



# Biodiversity and Ecosystem Services for Local Sustainable Development in the Western Balkans

**(SEE – BAP)**

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# Presentation outline

- Introduction to ECNC
- Introduction to the project
  - Summary
  - Overarching goal
  - Specific objectives
  - Target groups
  - Outcomes
  - Project activities
- Questions/comments



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# ECNC..

- Independent Pan-European Biodiversity Expertise Centre for sustainable development
- Facilitates and drives the interface between science and policy, society, economy and development
- Governing structure - Board, Scientific Council, Secretariat and Network Partners
- Mobilises expertise from various stakeholder groups





**Our mission and our passion**

**ECNC for a beautiful Europe**

# ECNC in Eastern Europe, Central Asia, and the Caucasus

- Various projects in EECCA region, addressing biodiversity and connectivity, climate change, communication, business and biodiversity, and ecosystem services and sustainability
- Working with all governments, NGOs, and other stakeholders
- EECCA office in Zagreb; Mediterranean office in Barcelona



# ECNC Nature and Society..

ECNC's **capacity-building programme** in Croatia and Macedonia focuses on increasing skills in stakeholder involvement and strategic communication in nature conservation.



**Why communication for nature conservation?**

Many countries in South-East Europe have a solid tradition of ecological and environmental education; they have not yet established a routine concerning the strategic use of stakeholder communication in solving problems related to nature conservation and management. National authorities, NGOs and organizations representing various stakeholder groups are not yet fully familiar and comfortable with participatory and consensus building approaches. This situation hampers the effective implementation of nature conservation policy, and easily leads to unnecessary conflicts and misunderstandings, especially concerning the designation of the nature parks and the management of protected areas.

This project contributes to both national and international policy priorities such as CBD and PEBLDS. In the long term this project will:

- through capacity building contribute to a more successful conservation policy and follow-up;
- promote communication as a vital instrument in conservation; and
- secure stakeholder involvement for nature conservation in Croatia and Macedonia.

This project focuses on increasing professional skills of staff of national and regional authorities, national parks and NGOs in the field of communication and stakeholder involvement.

**Target groups** of the project include the staff of national and regional/local nature protection authorities, environmental NGOs and national parks employees in Croatia and Macedonia, providing training to improve their skills in the communication of nature conservation with their stakeholders.

**Phases of the project**

The **first phase** of this project started with a series of tailor-made training workshops on the use of strategic and interactive communication in conservation policy and action for staff of conservation authorities, NGOs and national parks in Croatia and Macedonia. Participants learned the techniques and tools of communication 'by doing', using vivid examples from their region. Both training workshops were well attended and it was found extremely successful by the target groups of the country.

The **second phase** of the project built on the previous phases and focused on the development and implementation of a stakeholder involvement programme for one or more selected pilot sites of European importance in Croatia and Macedonia. For this phase, two sites were selected: Neretva Delta in Croatia and Mavrovo National Park in Macedonia.

The aim of the pilot project was to assist a partnership of key stakeholders (with the support of the Croatian State Institute for Nature Protection and the Macedonian Ministry of Environment and Physical Planning) in agreeing and establishing a collaborative platform for the ongoing management of the Nature Park in Neretva Delta (Croatia) and in Mavrovo National Park (Macedonia).

With the purpose of building the capacity of the key actors in the Nature Park of Neretva and Mavrovo National Park to manage stakeholder involvement processes, targeted training workshops focused on transferring expertise on:

- increasing understanding of the issue;
- reducing potential conflict;
- increasing consensus;
- including and involving as many stakeholders as possible;
- maximizing the integration of the different aspects of land use management;
- maximizing acceptance of the process for the future management of the Parks;
- maximizing the effectiveness of the implementation of future management of the site.

