareness of the value of MPAs in Croatia among the key audiences

Objectives

To reach that goal four objectives have been identified:

1. Identify and fill the gaps in the communication efforts of target MPAs (Lastovo Islands, Telascica, Brijuni) and support them in their own communication activities in order to secure more efficient implementation of the general project objectives (as listed in section 2).
2. Promote stakeholder participation in MPA management.
3. Secure positions of Sunce and WWF as NGOs of reference regarding MPA management in Croatia.
4. Outline the actions to be developed in the next phase of the project (given the limited resources and time left during the current phase).

Target audiences

Due to the strong differences (in communication capacities, structure of visitors and tourist infrastructure, level of income, fishing pressure) among individual MPAs, all audiences, except for the national government institutions and the general public, had to be analyzed on the MPA level. For that matter four different priority stakeholders groups were set (not all are relevant for all MPAs):

REMARK: Only three MPAs were analyzed as Sunce is directly involved only with Brijuni, Telascica and Lastovo Islands MPA.

Priority 1: MPA Public Institutions; Fishermen; Land owners (next phase)

Priority 2: Restaurant, Hotel and private accommodation owners; Diving center owners, Nautical tourism operators (next phase); Tourism agencies and Tour operators (next phase); Excursion boats operators (next phase)

Priority 3: Tourists (regular visitors, recreational fishermen, divers, sailing and motor yachts owners)

Priority 4: Army (only for Brijuni)

Messages

In accordance with the overall program objectives and long term vision of the future of the Adriatic, that the project is based on, overarching message was developed:

Effectively managed network of Marine protected areas is the most powerful tool for the restoration and preservation of the Adriatic biodiversity.

Shorter version that works in local language: *Effective MPAs: Restoring Adriatic biodiversity*

It is followed by the specific messages that outline project concepts and ideas that need to be communicated to the stakeholders:

- Nature protection is the primary objective of the MPA and nature protection management is its outmost priority.
- Management plans are essential for effective management of MPAs.
- Creating networks of reserves and managing the existing ones effectively will allow us to continue exploiting marine resources while protecting key habitats for commercial species.
- Responsible fisheries have no alternative.
- Effective management of common resources can only be achieved in broad cooperation with all stakeholders through extensive consultation process which ensures high level of conservation.
- A preserved natural environment and an effective MPA will ensure long term business for responsible tourism sector and will generate more income.
- This Project is essential for Croatian efforts to achieve high level of management in protected areas.

Further work will be done when working on the specific tools and will have to be in local language.

A: Brijuni MPA (National Park)

The MPA Public Institution (PI) manages the Park which is 100% state property. Under their jurisdiction they have a number of hotels and villas which are more or less in the need of reconstruction. Most of the PI staff works in tourism. Only recreational fishing is allowed in the Park and only in the designated areas (max 2 kg per day). The Park is considered exclusive, elite and a somewhat exotic destination due to its history when it was a residence of Yugoslav president Josip Broz Tito. The marine part of Brijuni is not seen by visitors as an important segment of the Park although it is the only MPA in Croatia with clear scientific evidence of a reserve effect on fish stock. Part of the Park is inaccessible due to the military presence (around 50 soldiers) which acts as a security for the presidential villas and the President or dignitaries when they stay in the Park.

Key audiences:

- MPA institution
- Fishermen
- Army

Priority 1: MPA Public Institution

Who are they?

Explained under A: Brijuni MPAAw

►Objectives:

- Increase the profile of the park as an MPA
- Provide more information about the MPA, emphasizing marine values

►Messages:

- Nature protection is the primary objective of the MPA and nature protection management is its outmost priority
- The image of the park will be improved

►Activities:

- Trainings and lectures for staff
- Brijuni underwater photos exhibit (joint activity with the Park - rotate on mainland AND on the island) in 2012 and prepare permanent exhibit in the Park
- New visitor centre - Check World Bank project content and scope, timing and possible synergies
- Presentation of Brijuni MPA marine habitat map for the press and public
- First Croatian MPA Conference in 2012 - time and place to be decided after Management plans approval

- Involve an MPA representative in the MedPAN South Sustainable Tourism workshop organized in October 2011
- Support the park in creating the underwater interpretation trail
- Support the Park in recruitment of an educator for MPA interpretation (next phase)
- Training programme for staff on communication skills and tools (next phase)

