

Session #7

Selling the values and benefits of protected areas

Session Leader: Patrizia Rossi – Language: English

Parks and protected areas are a valuable tool to achieve protection and enhancement of biodiversity and to assure sustainable development for local residents.

But sometimes it is difficult to prove and demonstrate this.

In this training seminar participants will:

- identify the values of protected areas and the benefits they generate through their activity
- learn how to communicate them with effectiveness to different target groups (visitors, local people, politicians...) in order to achieve acceptance and support.