During the workshop sessions at pilot sites, participants were asked to develop the ideas by using the facilitation techniques (i.e. visioning) they had been taught by ECNC's experts. In addition to the 'learning-by-doing' approach, foreign experts from the UK, the Netherlands and Canada, with experience in applying communication for nature conservation, trained the participants in transferring knowledge into practical applications as presented in the sessions.

# ECNC Business and Biodiversity..

ECNC facilitates **pro-biodiversity business opportunities** in South-Eastern Europe with pilot projects



BIODIVERSITY TECHNICAL ASSISTANCE UNITS (BTAUs)

HOME NATURA 2000 Network Micro, Small & Medium ENTERPRISES PROJECT ACTIVITIES RESOURCES PARTNERS CONTACT  SEARCH

Welcome to  
**BIODIVERSITY TECHNICAL ASSISTANCE UNIT WEBSITE**

### The BTAU Project

The BTAU project seeks to direct commercial loan funding along with public subsidies to create or develop profitable micro, small and medium enterprises which maintain or enhance biodiversity. Technical Assistance units have been created in [Bulgaria](#), [Hungary](#) and [Poland](#) to assist the process of development of 'Pro-Biodiversity Businesses' in each of these countries.

The [BTAU project](#) focuses on those areas of nature that have been recognised as high value and that are included in the [NATURA 2000 networks](#). These include the large majority of Important Bird Areas (IBAs) as defined under the Habitats and Birds Directives.

#### Key activities of each BTAU:

The key activities of each BTAU are to identify enterprises which are eligible for funding within or around Natura 2000 sites and to explore a package of financing options to produce long-term, site and region-specific economic and nature benefits. Each BTAU provides advice, guidance, training and monitoring services for both small enterprises, financial institutions, and for officials involved in nature conservation. After a loan has been made, the BTAU helps to monitor the business activities of each enterprise to ensure the benefits to nature are positive and will have a long-term and sustainable impact.

#### Project duration:

The project began in January 2007 and runs for three years. By early 2010, the so called 'Pro-Biodiversity Business' (PBB) markets will start to become self-sustaining. Each BTAU will retain its role but become independent, the staff acting as advisors and the BTAU acting as a catalyst to continue to fuel the market, funding itself through the provision of products and services.

This website is hosted by The Royal Society for the Protection of Birds (RSPB).

### Our key project priorities for 2009

The main purpose of the BTAU project in year three will be to promote and establish the financial instruments with the financial partners (identified during 2008), pilot them on the selected SMEs (identified during 2008), and expand the portfolio of SMEs towards the goal of market creation and the consequent commercialisation of the operation of the BTAU into 2010 and beyond.

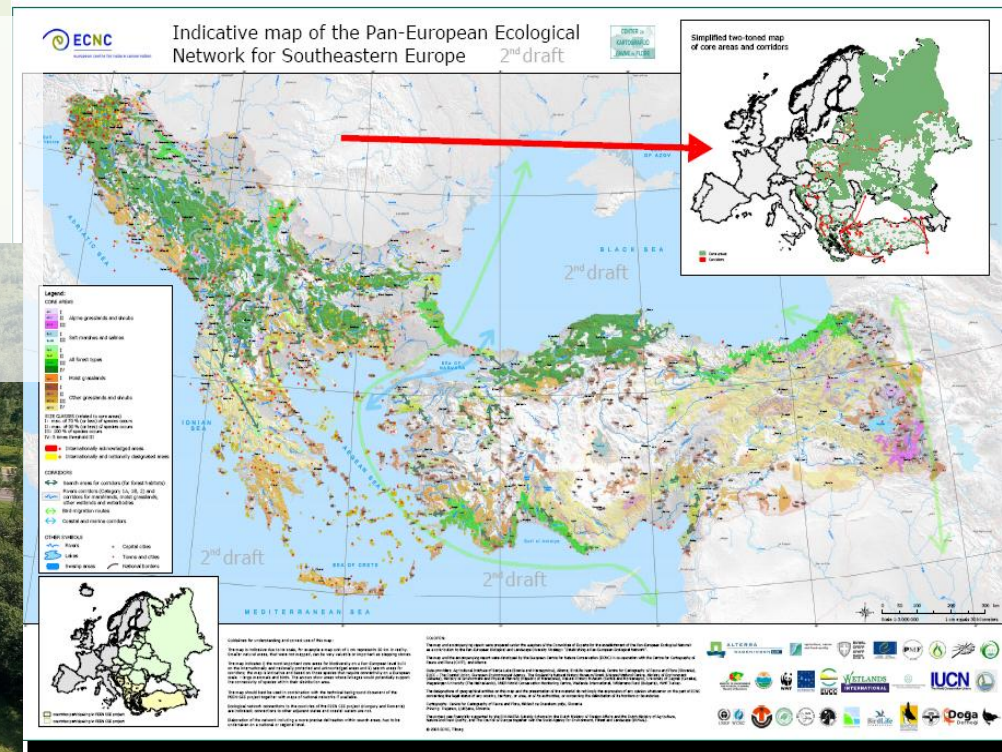
### Some "Pro-Biodiversity Business" examples