►Tools:

- Update MPA WebPages with a marine perspective (joint activity with the Park) – zoning, habitat maps, rules of conduct, simplified management plan, species
- Poster and brochure (A5) on marine life in the MPA (to be presented with the Photo exhibit and distributed in future visitors center)
- The science of marine reserves (translate existing English version)
- Maps showing the MPA zoning and rules for visitors to be distributed with the entrance tickets
- Signboards showing the zoning within parks (general info) and at fishing areas (general info + specific info for fishermen; joint activity with the Park)
- Press release and presentation once management plan accepted

Priority 1: Fishermen

Who are they?

Explained under A: Brijuni MPA

►Objectives:

- Raise recreational fishermen's awareness on fishing regulations (where, how much, how long, fines)
- Get fishermen to comply with recreational fishing regulations

►Messages:

- Enjoy BUT respect
- If you don't comply, you'll get a fine
- Respect now to continue enjoying in the years to come – it starts with you

►Activities:

- Help conservation manager to brief park staff about regulations and messages to convey to the fishermen/visitors

►Tools:

- Content for briefing the staff about fishing regulations (areas, max catch, species, sizes)
- Signboards for fishermen on fishing sites (to be communicated with the MPA management)
- A5 leaflet about fishing rules, regulations and fines to be distributed with the fish permit and to be distributed by staff when interacting with fishermen
- Fishing rules, regulations, permit fees and fines on the web site

Priority 4: Army based in the MPA area – NEXT PHASE

Who are they?

Explained under A: Brijuni MPA

►Objectives:

- Raise their awareness about marine biodiversity & the need for its protection
- Raise their awareness about the fishing regulation and the negative impacts of illegal fishing
- Get the soldiers to participate in Park conservation

►Messages:

- Play a role of responsible army in the community
- Gain respect with Park staff, local community and tourists

►Activities:

- Meeting with the person in charge of the Brijuni outpost
- Briefing sessions/lectures about the MPA
- Organize joint activities for MPA staff and soldiers (beach cleaning actions, mapping of habitats) and get the national media to make a follow up story
- Check NATO environmental standards

►Tools:

- Letter to the President of Croatia who is also Commander in chief of the Army (to inform him of the activities and ask for his support)
- Support materials for briefings (Let the blue stay blue, other existing materials and presentations, MPA documentaries)

B: Lastovo Islands MPA (Nature Park)

Lastovo Islands MPA is the **youngest Nature Park in Croatia**, declared in 2006. Due to that significant capacity building has to be done in order to achieve a satisfactory functioning level of this MPA's Public institution management. Most land in the Park is privately owned.

Key audiences:

- MPA institution
- Fishermen
- Hotels, restaurants, private apartments owners
- Diving centers
- Tourists

Priority 1: MPA Public Institution

Who are they?

Young organization, created in 2007. Still **under capacitated and with a low level of communication with the local community**. MPA staff doesn't have good formal communication with local stakeholders. It lacks advisory committees, exhibitions, newsletters, their web pages lack content and they do not present their yearly accomplishments or plans. Outreach towards the local community is limited to personal contacts and annual donations to the local cultural heritage preservation organizations and main contact with visitors is when they charge entrance fees (often this is the only way they are informed this is protected area). Public institution lacks employee evaluation system

►Objectives:

- Improve their knowledge, skills and understanding of their work and role
- Establish a real and good communication line about the MPA with the locals and support their involvement in the management

►Messages:

- Nature protection is the primary objective of the MPA and nature protection management is its outmost priority.
- Engage and involve the locals as much as possible to gain their support: You'll be more considered and respected by the locals
- Cooperation with Sunce can help you get the relevant training, information and support
- You can make life on the island more attractive to young people
- Do not take business away from the locals. Instead support their businesses and charge concessions – Share benefits of nature conservation!!!

