Documentation Image & Fundraising Workshop of the ERF in Dartmoor, 2023

Key Questions

- **What are the key outcomes for each workshop part?**
  See summary of the workshop results below

- **Who are the participants, what were their roles in the workshop parts?**
  19 rangers, among them deputies of 13 European countries and the rangers of the ERF board, worked commonly on ideas and answers to the detailed questions for the two workshop parts on Image and Fundraising and brought in their experience from the field.

- **For which target groups or stakeholders could the results be interesting?**
  - for the ERF to enhance the image and funding for European rangers, their upskilling and mental health
  - for national ranger associations to represent the rangers in their areas and to attract money for their support
  - for donators wanting to invest in sustainable, effective work for the conservation of the planetary health

- **What need for action and goals arise from the workshop results?**
  - The ideas need to be implemented if possible with current funding and compiled into further applications for funding: by the ERF, but also by the national ranger associations themselves.
  - National ranger associations are asked to deliver content with respect to the summarised ideas.
  - The results of the Image workshop should lead to the formulation of the vision & mission of the ERF.
  - By showing the direct relation between ranger work and its contribution to conservation policy goals like
    - 30 by 30
    - the ecosystem services approach
    - or the UN's SDGs
  funders can see the direct contribution of ranger work and thus their money to global conservation goals.

Workshop Summary Part 1: IMAGE OF THE EUROPEAN RANGERS

- INTERNAL BRANDING -

Who are we? Developing a common sense on the most important ranger roles
Brainstorming and subsequent discussion led to the following main roles:
- Mediators between Stakeholders & Nature
- Dialogue-oriented information mediators/environmental educators/nature interpreters
- Link to the involvement of Youth
- Patrollers and controllers
- Monitors and researchers
- Protectors of nature and its biodiversity, conservation status promoters

What are our biggest challenges in perception and recognition?
Group discussion identified this list of challenges with the first three as main challenges:

- **Profession and bandwidth of ranger roles unknown**
- **Authority of rangers unknown or not recognised**
- **Importance of rangers not known or not valued**
- Perception unknown - survey about what people think about rangers is missing
- Governments do not recognise and equip rangers
- Inconsistency of branding
- Rangers are seen as the ones who take from people instead of giving
- Naming of the profession in the national language misleading or inconsistent naming
- Female rangers not taken seriously
- Rangers' role as first responders in nature unknown
- Employers do not promote profession
- No standard education
- Abuse of the word ranger for non-ranger areas
- Rangers' own behaviour does not always correspond to the "Code of Conduct", they do not always act at eye level

Living the "We": Finding ways in which European rangers could support each other

Working in three groups on the three perception challenges, that were previously identified as the biggest, resulted in those outcomes:

- *Profession and bandwidth of ranger roles unknown*
  - Overarching idea: Toolset for the image of European Rangers, including title, slogan, video etc.
    - To be used in every country of ERF region
    - To be used e. g. on every "special day" related to nature & ranger work
    - Including a Ranger Roll-Up explaining the Ranger Job

- *Authority of rangers unknown or not recognised*
  - Overarching idea: Awareness Campaign
  - Showing positive outcomes of Rangers' authority via:
    - Tiktoking positive Aspects
    - With Europe-wide Social Media Examples from Ranger Network
    - ERF shares formats for Social Media with all rangers

- *Importance of rangers not known or not valued*
  - Overarching idea: Representing Rangers as Multitool for Nature
  - Networking among Rangers across Europe to develop and find the following:
    - Famous ambassadors for Rangers
    - Representation in News, Social Media, e. g. TikTok
    - Documentary Movie including Interviews
    - Organise School Programs
    - Including Rangers into Promotion

-   EXTERNAL BRANDING -

Developing a Face for Europe's Rangers to raise awareness about rangers in Europe

If a European Ranger would be a person: What kind of person would that be, what characteristics, skills, equipment, etc. would he or she have?

