

Large Carnivores: management, research and public relation strategies of the protected areas



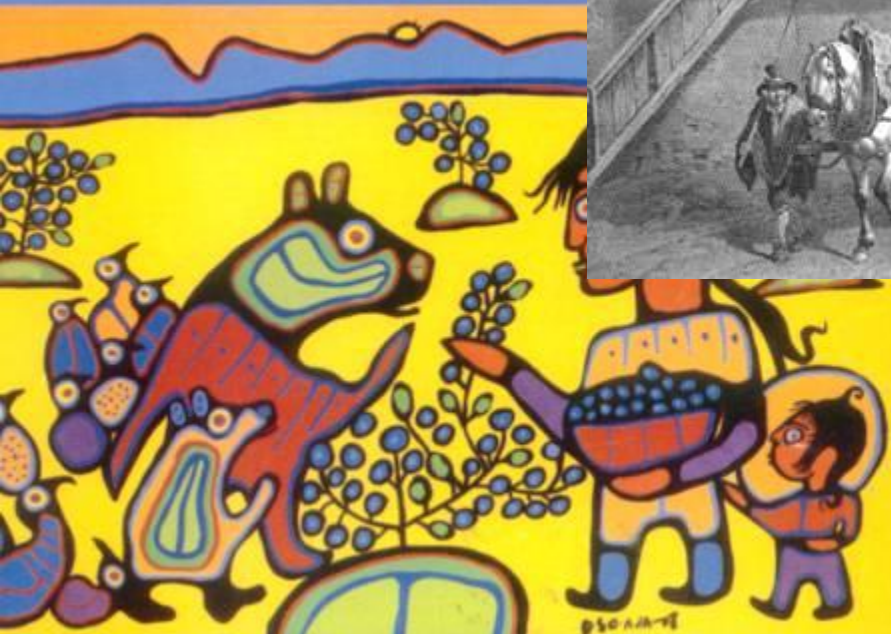
Communicating brown bear: lessons learnt from the reintroduction project in Adamello Brenta Nature Park

Filippo Zibordi



PARCO NATURALE
ADAMELLO BRENTA
Geopark

Large Carnivores and men



Large Carnivores and men



Large Carnivores and men





1996 Project LIFE
“Ursus: protection of Brenta brown bear population”

2001 Project LIFE

“Ursus – second phase of Brenta brown bear protection”



Bear arouses interest

good news...

<<Owner of Sportler brand wants to save bears: a 40 hectars wonderful fenced area for them>>

Mister Sportler vuole «salvare» l'orso

«Per lui un bel recinto di 40 ettari»
La Provincia invece pensa ad uno zoo



L'ultima razzia

Due pecore in Alta Val di Non

L'ultimo assalto dell'orso è avven-

Olivieri: «Niente menzogne o falsi allarmismi, ma stime vere sui danni provocate dagli animali»

L'onorevole si schiera coi plantigradi

<<Member of Parliament takes bears' side>>

Il parlamentare italiano Luigi Olivieri in una nota in cui afferma: «come a suo tempo avevo ritenuto che l'ini-

secondo Olivieri andrebbero verificati meglio i veri danni causati da questi orsi, «senza menzogne e falsi allarmismi».

Date del miele
al povero orso!!

<<Give honey to the poor bear!!>>

per-
do-
> di

Bear arouses interest

...and bad news:
anyway distorted information!

«Servono aree protette dagli orsi»
Il Carroccio contro gli «sprechi» del progetto Life-Ursus

<<We need areas protected FROM bears>>



<<Hungry Trentino bears point Bolzano>>

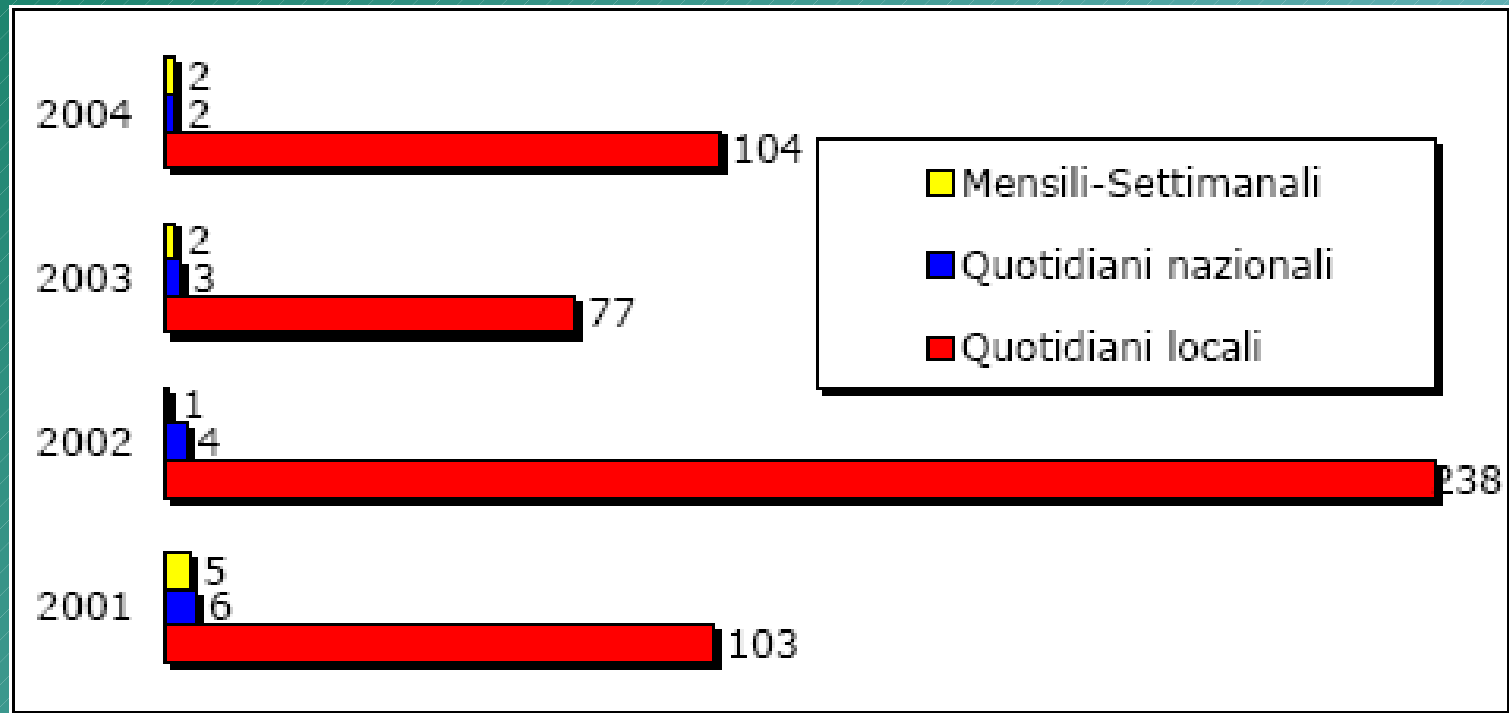
Multato per colpa dell'

«Violazione di pascolo»
stavano scappando da.