- Organic farming and extensification of existing intensive practices
- Ecotourism
- Breeding traditional or rare breeds of livestock/animal husbandry
- Sustainable fish farming
- Ecological management and consultancy services
- Forestry and wood processing
- Seed collecting
- Reed harvesting
- Plant oil production
- Organic wine production
- Grazing and mowing of grasslands
- Sport fishing
- Provision of educational facilities for nature protection

# ECNC European Ecological Network

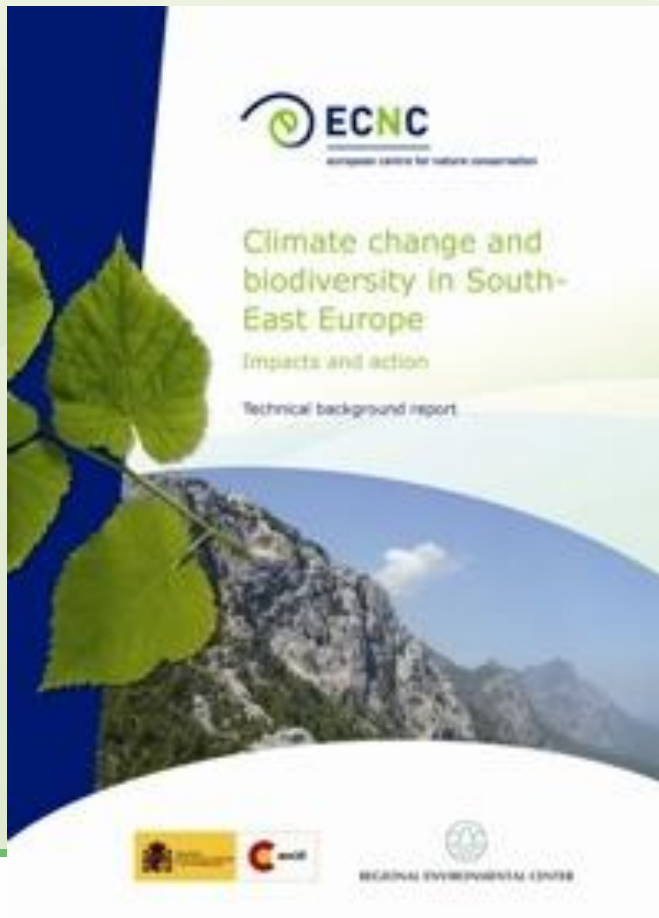
ECNC coordinates with the CoE the establishment of the **Pan-European Ecological Network**.

ECNC promotes the **interaction between nature conservation and spatial planning** sectors with regards to designing and developing ecological networks.