►Activities:

- Trainings and lectures for staff
- Field trips and exchanges visits
- Organisational study for nautical tourism in Lastovo Islands Nature Park
- First Croatian MPA Conference in 2012 - time and place to be decided after Management plans approval
- Support them in WebPages update for various targeted audiences
- Communication workshop for staff (*next phase*)
- Assist them in the development of a communication strategy (*next phase*)
- Connect with Festival and Carnival to convey the MPA messages (*next phase*)
- Engage teachers about education programme for local kids (*next phase*)

►Tools:

- Support materials for exchange visits
- The science of marine reserves (translate existing English version)
- Web exhibit (*next phase*)
- Stands, posters and A5 leaflet (*next phase*)
- Education kit for school children (*next phase*)
- Mobile applications for tourists – mobile signboards (*next phase*)
- Park goodies to be sold in local stores with revenue sharing mechanism (*next phase*)

Priority 1: Fishermen

Who are they?

45 fishermen **professional fishermen** work inside the borders of the Park (+ many small scale and 200 – 300 recreational). Fish stock has been deteriorating over the years and a new fishing regulation (time-space regulation) is in place to help rebuild the fish stock. No “no take zones” have been put in place yet. They are slowly moving towards accepting the possibility of “no take zones” implementation thanks to exchange visits to foreign MPAs.

►Objectives:

- Raise their awareness of sustainable fishing practices
- Raise their awareness about fish stock values for other users (divers, snorkels, general public)
- Get them to accept NO take zones (for their long term benefit)
- Stop illegal fishing

► Messages:

- No take zones = preservation of fish stock, a long term investment
- It works elsewhere - This is not a myth
- Fish population will grow, but will need to be seriously monitored
- Respect the regulation
- Share the sea with the other users
- Illegal fishing seriously undermines the common interest of achieving sustainable fisheries.

► Activities:

- Formal and informal meetings with the fishermen
- Fish stock monitoring (with fishermen participation)
- Get them to experience the NO take zones elsewhere/field visits to other MPAs
- Dissemination of experience from fishermen who visited other MPAs to other fishermen through meetings and videos
- Identify fishermen heroes & hands-on experts to come to them and explain the values of the MPAs
- Support them in communicating their needs and interests to the media and politicians as long as they are consistent with our conservation goals
- Build network of fishermen with the interest in fish stock conservation and sustainable fishing practices

► Tools:

- Sustainable fishing factsheet (dissemination of brochure that is being produced by UNDPs project Coast)
- Video on sustainable fishing
- The science of marine reserves (translate existing English version)
- Support materials for exchanges visits
- Easy to understand reports on monitoring
- Easy to understand reports on international practices
- Mail packages with the above materials to fishermen

Priority 2: Diving centers

Who are they?

There are two diving centers operating inside the MPA. Both are privately owned and recently established. Diving tourism is still undeveloped with a **great potential**. Season is short but intensive (lasts for about 45 days).

►Objectives:

- Build channels to divers through diving centres (for education and cooperation)
- Build partnership for research, conservation, dissemination of info
- Prepare them for zoning and regulation of diving in MPA

►Messages:

- Promote responsible diving and marine biodiversity
- Diving in MPAs must be regulated
- No take zones and properly managed Park will produce more attractive diving locations and bring more divers

►Activities:

- Joint marine research
- Distribution of info and promotional materials to divers
- Exchange of photos and information
- Exchange visits to MPAs abroad (to build their support for No take zones)
- Underwater photo exhibitions (*next phase*)
- Sign a responsible diving charter and fly a “responsible diving center flag” (*next phase*)

►Tools:

- Divers log book promoting Lastovo marine biodiversity and responsible diving practices
- Promotional underwater video
- Poster promoting responsible diving practices
- Support materials for exchange visits

Priority 2: Hotel, Restaurant and Apartment owners

Who are they?

There is just one hotel and one camp on Lastovo but numerous apartments are being rented. Restaurants mostly serve seafood and most popular are located on the seashore where they also offer mooring for their guests (very specific for Lastovo).

