



# FINAL REPORT 2016

## NATURE INTERPRETATION IMPLEMENTATION IN UKRAINE



Organization:

“Ukrainian Ecological Club “Green  
Wave”

The report was written by Nataliia Gudkova, coordinator of the project on nature interpretation of the Ukrainian Environmental Club "Green Wave".

Special thanks to Shelia Slem, Emily Jacobs and Corree Delabrué for their energy, knowledge and belief in us; and also to Olena Tarasova-Krasieva for her inspiration and enthusiasm; and to our finance team – Natalia Gozak and Tetyana Bilym; and to Katerina Krylova and her group of volunteers from Taras Shevchenko National University of Kyiv who took part and helped our team to implement our great ideas; to Yuriy Mazur and Tetyana Dytyna for their patience and kind help with translation.

The implementation of nature interpretation in Ukraine became possible due to the support of US Forest Service.

Kyiv, 2016

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# I. INTRODUCTION

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Nataliia Gudkova, coordinator  
Photo by Tetiana Karpiuk



Tetiana Karpiuk, assistant

The events of recent years in Ukraine radically changed Ukrainian society. These changes demanded new approaches in tourism, hospitality and recreation industry. We have a huge number of sites of cultural and natural heritage in Ukraine. The carrying out the analysis of the historical background and traditional “Soviet” approach to guided tours and tourism management is important to understand the current problems connected with heritage interpretation in Ukraine and other post-Soviet countries. In Soviet states excursions had an ideological background. In Ukraine guides still provide a lot of factual information in the form of monologue instead of involvement of audiences, provoking of people’s thoughts and bringing about behavioral changes. It is very difficult to eliminate the Soviet stereotypes which dominated in Soviet countries and to expand the limits of ecological and cultural education.

Interpretation is an innovative and challenging approach for former USSR countries. The task of interpretation is not just to give a fact but also to evoke the emotions of visitors. Interpretation provides the establishment and maintenance of heritage. Closer connection with natural heritage will lead to its appreciation and therefore to more readiness for its protection. As well the interpretation can strengthen and sustain the relationships between community and its heritage.

It is difficult to over-estimate the importance of the experience of National Association for Interpretation (NAI) and European Association for Heritage Interpretation (EAHI) for Ukraine and other post-Soviet countries. *“Through interpretation... heritage can contribute to the building of communities, not just at local level, but also on national and*

*European levels. Bringing citizens closer to their heritage is about bringing them closer to each other, and this is an important step towards a more inclusive society” (Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport).* Taking that into consideration, implementation of the project on nature interpretation in Ukraine is a actual initiative; and it provides knowledge and experience for successful implementation of the new approach not only in our country, making steady progress towards EU membership, but in other post-Soviet countries as well (for example, in Belarus).

The results of the work described below demonstrate the importance of nature interpretation in Ukraine.

## II. PERFORMANCE OF TASKS

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To achieve our aim, namely to implement the nature interpretation in Ukraine, the following objectives were set:

1. Strengthening capacities of protected areas and nature museums.
2. Formation of cohort/association for nature interpretation in Ukraine.
3. Building partnerships.

# 1. STRENGTHENING CAPACITIES OF PROTECTED AREAS AND NATURE MUSEUMS

The project's objects are focused on further development of Ukrainian guides' professionalism who held excursions and organize guide tours in protected areas, botanical gardens, zoos and nature museums. The project activities are based on development and training organization aimed to deliver nature interpretation to employees of protected areas, museums and NGOs. The mission of NAI trainings was to develop professional capacities of protected area and museum staff as Interpretive Guides. The trainings provided understanding and knowledge of interpretive principles, practices, and skills that enhanced trainees' opportunities for growth. To meet this objective the NAI trainers (Emily Jacobs and Corree Delabrué) used NAI Certified Interpretive Guide (CIG) training workbook. Before NAI workshops we also translated NAI CIG training workbook in Ukrainian.

For the first time NAI training on nature interpretation was organized for Ukrainian guides in 2013 by Ecoclub (Karpatskyi National Nature Park, Ivano-Frankivsk Region). Forty representatives from different protected areas of Ukraine were trained by Jane Beattie (NAI trainer) and received certificates of attendance of the State Ecological Academy of Postgraduate Education and Management (SEA).

Two NAI trainings were carried out at several places in 2016. First CIG training was held at the M.M. Gryshko National Botanic Garden of National Academy of Science (NAS) of Ukraine in Kyiv. Fifteen English speaking students attended 32-hour NAI CIG training workshop, where they performed a 10-minute program and passed the literature review with a score of at least 80%, which was needed to achieve CIG certification status. It was the first CIG training in Ukraine.

The second NAI training "Introduction to Nature Interpretation" (with translation) was held at the "Sofiyivka" National Dendrological Park, the famous historic site (Uman, Cherkasy Region). Each of 35 trainees received a certificate of attendance of SEA.

As a result, the number of qualified interpretive guides was increased by 50 members.

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**THE MISSION OF NAI TRAININGS WAS TO DEVELOP PROFESSIONAL CAPACITIES OF PROTECTED AREA AND MUSEUM STAFF AS INTERPRETIVE GUIDES.**

## 2. FORMATION OF COHORT/ASSOCIATION FOR NATURE INTERPRETATION IN UKRAINE

An ambition goal and a big challenge for our project was the creation of cohort/association as a core group for nature interpretation in Ukraine. It should be a platform for cooperation and positive experience exchanges in the field of nature interpretation. Information about project events was expanded through mailing list of protected areas of the Ministry of Ecology (hereinafter referred to as the Ministry of Ecology) and the mailing list of Ukrainian Network of Conservation Educators and Practitioners (UNCEP), which was created in 2013 by Green Wave Ecoclub.

By NAI trainings we tried to cover as many national nature parks and reserves, botanical gardens, environmental NGOs and nature museums as possible. We received 84 filled application forms and selected 15 people for CIG course in English and 35 participants for NAI workshop, which was with translation in Ukrainian. To improve our understanding regarding who would like to participate, we asked all potential trainees to send their CVs and motivation letters in English (for CIG course) and in Ukrainian (for NAI workshop). In addition, we translated into Ukrainian and sent to all candidates a survey developed by NAI trainers, in which we asked about participant's professional interests, needs and expectations. We translated the analysis of NAI survey results into English and sent them back to NAI (see Annex A).

For the near future we will be looking for an active guide, writer or planner in the field of nature interpretation, who likes to get in touch with other colleagues. The main way to attract new guides is to organize conferences, webinars and trainings as well as to involve them in the new interpretive programs. We also plan the involvement of our trained guides as volunteers for conducting specific tasks and new interpretive projects. The NAI trainings helped us to build a core group of advanced interpretive guides.

