COMMUNICATION STRATEGIES IN LARGE CARNIVORES CONSERVATION AND MANAGEMENT IN EUROPE

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Some definitions...

European Large Carnivores:

Brown bear (*Ursus arctos*), Eurasian lynx (*Lynx lynx*), Grey wolf (*Canis lupus*), Wolverine (*Gulo gulo*), Iberian lynx (*Lynx pardinus*), Jackal (*Canis aureus*)

Usually at the top of the food chain

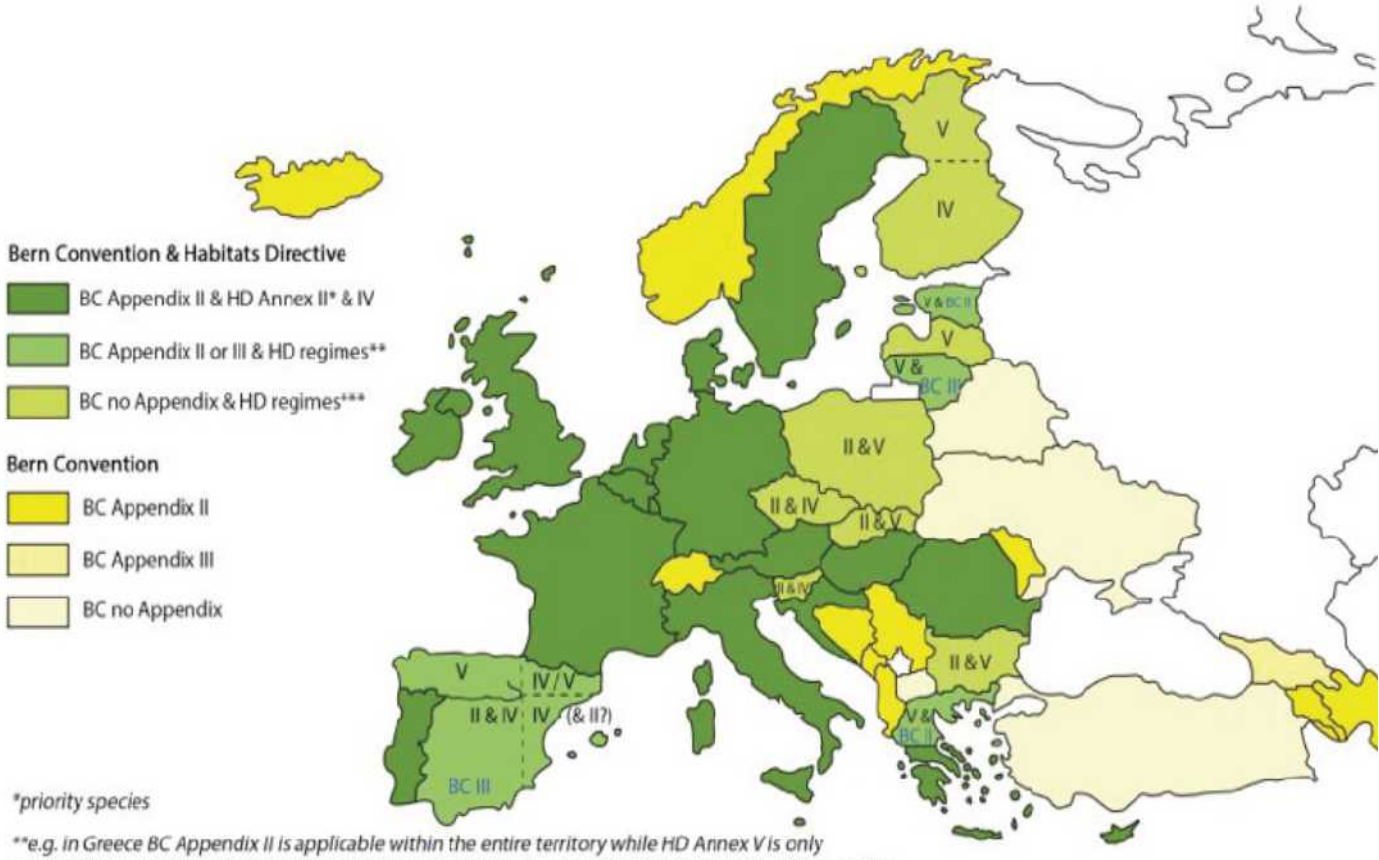
Often *keystone* sp

Sometimes *umbrella* sp

Used as *flagship* sp

Legal status

(e.g., wolf)



Large european carnivores: Key intrinsic characteristics

Large body size (>10kg)

Carnivore / Omnivore diet

K-reproductive strategy

Social structure

Territorial

Large areas / dispersal

One more key characteristic

INTERACTION WITH HUMAN ACTIVITIES

Intrinsic predatory behaviour:

Prey on game species

Prey on livestock

Attacks to humans (fear)

LARGE CARNIVORE CONSERVATION AND MANAGEMENT

Not just a matter of ecology

The process of wildlife management

HUMAN INTERESTS IN LC

- Ricreational
- Biological / Aestethic
- Economic
- Political

More Tourists Now Go Bear Watching in Slovenia

By STA, 28 Jul 2018, 13:19 PM Travel

TUTELA AMBIENTALE MEDWOLF AL VIA DA SETTEMBRE ALLEVATO

Milioni di euro per «salvarsi»

