

Natura People

Raising awareness for the N2000 network

Project overview

- Budget: ~ 4 mio € (50 % EFRD funding)
- Type: Interreg IVa – 2 Seas programme
- Partners:
 - RSPB Minsmere (UK)
 - Province of West-Flanders (BE)
 - Province of Zeeland (NL)
 - Natuur en Recreatieschap de Grevelingen (NL)

Activities

- Engaging local businesses and shareholders
 - Economic validation model
 - B2N or N2000 as a business opportunity
- Engaging people
 - People engagement strategies
 - Visualisation of bird migration
- Communication

Result = Workshop

- Title: People Engagement Techniques (i.a.w. Eurosites)
- Date: October 2012
- Practical: 2 days at Bruges (BE)
- Themes:
 - Engaging local businesses and shareholders
 - Engaging people
 - communication

Workshop theme

- Engaging local businesses and shareholders
 - presentation: a “simple” universal economic model for N2000 managers
 - TEEB or other: pros and cons as a communication tool

Workshop theme

- People engagement techniques
 - New technologies: a tool to experience nature?
 - Nature and environmental education: good practices

Workshop theme

- communication
 - Social media: hype or like?
 - N2000: SWOT and what to do?

All work and no play...

Let's play (in the Zwin Nature Reserve)!

- Test new technologies
- Experience enhanced guiding
- See demonstrations of educational tools by specialised firms

We need you!

- Target audience:
 - Managers
 - Educational professionals
 - Communication experts
- Input:
 - Keynote speakers
 - Educational tools – what (doesn't) work?
 - Interesting subjects: what do you want to discuss about?

contact

Wim De Roo

Province of West-Flanders

Wim.deroo@west-vlaanderen.be

+32(0)50403596

