



**PRIVATELY
PROTECTED AREAS**
**PRIVATE MEANS
PUBLIC BENEFIT**



PPA Training - Learning Plan, following the Principles from the Guidelines

Overall learning outcomes

All training participants have a well-rounded understanding of privately protected areas: their definition; characteristics that make them distinct from other conservation areas; how they function; and the role of individual sites in national and global systems of protection. Participants are familiar with all the principles and understand what they mean. With that knowledge participants are able to identify PPAs and can support an enabling framework in their countries. Participants can develop and implement a fair and equitable management plan. Participants are able to review incentives in their countries and to develop or deploy incentive systems. Participants are able to prepare and submit data according to UNEP-WCMC requirements.

Section 1: Establishing a privately protected area

- 1.1 A PPA must meet the definition of a protected area
- 1.2 PPA owners and managers should articulate clear conservation objectives from the outset
- 1.3 PPAs are best developed within a clear, supportive institutional framework that empowers governance and management
- 1.4 PPAs can be established through a variety of mechanisms
- 1.5 All PPAs should be established with a long-term strategy and sustainable financing

After this training section participants can identify PPAs according to its definition and differentiate it from other types of conservation areas. They understand the importance of clear conservation objectives and are prepared to articulate them. They have a conceptual basis for interrogating the institutional frameworks, enabling mechanisms and long-term support structures that exist, or should be developed, for PPAs in their country. This understanding enables participants to help shape a favourable enabling framework in their countries for PPAs.

Section 2: Managing a privately protected area

- 2.1 Current and potential PPA landholders should have a clear understanding of what is happening in and around the PPA before developing management activities
- 2.2 Management systems should focus on the achievement of defined PPA objectives
- 2.3 The full costs and benefits of the PPA should be understood as the basis for management
- 2.4 Management should be adaptive
- 2.5 Building a team should help develop PPA management capacity
- 2.6 Information about PPA management should be communicated widely



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On completion of this section participants fully understand critical management aspects of a PPA and how to achieve an outcome oriented management that takes equity issues into consideration. Participants are able to establish a management team in their own PPA, define management objectives and identify costs and benefits of their PPA as well as have some first insights in how to design mechanisms that aim at a fair sharing of costs and benefits. Participants are aware that enhanced management capacity is a key to better management effectiveness.

Section 3: Incentives for privately protected areas

- 3.1 PPA incentives should be carefully designed, communicated and implemented to ensure effectiveness
- 3.2 Incentives should be designed to encourage both PPA establishment as well as long-term governance and management
- 3.3 Identify and avoid perverse incentives
- 3.4 Recognition and support are powerful incentives for PPAs
- 3.5 Direct management and technical support are an incentive for PPA management, supporting long-term commitment
- 3.6 Marketing assistance is an effective incentive to PPAs that have income-generating potential
- 3.7 Financial incentives are important for the establishment and management of PPAs

Participants have a basic understanding of the range of incentives, a basis for discovering incentives in their country or context, and a curiosity about how to expand them. This helps them to either develop or deploy incentives systems on-site or develop them on a regional or national level.

Section 4: Ensuring privately protected area permanence

- 4.1 PPA governance should embody the long-term intent to achieve conservation
- 4.2 Many different private conservation instruments can contribute to PPA permanence

Participants understand the importance of durability of PPAs and have tools for how to achieve it.

Section 5: Issues related to specific subtypes of privately protected areas

- 5.1 Specific subtypes of PPAs may require tailored forms of recognition, support and encouragement
- 5.2 Corporate PPAs offer specific benefits to companies and vice versa
- 5.3 PPAs managed by extractive industries must demonstrate contributions to biodiversity conservation
- 5.4 PPAs set up as for-profit companies/enterprises should ensure they achieve their specified conservation outcomes
- 5.5 Religious entities can contribute to conservation through developing PPAs on their own land



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Participants understand the spectrum of subtypes. This may not be highly relevant to all managers/owners but is important for those working at a system level, e.g., at a government agency. It can also inspire participants to seek contact with potential new PPA owners and to motivate them to establish PPAs.

Section 6: Coordination with national protected area systems

- 6.1 Conservation benefits when PPAs are coordinated with other types of protected area as part of a national system of protected areas
- 6.2 PPAs can complement other protected area governance types to develop effective national protected area systems

Participants understand the value of coordination with national systems and are better prepared to improve them. This may become more significant in efforts to meet post-2020 targets

Section 7: Recording privately protected areas

- 7.1 PPAs should be recorded in the World Database on Protected Areas

Participants understand how data is accepted by the UNEP-WCMC and learn about new options for submitting data from non-government sources. They understand the difference between recording PPAs and OECMs. The latter will be particularly important to PA (and OECM) data managers.

Section 8: The role of privately protected area networks

- 8.1 Networks can be effective mechanisms to represent the interests and concerns of landholders
- 8.2 Networks can provide support structures for PPA landholders
- 8.3 Networks can have a role in the monitoring and verification of PPAs
- 8.4 Networks can play an important role in promoting PPA products
- 8.5 PPA networks should match structures and governance to their mission and objectives
- 8.6 PPA networks, like any organisation, should find ways to support and sustain their activities

Participants understand the value of networks and are equipped to be more effective through strengthening them.