L'assessore Rossi: iniziativa per tutelare la specie, ma ca

Conserving Carnivores: Politics in Play

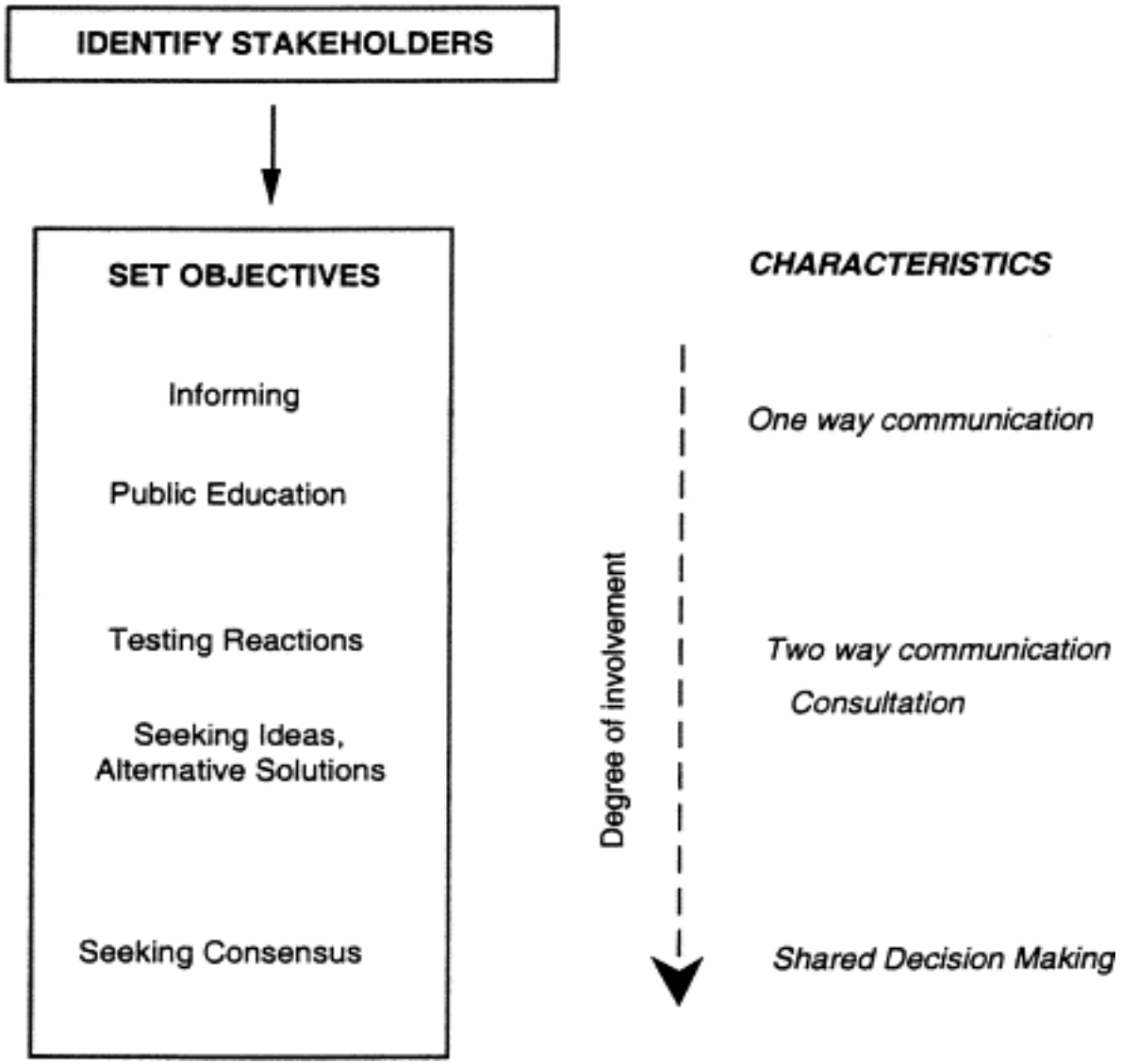
IN THEIR REVIEW "STATUS AND ECOLOGICAL effects of the world's largest carnivores" (10 January, DOI: 10.1126/science.1241484), W. J. Ripple *et al.* propose the creation of a Global Large Carnivore Initiative (GLCI) endorsed by bold commitments from politicians around the world. However, large carnivores deliver political services in addition to ecological services, and this complication may prevent a GLCI from gaining strong political commitment.

Conflicts involving the political response to large carnivores raise controversial questions about land-use and political economies. The animals serve as a powerful symbol to communicate difficulties (often those that they revealed but did not create) and to influence policies. Opposing the recovery of large carnivores or limiting their populations has therefore become an inexpensive way for politicians to pose as defenders of particular interest groups that they might otherwise ignore.

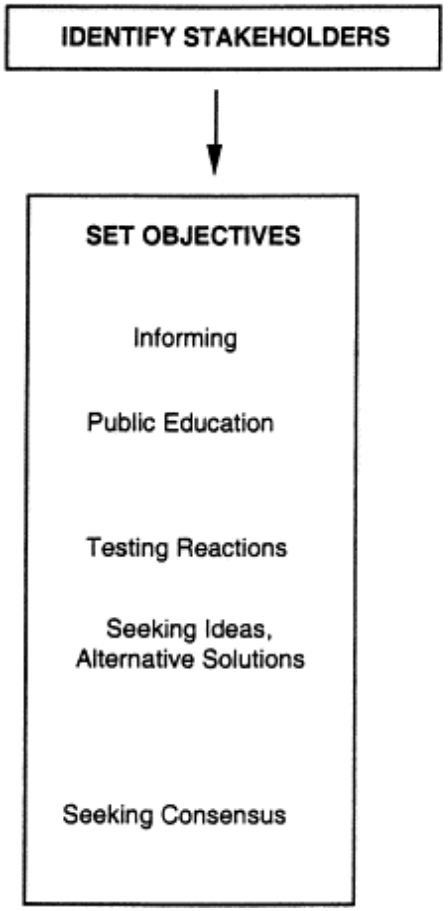
An illustrative example is the decline of sheep farming in France. French sheep farmers claim that wolf attacks threaten their livelihoods (*1*). However, this story overlooks political factors. In 1985, French Special Forces sank Greenpeace's flagship boat in Auckland harbor to prevent protests against nuclear tests. As part of the compensation, France agreed to not take measures that could hinder the import of New Zealand lambs into the European Union (*2*). This sudden end to France's protectionist standing has been a tough economic challenge for French sheep farming. Since the wolf naturally came back to France from Italy in 1992, some French politicians took the opportunity to stand for national sheep farming by dramatizing the impact of live-

