

The Prespa Park basin case study



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UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE

SOCIETY FOR
THE PROTECTION
OF PRESPA



for Man and Nature

The Prespa basin



850 m asl
1519,4km²

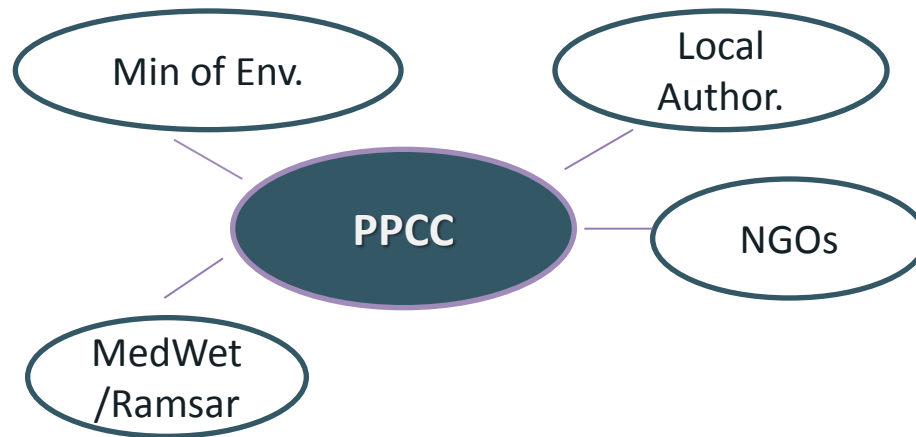
3 Ramsar Sites
4 National Parks

The Prespa basin



The Prespa Park

Transboundary cooperation



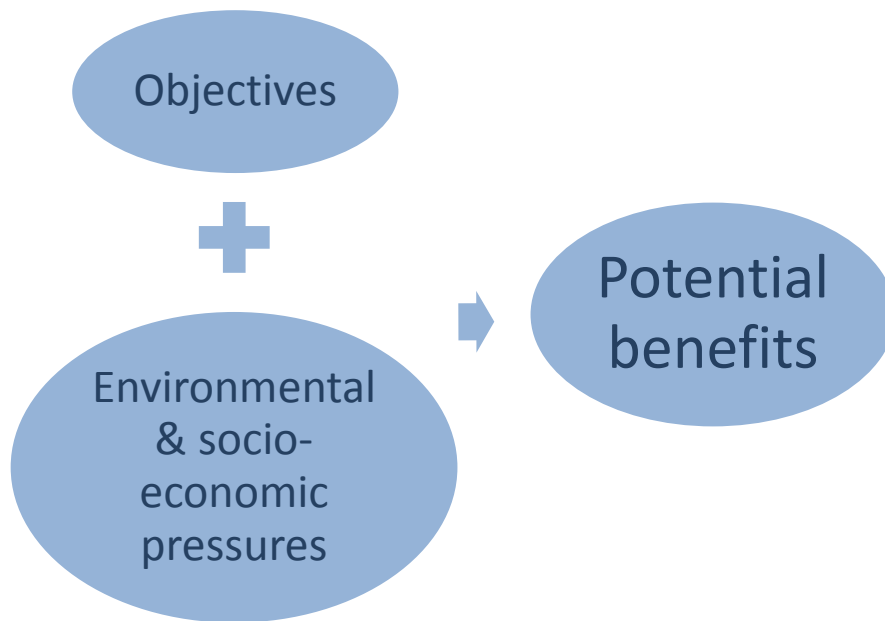
- ❑ 10-member Prespa Park Coordination Committee
- ❑ 3-member Secretariat (NGOs)
- ❑ 11 regular & 2 extraordinary meetings
- ❑ International community support



PP Declaration, 2000

Benefits identification (what?)

- ❑ First potential benefits assessment Strategic Action Plan adopted in 2004



Benefits communicated

Environmental

- ✓ mitigation of pollution
- ✓ aversion of threats

Social

- ✓ active civil society

Geopolitical

- ✓ trust building, consensus
- ✓ institutional development
- ✓ sectoral cross border cooperation

Communication channels (how?)



- ❑ PPCC – interface among state authorities, NGOs and international community
- ❑ Secretariat – communication channel for benefits dissemination to policy makers and stakeholders
- ❑ Institutional structures – awareness raising of civil society, academia, international organizations and general public

Communication Means (how?)



Executive SAP summary

- translated to national languages
- disseminated to public authorities & key stakeholders

Communication Plan

- Target audiences
e.g. public authorities,
international community,
local stakeholders
- Communication tools
logo, website, memos,
awareness material

Secretariat public relations

- Communication tailored to:
 1. Specific advocacy purposes
 2. Wider awareness raising

Communication Impacts

Tranboundary cooperation maturation

Binding Agreement, 2010 – EU participation – New institutions [water management working group]

Municipal trilateral collaboration consolidated

Cross-sectoral cooperation initiatives triggered



Lessons Learned & Recommendations

- ✓ Involvement of stakeholders in benefit-assessment increases feeling of ownership and enhances dissemination of gains
- ✓ Effective communication should be tailored to purpose and target audience; different means and tools for awareness-raising and advocacy
- ✓ Cross-border partnerships intensify benefits' spreading, scaling up policy impacts; and vice versa
- ✓ Communication of benefits at the local level:
 - catalyses stakeholder involvement
 - more successful when transmitted from the local level

Summing up

❑ Institutional setup – transmission channel – catalyst for process formalisation and outset of cross-sectoral initiatives

❑ Still... Agreement ratification pending – halting of institutional collaboration

- ✓ Benefits better appreciated by local stakeholders
- ✓ High level mandate and institutional framework required for effective long term t/b water management

1. Ongoing benefits sharing to high-government level and international community
2. Sufficient financial resources



More information:

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