Group 1:
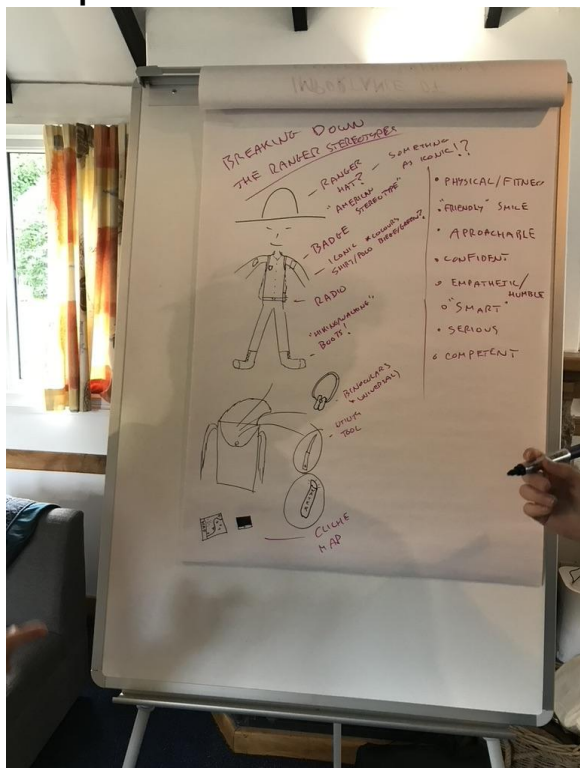
Group 2:

no comments …

Europe's Rangers are important: Their work affects the well-being of the whole society

The working groups looked at the United Nations Sustainable Development Goals (SDG), an instrument that (conservation) policy works with a lot to promote sustainable peace and prosperity and to protect our planet. The groups identified which targets rangers contribute to and how. The discussion with the whole group resulted in the following:

- **SDG Goals to which Rangers in Europe contribute directly:**

- **How Europe's rangers contribute directly to the SDGs:**
  - **SDG 3 - Good Health and Well-Being:** Keeping access to nature open for everyone, e. g. by maintaining infrastructure like paths and also by education to help finding one's way in nature
  - **SDG 4 - Quality Education:** Nature Interpretation & Environmental Education helping people to understand nature processes and their significance
  - **SDG 6 - Clean Water and Sanitation:** Water sources often located in protected areas protected by rangers

- **SDG 13 - Climate Action:** Rangers conserve natural habitats and their climate-impacting ecosystem services; they also implement climate actions to contribute to climate protection goals
- **SDG 14 & 15 - Life below Water & Life on Land:** Protecting life under water and on land is one main focus of the rangers' work by managing natural and mostly protected areas on land and below water for the protection of species and their habitats
- **SDG 17 - Partnerships for the Goals:** Rangers cooperate in many ways for several of the SDG Goals with the stakeholders of protected areas, e. g. through cooperation with schools, communities or through collaboration within ranger associations and international ranger/conservation networks

- **How Europe's rangers work more indirectly for further SDGs:**
  - **SDG 1 & 2 - No Poverty & Zero Hunger:** Rangers engage with disadvantaged communities and promote sustainable agriculture, contributing to job perspectives and food security for the long term in some cases
  - **SDG 8 - Decent Work and Economic Growth:** Ranger work can help creating working opportunities by stopping the exodus from rural areas to the big cities
  - **SDG 9 - Industry, Innovation and Infrastructure:** Rangers contribute to the maintenance and running of infrastructure in nature like paths, visitor centres or even toilets
  - **SDG 5 & 10 - Gender Equality & Reduced Inequalities:** by working with everyone, applying non-bias ideology
  - **SDG 11: Sustainable Cities and Communities:** Rangers interact with communities, e.g. through environmental education (junior rangers), working with volunteers or other programmes, helping communities and sometimes cities to act more sustainably
  - **SDG 12 - Sustainable Consumption & Production:** e. g. through working with stakeholders of tourism and agriculture to promote eco-tourism or sustainable agriculture (see also **SDG 7 - Affordable and Clean Energy**)
  - **SDG 16 - Peace, Justice and Strong Institutions:** through conserving nature as sustainable source for ecosystem services, rangers help preventing wars about resources

Conclusion: There is no SDG to which rangers do not respond, in many cases directly through daily work. They are thus central for sustainable peace, prosperity and, above all, the protection of our planet. Therefore they need to be heard in all political decisions affecting their work

Communicating the importance of rangers to the crucial target groups

Group discussions about the most important target groups and the rangers' messages to them led to these results:

- **Central Target Groups:**
  - **Policy & Economy**
  - **Science, Nature Conservation Agencies & NGOs**
  - **General Public & Media**
  - **Local Communities**
  - **Youth**