Published by AAAS

LEVELS OF PUBLIC INVOLVEMENT



For each involvement objective



WHY – The reasons that stimulate our communication activities, what do we want to achieve → strategic planning

WHO – Who are we communicating with

WHAT – The contents of our communication

WHERE and **WHEN** – Which tools, locations, timing

WHY communicate

Setting objectives

Shedding light on the issue /driving reasons

e.g. Alarming decrease of LC

e.g. Worrying increase of impacts / encounters

What do we want to achieve (identify indicators)

Improve participation → increase trust

Increase awareness / knowledge

Mitigate impact

Decrease fear

WHOM to communicate with

Understanding the context

Local traditions
Relationships with LC
Socio-economic background (where are we, who is there)

Active listening (listen before talking)

Openness
Neutrality
Trustworthy

Pinpointing the main issues

What are the key issues for the people we contact

WHAT communicate

Understanding what people already know

Avoid redundancy

Do not appear as providing the holy truth

Understanding people's needs behind what they openly ask for

Sometimes hidden needs are expressed

Look at the broader picture

Understanding people's expectations

Do not promise what you cannot give

Developing the “right message”

Use adequate terms in the “right” form for the audience

HOW communicate (Principles, channels)

Principles

Do not expect to convince or persuade people
Respect different positions / values

Channels

Understand what people use (TV, News, Outdoor initiatives, Social media, etc)

<u>Do not improvise</u>: communication professionals are useful!

HOW communicate (tools, where, when)

Tools

Design the most suited tool for the audience (theatre exhibit, scientific meeting, visual material, etc)

Settings

If necessary gather people where they feel comfortable

Understand habits and select suitable timings

ARE WE BEING EFFECTIVE?

Foresee activities to assess efficacy: have we reached the objective? Go back to “What do we want to achieve”

Some results may be achieved after long time

EXAMPLES FROM THE FIELD

LIFE WOLFALPS

LIFE MEDWOLF

LIFE WOLFALPS

Wolf in the Alps: implementation of coordinated wolf conservation actions in core areas and beyond

Start date 01/09/2013
End date 31/05/2018

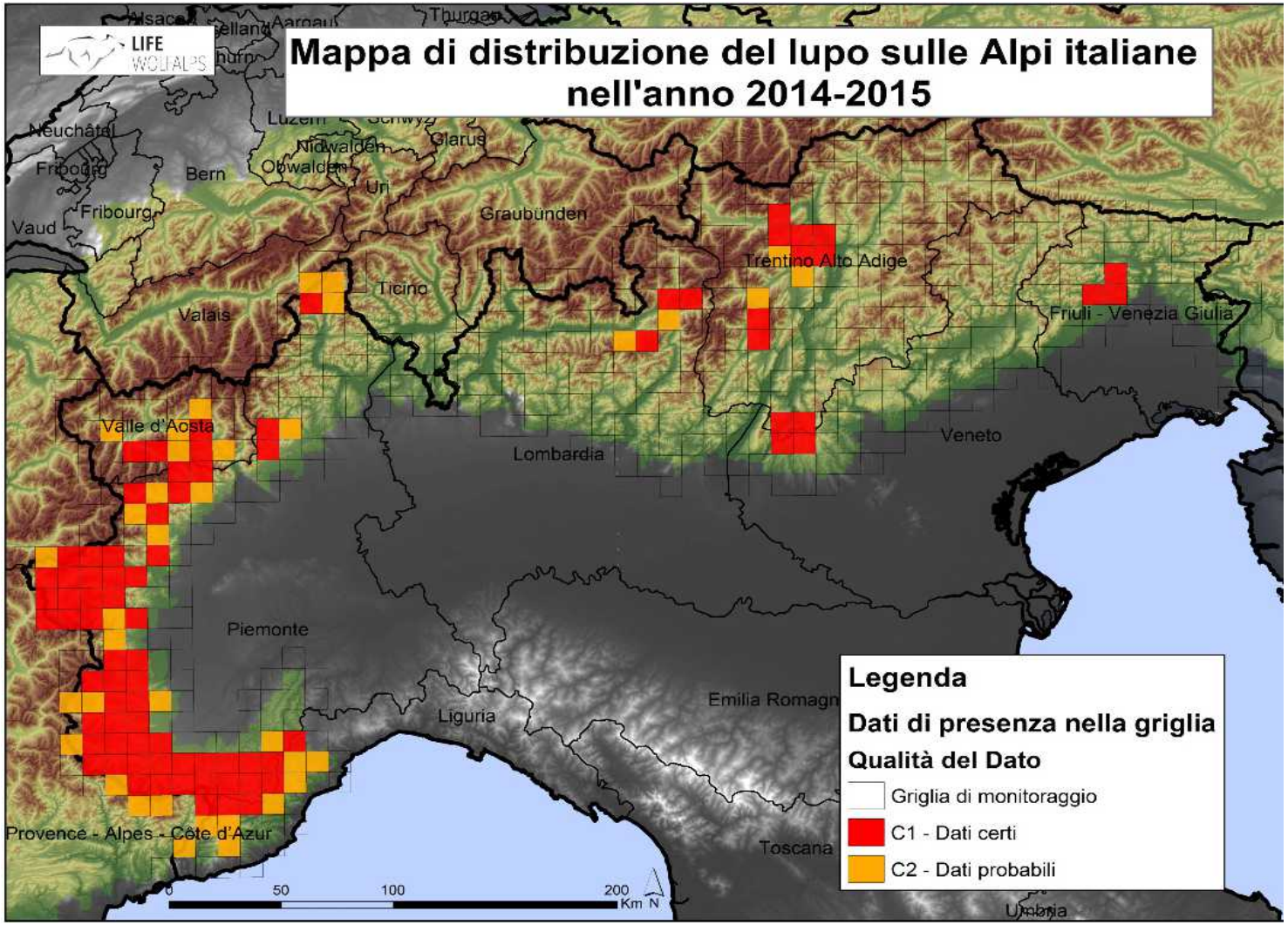
Total Prj Budget : € 6.100.454
EU co-fin: € 4.174.309