<<Fined for bear's fault: grazing violation, but
sheep were escaping from bears>>

Risks

“overexposion”



547 articles on newspapers and periodicals

Risks

...till the “psychosis”
an example: Trentino July 2002

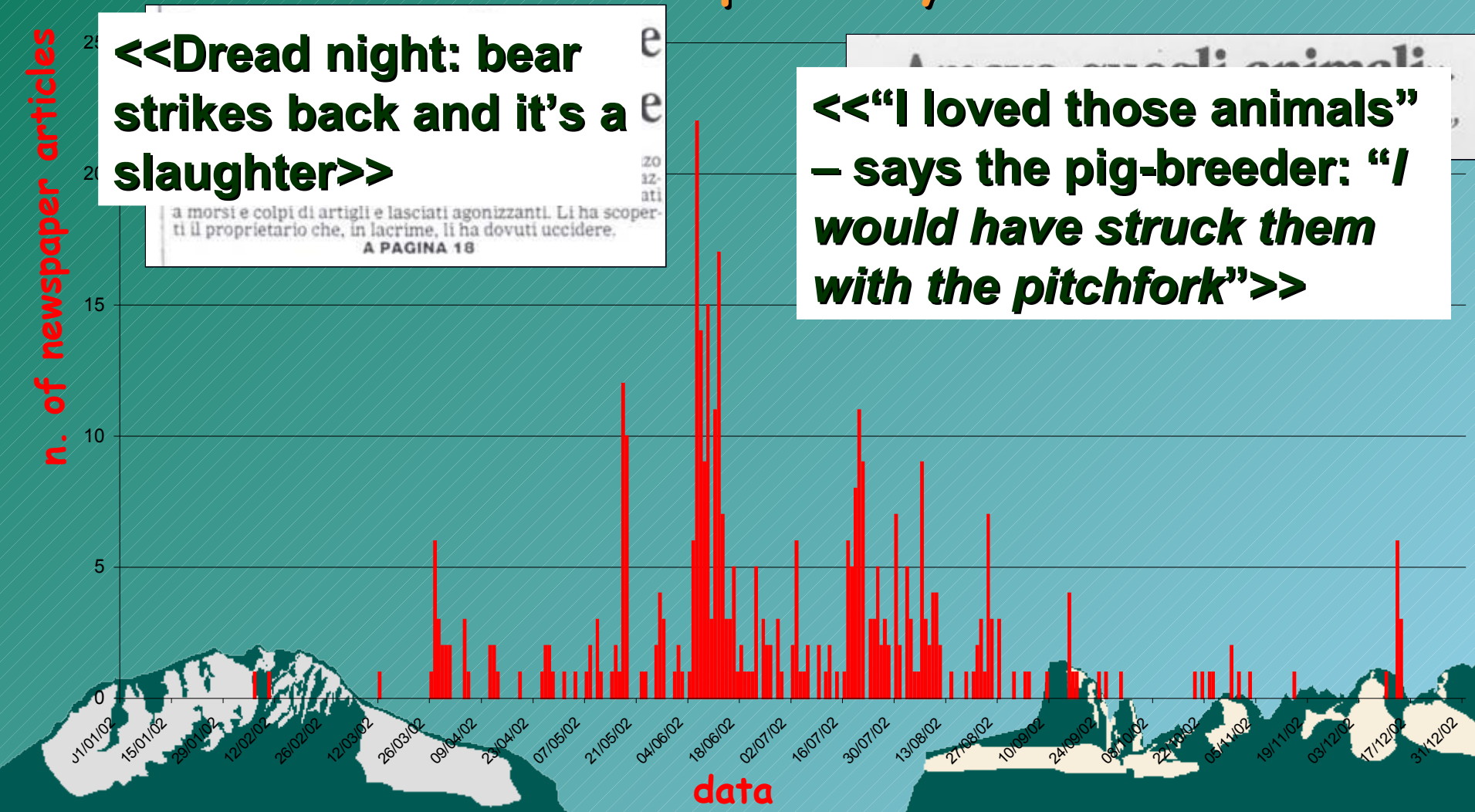
n. of newspaper articles

<<Dread night: bear strikes back and it's a slaughter>>

a morsi e colpi di artigli e lasciati agonizzanti. Li ha scoperti il proprietario che, in lacrime, li ha dovuti uccidere.
A PAGINA 18

<<“I loved those animals” – says the pig-breeder: “I would have struck them with the pitchfork”>>

data





Risks



mass media
interest



political
interest



bears can be
exploited for
instrumental use



Risks

bear as “element of politics”

political parties using bears to attack opponents

**<<Trento Province
President: “I will be the
safety guard of bears”>>**

**<<Trento Province President:
“We may evict slovenian
bears”>>**

**<<Trento Province late
President: “I was told bears
would be put into an
enclosure”>>**

into»
la giunta
... E questo lo
scrittore è un
artista. Non lo
tengo alla stregua
di un
mi. E non ho
a volte di so-
neccesso
stato un
ero nel gene-
collaboro que-
? Non ci pare
giustificata
incalzavano
i perché vici-
nati per tutto
mondo, da per-
l'area sono co-
n per la colli-

LA PROPOSTA/ Lo chiede la Lega nord con una mozione
«Serve un referendum

**<<The opposition:
“We need a
referendum on Life
Ursus project”>>**

Risks

...from words to deeds...

in the agenda of Trento Province Board

Referendum sull'orso in Trentino

Il consiglio provinciale ha approvato la proposta di Bertolini

<<Referendum on bears – Trento Province Council approved the proposal of a survey on bears>>

Nel silenzio dell'Ulivo due scossoni a Ursus Life: passa anche la proposta di rimpatriarli. Dellai: niente referendum

«Sugli orsi sloveni decidano tutti i trentini»

<<Approved in Provincial Council the request of a demoscopic survey on bears – A shake-up to *Life Ursus* project with the silence of the Council majority>>

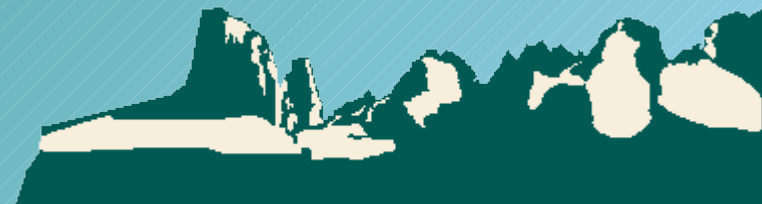
Risks

biological
aspects



social
aspects

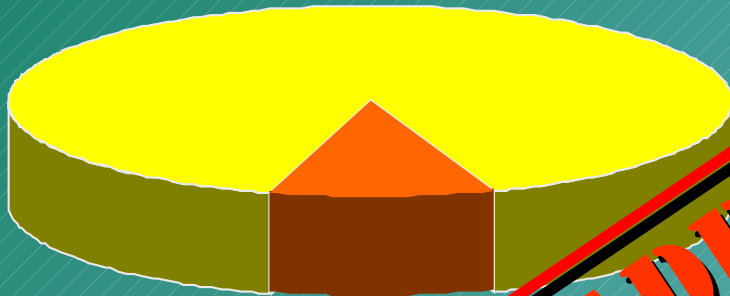
political choices (instead of conservation choices)
influence bear conservation projects



The "remedy"...

