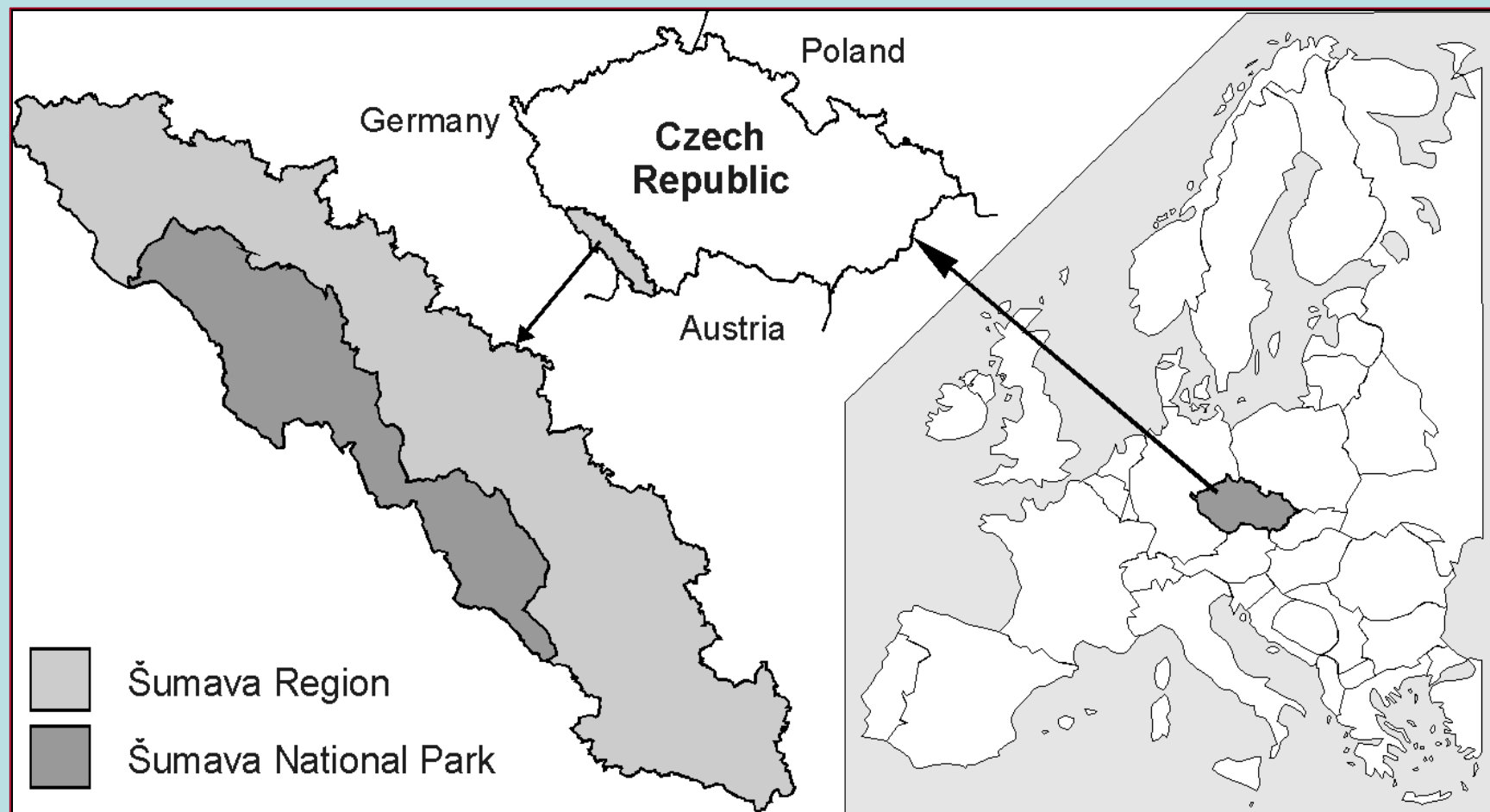


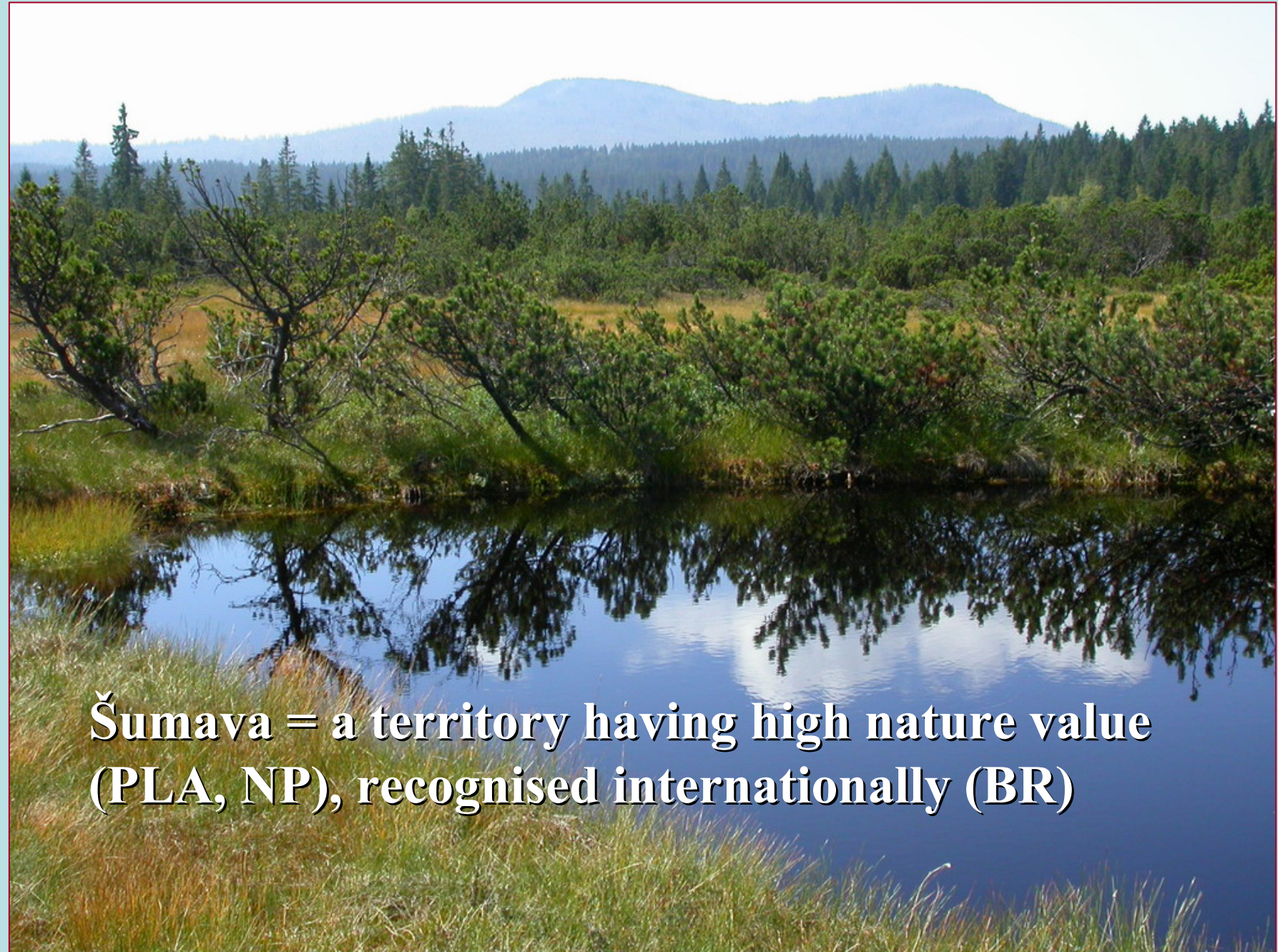
COMMUNICATION STRATEGY
and
PLATFORM OF INFORMATION EXCHANGE
between
nature protection and the local population
in the Šumava Biosphere Reserve