►Objectives:

- Introduce, promote and advocate responsible tourism practices (Eko Partner program: The EkoPartner programme is a system of labelling small hotels, apartments and rural accommodation facilities based on a set of simple environmental criteria (e.g. water consumption reducers, waste management, solar panels usage etc.). The programme was launched in 2009 by the Croatian NGOs Sunce and Zelena Istra. It aims to integrate environmentally responsible practices in the management policy of small family-run hotels and tourist farms in Croatia, to develop a platform for cooperation between different sectors in the promotion of sustainable forms of tourism, to raise the awareness of the wider public, of national and local authorities, as well as tourist associations and entrepreneurs at all levels on environmental protection and sustainable development (more on www.eko-partner.hr).)
- Create a channel for distribution of info materials to tourists
- Provide them information about negative effects of wastewater releases and anchoring by nautical tourists (so they can act as educators)

►Messages:

- A preserved natural environment and an MPA will ensure long term business for your sector and will attract more tourists (therefore more money)
- Popularity of responsible tourism is growing among more and more visitors – ADAPT

►Activities:

- Get them involved in study for buoy placement
- Promotion of “Eko Partner” and adventure tourism through meetings and presentations (*next phase*)
- Get them involved in study for assessment of peak tourist capacity (*next phase*)
- Consultation/meeting on future promo material types, design (so far design has not been consistent) and composition (*next phase*)

►Tools:

- Brochure on responsible tourism and best practices from abroad (*next phase*)

Priority 3: Tourists

Who are they?

Around **12,000 tourists** a year come to Lastovo. They are mostly nautical tourists (with motor and sailing yachts which are 72% privately owned while the rest is charter), adventurers (divers, hikers, bicyclers, sea kayakers) and families looking for peaceful vacation. They come for relaxation, swimming, sunbathing, hiking and gastronomy while 7% comes for diving.

Visitors of the MPA **lack information about the area**. Many of them don't know they are in the protected area or know nothing about specific features of the MPA or regulations within MPA, while some object paying admission fees because they feel they do not receive any contents in return.

►Objectives:

- Increase availability, quality and quantity of info materials (on MPA rules and legislation, attractions, biodiversity,...)
- Raise tourists' and general users' awareness about the MPA (value, regulations..)
- Promote Lastovo as prime diving destination

►Messages:

- MPAs are established for the protection of valuable ecosystems and natural resources. Each MPA has its specific features and set of rules than have to be followed in order to preserve its pristine environment.
- Discover deep diving paradise
- Enjoy but respect – it starts with you
- Lastovo – So far from the coast, so close to the sun (Fjaka tourism)

►Activities:

- Contact national ferry company to get them to put MPA posters on the ferry line to Lastovo (and check if MPA has similar initiatives)
- Exhibitions (over jazz festival, carnivals; *next phase*)
- Questionnaire directed to tourists visiting the local restaurants regarding selling responsibly caught fish in the restaurants (*next phase*)

►Tools:

- Brochures on acceptable anchoring practices (reuse Slovenian materials)
- Posters with MPA info on local ferry line
- Underwater videos of Lastovo Islands MPA posted on Internet
- Underwater 360° photos of attractive diving locations (pilot site)

- Multimedia (DVD, web, mobile applications; *next phase*)
- Souvenirs in cooperation with local craftsmen (*next phase*)
- Diving guide with the edge on marine biodiversity (*next phase*)
- Underwater diving pads for tourists (*next phase*)

C: Telašćica MPA (Nature Park)

Telašćica Nature Park, despite its existence since 1988, **still requires extensive capacity building in managerial, conservation and communication skills**. Significant problems of the Park are also non-existent spatial plan, unclear fishery regulation and undefined peak tourist capacity during high season. The state of the fish stock is below sustainable levels. Public Institution for management is oriented towards profit instead of conservation.

Key audiences:

- MPA institution
- Fishermen
- Hotels, restaurants, private apartments owners
- Tourists

Priority 1: MPA Public Institution

Who are they?

MPA PI has around 19 employees plus 30 seasonal workers. Communication and coordination between the ranger service, the conservation service and the director are at a rather low level. Ranger service staff requires additional education about the values they need to protect. Conservation service is not seen as important as ranger service due to the profit making orientation of the MPA. The Ranger service collects the admission fees and highly positioned political individuals at the Ministry encourage the MPA to take priority in profit making activities instead of those related to nature protection.