# ECNC State of European Nature and Biodiversity



Climate change, biofuel and biodiversity in South-East Europe, resulting in SEE Climate & Biodiversity Action Planning



# Some experience with Finnish support..

## Strong focus on Quality Assurance:

- Good understanding of the real problems of the region
- Thorough independent assessment of project proposal
- Great interest in project implementation stage



# Biodiversity and Ecosystem Services for Local Sustainable Development in the Western Balkans

Lead by ECNC-European Centre for Nature Conservation,

In cooperation with

Regional Environmental Centre (REC) and its offices in Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Serbia and Kosovo (UNSCR 1244)

Funded by the Finnish Ministry of Foreign Affairs

Duration: 3 years



# This project..

## *Why?*

to promote a comprehensive and integrated approach to biodiversity and ecosystem services for the sustainable development of rural municipalities and their local communities in the Western Balkans

## *How?*

by establishing Local Biodiversity Action Plans in 10 selected municipalities in a process that involves stakeholder participation, capacity building, communication and awareness raising, identifying pro-biodiversity business opportunities, and developing partnerships



# Target groups..

- Selected local municipalities and a wider range of rural municipalities in the target countries
- Key local NGOs and community representatives which are actively involved in nature conservation in the region
- A range of stakeholders that are involved in the field of biodiversity and ecosystem services, such as farmers, hunters, fishermen, municipal experts, foresters, tourism and other business





# PARTNER MUNICIPALITIES for SEE BAP project

# SEE BAP Target Countries



## Drina River

Bosnia and Herzegovina

Montenegro

Serbia

## Drin / Drim River

Albania

Kosovo (UNSCR 1244)

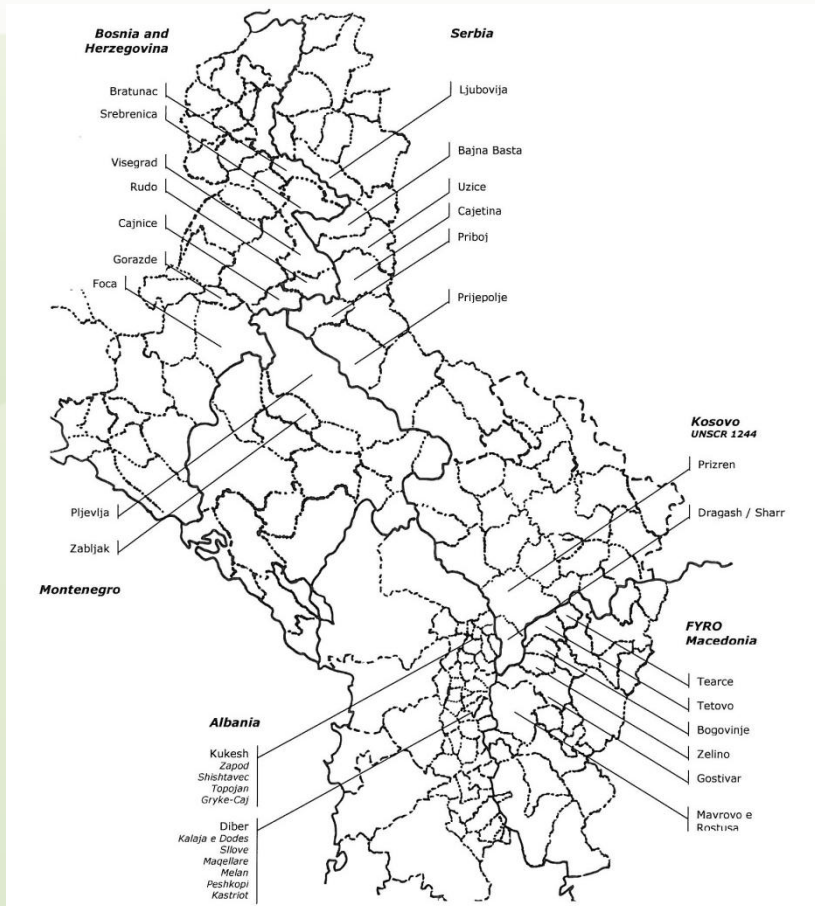
FYR Macedonia

Source: UNEP GRID  
[www.grida.no](http://www.grida.no)