every bear conservation project needs
to inform and awake public opinion

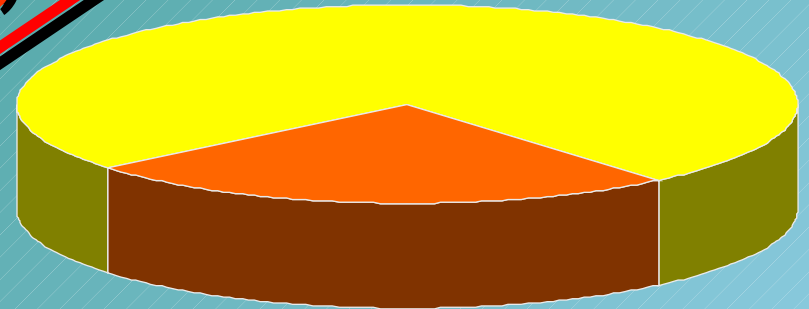
Life Ursus 1996-2000



10 % of the
total budget

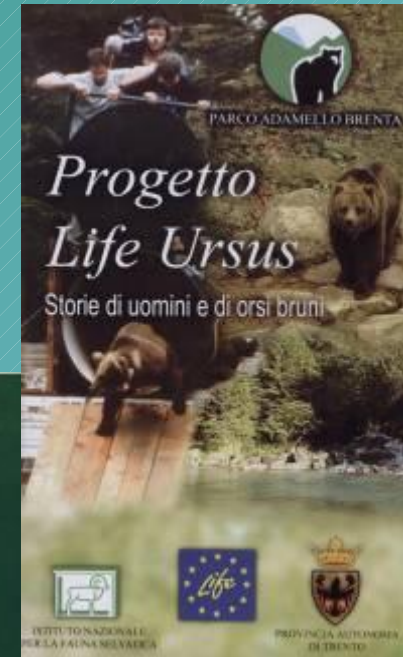
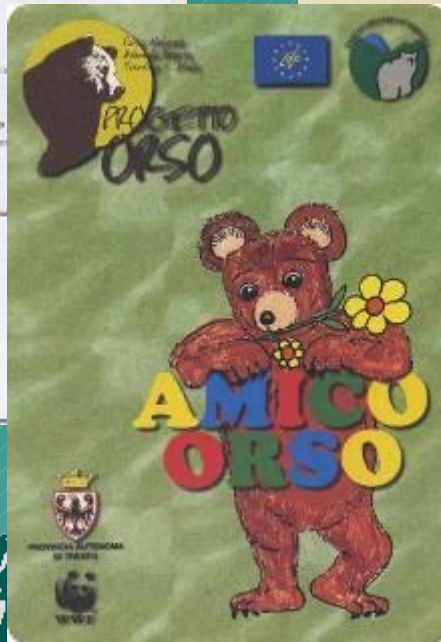
**ADDITIONAL
COSTS**