►Objectives:

- Raise their awareness about the values of the MPA and need for proper management
- Raise their communication skills (*next phase*)

►Messages:

- Nature protection is the primary objective of the MPA and nature protection management is its outmost priority

►Activities:

- Trainings and lectures for staff
- Exchange visits to MPAs abroad (showing a well managed one to the rangers)
- Involve an MPA representative in the MedPAN South Sustainable Tourism workshop organized in October 2011
- First Croatian MPA Conference in 2012 - time and place to be decided after Management plans approval
- Training/workshop about communications (*next phase*)
- Assist them in the development of a communication strategy (*next phase*)
- Provide education and training to the MPA interpreter (*next phase*)
- Briefings with boat owners of daily tours (*next phase*)

►Tools:

- Support materials for exchanges visits
- The science of marine reserves (translate existing English version)
- Signboards in the Park (*next phase*)

Priority 1: Fishermen

Who are they?

- a) Small scale coastal fishermen (150)
- b) Sport and recreation (20)
- c) Local professionals (25) and professional fishermen outside the park who gravitate to that area

According to the first monitoring results fish stock inside the MPA is seriously degraded which is not surprising if we take into account both legal and illegal fishing that has been taking place in Telascica.

►Objectives:

- Raise their awareness of sustainable fishing practices and the urgency for protection
- Raise their awareness about fish stock values for other users (divers, snorkels, general public)
- Get them to accept NO take zones to ensure their long term benefit
- Stop illegal fishing

►Messages:

- Sea is a limited resource (a, b, c)
- No take zones=preservation of fish stock; it's a long term investment. It works elsewhere. This is not

a myth. (a, c)

- Fish population will grow, but will need to be seriously monitored (a, c)
- Respect the regulation (a, b, c)
- Share the sea with the other users (a, c)
- Illegal fishing seriously damage to undermines the common interest of achieving sustainable fisheries (a, b, c)

►Activities:

- Identify fishermen and possible allies
- Fish stock monitoring
- Field visits to other MPAs abroad
- Dissemination of experience from fishermen who visited other MPAs to other fishermen through meetings and videos
- Identify fishermen heroes & hands-on experts to come to them and explain the values of the MPAs
- Support them in communicating their needs and interests to the media and politicians as long as they are consistent with our conservation goals
- Build network of fishermen with the interest in fish stock conservation and sustainable fishing practices

►Tools:

- Sustainable fishing factsheet (dissemination of brochure that is being produced by UNDPs project Coast)
- The science of marine reserves (translate existing English version)
- Video on sustainable fishing
- Support materials for exchanges visits
- Easy to understand reports on monitoring
- Easy to understand reports on international practices
- Mail packages with the above materials to fishermen

Priority 2: Hotel, Restaurant and Apartment owners - NEXT PHASE

Who are they?

Only five restaurants located inside the Park. All other establishments are in the bordering area and they are mostly oriented to low quality services with the "it is good as it is mentality". They are not innovative and are orientated towards fast money making.

►Objectives:

- Introduce, promote and advocate responsible tourism ("Eko Partner" program)
- Create a channel for distribution of info materials to tourists

►Messages:

- Preserved natural environment and MPA will ensure long term business for your sector and will attract more tourists (therefore more money)
- Popularity of responsible tourism is growing among more and more visitors – ADAPT

►Activities:

- Promotion of "Eko Partner" program
- Consultation/meeting on future promo material types, design (so far design has not been consistent) and composition (next phase)

►Tools:

- "Eko partner" video
- Brochure on responsible tourism and best practices from abroad
- "Eko Partner" brochure

Priority 3: Tourists

Who are they?

Visitors are mostly foreigners with higher income and education than average. 70% are in Telascica for the first time and only 7% state Telascica as their target destination. Visitors of the MPA lack basic information about the sites. Many of them don't know they are in a protected area or know little about specific features of the MPA or regulations within the MPA.