Total Communication Budget: € 1.515.550

LIFE WOLFALPS

LIFE12 NAT/IT/000807

LIFE WOLFALPS



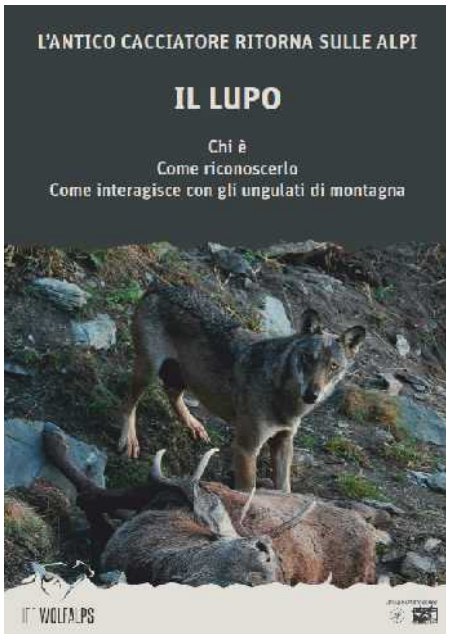
LIFE WOLFALPS

LIFE12 NAT/IT/000807

LIFE WOLFALPS
...la convivenza è possibile

THE NATURAL RETURN
OF THE WOLF ON THE ALPS
LIFE WOLFALPS

GIUSEPPE FESTA
editoriale SCIENZA
Lupinella
La vita di una lupa nei boschi delle Alpi

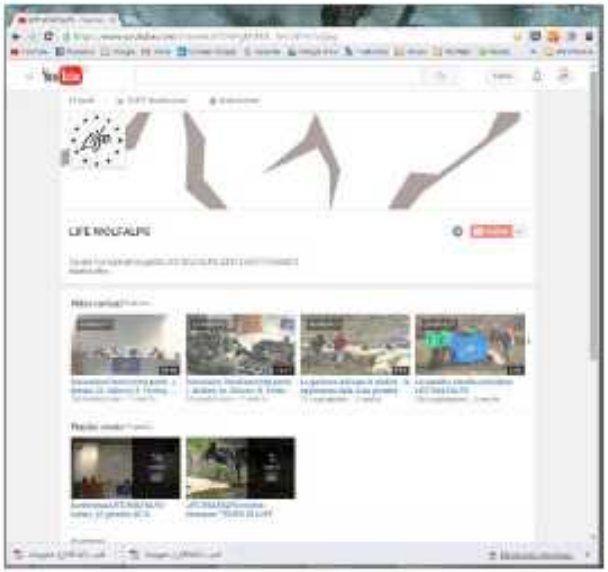

L'ANTICO CACCIATORE RITORNA SULLE ALPI
IL LUPO
Chi è
Come riconoscerlo
Come interagisce con gli ungulati di montagna

DIFENDERE L'ALPEGGIO
Presenza del lupo
e prevenzione dei danni
LIFE WOLFALPS

Online communication

Website
+3.000 monthly users

Facebook
+7.000 followers



YouTube
+100.000 views

Pubblic meetings, conferences and dialogue platforms

Avr. 170 evening meetings with general public involving more than 17.000 people all over the Alps

Schools and educators

Visits in the Parks

«Teachers' Tea»

School exchanges

Refresher courses

School – experts meetings

Educational Laboratories

80 amabassadors teachers
130 days in schools
200 educational hikes
315 educational labs