Life Ursus 2001-2004

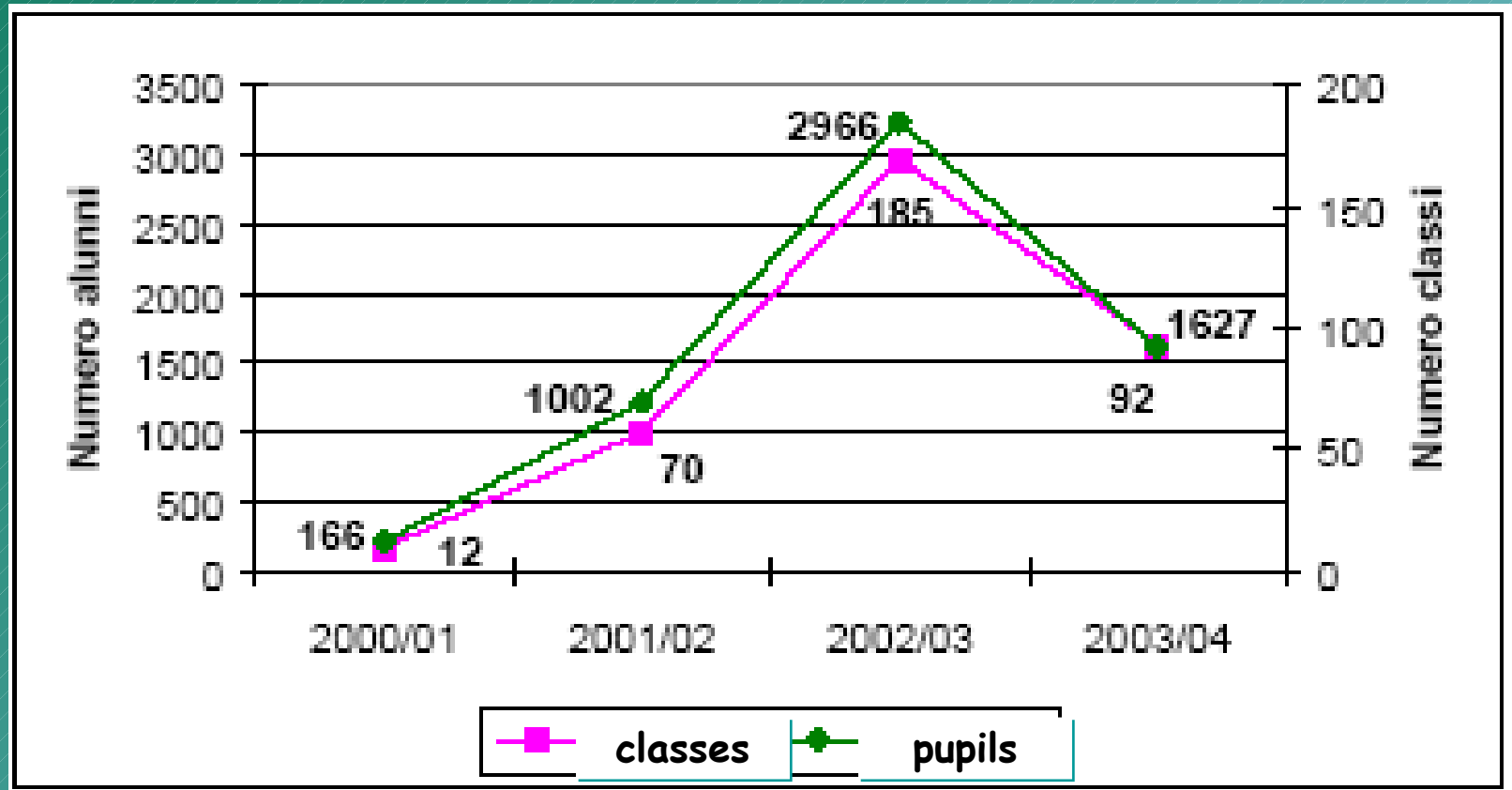


25% of the total
budget

The communication of *Life Ursus* Project



"Communicating" brown bear school

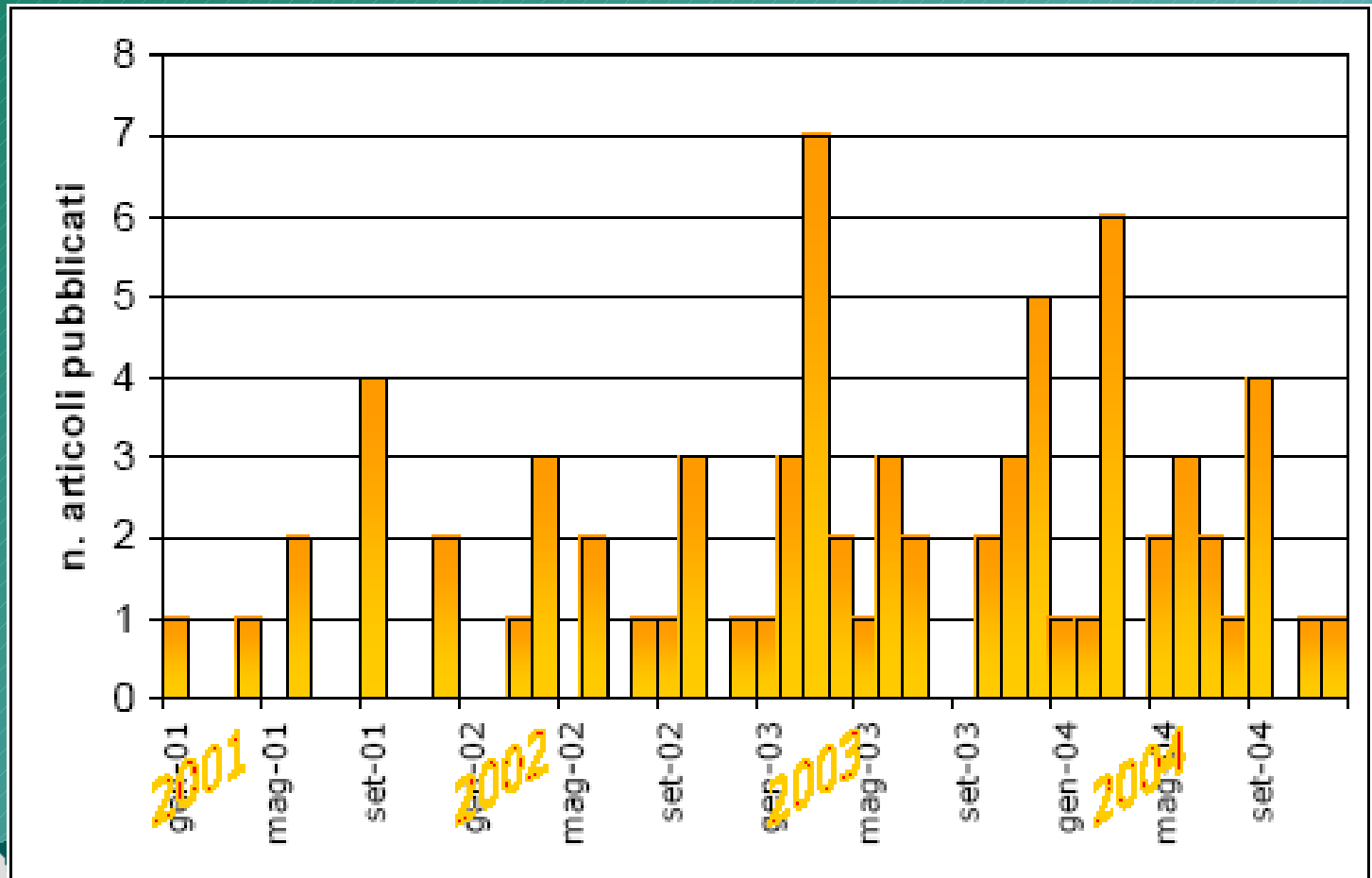


Got in touch with (totally):

119 school
359 classes
5761 pupils

"Communicating" brown bear

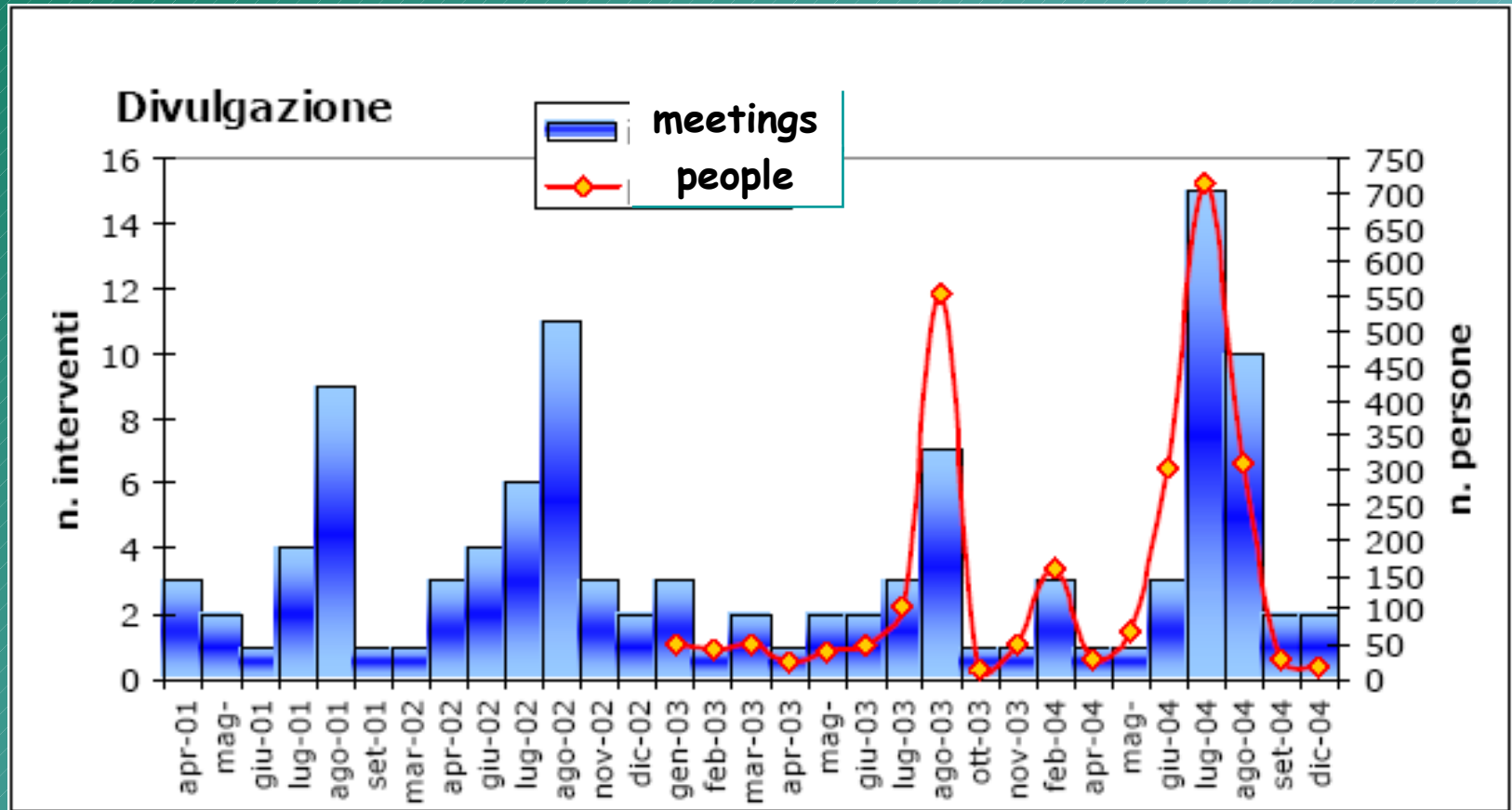
articles, press-works



75 articles on magazines, periodicals, etc.

"Communicating" brown bear

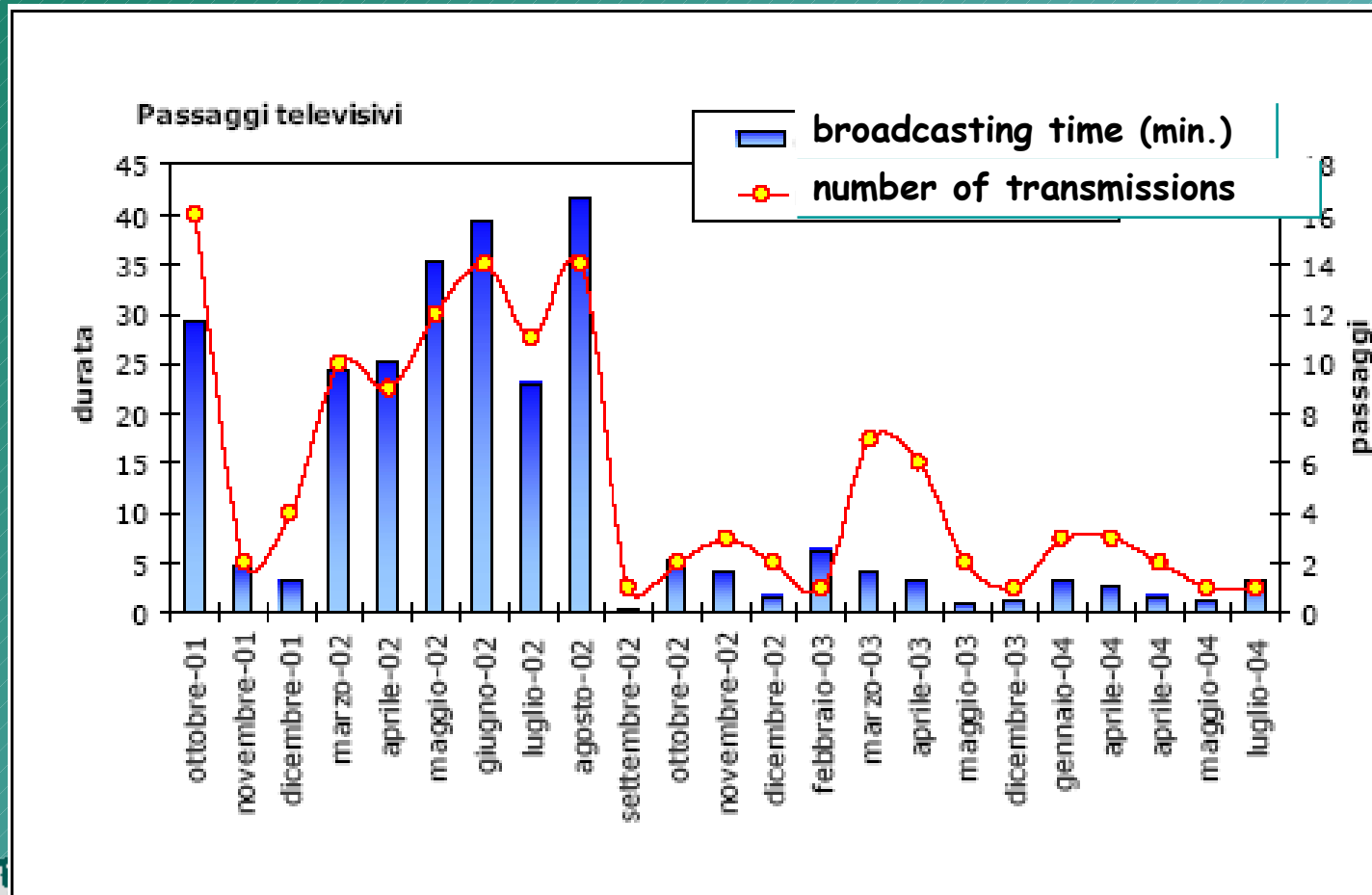
"Naturalistic nights"