►Objectives:

- Increase availability, quality and quantity of info materials and general awareness of tourists regarding the MPA
- Increase offer of tourist activities within the park (visitors centre, hiking, biking and education paths) (next phase)
- Study how to improve spatial distribution of tourists and their visits during high season (next phase)

► Messages:

- MPAs are established for the protection of valuable ecosystems and natural resources. Each MPA has its specific features and set of rules than have to be followed in order to preserve its pristine environment (Enjoy but respect – it starts with you)
- Explore Telascica

► Activities:

- Dissemination of brochures on acceptable anchoring practices through ranger service
- Study on visitation management (next phase)

► Tools:

- Brochures on acceptable anchoring practices
- Poster promoting responsible diving practices
- Guide and map (to be done with Croatian mountain rescue service)
- Info boards (next phase)
- Educational trails (mobile applications - next phase)
- Mobile applications (mobile sign boards - next phase)

D: Government institutions

Although often recognised as one of Croatian most valuable assets by various political decision makers and through various political acts (including the Constitution), the Adriatic Sea still lacks a general management strategy. The sustainable use of the Adriatic is often hostage to different lobby groups and political decisions that are short sighted and directed only to short turn harvest of political points. Only 1.3% of Croatian territorial waters are under some kind of protection in opposition to around 10% of protected land area. The idea is to use this project and its positive results to switch from a rather pessimistic “culture” of communication about the state of the marine environment to a more balanced culture of communication, recognizing cases and factors of success on which to build to influence decision makers. A constant negative report on status of the Adriatic Sea may be translated as a failure to perform by some stakeholders involved in sustainable development with the consequence that it may not motivate decision makers to change their behaviour. On the contrary, informing of success obtained may encourage a decision maker to extend this experience to marine areas outside the currently protected zones.

Due to 2011 being a parliamentary election year shifts in leading positions, changes in organisational structures and political platforms in 2012 are highly possible!!!

Key audiences:

- Ministry of Culture and Nature Conservation Sector
- Ministry of Agriculture, Fisheries and Rural Development
- State Institute for Nature Protection

Priority 1: Ministry of Culture and Nature Conservation Sector

Who are they?

The Ministry of Culture manages nature protection in Croatia (via the Directorate for Nature protection). The State Institute for Nature Protection is the central institution carrying out expert tasks of nature protection in Croatia while County Institutions for the management of protected areas play the role of managers of protected areas and sites in 21 Croatian Counties (3 are participating in the project workshops for capacity building). The Ministry is directly involved in the MedPAN South project as a main institutional partner and together with the MPAs Management boards, it is the institution responsible for approving the management plans. They are also responsible for giving out all research and filming permits for MPAs. SINP is a partner who is responsible for the evaluation of management plan.

►Objectives:

- Keep them well informed on the development of the project
- Enhance Sunce and WWF profiles as NGOs of reference regarding natural resource management especially in MPAs
- Obtain political support to improve the management and the monitoring practices in MPAs
- Increase their capacities in MPA management

►Messages:

- Cooperation and consultation with stakeholders is essential for efficient PA management
- MPAs have to be managed more efficiently
- MPAs are not only tourism money making machines
- Monitoring and performance efficiency is crucial
- NGOs are relevant partners

►Activities:

- Involve them in project trainings, workshops, exchanges whenever possible
- First Croatian MPA Conference in 2012 - time and place to be decided after Management plans approval

►Tools:

- Report on project results and activities
- Project video
- The science of marine reserves (translate existing English version)

Priority 1: Ministry of Agriculture, Fisheries and Rural Development

Who are they?

MAFRD is responsible for the management of fisheries in Croatia. Due to the fact that nature parks (Lastovo Islands and Telašćica) are part of Croatian fishery waters (while national parks are not) they have superimposed regulation of fisheries from the Fishery Act over the regulation from the Nature Protection Act (which is the main legal act in protected areas). Currently, negotiations between the two ministries to solve this issue are in progress. Probability is that a status quo (in other words a status without fishery regulations in nature parks) will be kept till the December elections in order to keep the interested fishermen from protesting.

► Objectives:

- Make them participate and recognise other stakeholders
- “Pressure them” into recognising the “other side of the story” regarding fishing in protected areas
- Make them aware of the fishermen in favour of better protection of the fish stock
- Build Sunce and WWF profiles as NGOs of reference regarding sustainable fishing practices
- Build support for the introduction of ecosystem based management of fisheries in Croatia

► Messages:

- Ensure more transparency
- Fish does not belong only to fishermen and politicians
- Involve all stakeholders, not only a few group of fishermen! Effective management of common resources can only be achieved through participation and involvement of all stakeholders, both local and national.
- Base your decisions on scientific evidence and not only on politics
- The livelihoods of local fishermen is at stake
- Marine and fishery reserves are the most powerful tool we have to reverse the depletion of fish stock populations. Creating networks of reserves and managing the existing ones effectively will allow us to continue exploiting marine resources while protecting key habitats for commercial species.