LIFE WOLFALPS

LIFE12 NAT/IT/000807

Special events

Travelling exhibition

Drawing contest

Photo Contest

Theatre play

400 drawings
500 photos
2.600 theatre-goers
35.000 exhibition-goers

LIFE WOLFALPS

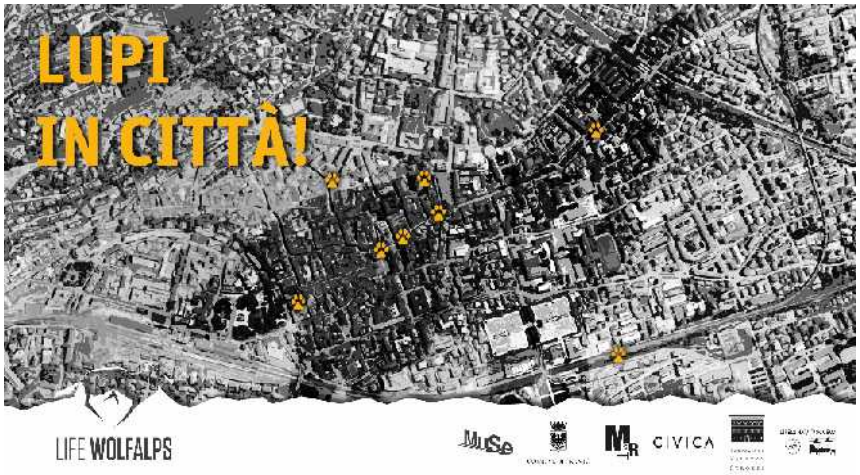
LIFE12 NAT/IT/000807

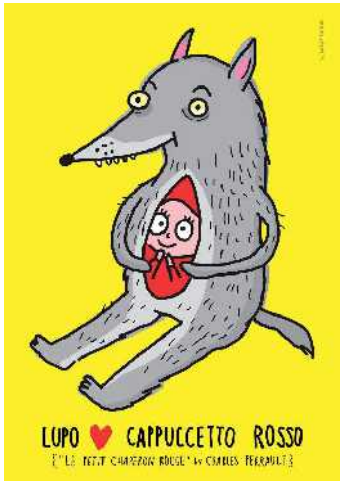
Special events

Contemporary art exhibit

Children book

Food label





142 young artists involved
11.000 printed books
6 companies involved in the label
10 wolf friendly products

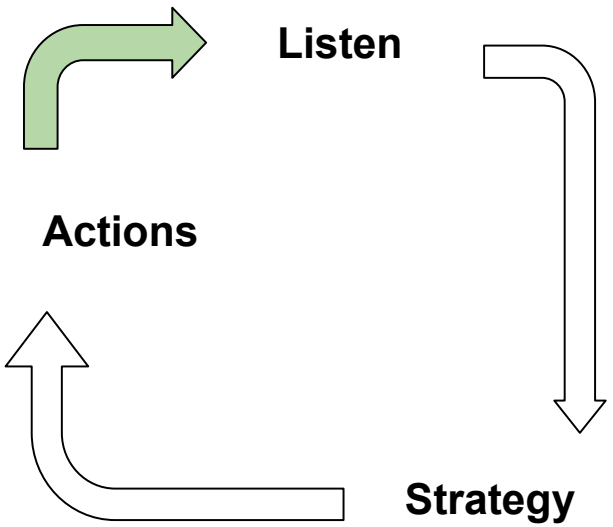
LIFE WOLFALPS

Final «Wolf day» at MUSE | 18 March 2018

10 projects represented, 14 speakers, 2.800 participants

International conference in Trento | 19-20 March 2018

2 days, 18 talks, 150 experts, 1.000 participants

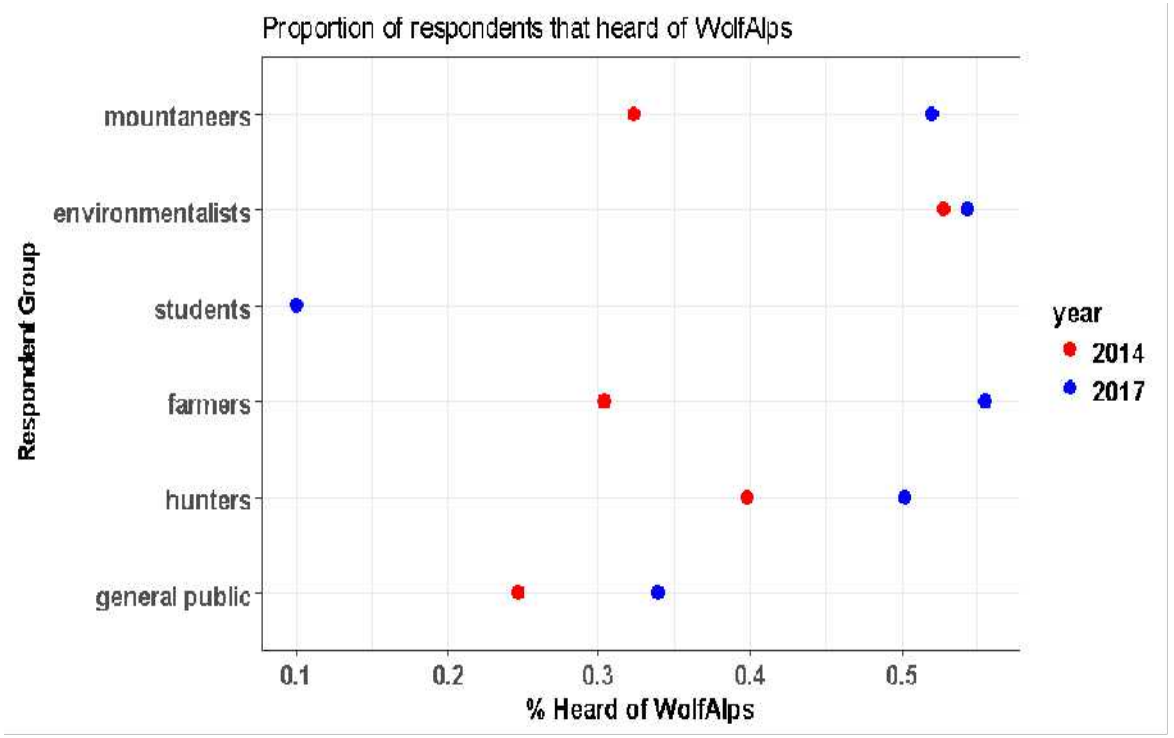


Ex ante and e**x post quantitative surveys** of public attitudes to document change during project.

Systematically looked into opinions of **over 6000 residents** of project core areas.