In total: 110 conferences, 2620 people

"Communicating" brown bear

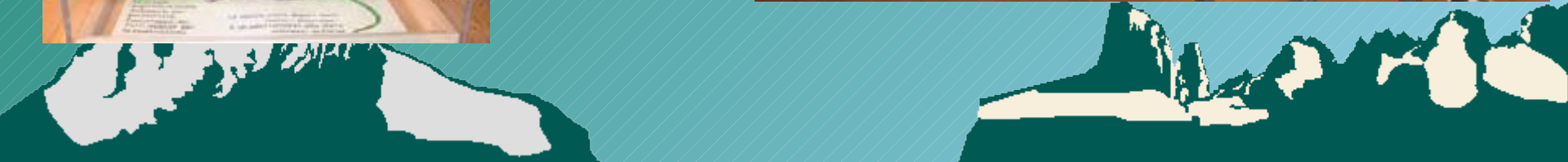
radio and TV transmissions



127 total, for a total broadcasting time of: 4h
42min

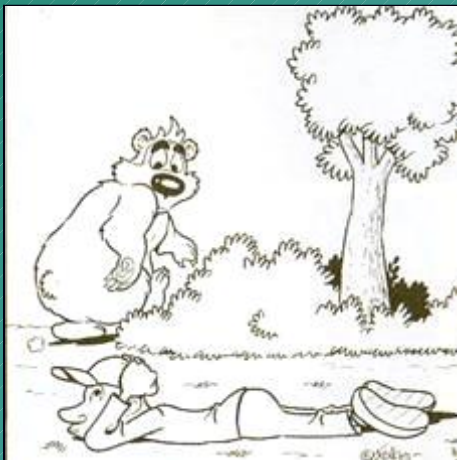
"Communicating" brown bear

permanent and travelling exhibitions



"Communicating" brown bear

the mascot: Osvaldo



A balance

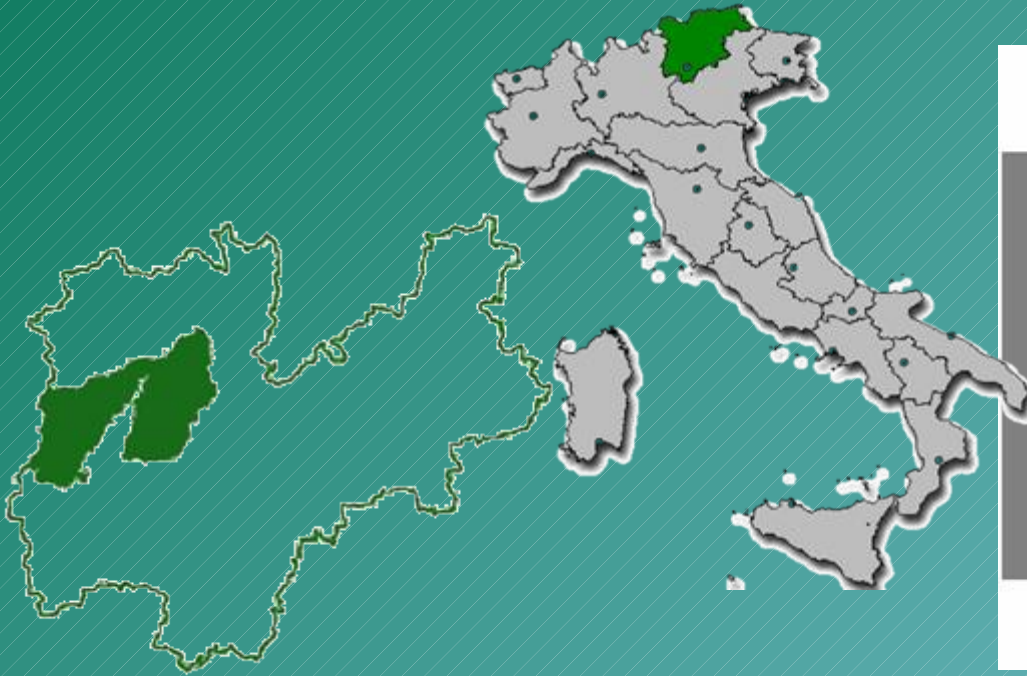
POSITIVE: lots of
communication/diversification initiatives done

NEGATIVE: everything was done in an
"external" way

how can we verify the results of the
communication activity realized?