► Activities:

- Proactive and reactive engagement with the Ministry regarding the issues of sustainable fishing
- Check relevant EU commission agenda and planning (marine strategy, fishery strategy with support from MedPO)
- Proactive and reactive press work depending on political agenda, fishing and EU agendas (See Appendix 2)
- Exchange trip with fishermen to MPAs abroad

- Invite representative of Ministry to the First Croatian MPA Conference that will follow upon the completion of the management plans

►Tools:

- Position papers on all relevant issues (support from MedPO https://assets.wwf.org.uk/img/original/cfp_full.png)
- The science of marine reserves (translate existing English version)
- Relevant web pages updates
- Press releases (national, regional levels) following actions of the Ministry
- sustainable fishing factsheet (dissemination of brochure that is being produced by UNDPs project Coast)
- Report on project results and activities

Priority 2: Ministry of Tourism

Who are they?

Ministry of Tourism performs administrative and other tasks related to: the Croatian tourism policy, the development of a Croatian tourism strategy, the development and investment in tourism, the development of congress- farm-, hunting-, health-, youth- tourism etc., the improvement and the development of small businesses in tourism and hospitality.

►Objectives:

- Keep them informed on the development of the project
- Build support for promotion of MPAs as sustainable tourism destinations
- Support inter-sectoral cooperation between tourism and nature protection

►Messages:

- MPAs are not only for money making
- Sustainable tourism in MPAs raises Croatia's profile

►Activities:

- Invite representative of Ministry to the First Croatian MPA Conference that will follow upon the completion of the management plans

►Tools:

- Report on project results and activities

E: Other audiences

Key audiences:

- MPAs Managements boards
- Fishermen outside of MPAs
- Office of the President of Croatia
- General public

Priority 1: MPAs Management boards

Who are they?

MPAs Management boards are **responsible for approving the management plans** (together with the Ministry of Culture), yearly budgets, yearly plans,... Although being public bodies there is often no available information on who is exactly sitting in these boards.

►Objectives:

- Achieve more transparency
- Inform them about management plans, get their buy in and support

►Messages:

- Management plans are necessary for proper management of protected areas
- Stakeholders involvement is necessary

►Activities:

- Get info from the focal point at the Ministry of Culture and via each MPA institutions directors about who is part of each of them
- Lobby for transparent information about structure and composition of MPAs management boards
- Lobby for Sunce presence at the presentation of Management plan drafts to management boards of MPAs Lastovo Islands, Telašćica and Brijuni
- Lobby for reorganisation of these boards with the Ministry

►Tools:

- Letters, meetings, informal correspondence

Priority 1: Professional fishermen outside of MPAs

Who are they?

Around 3000 professional fishermen in Croatia are organised in different groups and associations. Often they are divided along the lines of politics, interests and different views on fishery management. Some tend to be short sighted with their eyes set only on profit while others, especially the ones with a long family tradition in the fishing industry, have developed a sea ethics and are looking for ways to ensure a long term benefit for themselves and their posterity.

►Objectives:

- Gather info on fishermen and their associations in Croatia
- Raise their awareness of sustainable fishing practices and urgency for protection
- Raise their awareness about fish stock values for other users (divers, snorkels, general public)
- Get them to accept NO take zones as a tool for their benefit
- Stop illegal fishing

►Messages:

- We can help you achieve long term benefit if you accept sustainable fishing postulates/requirements

►Activities:

- Build network of fishermen with interest in fish stock conservation and sustainable fishing practices
- Nurture good relationship with the fishermen and scientists interested in fish stock preservation in order to build strong alliance
- Trainings and lectures on sustainable fishing practices
- Field visits to NO take zones abroad
- Dissemination of experience from fishermen who visited NO take zones to other fishermen through meetings and videos
- Support them in communicating their needs and interests to the media and politicians as long as they are consistent with our conservation goals
- Reach out and involve fishermen unions and fisheries experts in round tables, lectures and meetings regarding fish stock preservation and sustainable fishing (next phase)

►Tools:

- Sustainable fishing factsheet (dissemination of brochure that is being produced by UNDPs project Coast)

- Video on sustainable fishing (subtitle existing video)
- The science of marine reserves (translate existing English version)
- Support materials for exchanges visits
- Easy to understand reports on international practices
- Press releases and position papers

Priority 2: Office of the President of Croatia

Who are they?