# Base Map

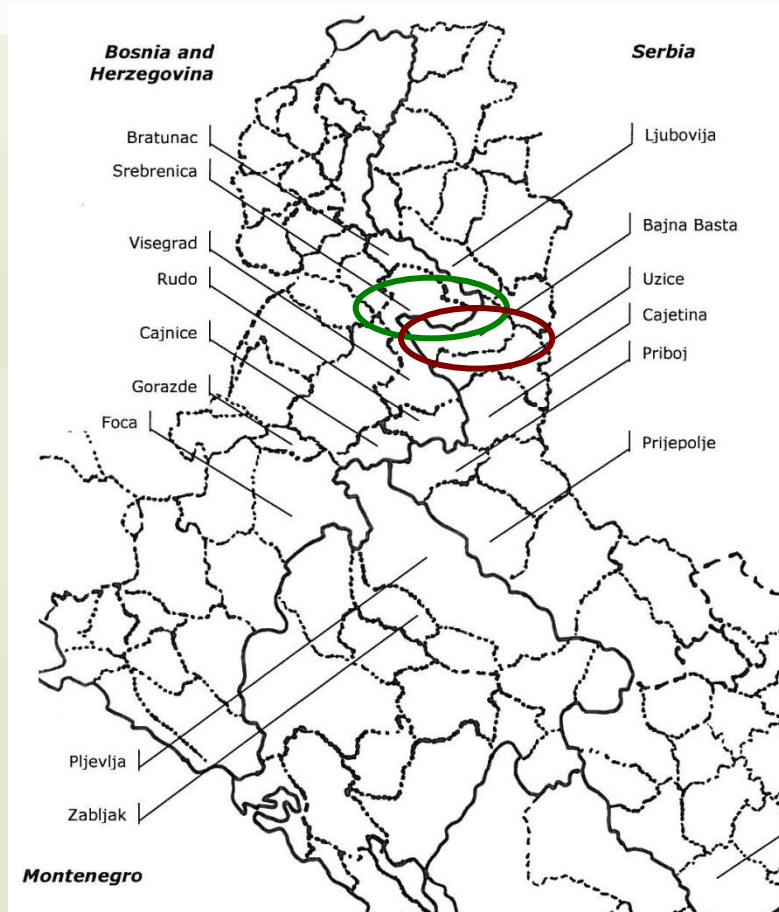
## Selection criteria:

- Willingness to cooperate
- Presence of shared natural resources/protected area/biodiversity
- Cross-border cooperation
- Size of municipality and level of civil society development
- Existing cooperation
- Economic standing of municipalities