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**THE MAIN WAY TO ATTRACT ACTIVE GUIDES IS TO ORGANIZE CONFERENCES, WEBINARS AND TRAININGS AS WELL AS TO INVOLVE THEM IN INTERPRETIVE PROGRAMS.**

### 3. BUILDING PARTNERSHIPS

Our third project objective was to connect a large number of practitioners and stakeholders in the sphere of nature interpretation. The Ukrainian cohort/association for nature interpretation allows all these people to connect, exchange ideas and represent their interests at the national/international level. The important mission for Ukrainian cohort/association for nature interpretation is to establish communication between public and protected areas, botanical gardens, zoos and nature museums. *“Through interpretation, understanding; through understanding, appreciation; through appreciation, protection”* (Freeman Tilden).

In order to involve protected areas into interpretative activities, and to build connection between protected areas and communities, we tried to cooperate with the Ukrainian government. The representatives of Ukrainian ministries are not familiar with the term “nature interpretation”. And we should communicate with the Ministry of Ecology, the Ministry of Economic Development and Trade of Ukraine as well as the Ministry of Culture of Ukraine to disseminate information on heritage interpretation as a main tool to strengthen Ukrainian people’s appreciation and respect of cultural and natural heritage.

We have extensive cooperation established under various projects with lecturers and volunteers from Taras Shevchenko National University, National University of "Kyiv-Mohyla Academy" (NaUKMA) and Kyiv National University of Construction and Architecture (KNUCA). This cooperation should be evolve in a more broad, long-term and sustainable framework for development of interpretive programs for universities (on interpretive writing, story-telling, interpretive design and planning).

We have enormous potential to become a key player in maintaining natural and cultural heritage through extended cooperation with tourism businesses that will provide regional development.

It is difficult to over-estimate the importance of cooperation and partnership with other relevant partners and organizations outside the Ukraine: U.S. Forest Agency, USA’s National Association of Interpretation, UK’s Association for Heritage Interpretation (AHI), and the Interpret Europe – European Association for Heritage Interpretation. In this partnership we can increase the importance of one single person/team on a local level and make his/her/their knowledge available on national and international level.

It is important to understand the whole list of problems that should not become a brake on the path of nature interpretation implementation in Ukraine.

### III. RESULTS

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*Pic.1. The participants of the round table vote in favour of a resolution. Photo by Valeriia Nemykina*

# OVERVIEW

Due to the project implementation ideas and principles of nature interpretation were broadly disseminated in protected areas of Ukraine. We brought together a team of like-minded enthusiasts and created a cohort of advanced interpretive guides.

In tandem with these activities, we offer to create 12 Regional Centers on Nature Interpretation (RCNI) in Kyiv, Lviv, Kherson Region, Dnepropetrovsk Region, Zaporizhzhya Region, Kharkiv Region, Poltava Region, Sumy Region, Zakarpattia Region, Ivano-Frankivsk Region and Volyn Region (see a map with the potential RCNI in Annex F). The main criteria for the RCNI designation were the presence of natural heritage and certified interpretive guides.

This project activity has covered 20 Regions of Ukraine:

## Museums (2):

- National museum of natural history of NAS of Ukraine (Kyiv)
- Lviv State Natural History Museum of NAS of Ukraine (Lviv)

## Botanical Gardens (2):

- M.M. Gryshko National Botanical Garden of NAS of Ukraine (Kyiv)
- Kremenets Botanical Garden (Ternopil Oblast, Western Ukraine)

## Parks and reserves (33):

### Central Ukraine

- Holosiivskyi National Nature Park (Kyiv)
- "Feofaniya" Park and Institute for Evolutionary Ecology of NAS of Ukraine (Kyiv)
- "Sofiyivka" National Dendrological Park and Scientific Institution of the National Academy of Science of Ukraine (Cherkasy Region)
- Dniprovsko-Orilskii Nature Reserve (Dnepropetrovsk Region)
- Karmelyuk's Podillya National Nature Park (Vinnytsia Region)

### North-Eastern Ukraine

- National Nature Park Slobozhanskyi (Kharkiv Region)
- Mezynsky National Nature Park (Kharkiv Region)
- Dvorichanskyi National Nature Park (Kharkiv Region)
- Feldman Regional Landscape Park (Kharkiv)
- Desna-Stara Huta National Nature Park (Sumy Region)
- Pyryatyn National Nature Park (Poltava Region)
- Nyzhnosulskyi National Nature Park (Poltava and Cherkasy Region)

### Southern Ukraine

- Biosphere Reserve of Askania Nova (Kherson Region)
- Oleshkivski Pisky National Nature Park (Kherson Region)
- Khortytsia National Reserve (Zaporizhzhya Region)
- Pryazovsky National Natural Park (Zaporizhzhya Region)
- Tuzly Lagoons National Nature Park (Odessa Region )
- Bug Fort National Park (Mykolaiv Region)

### Western Ukraine

- Carpathian Biosphere Reserve (Zakarpattia Region).
- Synevyr National Nature Park (Zakarpattia Region )
- Medobory Nature Reserve (Ternopil Region)
- Kremenets Mountains National Park (Ternopil Region)
- Dniester Canyon National Nature Park (Ternopil Region)
- Yavorivskiy National Nature Park (Lviv Region)
- Podilski Tovtry National Nature Park (Khmelnitskyi Region )
- Verkhovyna National Park (Ivano-Frankivsk Region)
- Northern Podillya National Park (Ivano-Frankivsk Region)
- Vyzhnytsia National Nature Park (Chernivtsi Region)

### North-Western Ukraine

- Pripjat-Stokhid National Nature Park (Volyn Region)
- Tsumanska Pushcha National Nature Park (Volyn Region)
- Rivne Nature Reserve (Rivne Region)
- Dermansko-Ostrozkyi National Nature Park (Rivne Region)

## **Universities and research institutions (5):**

- Taras Shevchenko National University of Kyiv (Kyiv)
- Bohdan Khmelnytsky National University of Cherkasy (Cherkasy, Central Ukraine)
- National University of "Kyiv-Mohyla Academy" (Kyiv)
- Kyiv National University of Culture and Arts (Kyiv)
- Institute of Geography of the NAS of Ukraine (Kyiv)

## **NGOs (5)**

- "Carpathian trails" Tourist Association (Ivano-Frankivsk Region, Western Ukraine)
- "Eremurus" Ecological Club" Regional Public Organization (Kyiv Region, Central Ukraine)
- "Zelenyi Likhtaryk" Natural Educational Project (Kyiv).
- Association of Ukrainian Guides (Kyiv)
- Association of the Natural Protected Areas of Ukraine (Kyiv)
- Ukrainian Adventure and Tourism Association (Kyiv).