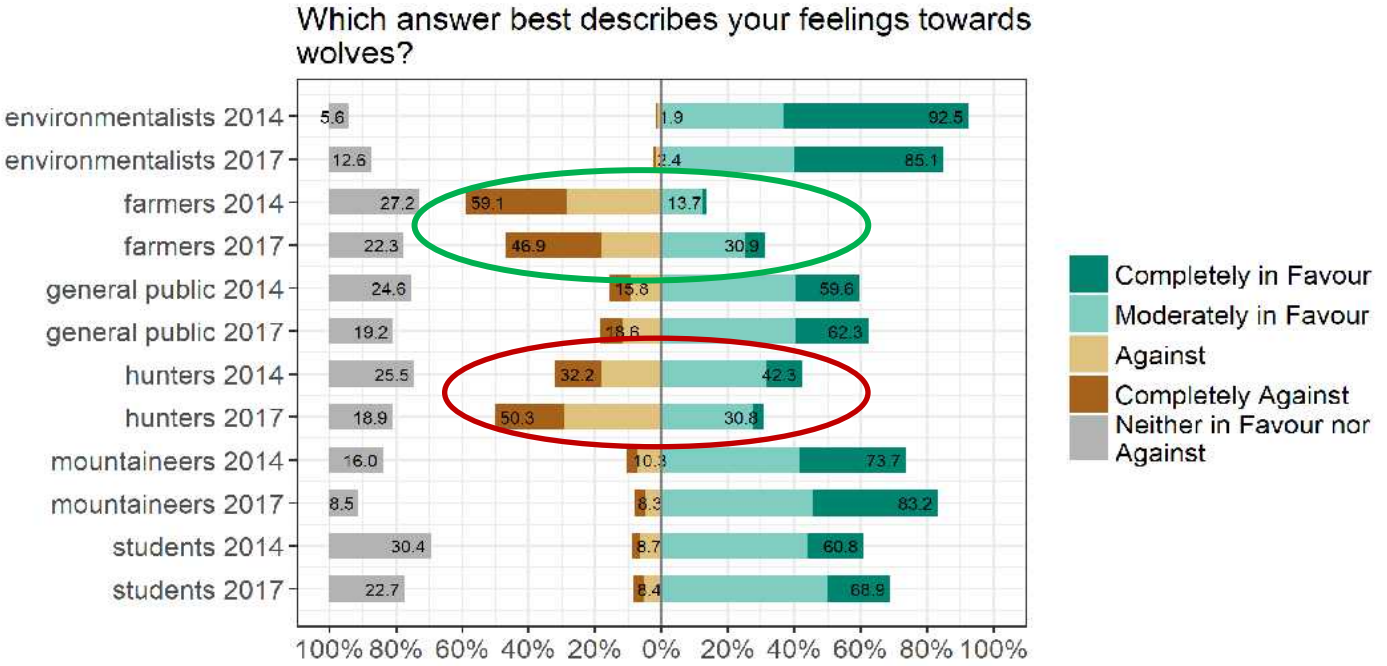
Have they heard about the project?

Yes, they have.



How do interest groups see themselves?

Farmers go up, hunters go down.



LIFE MEDWOLF

Best practice actions for wolf conservation in Mediterranean-type areas (Italy and Portugal)

Start date 01/09/2012
End date 30/09/2017

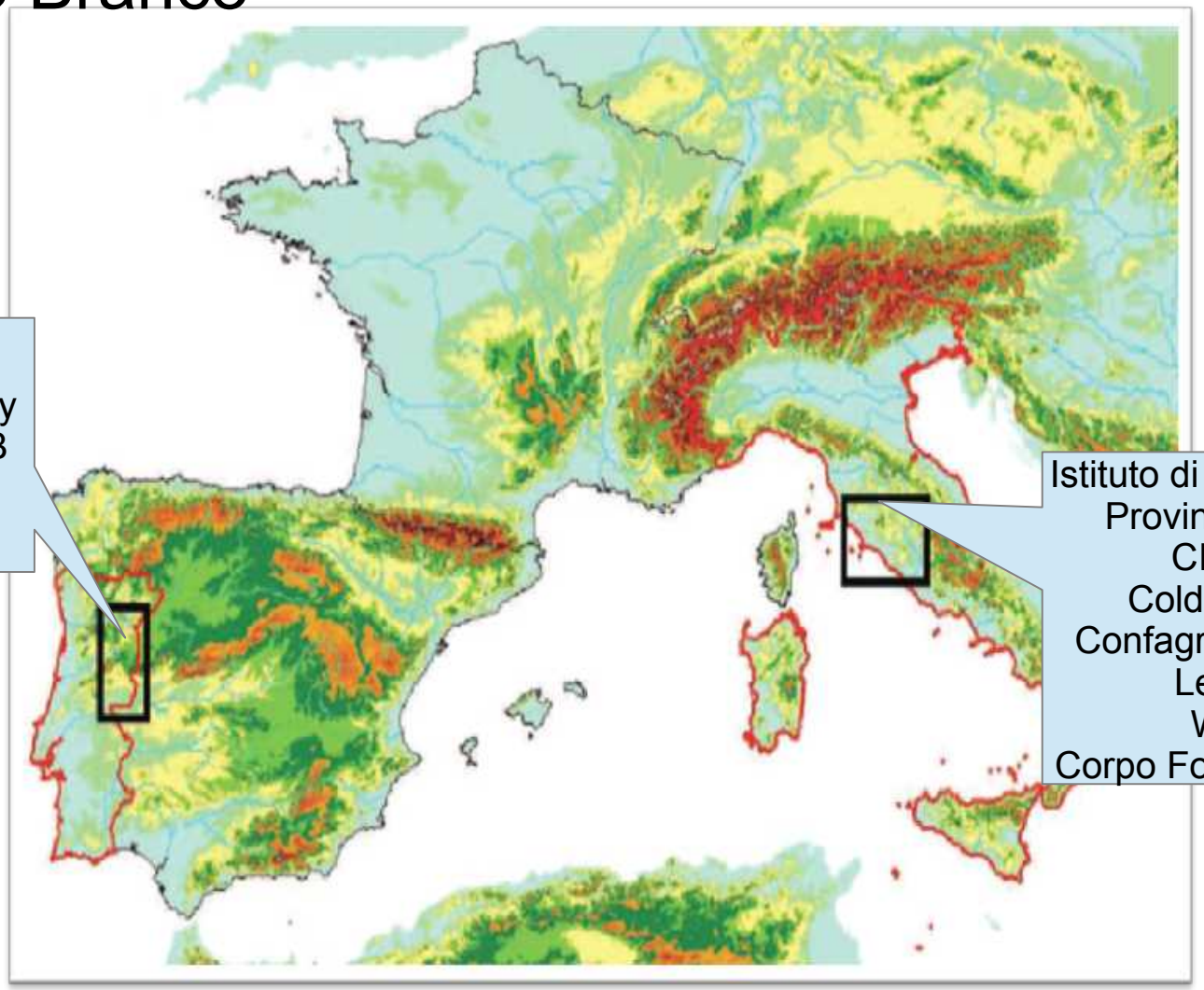
Total Prj Budget : € 3.278.021
EU co-fin: € 2.452.150