The Office of the President manages the activities and affairs of the President.

►Objectives:

- Inform them on the project
- Get them to support the project and offer assistance where needed (e.g the Army in Brijuni)
- Use their support to raise media interest in the project and specific issues

►Messages:

- This Project is essential for Croatian efforts to achieve high level of management in protected areas
- There is a need for changes in MPA management

►Activities:

- Meeting with the representative of the Office to brief them on the project
- Invite the President to the First Croatian MPA Conference that will follow upon the completion of the management plans

►Tools:

- Project goodies for the President
- The science of marine reserves (translate existing English version)
- Report on project results and activities

Priority 2: Interested public (directly and through intermediary audiences)

Who are they?

General public sensitive to marine issues, willing to support or participate in marine protection initiatives, potential donors or partners.

►Objectives:

- Inform the public of the project through the media (TV, daily newspaper)
- Enhance Sunce and WWF profiles as NGOs of reference regarding MPA management
- Raise the issue of need for proper management of MPAs and marine resources

►Messages:

- Management plans are essential for effective management of MPAs
- Sunce and WWF made a huge effort in order to support authorities to make management plans for Lastovo Islands, Telascica and Brijuni both realistic and effective
- Plans were created in broad cooperation with all stakeholders through extensive consultation process which ensures effective management and high level of conservation

►Activities:

- Press work for each MPA (following management plan finalization)
- TV news and features (following project activities): Shows More and Eko zona
- Dissemination of stories related to the project on Sunce's, MedPO's and MedPAN's websites

►Tools:

- Press releases (following project activities)
- Project goodies (T shirts, maps)
- Project report for interested public (print, web)
- Video (youtube)
- The science of marine reserves (translate existing English version)
- Brochure on acceptable anchoring practices

4 Budget

TOTAL PROJECT PUBLICATION AND VISIBILITY BUDGET – SUNCE:	10,000 €
FUNDING FROM BRIJUNI NATIONAL PARK:	4,000 €
WORKSHOPS AND TRAININGS (PROJECT BUDGET):	15,000 €
EXCHANGE VISITS (PROJECT BUDGET):	30,000 €
STAFF TRAVEL:	separate budget line

* underwater educational trail costs are not part of this budget and will be completely covered by private donation to Brijuni MPA

** funding from Telascica and Lastovo Island remains to be negotiated

4 Evaluating Success

Due to limited time and capacities as well as late start of the communication program full scale evaluation was not an option. Simple analysis of the carried out activities and produced tools will be done upon completion of the project.



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Association for Nature, Environment and Sustainable Development Sunce

Sunce is a leading environment and nature protection organization in Dalmatia as well as one of the most influential environmental CSOs in Croatia. Role of Sunce is to actively contribute to environmental protection and nature conservation. We are doing it by encouraging public participation, educating and informing the public in order to change values and behavior, advocating responsible management based on the principles of sustainable development and by creating guidelines for protection measures and effective actions.

Over the past few years, much of the activities have been focused on protecting the natural resources of the Adriatic Sea, which expands the area of our direct activities and includes Mediterranean Croatia, and through cooperation even a wider area.

www.sunce-st.org

WWF Mediterranean

WWF Mediterranean's mandate is to pursue WWF global priorities to conserve biodiversity and reduce human footprint on nature in the Mediterranean through field projects in priority landscapes, river basins and marine regions and through advocating improvements in regional and national policy processes affecting nature conservation and resource management. Complementing the work of the five WWF national organizations active in the region (France, Greece, Italy, Spain, Turkey), WWF Mediterranean operates in fourteen countries: Albania, Algeria, Bosnia and Herzegovina, Croatia, Egypt, Lebanon, Libya, Montenegro, Morocco, Portugal, Serbia, Slovenia, Syria and Tunisia.

www.panda.org/mediterranean