**All the goals and objectives of the project were achieved in full extent. Moreover, in order to make the project more effective additional activities were conducted.**

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**THIS PROJECT ACTIVITY HAS COVERED 20 REGIONS OF UKRAINE, 2 MUSEUMS, 3 BOTANICAL GARDENS, 33 PARKS AND RESERVES, 5 UNIVERSITIES AND RESEARCH INSTITUTIONS AND 5 NGOS.**

## **STRENGTHENING PROFESSIONAL CAPACITY OF PROTECTED AREAS AND MUSEUMS**

**"Outlook of Natural and Cultural Heritage Interpretation in Ukraine" round table (Kyiv, Ukraine)**

"Outlook of Natural and Cultural Heritage Interpretation in Ukraine" round table was Ukraine's first big event on heritage interpretation. It was organized on October 3, 2016 by Green Wave Ecoclub in cooperation with the National Association of Interpretation, and financed by the US Forest Service.

The round table was attended by representatives from different organizations, namely the Ministry of Ecology and the Ministry of Economic Development and Trade of Ukraine, the Association of Ukrainian Guides, the State Ecological Academy, protected areas, museums, botanical gardens, zoos, NGOs, and universities, etc. The key speakers were Emily Jacobs, NAI Certification and Training Program Manager; Corree Delabrué, U.S. Forest Service district interpreter; and Valeria Klitsounova, Country Coordinator Belarus, Interpret Europe.

Besides discussions on the approaches of natural and cultural interpretation and comparison of national and international experiences, many strategic questions were raised. Of particular interest was the development of an Association for Interpretation in the country. The round table also discussed how to build a network of experts and how to raise the profile of interpretation as a profession.

The resolutions passed by the round-table included the following:

- To establish a Ukrainian Association of Interpreters; to initiate dialogue between public and governmental agencies for the development of the interpretation of natural and cultural heritage
- To involve all possible stakeholders in further dialogue
- To establish partnerships with the IE Association and the USA's National Association of Interpretation

The round table was a successful attempt to communicate with the Ministry of Ecology and the Ministry of Economic Development and Trade of Ukraine.



*Pic. 2. Participants of the round table. Photo by Valeriia Nemykina*



*Pic. 3. NAI trainers Emily Jacobs and Corree Delabru. Photo by Valeriia Nemykina*



*Pic. 4. Representatives of NAI (Emily Jacobs), US Forest Service (Shelia Slep) and the Ministry of Economic Development and Trade of Ukraine (Evseeva Svitlana).*

Information about the round table was given on UA|TV – Foreign Broadcast Ukraine and it is also available on the WWF and Interpret Europe websites:

[http://wwf.panda.org/wwf\\_news/?279850/kruglui-stil-interpret](http://wwf.panda.org/wwf_news/?279850/kruglui-stil-interpret)

[http://wwf.panda.org/wwf\\_news/?282230%2F15--](http://wwf.panda.org/wwf_news/?282230%2F15--)

<http://www.interpret-europe.net/top/news/singlepage-news/archive/2016/december/article/nature-and-cultural-heritage-interpretation-in-ukraine.html>

## TRAININGS



*Fig. 5. CIG training at the M. M. Gryshko National Botanical Garden (Kyiv, Ukraine)*

# NAI TRAININGS

## PARTNERS:



## CERTIFIED INTERPRETIVE GUIDE WORKSHOP

Certified Interpretive Guide workshop was held at the M. M. Gryshko National Botanical Garden (Kyiv, Ukraine) on October 4-7, 2016. The trainers were Emily Jacobs and Corree Delabrué. The training was based on the NAI Certified Interpretive Guide (CIG) training workbook.

Fifteen participants of the training were mostly young professionals from national parks and reserves, botanical gardens, nature museums and NGOs, who wanted to become advanced interpretive guides.

During four days participants were practicing the main principles of nature interpretation: discovering tangibles vs. intangibles; achieving their missions; writing interpretive themes, goals and objectives; and presenting their interpretive programs. In Emily's opinion, the Ukrainian youth group was enthusiastic and she received good results.



*Interview with Emily Jacobs (Kyiv, Ukraine)*

As a result, 15 participants of the training received NAI Interpretive Guide Certificates and became NAI members (see Annex B). All the participants got an access to the international network in order to share knowledge and experience in nature interpretation. They had great opportunities to use and develop creative products based on a new knowledge and tools they developed during the training (you can see the results of NAI CIG training workshop instructor evaluation in Annex C). All trainees decided to form a cohort/network of nature interpreters and develop this concept in Ukraine.



*Pic. 6. NAI trainers Emily Jacobs and Corree Delabruue. Photo by Denys Krupodorov.*



*Pic. 7. Fifteen Certified Interpretive Guides and NAI trainers (Emily Jacobs and Corree Delabruue), and representatives of Ecoclub (Nataliia Gudkova and Tetiana Karpiuk). Photo by Volodymyr Protsenko.*

# NAI TRAINING WORKSHOP ON NATURE INTERPRETATION

The second NAI training workshop on nature interpretation was held on October 9-13, 2016 at "Sofiyivka" National Dendrological Park and Scientific Institution of the National Academy of Science of Ukraine (Uman, Cherkasy Region). Green Wave Ecoclub provided workshop logistic and organization, and selection of participants.

The Ministry of Ecology and Natural Resources of Ukraine disseminated information about the workshop through its mailing list. The Ecoclub used mailing list of the Ukrainian Network of Conservation Educators and Practitioners (UNCEP). Thirty five participants of the training were mostly practitioners from national parks and reserves, botanical gardens, environmental NGOs, who guided group tours (see the list of participants in Annex D).

The training was conducted by Emily Jacobs and Corree Delabrué, and it was based on the NAI education materials. During five days participants were learning the main principles of nature interpretation and training basic interpretive skills. The results of NAI instructor evaluations were provided by Emily Jacobs and Corree Delabrué (see Annex E).

Each of 35 trainees received a certificate of attendance of the State Ecological Academy of Postgraduate Education and Management (Kyiv, Ukraine).



*Pic. 8. NAI workshop participants and NAI trainers (Emily Jacobs and Corree Delabruue), and representatives of Ecoclub (Nataliia Gudkova and Tetiana Karpiuk). Photo by Pavlo Savchuk.*



*Pic. 9. Presentation of an interpretive program for schoolchildren. Photo by Mike Drebet.*



*Pic. 10. Sweet exercise. Photo by Mike Drebet.*



*Pic. 11. Role-playing exercise. Photo by Mike Drebet.*

Eight participants completed their homework, which included a video of participant's interpretive talk (10 minutes), new interpretive program and a presentation for schoolchildren. All of them received Sam H. Ham's "Interpretation – Making a Difference on Purpose" book as a present.