- **Messages**:

  - **Policy & Economy**
    - Rangers are the most important tools to reach 30 by 30
    - Rangers contribute to most of the SDG goals
    - Without rangers policy remains paper: rangers add meaning to policy
    - Investing in rangers means prevention and maintaining ecosystem services - thus investing in rangers means saving money
    - Listen to rangers to help them do the best they can for the planet
    - Rangers link public and policy

  - **Science, Nature Conservation Agencies (employers) & NGOs**
    - Rangers provide important information & data for nature protection
    - Rangers help interpreting data
    - Rangers' contribution needs to be given credit - "Don't use us, work with us"
    - Rangers are professional partners in the field
    - Listen to rangers' needs instead of deciding for them
    - Rangers have their ear to the public and are thus the link to policy

- **General Public & Media**
  - Rangers are the link between social & ecological development
  - Rangers offer understandable information on complex nature issues
  - Rangers are attractive for media, offering first hand stories on nature
  - Rangers save the world for you and keep it worth living in for future generations

- **Local Communities**
  - Rangers contribute to high level of living standards by securing e. g. healthy environment, thus strengthening the region as worthwhile living and working in
  - Rangers are the first link between nature protection and communities and trustworthy part of the community, sharing its voice

- **Youth**
  - We work for you because you are the future
  - We can play a key role for your experience in nature

- INTERNAL & EXTERNAL IMAGE WORK VIA ERF -

Bringing Europe's Rangers together for Upskilling & Resilience

One work group discussed ways in which the ERF could further strengthen exchanges among rangers to improve knowledge, skills, mental well-being and thus implement identification with the European Ranger network. The outcomes:

- **Connect/Exchange:**
    - **Internal Platform on europeanrangers.org** with secure login for following offers:
        - Ranger Couch Surfing to connect rangers across Europe for knowledge exchange & mutual support
        - Interactive Map of Europe's protected areas and other areas rangers work in with the possibility for rangers to link their personal information, work areas, skills etc. to the areas they work in
        - Rangers Stories & Portraits with contact details to promote exchange among rangers
        - Flea Market for equipment, tools
        - Chat groups for discussions
        - Announcement of Training open to all European rangers
    - **Create work group "EU Rangers Together"** to develop further ideas for exchange
    - **ERF Ranger Challenge**: Nature Protection without borders (open to public)

- **Resilience**
    - Monthly Forum on Zoom: "Stories of Europe's Rangers" to exchange on mental challenges

- **Media**
    - Paid Web developer, further paid PR jobs
    - Identify salable topics/news for **press releases** with Europe wide importance
    - Create European **Media Distribution list** to spread them
    - Further development of Social Media formats, including **Tiktok, Twitter**
    - Updated **ERF Brochure**, showing Europe's rangers, their skills, their importance at a glance

- **Branding**
    - Flags/Roll-ups etc. with ERF Logo for information centres
    - ERF Logo & website link should be shared by every ERF ranger
    - Free ERF t-shirt, badge, pen, notepad etc. on every training with QR code to website on each give-away

Communicating Rangers' importance to target groups

A second group discussed ranger work/projects that could be communicated and supported by ERF and that contributes to the SDGs.

- The group concentrated on SDG ,   and **external target groups** with the following ideas:
    - SDG 4: movie on ranger work for **environmental education**
    - SDG 14 & 15:
        - **Short interviews** to be spread to the media with rangers throughout Europe on how they protect life on land and below water
        - **Monthly podcast** to show ranger work for these SDGs
        - **Stories about rangers in the field**: videos, portraits etc. on ranger work for protection of life

- With regards to the **internal target group**, the rangers themselves, the group focussed on media content that
    - Encourages members to be active, **connecting** with rangers throughout Europe
    - To **join and integrate** themselves to existing ERF offers and opportunities by national ranger associations
    - and to **become a member** of the European ranger network

- To both better **communicate** ranger work for the above mentioned SDGs and to contribute to SDG , those measures were suggested:
    - New **partnership** with [Rewilding Europe](#), an NGO with employed rangers
    - Building up contacts to representatives of the **European Union** for conservation policy
    - Use and consolidate contacts with the **Europarc Federation**
    - Building up **clusters to better contribute to SDGs** among ERF rangers and rangers from other institutions on e. g. on
        - European Bison
        - Vultures
        - and more
    - **Rangers of the month**: (common) work of two or more rangers for SDGs is shown in portrays
    - Focus on **Twinning programs**: partnering and exchange between rangers from two countries shows knowledge exchange to enhance delivering on SDGs