Total Communication Budget: € 563.957

Districts of Guarda and Castelo Branco

LIFE MEDWOLF

Province of Grosseto



Grupo Lobo
Lisbon University
Inst. Politec. CB
INIAV
ALDEIA

Istituto di Ecologia Applicata
Provincia di Grosseto
CIA Grosseto
Coldiretti Grosseto
Confagricoltura Grosseto
Legambiente
WWF Italia
Corpo Forestale dello Stato

LIFE MEDWOLF

ISSUE:

Impact on agricultural activities in rural areas of recent increase / expansion of wolf presence

PROJECT OBJECTIVE:

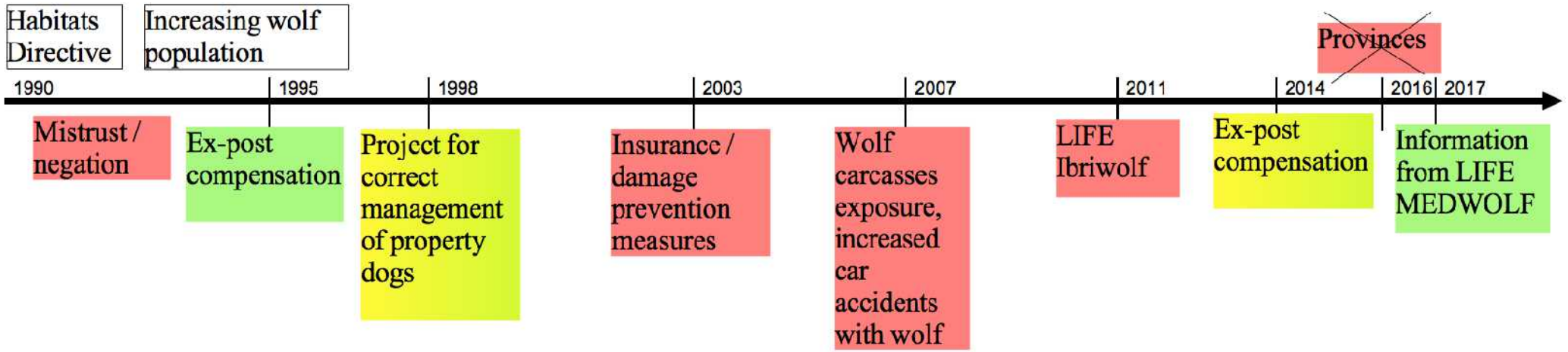
Decrease impact of wolf on livestock productions to increase acceptance by the impacted sector

Process

Listening....

Brainstorming

Context



Maremma: Pecore decimate dai lupi e lui dorme in macchina

Daniele | 26 giugno 2013 | 15 Comments

Like 13

Maremma: Pecore decimate dai lupi e lui dorme in macchina

Il pastore conosciuto come "Emilio del Casale" costretto a fare la guardia «Ma il mio gregge adesso è terrorizzato. Basta un rumore perché fuggano»

STRIBUGLIANO È costretto a dormire in macchina per sorvegliare che il predatore non gli attacchi il gregge. Oltre tutto le pecore non vogliono più uscire dall'ovile e se si trovano fuori corrono verso la casa per essere di nuovo al sicuro. Tutto questo sta

WHO are we targeting

Rural community

Far from big cities

Well rooted local culture

Not new to the issue

Communication objectives

increase awareness

improve and share technical knwoledge

increase trust

Messages

“Wolf has social structure and self regulatory mechanisms. It is opportunistic and adaptable”

“Prevention tools can be effective”

“You are not alone dealing with the problem”

“Acting illegally will arm yourself in the first place”

Means

Intersectorial partnership → higher credibility

Co-development of activities → >50 amendments to budget

Top quality techniques → transparency (meetings, presentations, field collaboration, events)

Evaluation of efficacy → experimental approaches (recognition of failures)