*Pic. 12. Irina Burlachenko received Sam Ham's book by post.*

## INTERPRET EUROPE CIG AND CIGT TRAININGS

Nataliia Gudkova and Tatiana Karpiuk participated in the first International IE Guides and Guides Trainers courses at Kapraluv Mlyn (Czech Republic) on August 13-19, 2016. There were two parallel courses organized by Interpret Europe in cooperation with SIMID, the Czech Association for Heritage Interpretation. One of them was led by Valya Stergioti from Greece, assisted by Sandy Colvine (France). The other one was led by Thorsten Ludwig (Germany), assisted by Steven Richards-Price (UK). The courses were attended by 37 guides and other heritage professionals from 16 countries.

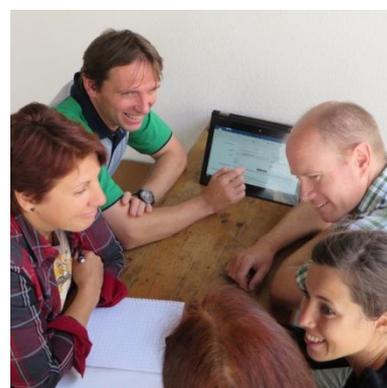
The mission of the courses was to develop professional capacities of trainees, either as Interpretive Guides or Interpretive Guide Trainers. The trainings included a lot of tried-and-tested practical exercises. The participants received knowledge how to organize and to evaluate interpretive talks and walks.

Nataliia Gudkova and Tatiana Karpiuk became IE members and received a really great experience and used new knowledge, ideas and inspiration for a network development and people engagement in the heritage interpretation in Ukraine. After their arrival home they developed two interpretive programs for the M. M. Gryshko National Botanical Garden (Kyiv, Ukraine) and a plan of CIG Training Course.



*Pic. 13. Tatiana Karpiuk's interpretive talk in the Anthropos museum (Brno, Czech Republic).*

*Pic. 14. CIGT trainees analyze CIG trainee applications. Photo by Thorsten Ludwig.*



# INTERPRET EUROPE CONFERENCE 2016 MECHELEN, BELGIUM



<http://www.interpret-europe.net/2016conference.html>

Nataliia Gudkova and Alena Tarasova-Krasieva took part in the sixth Interpret Europe conference in Mechelen (Belgium) on May 21-24, 2016. 178 participants from 26 countries discussed how heritage interpretation can turn such issues as human rights, active citizenship, lifelong learning, sustainability or peace into rewarding learning experiences that help to bridge Europe's past and future.

Alena delivered "Bringing light to scientific "nature interpretations" in Ukraine" presentation, and Nataliia presented "Ecohub for sustainable development in Ukraine" during the 'market of Ideas' on May 24, 2016.

They estimated the value of the European network and initiated a creation of the Interpret Europe natural heritage working group (IENHWG). The idea was active supported by other participants. As a result, Peter Phillipson and Susan Cross (UK) took responsibility to organize IENHWG inaugural workshop in October 2016 in Slovenia.



*Pic. 15. Alena Tarasova-Krasieva presents "Bringing light to scientific "nature interpretations" in Ukraine". Photo by Nataliia Gudkova*



*Pic. 16. Nataliia Gudkova presents "Ecohub for sustainable development in Ukraine". Photo by Alena Tarasova-Krasieva.*

## WORKSHOP OF THE INTERPRET EUROPE NATURAL HERITAGE WORKING GROUP (IENHWG)

Nataliia Gudkova and Alena Tarasova-Krasieva took part in the inaugural workshop of the IENHWG (9 people from 6 countries) on October 28 - 31, 2016 in Kamnik (Slovenia). The mission of the group was to develop recommendations document for the Interpret Europe-AHI conference in Inverness, Scotland (October 3 – 6, 2017).

As a result, the group developed a definition of natural heritage interpretation as follows: “Natural heritage is not simply the rocks, plants and animals, rivers, seas and sky, it is what these things mean to us as Europeans, individually, nationally and globally. Natural heritage covers the many and diverse connections – material, aesthetic, ecological, therapeutic, spiritual, scientific and others – between the human and non-human. Natural heritage is about the values and meanings we recognize in the natural world and how that inspires us to safeguard them for the future”.

The group discussed such important issues as what makes natural heritage interpretation distinctive? Are natural and cultural heritage completely different? What are the next IE steps?

The results of IENHWG workshop were presented on IE website:

<http://www.interpret-europe.net/top/news/singlepage-news/archive/2016/december/article/interpret-europe-natural-heritage-working-group.html>



*Pic. 17. The inaugural workshop of the IENHWG in Kamnik (Slovenia). Photo by Eva Sandberg.*



*Pic. 18. Site visit of IENHWG to mountain.  
Photo by Peter Phillipson.*

# "INNOVATIVE MANAGEMENT OF SUSTAINABLE TOURISM IN NATIONAL PARKS" INTERNATIONAL CONFERENCE

Nataliia Gudkova took active participation in organization of the "Innovative Management of Sustainable Tourism in National Parks" conference on December 12, 2016 at the Ministry of Ecology in Kyiv. The conference was organized by the Natural Reserves Department of the Ministry of Ecology in close cooperation with the State Ecological Academy, and financed by the Polish Academy of Sciences in Kiev and the University College of Tourism in Sucha Beskidzka (WSTiE) (Poland). The conference was attended by 62 participants, including representatives of the Ministry of Ecology, the Ministry of Agrarian Policy and Food of Ukraine, the State Ecological Academy and the Polish Academy of Sciences in Kiev, protected areas, research institutes, universities and NGOs. The conference aimed at presentation and dissemination of modern approaches and methods developed for sustainable tourism management in national parks.

Nataliia Gudkova presented results of the project and gave the overview of what methods and approaches could be used for nature interpretation by protected area staff and universities. As a result, Igor Ivanenko, Director of the Natural Reserves Department of the Ministry of Ecology, officially confirmed the Ministry's readiness to support the implementation of nature interpretation in Ukraine.



*Pic. 19. Nataliia Gudkova presents the results of the project on nature interpretation.*

## IV. FUTURE PLANS

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Based on our personal vision of the situation and the results of the round table and 2 trainings, several urgent problems that hinder further development of nature interpretation were seen as such:

### **Problems associated with personnel in protected areas, botanical garden, zoos and nature museums.**

This includes a lack of skills, and reluctance or inability to consider new ideas by administrations and staff. Guides of protected areas, botanical garden, zoos and nature museums need more attention and more work as they are as a rule are overlooked by the Ministry of Ecology and Natural Resources in terms of trainings, funding, etc. They need more experience exchange and capacity building, therefore we urge on further actions for guides. It is recommended to the State Environmental Academy of Postgraduate Education and Management and also to the Natural Reserves Department of the Ministry of Ecology to develop courses, seminars etc. for staff of protected areas, botanical gardens, zoos and nature museums.