First Outline for ERF's Vision & Mission:

Connecting Europe's Rangers

to empower them in their work for

Planetary Health

and make their voices heard as

Voice of Nature

Workshop Summary Part 2: FUNDRAISING FOR THE EUROPEAN RANGERS

Fundraising for National Ranger Organisations:
One group discussed following questions on fundraising for national ranger organisations:
- Which ways are there for fundraising?
- How could a work group for fundraising help?
- How can the presentation of the results from Dartmoor help with fundraising on a national level?
- Which are the next steps to improve the image and thus help fundraising?
- How can more members be attracted and existing members become more active?

The group developed these ideas:
- **Internal and external approach** for fundraising: finding projects that could be supported
  - Internally by raising funds through memberships or employers
  - Externally by partnerships with
    - Business/Companies
    - Local Governments

  by presenting short and long term goals of the projects and how they contribute to the goals of the target groups
- Creating a **work group** via Whatsapp
  - to exchange updates
  - To work on short reports about what has been done with the funding to be presented to the funders
  - To develop presentations on the needs for further funding
- **Successful funding** could attract more members and give incentives for existing members to be more active, working on funding for special goals

Fundraising for projects and ongoing activities of European Rangers:

The other group worked on ways to attract fundraising for projects and activities of European rangers on an international base with those questions:

- Twinning or Junior Ranger Projects: Which ways are there for fundraising?
- How to convince funders to support the establishment of new ranger associations?

The group worked on those questions in **4 categories**:

- What are the respective **goals** of those projects?
- Which are our **needs**?
- Who are **possible funders** for the respective projects?
- How to **convince funders**: How do the projects strengthen rangers to deliver on global conservation goals/on society's needs?

Twinning			
Goals	**Needs**	**Funders**	**How does project match needs of the society?**
- Upskilling by learning from Best Practice - Raising the common voice of rangers - Bringing Europe's rangers together - Raising motivation	- Coverage of Travel costs, Accommodation, Refund for unpaid holiday to take part in Twinning, Communication costs, Equipment costs - Fundraising knowledge	- EU - European NGOs - Companies - Local Governments	Twinning raises skills, knowledge & resilience of rangers to enhance their contribution to global conservation goals like 30x30, SDGs or the approach of ecosystem services

Junior Ranger Projects between two countries			
Goals	**Needs**	**Funders**	**How does project match needs of the society?**
- Upskilling by learning from Best Practice - Raising the Quality of Environmental Education - Bringing Europe's junior rangers and their mentors together - Raising motivation	- Coverage of: Travel costs, Accommodation, Refund for unpaid holiday to take part in JR Exchange, Communication costs, Equipment costs - Fundraising knowledge	- EU - European NGOs - Companies - Local Governments	- Exchange on Junior Ranger programs raises skills & knowledge of rangers to enhance their contribution to global goals for environmental education like the UNESCO's Education for Sustainable Development 2030 program - It also attracts future rangers to deliver on conservation goals

New Ranger Associations			
Goals	**Needs**	**Funders**	**How does project match needs of the society?**
- Upskilling by learning from Best Practice - Experienced countries with ranger association assist rangers in countries without association to found their own association - Raising the quality of ranger work on a nationwide base - Bringing rangers together to speak with one voice - Raising motivation	- Coverage of: Travel costs, Accommodation, Refund for unpaid holiday to take part meetings, Communication costs, Equipment costs - Fundraising knowledge	- EU - European NGOs - Companies - Local Governments	Like above - or put simpler: **Raising quality of European conservation work**

Ideas for moving on at the end of the workshop

- Think about the topic **social cohesion** and **social funds** for Image & Fundraising
- Establish a **Junior ranger work group**
- Ongoing **work groups on Image & Fundraising**
- ERF should think about delivering a kind of **form for future formats like "Ranger of the Month" or "Ranger Stories"**, national rangers deliver content
- ERF should offer **workshops for fundraising** to national associations
- The ERF should conduct a **survey on the image of rangers** among the population
- ERF could think about Interreg as **funding option for neighbouring countries**

Oktober 2023, European Ranger Federation