

Workshop «Indicators of management effectiveness»

16-18th March 2011, Marbach (CH)

What's new in the Catalogue?

Group 2 – Objective 2

Sustainable regional development

2.1 Regional cycles

2.1.1 Maintain and enhance regional cycles

2.2 Regional industry and services

2.3 Agriculture

2.4 Forestry

2.4.1 Sustainable use of forest resources

2.4.2 Maintaining of ecosystem-services

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What's new in the Catalogue?

2.5 Tourism

2.5.1 Promoting **sustainable (soft) tourism**

Low impact tourism based on the USPs of the park.

2.5.2 Working with networks of tourist facilities **and partners**

2.6 Construction and renewable energies

2.6.2 Preserving traditional skills, knowledge **and architecture**

2.6.3 **Energy savings and energy efficiency**

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What's new in the Catalogue?

2.7 Mobility and flux of visitors

2.7.1 Sustainable mobility

2.7.2 Flux of visitors

2.8 Social aspects

Social well-being,

Quality of life

Community / social networking

Regional identity

Social services

Social mix

Demographic structure

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What's new in the Catalogue?

Group 2 – Objective 3

Objective 3: Communication, **Participation** & Education

3.1 Protected area communication policy

3.1.1 Information for the local population

The local population is a key target audience in terms of information and sensibilisation.

3.1.4 Participation

To allow the possibility of participation of the local population and local actors.

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3.2 Education for sustainable development

Different audiences require different communication methods. Protected areas should establish targeted communication models for each target group.

Educational programs should be provided by professional staff.

3.2.1 Raising awareness for sustainability among children **by developing special offers for schools**

PA should develop programs and offers for schools (children and teachers) in order

- to raise the sensibility and comprehension for environment, biodiversity, cultural heritage and sustainable development and
- to enable the future decision makers to act in a responsible and sustainable way.

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3.2.2 Raising awareness for sustainability among residents

A wide range of communication activities with a common goal are needed, in order to build acceptance of the protected area and to get the local population engaged. Further it is important to raise the sensibility and comprehension for environment, biodiversity, cultural heritage and sustainable development and to enable the population to act in a responsible and sustainable way.

3.2.4 Raising awareness of sustainability among stakeholders

It is important to raise the sensibility and comprehension for the protected area, environment, biodiversity, cultural heritage and sustainable development and to engage the stakeholders.

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OBJECTIVE 2

1 Nature and landscape protection

1.1. Biodiversity conservation

2 Sustainable regional development

2.1 Regional cycles

Indicators

OBJECTIVE	OUTCOME				IMPACT
	Expected	Indicator	Real	Reasons	> 10 years
2.1.1 Maintain and enhance regional cycles		1. Number of value chains within the protected area			
		2. Number of programs to support/enhance/maintain/create value chains			

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About the Catalogue...

Strenghts

1. ...

Constraints and weakness

1. ...