### **Communication problems.**

There is a lack of proper communication between the Ministry of Environment and the Ministry of Economic Development and Trade of Ukraine. However, the Ministry of Environment is responsible for the development of tourism on protected areas, and the Ministry of Economic Development is responsible for the tourism development throughout the country.

### **Financial problems.**

This includes the already inherent lack of funding and the lack of cooperation with businesses. We do not have interpretation as a profession in Ukraine.

## FUTURE OBJECTIVES

- Development and coordination of the Regional Centers on Nature Interpretation (see a map with the potential RCNI in Annex F).
- Professional and standardized trainings for interpretive guides and trainers
- Use of the interpretative approach for creating national creative tourism products
- Development programs on natural and cultural heritage for universities
- Development of interpretative programs for children
- Cooperation with U.S. Forest Agency, U.S. National Association of Interpreters and European Association for Heritage Interpretation
- Conferences and workshops
- Publications
- Website and social media

# ANNEX A

## THE ANALYSIS OF NAI SURVEY RESULTS

Do you do interpretation as a full time job? If not, what percentage of your job is interpretation?	Of the following types of interpretation, what percentage of your job consists of ( %):						
	Guided walks & tours	Exhibits	Writing text	Trail signs	School programs	Information desk	Other
18 people – 0-40%; 10 people – 50-80%; 6 people –100%; in average: 43%	23%	9%	19%	6%	11%	7%	11%
Who is your the most common audience of visitors?	Students, schoolchildren; primary school; children from special-type boarding schools, children with cerebral palsy; heads of non-school education institutions; tourists, eco-tourists; city residents, pensioners; volunteers’ persons with disabilities; former combatants; small corporate groups; specialists (environmentalist, geographers botanists); deputies of councils of different levels.						
How do you get a sense of how visitors are connecting with your interpretation at your site?	<p>Participants’ answers about their connection with visitors: I connect with visitors and interpretative activities during the tour.</p> <p>Usually, there are very few individuals from the group who listen with interest and ask questions. There are no communication problems with older people as they are the most eager to learn new information.</p> <p>I do not experience any problems, since my audience is very motivated. I am trying to build connections between their knowledge from the class to events and objects in nature. For attracting their attention I focus them on interesting, bright, unusual things.</p> <p>The most interested group of people among the visitors can be determined by visual contact.</p> <p>I establish connections through symbolism or by employing previous experiences of real life situations. I collect diverse information about the required subject.</p> <p>Considering formerly acquired knowledge, associations and assumptions.</p> <p>By uncovering visitors’ individual interests, by focusing on own experience, by constructing a dialogue and asking difficult questions, by using visual examples and interactive objects.</p> <p>I try to do everything possible to make my speech interesting, useful and “multicolored” for the audience. In order not to lose the contact with the audience I don’t hide behind the text, try to keep an eye contact with the listeners, take into account their emotional state: cheerfulness, interest etc. And basing on the results of my observation I coordinate my speech. I try to make my speech easy for perception and visualized in every possible ways.</p> <p>I try to be frank and to set your own example.</p> <p>For a lively narrative I share my personal impressions and observations.</p>						

	<p>In my opinion I can achieve my goal quite fully. I am using methods of Sukhomlynskiy pedagogics.</p> <p>I feel that I am lacking sufficient skills for establishing maximal contact with the group.</p>
<p><b>How do you connect when you visit other sites and explore their tours, exhibits, etc.?</b></p>	<p>I use tour guide to read printed information on the labels or internet.</p> <p>I do preparatory work by reviewing sources: literature, internet resources, stories of old-timers and witnesses.</p> <p>Bearing in mind knowledge acquired, suggestions and assumptions.</p> <p>By using conversations, questionnaires, as well as by working on archive materials.</p> <p>On new routs I try to search for interesting elements that I can later focus on. I try to unite these elements into a connected story that has logical steps from one point to another, leading in the end to understanding of the general idea.</p> <p>When I visit other places I establish connections using my previous experience.</p> <p>I try to get as much information as I can about the objects from available sources.</p> <p>I record on my tape and film everything that interests me and then use it.</p> <p>While visiting other tour places, we exchange our contact data for collaboration and experience-sharing. Leaving information about interesting objects of our territory, which are worth to visit.</p>
<p><b>What would you like to be able to DO after this training?</b></p>	<p><b>The participants would like:</b></p> <ul style="list-style-type: none"> <li>• To be complimented with modern methodologies of interpretation activity, in particular, methodologies of inclusive contact with the audience</li> <li>• To expand my vocabulary, theoretical and practical basis</li> <li>• To gain experience or knowledge to improve oral skills</li> <li>• To gain experience to develop interpretation programs</li> <li>• To develop the most effective methods of communication with the audience</li> </ul> <p><b>Learn about:</b></p> <ul style="list-style-type: none"> <li>➤ New approaches, methods, and principles of nature interpretation in eco-educational practice</li> <li>➤ New approaches and requirements of organizing systematic activities for raising populations' environmental consciousness, involving different groups and audiences' types of interaction with the community and public authorities for nature's research and apprehension</li> <li>➤ Modern Ukrainian and foreign know-how</li> <li>➤ Different ways of working with the very small children (pre-school, elementary school level) and adults</li> <li>➤ Innovative requirements to creation of eco-routes</li> <li>➤ Selection of the text materials and photos (drawings) for creation of info stands, booklets, flyers, etc</li> <li>➤ Regulatory framework while holding excursions, organization of the rest</li> <li>➤ Principles of group forming.</li> </ul> <p><b>Develop their skills of:</b></p> <ul style="list-style-type: none"> <li>▪ Explaining the park's natural features in the best way to make it interesting and</li> </ul>