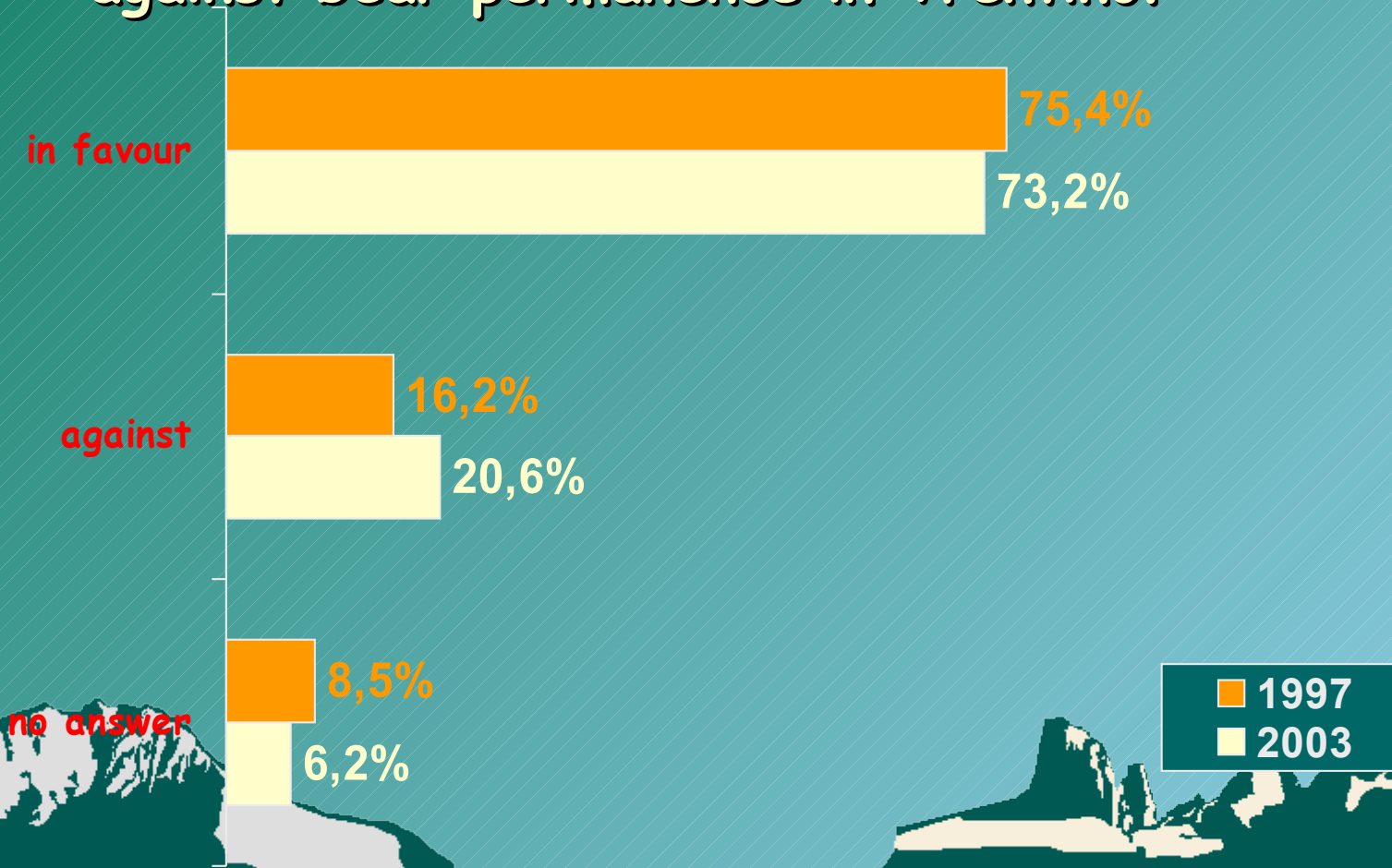
Resident population



2000 telephone interviews to a representative sample
of study area (1997)/Trento Province (2003)

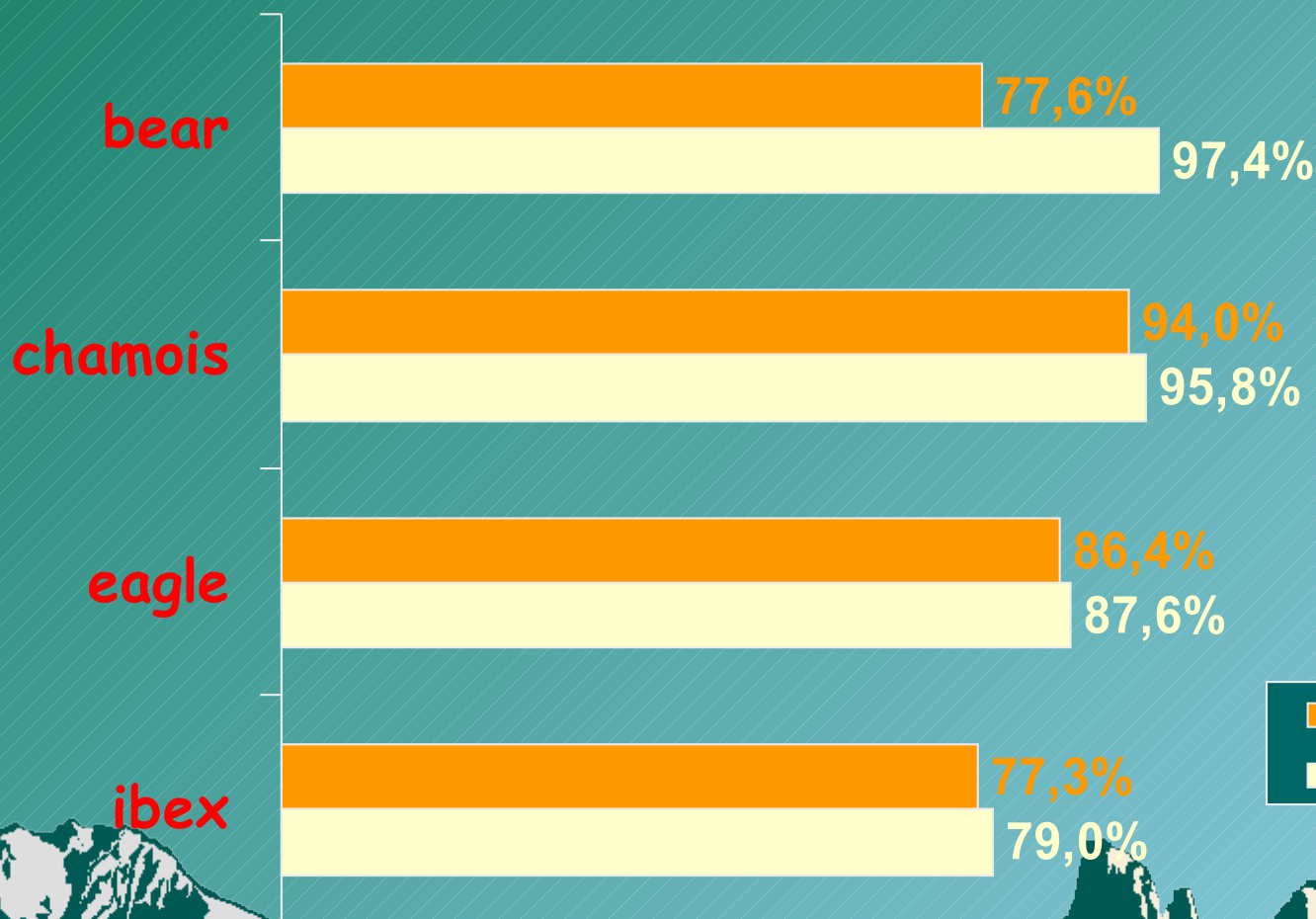
Resident population

« Should you vote in a referendum in order to decide if bears can stay in Trentino, would you vote in favour or against bear permanence in Trentino? »