University of South Bohemia in České Budějovice
Faculty of Agriculture

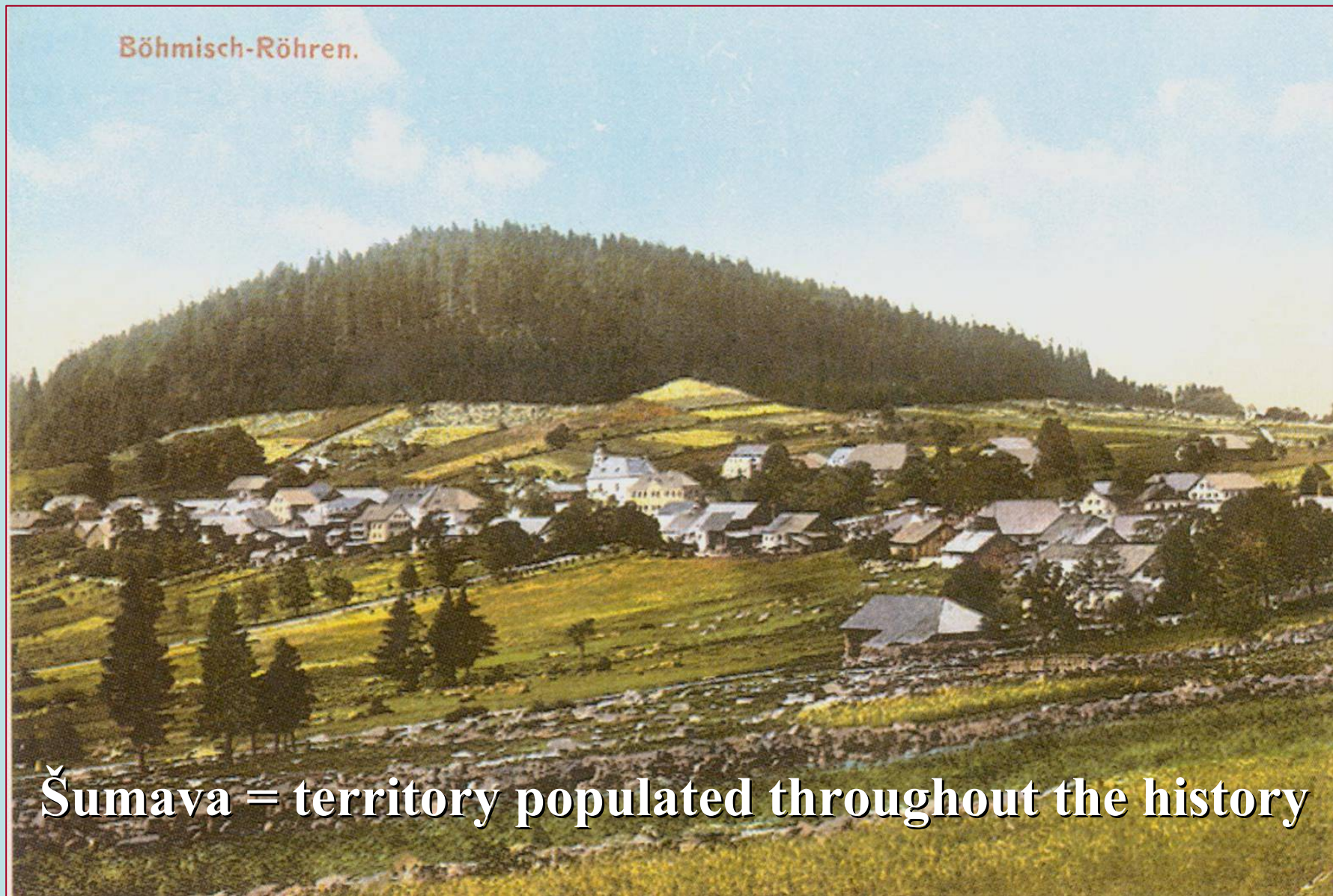
Czech Republic







Šumava = a territory having high nature value
(PLA, NP), recognised internationally (BR)



České Žleby 1910



České Žleby 2006

Historically inherited cliché:

**NATURE PROTECTION IS IN CONTRADICTION
WITH SOCIO-ECONOMIC DEVELOPMENT**

- **Regional entrepreneurs and general public:**
„nature protection in general and protected areas in particular is a burden for regional development“

(e.g. van Kooten & Wang, 1998; Paiders, 2007)

- **Nature protectionists:** "marketing" of protected areas is something "dirty", "commercial", not "suitable" for the field of nature protection.