	<p>understandable for the visitors</p> <ul style="list-style-type: none"> <li>▪ Transmitting big amounts of information to an audience, finding the right connections that will interest the audience</li> <li>▪ Interpretation work on organization of cognitive social stimulation</li> <li>▪ Designing new excursion themes</li> <li>▪ Visualization of connections to create information stands</li> <li>▪ Designing and setting up touristic routes and eco paths, as well as info stands</li> <li>▪ Making the description of tour routes, new forms of work with visitors on nature reserves territories, methods of visitors' attraction and getting their trust</li> <li>▪ Organization of interpretation work with groups without direct contact with an object. Interpretation work on the Internet</li> </ul> <ul style="list-style-type: none"> <li>● <b>Enhance their ability:</b> <ul style="list-style-type: none"> <li>- To move away from the academic interpretation of nature as an object of scientific research</li> <li>- To enrich facts with interesting explanation and evoking of associations</li> <li>- To form environmental motives</li> <li>- To make modern training materials for organization of interpretation work</li> <li>- To design information materials</li> <li>- To organize expositions in school'/nonschool'/museum's concerns of nature</li> <li>- To organize an agency of nature reserves, which would make tours</li> </ul> </li> </ul>
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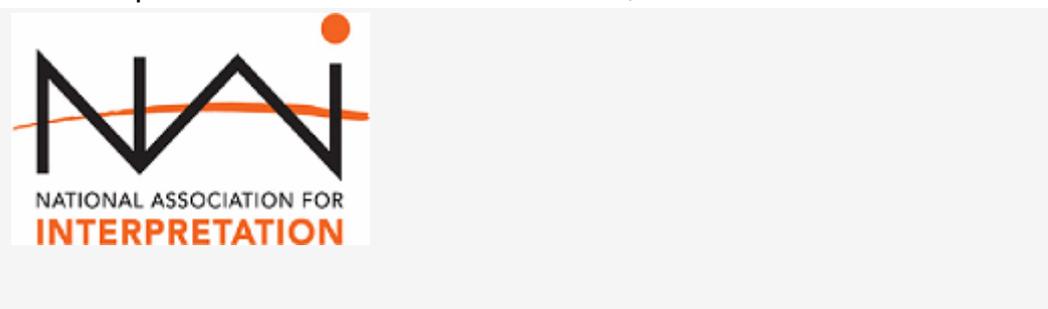
## ANNEX B

### LIST OF NAI CERTIFIED INTERPRETIVE GUIDES

Workshop dates: October 4-7, 2016

Instructor names: Corree Delabrué and Emily Jacobs

Workshop location: Kiev Botanical Gardens, Ukraine



Find

Full Name	City	State Province	Country
Olexandr Gennadiyovych Bren	Melitopol	Zaporizhzhya	Ukraine
Olga Chernobaieva	Kherson Region	Ukraine	Ukraine
Oleksii Kovalenko	Kyiv	Ukraine	Ukraine
Hanna Olegivna Kuzo, PhD	Lviv	Lviv region	Ukraine
Vlasta Loya	Kyiv	Kyiv	Ukraine
Anastasia Maljuk	Kyiv	Kyivska	Ukraine
Olena Osypchuk	Kyiv	Kyiv region	Ukraine
Olesya Petrovych	Kiev	Ukraine	Ukraine
Denys Krupodorov	Kiev	Ukraine	Ukraine
Sofiia Pyshnieva	Dnipro	Dnipropetrovsk	Ukraine
Serhiy Vasilenko	Zaporizhzhia	Zaporizka	Ukraine
Ann Velichko	Kharkiv	Kharkiv region	Ukraine
Mariia Zykova	Kyiv	Kyiv	Ukraine
Mykyta Peregrym, PhD			
Valeria Klitsounova, PhD	Minsk	Belarus	

[http://www.interpnet.com/NAI/nai/CertPortal/See\\_Whos\\_Certified/Certified\\_Interpretive\\_Guides.aspx](http://www.interpnet.com/NAI/nai/CertPortal/See_Whos_Certified/Certified_Interpretive_Guides.aspx)  
(retrieved 23.12.2016).

## ANNEX C

### **CIG TRAINING WORKSHOP INSTRUCTOR EVALUATION** **(The results have been provided by Corree Delabrue and Emily Jacobs)**

Workshop dates: October 4-7, 2016

Instructor names: Corree Delabrue and Emily Jacobs

Workshop location: Kiev Botanical Gardens

1. Overall the workshop (met / Did not meet / exceeded) my expectations.(4) (11)
2. The workshop materials are (okay / extremely helpful / worthless). They can be improved by: (2) (13)
  - The use of in field options
  - Make it more understandable to Ukrainians
  - Lesser time on one issue—more issues
  - Maybe in the future it would be good to have all materials in mother language for locals
  - More days—more materials! After the training (in a while) we'll have more questions about methods of interpretation (but that's a stimulus for self-education).
  - Must be more information for parties in unusual situations. If it possible, more time for understanding techniques and actions
  - Work in different gardens, museum
3. The instructor did an (outstanding / okay/ poor) job of representing NAI. (11) (4)
4. The instructor (did / did not) conduct herself/himself as a professional.
  - Always! (15)
5. The instructor (did / did not) communicate the concepts and answer questions appropriately. (15)
6. The instructor (was / was not) available during scheduled class times. (15)
7. The instructor (did / did not) provide instruction and service beyond what was expected. (15)
8. I (would / would not) recommend this workshop to others. Why or why not (15)
  - It's a beautiful time, new knowledge and new inspiration
  - Because it's awesome. It's helpful for excursion and other types of interpretation
  - It gives practical advice, techniques and methods. There is a lot of practice. Not complicated
  - It is very useful, gives people understanding of main concepts and at the same time develops skills
  - It was very useful for me. The practice and theoretical moments were perfectly balanced (and interesting)
  - It's very great and useful for me
  - Because it's important to our guide interpretation
  - Cause course developed the right level of interpreter work. It helped us to improve skills and great basic theory about great useful interpretation

- Interpretation is so useful for all us guides. It differs much from our Ukrainian methods so it will be extremely interesting and helpful for our visitors
- It is very helpful workshop, information is new for me
- Interesting and applicable experience
- It contains a lot of interesting and important information. Participants receive a lot of knowledge and skills!

9. I (would / would not) recommend this instructor to others. Why or why not? (15)

- Our instructors are real professionals!
- Funny and professional teaching
- I like very much Emily and Corree. They are clever and friendly
- I recommend this instructor to all my colleagues. It helps them to be more enjoyable!!!! You can be professional certificate interpreter
- Both of them inspired audience, produce high level of knowledge; share with us their own experience which is much more useful than just lines in the books
- Because it is helpful for understanding nature at all
- High level of professionalism and knowledge!!!
- High level of professionalism and knowledge!
- Because they are very knowledgeable, communicative, charismatic and create nice atmosphere
- They are sincere and available. They spent so much time (even extra time) with everyone. I was sure from the beginning that I am welcome to ask them at any time
- Because I meet two create instructors that help me to understand interpretation principles
- They are smart, intelligent and funny. The information was very useful