Resident population

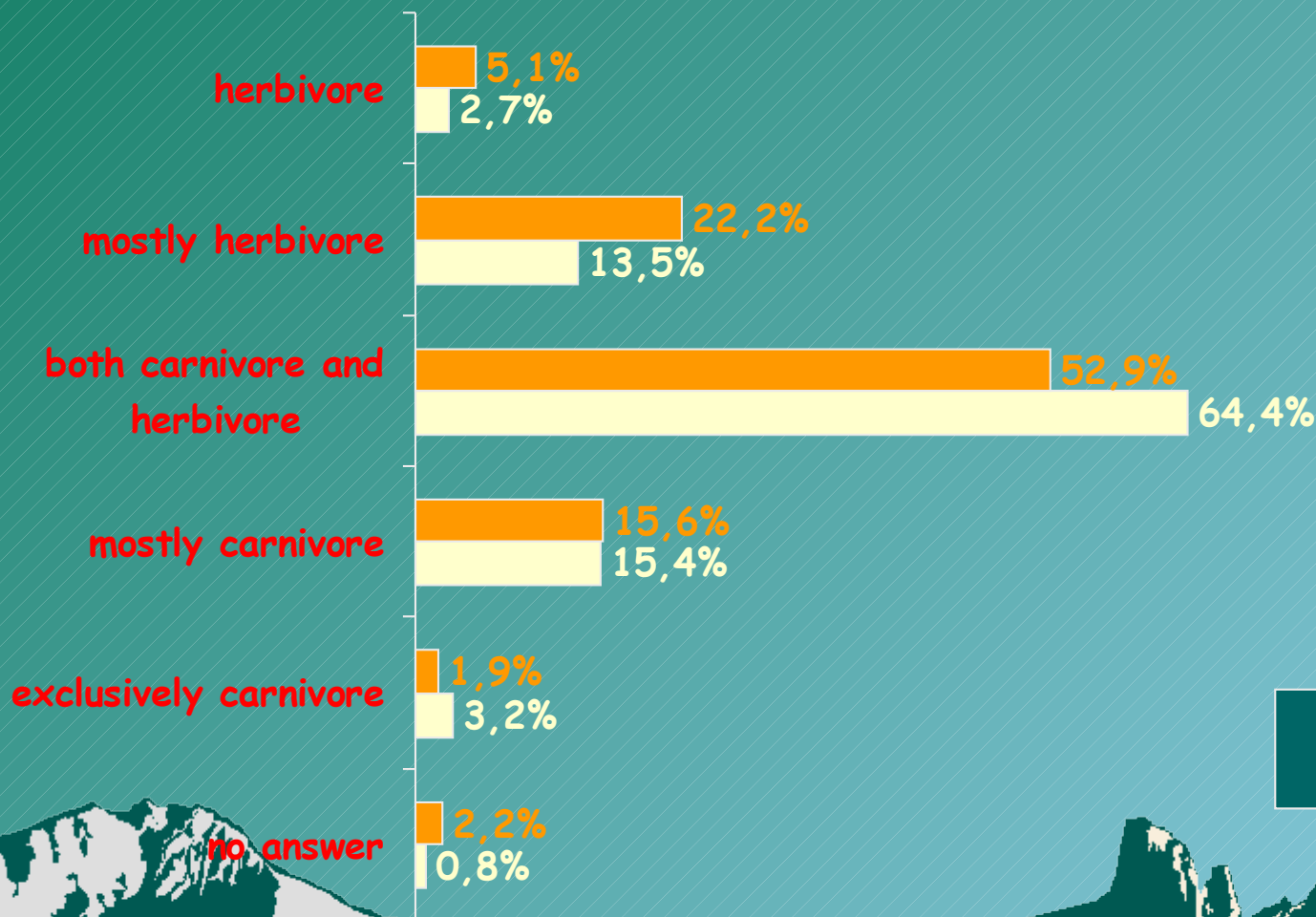
awareness of the presence of
some wild animals in Trentino:



■ 1997
■ 2003

Resident population

awareness of bear biology



Questions...

Was it a success?

Was it a failure?

culture of resident population
(knowledge and awareness about bear
biology, ecology and historical and
present importance) has grown?



In the future...

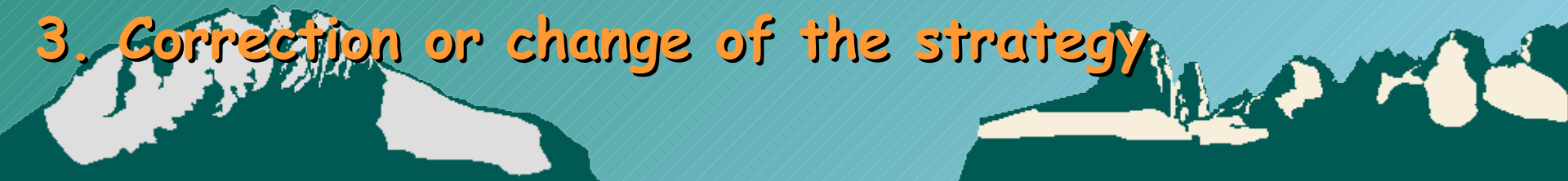
Strategic Communication Plans

1. Creation of a strategic communication plan:

- specific analysis of the situation (general context, acceptance of the species, target groups and needs of the interest groups, available funds, etc.)
- objectives to be reached (and means to reach them)
- definition of phases, instruments and techniques

2. Monitoring of the strategy

3. Correction or change of the strategy



Strategic Communication Plans

for different phases/situations

ARRIVAL PREPARATION

- Target
- Objectives
- Activities
 - ❑ of prime importance
 - ❑ of minor importance

ROUTINE

- Target
- Objectives
- Activities
 - ❑ of prime importance
 - ❑ of minor importance

CRISIS

- Target
- Objectives
- Activities
 - ❑ of prime importance
 - ❑ of minor importance

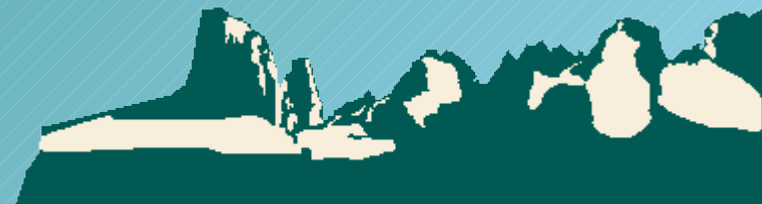


Summary Principles of Communication for Brown Bear Conservation in the Alps



In the future...

1. "How much" communication has to be carried on?
2. Who should be in charge of it and how?
3. How can we prevent the negative drawbacks on conservation projects of a critical event?
4. How can we monitor and quantify the effects of the communication activities?



wildlife conservation



social issues

Thank you for your
attention



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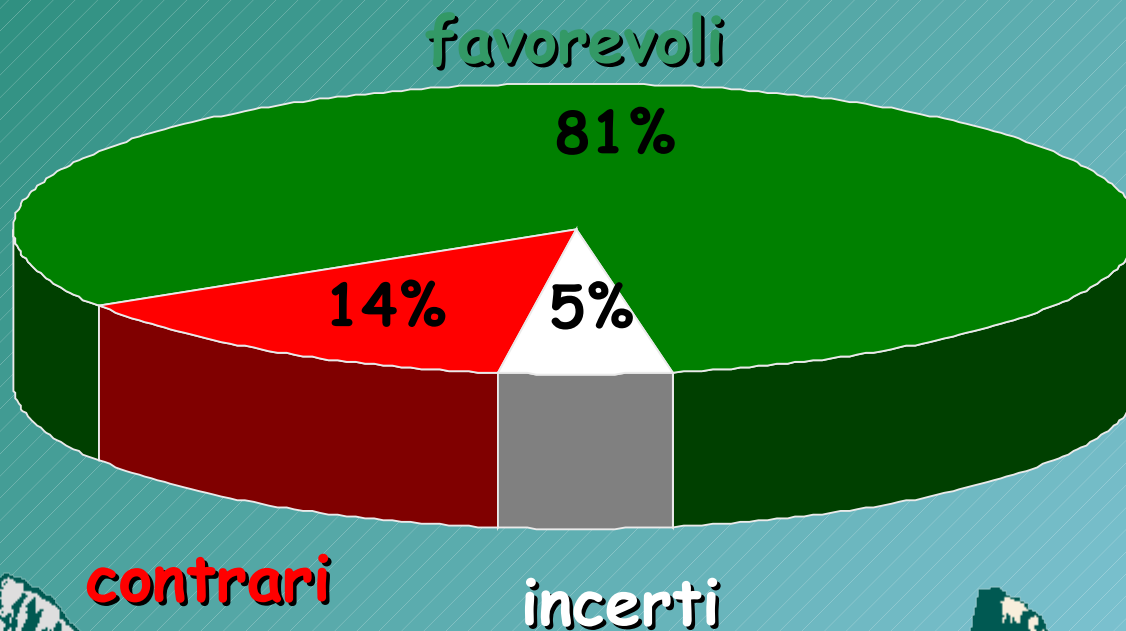
Popolazione turistica