Tools, locations

Visits to livestock holdings

School farms

Journalism@school

Promotion of products

Moving exhibition

Tools, locations

Film

International symposium

Exchange of experience

Tools, locations

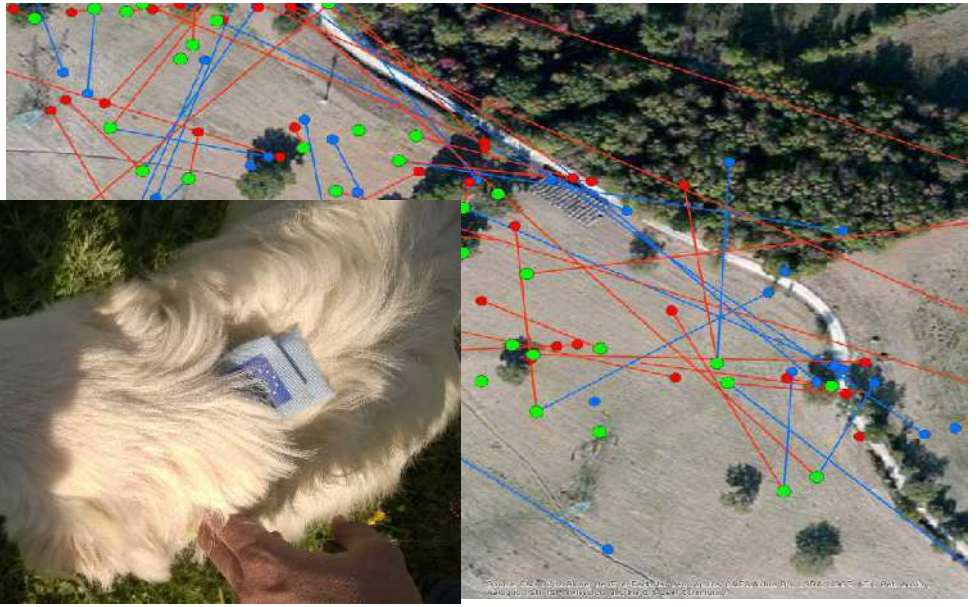
Sharing techniques

Field collaboration

Technical support

Presentation of results

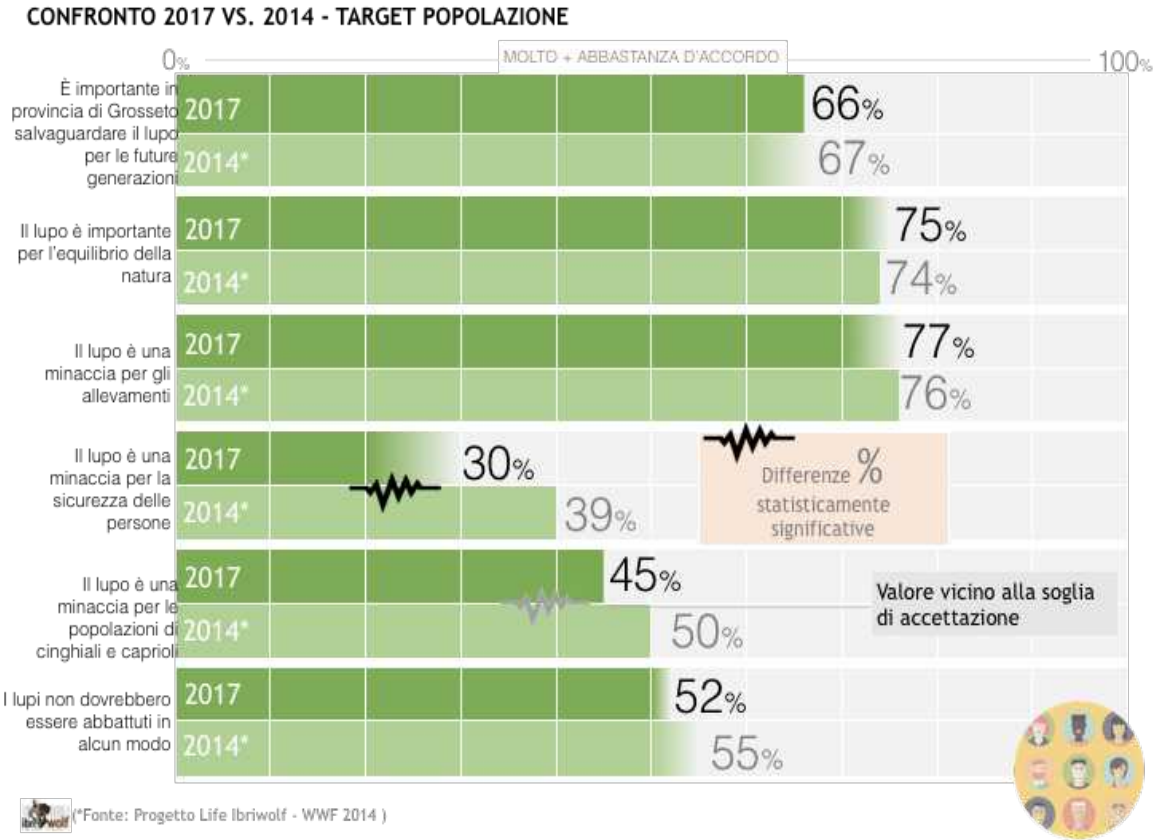
Identification of ambassadors



Have we been effective?

«Allcati in campo» a quattro zampe
Con i cani Medwolf greggi sicure

La Maremma esempio nazionale nel contrasto alle predazioni



PREDATORI » È ANCORA SCONTRO

Niente caccia al lupo
ma la Toscana non ci sta

Strage di pecore: 30 capi uccisi dai predatori

Mattanza nell'azienda di Ugo Bussu vicino a Manciano: il gregge aggredito la notte al pascolo

Brian May difende il lupo
Un tweet per la petizione

Lupi fuori controllo, altri attacchi
Decimata l'azienda Pira a Maiano

Tre pecore morte e altrettante disperse. «Non si può più aspettare»

Lotta senza quartiere alle predazioni
Da Magliano un comitato nazionale

Pastorelli e Cinelli rilanciano il Piano lupo: «Lo applichi la Toscana»

Confounding effects? → 2014 compensation policy modified;
2015 draft wolf management plan.

What else could be done?

EXPERIMENTAL PARTICIPATORY APPROACH
to be continued....

Thank you!

Acknowledgments