10. Additional comments.

- Thank you so much it was amazing time! You inspire me to do interpretation better than before
- Thank you very much!
- I would like to work more in such type of interpretation when you are in nature and don't have stable situation (and have to improvise). Because here we studied program with strict plan
- I would like to have these instructors in Belarus for training
- Everything was perfect! Unfortunately, so little time! Great experience. Thank you!!!
- It's a big step to our country to have friend in National Association for Interpretation
- Very useful training to improve your communication skills, understanding the audience, getting new methods of influence and be heard by the listeners
- Thank you so much for this opportunity. Will use as interpreter
- Thank you. Received experience is very valuable for me
- I'd like to learn more about interpretation. Thanks NAI and Emily and Corree. Thanks! Alena Tarasova and Natalia Gudkova!
- Good luck with your endeavors
- I am grateful to organizers and instructors for this useful workshop

## ANNEX D

### LIST OF PARTICIPANTS NAI TRAINING WORKSHOP ON NATURE INTERPRETATION

Workshop dates: October 9-13, 2016

Instructor names: Corree Delabrué and Emily Jacobs

Workshop location: "Sofiyivka" National Dendrological Park and scientific institution of the National Academy of Science of Ukraine (Uman, Cherkasy Region)

No	Name	Organisatrion	E-mail
1	Babichyn Yurii	Synevyr National Nature Park	babichun1@mail.ru
2	Bondiuchna Yuliia	Kremenets Botanical Garden	kbs1@ukr.net
3	Brusentsova Nataliia	"Slobozhanskyi" National Nature Park	n_brusentsova@ukr.net
4	Burlachenko Iryna	Tuzly Lagoons National Nature Park	npp@tuzlim.org.ua
5	Brusanov Oleksandr	"Carpathian trails" NGO Tourist Association	burs@stezhky.org
6	Vyniarchuk Olha	Yavorivskiy National Nature Park	yavorivskiypp@gmail.com
7	Drebet Mykhailo	Podilski Tovtry National Nature Park	mikedrebet@gmail.com
8	Zhuravchak Rostyslav	Rivne Nature Reserve	rostikj@ukr.net
9	Kozlov Mykola	Nyzhnosulskyi National Nature Park	npp-ns@ukr.net
10	Kolachuk Ivanna	Carpathian Biosphere Reserve	kolachuck@meta.ua
11	Murska Oksana	Medobory Nature Reserve	medobory@gus.tr.ukrtel.net
12	Danyiuk Kateryna	Lviv State Natural History Museum of NAS of Ukraine	echium@ukr.net
13	Okhrimenko Svitlana	Khortytsia National Reserve	svet-lana2006@ukr.net
14	Panchenko Sethiy	Desna-Stara Huta National Nature Park	serhiy.m.panchenko@gmail.com
15	Podobailo Anatolii	Institute of Biology	wporakaniv@ukr.net
16	Prokopiuk Yuliya	"Feofaniya" Park and Institute for evolutionary ecology of NAS of Ukraine	prokopuk91@mail.ru
17	Proskurnia Olena	Pyryatyn National Nature Park	pros67@ukr.net
18	Rak Oleksandr	M.M. Gryshko National Botanical Garden of National Academy of Sciences of Ukraine	Aleksandr_rak@ukr.net
19	Savchuk Pavlo	Tsumanska Pushcha National Nature Park	savchuk777@gmail.com
20	Sadova Olena	"Oleshkivski Pisky" National Nature Park	sadova.npp@gmail.com

21	Sidorov Andrii	Dniester Canyon National Nature Park	arkadiy.sidorov.00@mail.ru
22	Stashenko Tetiana	Karmelyuk's Podillya National Nature Park	karmelukove_podilla@ukr.net
23	Tymoshenko Oksana	Kremenets Mountains National Park ("Kremenets Mountains")	tymoshenkooksana68@gmail.com
24	Khurutba Andrii	Holosiivskyi National Nature Park	hrutba.andrey@gmail.com
25	Tsaruk Oleh	"Eremurus" Ecological Club" Regional Public Organization	o-ts@mail.ru
26	Chornei Ivanna	Vyzhnytsia National Nature Park	ivanna.iv.chorney@gmail.com
27	Shyshka Mykhailo	Northern Podillya National Park	turyzm.npp@gmail.com
28	Vyksiuk Vasyl	Carpathian National Nature Park	lgaiduk@meta.ua
29	Iliuk Liubov	Verkhovyna National Park	ilyuk-lyubov@mail.ru
30	Lehka Svitlana	Bug Fort National Park ("Bug Hard")	legkanppbg@ukr.net
31	Zadorozhnia Olha	"Sofiyivka" National Dendrological Park and scientific institution of the National Academy of Science of Ukraine	vanyusha-zador.1950.ru@mail.ru
32	Prylutska Alyona	Ukrainian Institute of independent Ecology	prylutskaa@gmail.com
33	Verhun Hanna	M.M. Gryshko National Botanical Garden of National Academy of Sciences of Ukraine	an_vergun@ukr.net
34.	Veremchuk Vitalii	Pripyat-Stokhid National Nature Park	npppsl@gmail.com
35	Andrushenko Olena	M.M. Gryshko National Botanical Garden of National Academy of Sciences of Ukraine	novaflora@ukr.net

## ANNEX E

### NAI TRAINING WORKSHOP ON NATURE INTERPRETATION EVALUATION

Workshop dates: October 9-13, 2016

Instructor names: Corree Delabrué and Emily Jacobs

Workshop location: "Sofiyivka" National Dendrological Park and scientific institution of the National Academy of Science of Ukraine (Uman, Cherkasy Region)

**1. Was the seminar generally useful for you? (Please select one answer):**

**(0)** In no way    **(0)** Probably not    **(0)** Possibly it was    **(35)** Of course it was

**2. Rate on five-point scale content meaningfulness of the event (1 = min, 5 = max):**

Credibility of acquired knowledge and skills application at a workplace	4,80
Correlation of theoretical material and practical examples	4,80
Information novelty	4,46
Usefulness of received materials	4,89

**3. Rate the seminar's realization conditions:**

	Bad	Satisfactory	Good	Excellent
Providing materials	0	1	15	19
Space, technical support	0	3	10	21
Connection between participants and organizers	0	1	9	25

**4. Rate on five-point scale main seminar sessions (1 = min, 5 = max)**

Session topic	Usefulness	Duration	Speakers' work	Your participation
Features of interpretation concept	4,86	4,79	4,97	4,35
Key concepts of interpretation	4,86	4,82	4,91	4,41

Theoretical basis of interpretative approach	4,80	4,79	4,97	4,47
Interpretation impact on personality	4,83	4,65	4,77	4,45
Leading idea is a philosophy of interpretative meeting	4,83	4,82	4,94	4,33
The relevance and personal importance of interpretation	4,83	4,91	4,97	4,58
Consistent and inconsistent subject development	4,77	4,71	4,77	4,36
Evaluation of interpretation successfulness and future correction of work	4,83	4,76	4,86	4,52

5. What subjects of seminars/trainings would be interesting for you in future?

1. Organization of visitor-centers work, foundation of natural museum. Methods of organization of scientific researches for pupils.

