Communication in Protected Areas



Exhibitions, outdoor information, infopoints

UNESCO Biosphere Reserves and Natural Heritage International Conference

Anna Kovarovics

04.10.2023

Who we are



What we do









Who we are


Team
Planning
Applied nature conservation and landscape planning
Team
Nature
Records, assessments and management of ecosystems
Education
Research
NATURE CONSERVATION IN THE 21st CENTURY
Training
Team
Communication
Innovative visitor attractions
Team
Sustainability
Participative development of regions, conservation areas and institutions worldwide

Who we are



Communication









Communication







Our experience

- What are the main factors of a successfull (development/implementation of) communication projects in PAs
- Top 5 experiences
- Helpful for developing
  - Thematical trails
  - Information points
  - Exhibitions
  - Educational excursions
  - School programs
  - Educational materials

1. Have a person responsible for the project

- Someone in the PA committed to the project
- Main person for discussions on design, contents, message, target groups
- Must know the PA and understand the way of communication
- Planners cannot do it alone
- Have a partner in the process of finding the right way to communicate



2. Work with an interdisciplinary team

- Find a team that covers several needed skills
- Our teams usually cover
  - Expertise on PAs
  - Expertise on habitats, species and ecology
  - Expertise on historical development of the region
  - Expertise on design
  - Expertise on knowledge transfer



3. Use a participatory approach



4. Think out of the box





- Use the exterior of the building
- Have rooms for interactive programs
- Have an information point in the center of the village/at the parking lots
- Use the outdoors of the building

5. Make it look nice



5. Make it look nice



5. Make it look nice



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5. Make it look nice



Celebrate









Thank you for your attention!



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Anna Kovarovics

E.C.O. Institut of Ecology
Lakeside B07 b, 2. OG
9020 Klagenfurt
www.e-c-o.at
+43 463 504 144