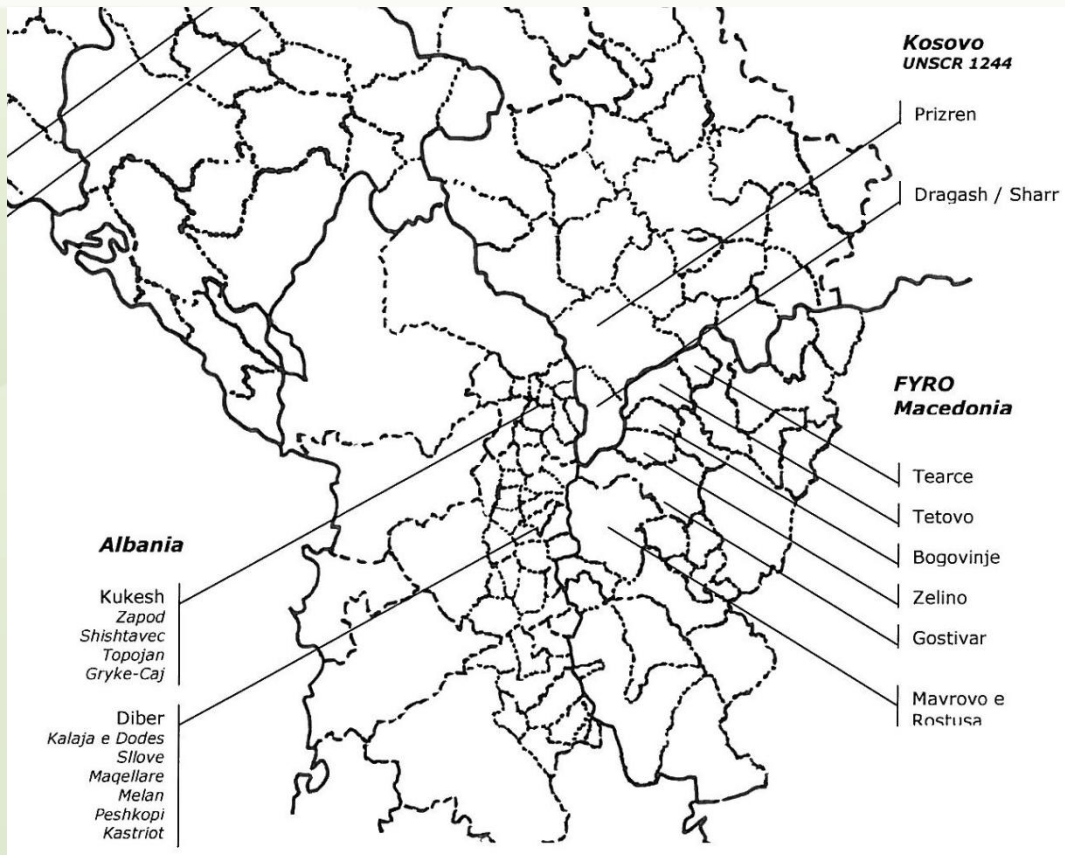


# Base Map: North – Drina River



- Bosnia and Herzegovina  
*Gorazde*  
*Srebrenica*
- Montenegro  
*Plevlja*  
*Zabljak*
- Serbia  
*Bajina Basta*  
*Cajetina*

# Base Map: South Drin / Drim River



- Albania  
*Peshkopi*
- Kosovo (UNSCR 1244)  
*Dragash*
- FYR Macedonia  
*Gostivar*  
*Mavrovo*

# Work packages/activities..

- (1) Overall management and project coordination
- (2) Identification of key issues, stakeholders and priority areas for the development of Local Biodiversity Action Plans
- (3) Realization of targeted training programmes for municipalities and key stakeholders
- (4) Developing Local Biodiversity Action Plans for selected rural municipalities
- (5) Implementation of the Local Biodiversity Action Plans in selected rural municipalities
- (6) Development of regional learning network of municipalities in the target countries



# Outcomes..

- Increased understanding between individuals and organizations, a greater willingness to communicate and an increased sense of ownership regarding the project
- Contribution to increasing social coherence, poverty reduction and reducing the potential conflicts
- Increasing the knowledge base and a better understanding of the needs and desires of local communities
- Better coordination in municipal actions, policies and implementation processes
- Increased capacity to engage business sector in the biodiversity and ecosystem services
- Implementation of participatory Local Biodiversity Action Plans and development of cross-border learning networks



# What has been achieved so far..

- Project team meetings
- Steering committee
- Situation analysis
  - Municipal kick off visits in September and October 2009
  - Municipal profile reports are drafted
- Draft handbook for LBAP development
- Two regional training workshops (Oct 2009)



# Draft handbook for LBAP development

## Main parts of the handbook:

- Basic elements of biodiversity and ecosystem services and their benefits to nature and society
- Principles of business and biodiversity for Western Balkan region
- Resources for building skills for participatory approach: stakeholder involvement, good communication and facilitation