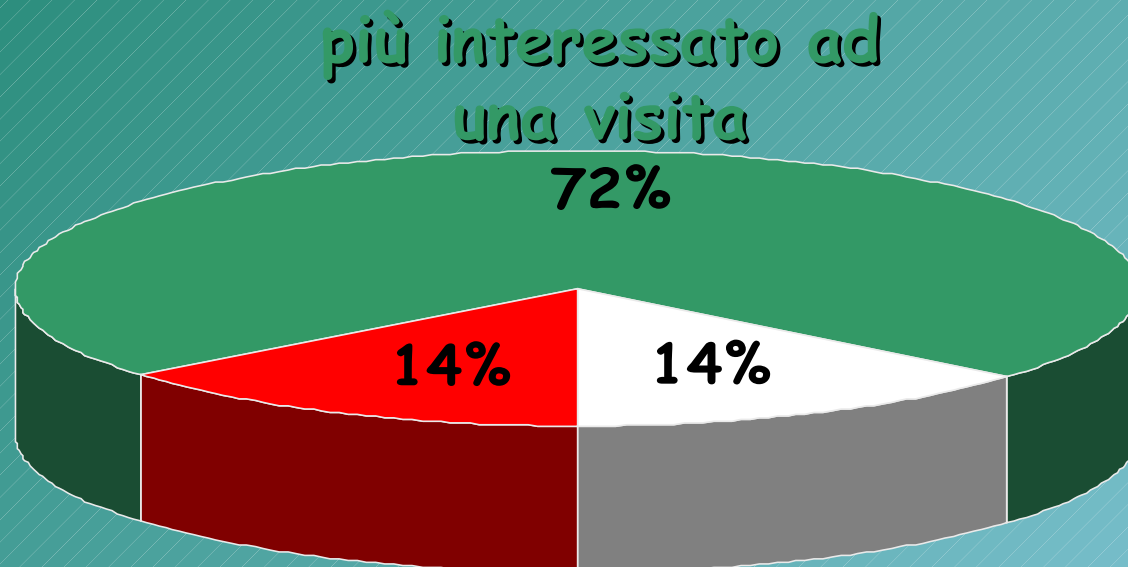
2002

2010 interviste rivolte ad un campione rappresentativo della popolazione italiana, da cui sono stati ricavati 1133 potenziali visitatori del PNAB

atteggiamento nei confronti del rilascio
di orsi nel Parco



«Quanto sarebbe interessato a visitare una zona delle Alpi se ci vivessero alcuni orsi?»



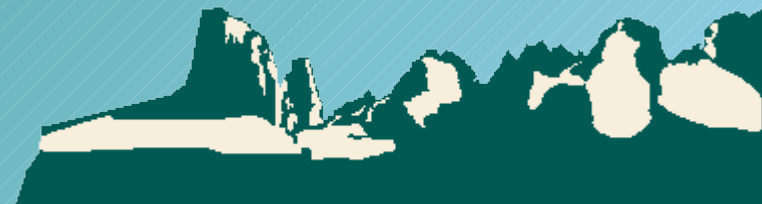
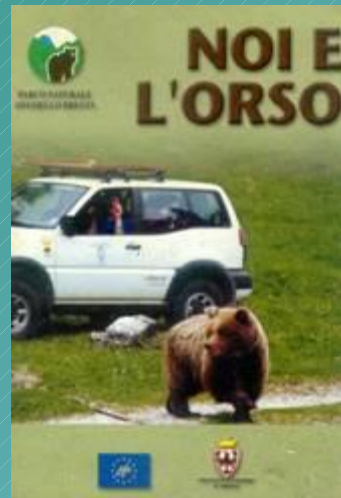
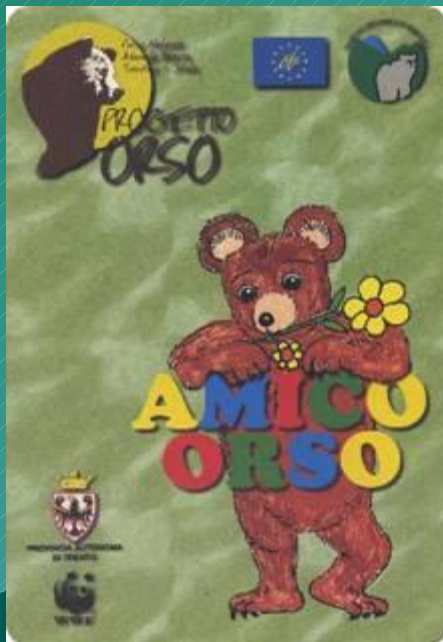
meno
interessato
ad una visita

uguale
interesse

"Comunicare" l'orso

opuscoli

- Amico Orso (per bambini) 120.000 copie
- Progetto Orso 60.000 copie
- Noi e l'orso 50.000 copie
- Uomini e orsi 40.000 copie

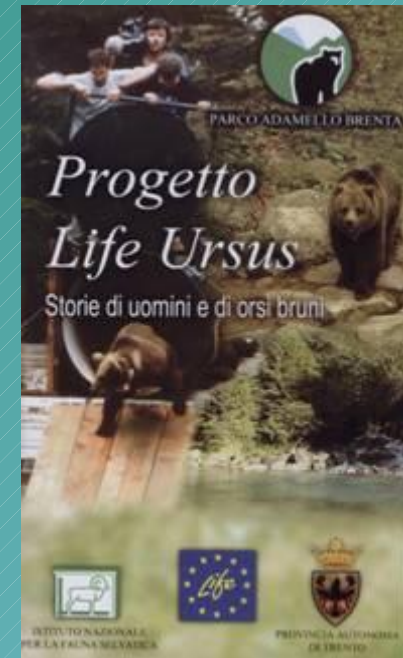


"Comunicare" l'orso

Sito web: 38 pag. sull'orso
(tradotte in inglese)



Testi divulgativi:



Documentari: 2
"Storie di uomini e orsi bruni"
"Il Progetto *Life Ursus*"

Divulgation

permanent exhibitions

Year	2000	2001	2002
Wildlife Center	839	1.610	1.604
Bear Lord of the Woods (Spormaggiore)	/	4.198	5.888

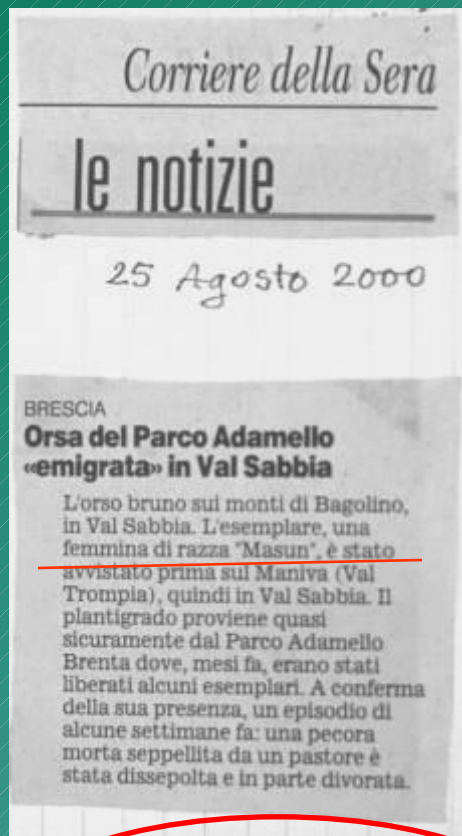




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Bear arouses interest

...anyway distorted information!



...a female bear
of "Masun" race
has been sighted

If you meet a
bear and you are
afraid, escape
downhill. Bears
are like badgers:
short legs make
them move fast
uphill; downhill
they stumble

«Se lo incontri
e ti viene paura
scappa in discesa.
L'orso è
come il tasso:
ha le zampe corte,
è svelto in salita
ma in discesa
inciampa»

Misteriosa aggressione di una cavalla

Mysterious aggression to a mare