

**ENRD Seminar on  
Stakeholder Involvement**

*Brussels, 26 March 2015*

**"Improving local communities'  
capacity to deliver environmental  
outcomes: the Eco-museum project  
in Monti Sibillini National Park (IT)"**

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# The practice in 3 lines!

- Local communities engaged horizontally discover the role of their culture for the conservation of their environment and find in RD programmes the financial mean to improve their strengths

## Main purpose - *Why?*

- Rural areas are threatened by urbanisation and loss of revenue capacity
- Rural communities are ageing and losing confidence in their role in new societies
- Abandoned lands and traditional activities result in biodiversity loss
- Need to engage rural communities for the actual conservation of biodiversity

# Stakeholders concerned - *Who & how?*

- Management Authority NP Monti Sibillini
- Mountain Community Monti Azzurri
- Municipalities of San Ginesio e Cessapalombo
- “La Quercia della Memoria” (farm)
- Ephemeria (communication)
- Coldiretti (Farmers Association)
- WWF Italy
- LAG Sibilla
- *LAG Piceno*
- *LAG Oulujärvi (Finland)*

# Lessons

- WWF promoted from inside being part of the community
- The Project was an outcome of the process not its target
- When establishing exchanges among different community, one should find and enhance the differences, rather than commonalities, to increase interest and participation
- When considering financing the strategies and the actions planned, special attention should be paid to the identification of proper means to cover the whole cycle of the initiative and adequate timing.

# Achievements/Results

- This has been a living experience of *ecosystem approach* and a workshop of good practices
- Bottom-up approach has been actually shown as an effective mean for larger planning
- The project itself has been a participatory process engaging small communities and individuals
- Italian communities learnt how to engage in European partnerships
- New opportunities have been created on which next experiences and investments could be built
- Stakeholders engaged are now aware of their capacity and role in policy setting.