# What has been achieved so far..

## Training workshops (26-30 Oct 09)

- 49 participants in Kolasin (Montenegro) from 6 municipalities
- 29 participants in Struga (Macedonia) from 4 municipalities
- Active/full participation for two days
- Draft sections of the handbook are presented by experts
- Understanding and acceptance of the process of developing LBAPs
- Interactive and productive results



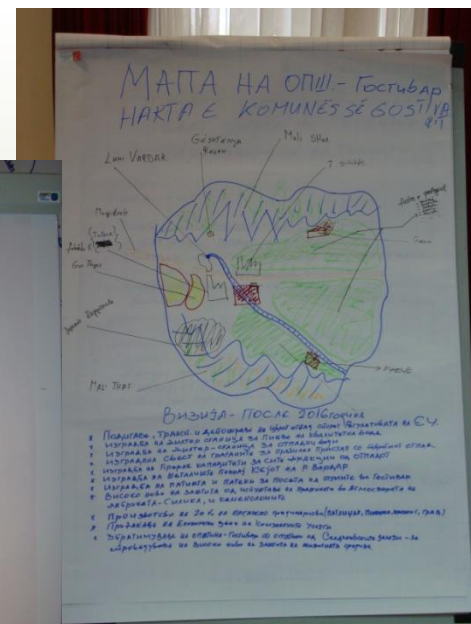
# Training workshops (1)



OPREDELBA	OPREDELBA	OPREDELBA	OPREDELBA	OPREDELBA
1. ZAGRAJE VODA	→ IZBEN PROBLEMA TEHNAJA KANALIZAC. VOD.	→ IZGRADBA MITIJEVA ZA PREČIŠČANJE VOD.	2010-2012.	→ IZGRADBA IZKONSTRUKCIJA → IZGRADBA PREDVETNOVNO BUDŽET 3 MIL. € / MIL. EVROVSKI
2. DINJE REPONJE	→ USTANOVIŠEN SISTEM UPRAVLJANJA ZURTA OTPADOM	→ IZGRADBA TRANSFER STANJA I. RAZVOJANNA REPONJA STANJE	2010. god.	→ IZGRADBA KANALIZACIJA → IZGRADBA PREDVETNOVNO BUDŽET 300.000 € / MIL. EVROVSKI
3. OPLAGANJE ANIMALANJE OTPADA	→ USTANOVIŠEN SISTEM UPRAVLJANJA IZKONSTRUKCIJA	→ IZGRADBA TRANSFER STANJA I. RAZVOJANNA REPONJA STANJE	2011. god.	→ IZGRADBA KANALIZACIJA → IZGRADBA PREDVETNOVNO BUDŽET 1 MIL. € / MIL. EVROVSKI
4. IZGRADBA NIVO IZKONSTRUKCIJA	→ ZISTA ZINOTATA SREPNJA	→ IZGRADBA TRANSFER STANJA I. RAZVOJANNA REPONJA STANJE	2012. god.	→ IZGRADBA KANALIZACIJA → IZGRADBA PREDVETNOVNO BUDŽET 1 MIL. € / MIL. EVROVSKI
5. IZGRADBA NIVO IZKONSTRUKCIJA	→ IZGRADBA TRANSFER STANJA I. RAZVOJANNA REPONJA STANJE	→ IZGRADBA TRANSFER STANJA I. RAZVOJANNA REPONJA STANJE	2012.	→ IZGRADBA KANALIZACIJA → IZGRADBA PREDVETNOVNO BUDŽET 1 MIL. € / MIL. EVROVSKI



# Training workshops (2)



# What is next?.. Development LBAPs (Autumn 2010)

- Development of the draft LBAPs
- Implementation of priority Local Biodiversity Actions
- Financing municipal priority actions



# What is next?..

## Regional seminar (Autumn 2011)

- Inform all stakeholders about the results and outcomes of the project;
- Organize regional seminar for developing the network among municipalities;
- Invite project stakeholders, national and international representatives;
- Draw lessons learned and evaluate the project.



# Any questions?

**Thank you!**