(e. g. Roth, 2007)

Biosphere reserves - global network

- UNECSO
- MaB

“conservation by fences”

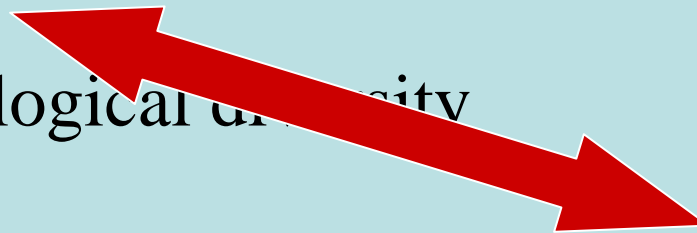


people inclusive



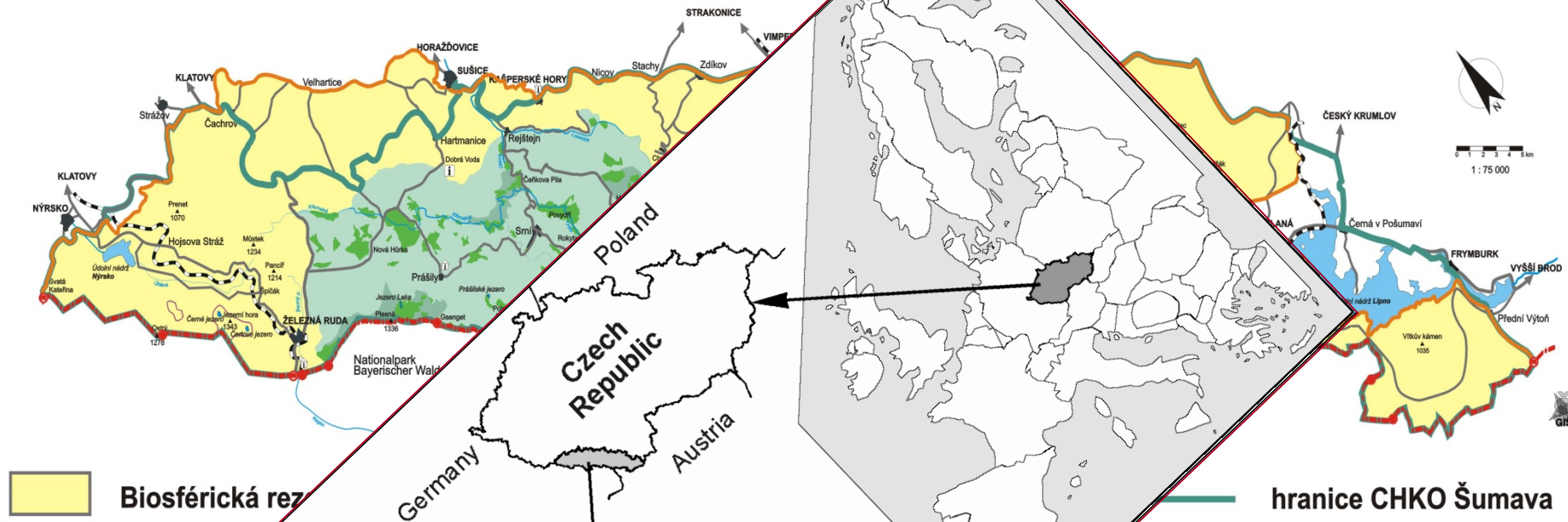
Biosphere reserves – learning sites of sustainable development

- protection of biological diversity
- research
- education
- support to sound economic activities



**Local
Agenda 21**

NÁRODNÍ PARK A BIOSFÉRICKÁ PŘÍRODNÍ PRAVĚ ŠUMAVA



Object

ion

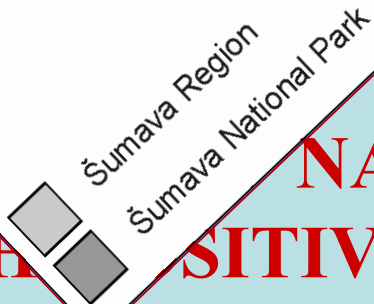
OF NATURE

AS

WITH

NATURE PROTECTION

SITIVE CONNOTATIONS



Switch in behaviour

A-PRIORY FIXED STANDPOINTS



PROCESS OF PERMANENT NEGOTIATION

- **Agreed upon economic activity (TOURISM)**
- **Negotiation particular forms, intensity, location ...**

Particular Tasks

Forming (and keeping in operation) regional network of relevant stakeholders

Definition of SD, indicators

Analysis of already implemented SD aimed projects in terms of their effectiveness

Factors of success and failure

Testing applicability of DSS in local conditions

Participation in preparation of final publication (WP5)



Thank you for attention