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2. Organization of natural museum.

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3. Oratory training and how to keep yourself in front of public.

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4. Actions in cases of force majeure. Experience exchange between workers of natural reserved funds about implementation of knowledge obtained at this workshop. Development of travel services.

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5. Examples of using interpretation in work organization at environmental research institutions.

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6. Organization of authority resources interpretation, advices concerning preparation of tours.

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7. Recreation via several-days trips.

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8. Interpretation in planning and management.

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9. Reference to leading idea of aims and objectives of interpretative events formation, especially their quantitative expression.

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10. Every workshop on separate subject.

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11. Visitors' involvement.

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12. Fundraising – guide's work, using of authorities and public organizations in the development of national parks, techniques of ecological educational work with pupils.

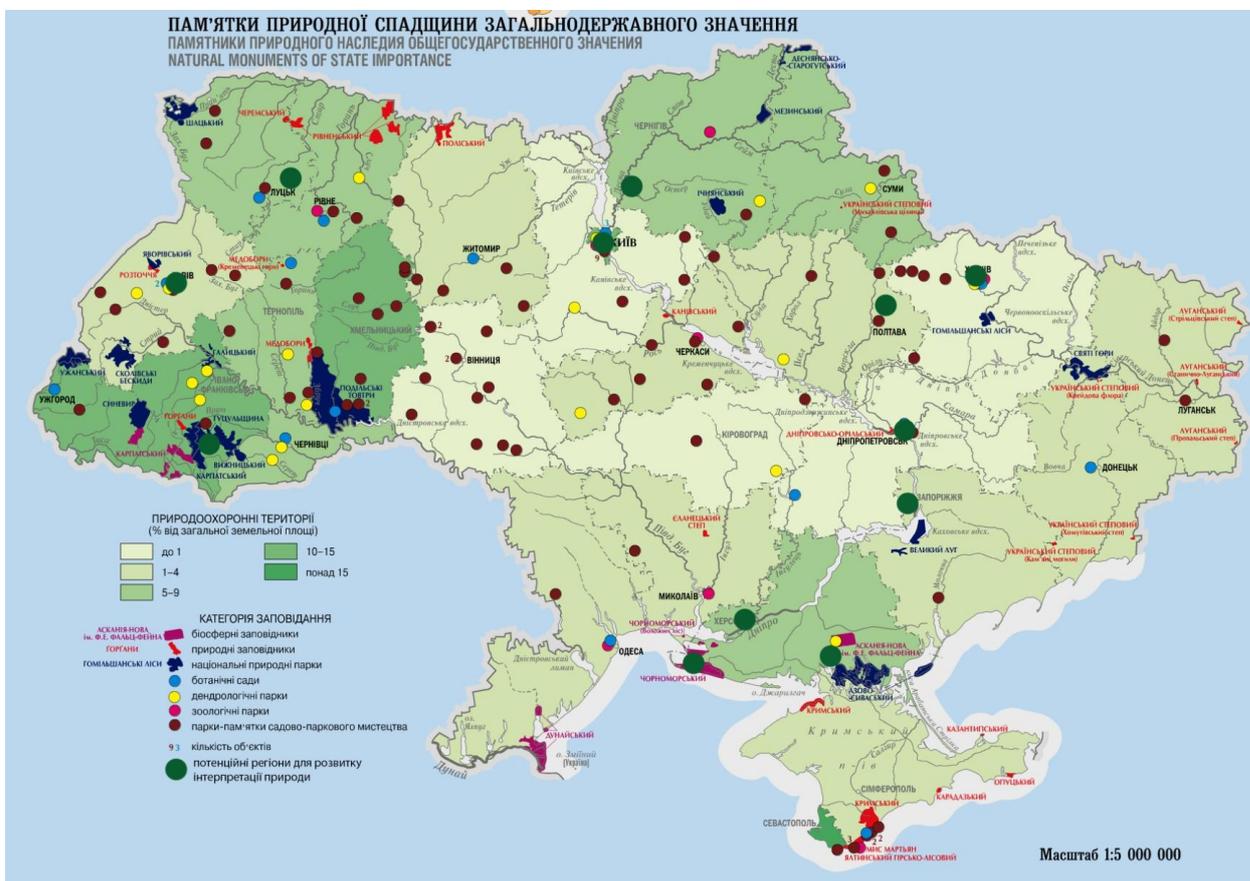
13. Work with junior pupils.
14. Training "Biodiversity of Ukraine".
15. Visitors' comments.
16. About interpretative management.
17. Everything new.
18. Experience exchange of natural reserved funds participants about implementation of interpretative activity. How can institutions of natural reserved funds have better impact on state authorities.
19. Trainings concerning organization and development of ecological tourism tours.
20. More practical trainings and workshops on conducting tours at one or another object.
21. Work with disabled people.
22. Deeper consideration of issues.
23. Cooperation of science and ecological education in preparation of tours materials.
24. Interpretation techniques.
25. Interpretation management.
26. Formation of understanding of Ukrainian natural reserve funds objects mission. Interpretation management.
27. Motivating community to save nature. Work with media. Interpretation management.
28. Principles of group formation. Advertisement of ecological trails.
29. Oratory art as a main aspect of interpretation.
30. Using interpretation methods for public associations work.
31. Interpretation for groups of different age and social groups.

If you have any comments, wishes or proposals concerning this seminar and future events, please write them below:

1. Regular meetings. Creation of platform for experience exchange.
2. More efforts to create a friendly atmosphere for training's participants.
3. Thank you for the invitation to seminar. Time was spent, a lot of knowledge was acquired, and organization is on the highest level.
4. Everything is wonderful! Thank you for the invitation and given opportunity to raise qualification, and to acquire new knowledge.
5. It was very convenient to get detailed program of daily activities. I would also like to get detailed program before the beginning, even if it was corrected later.
6. To increase general duration of seminar. Organization of tour by the institution, which hosts the seminar.
7. To send a list of the participants with contact information. To provide access to presentations. Increasing time for the discussions.

8. Successfully complete integration of all conscious on the interpretation forces into an association.
9. Annual meeting on nature interpretation. More practice. Cookies (biscuits).
10. Your events are very important for the information exchange and gaining experience.
11. It would be possible to restrict age of participants, e.g. up to 35 years.
12. General organization is on 4. I would like more practical tasks.
13. After this seminar there are good impressions, new knowledge remained. There was a lot of practice, contributing material consolidation.
14. I liked involvement of foreign colleagues.
15. Everything was fine.
16. Relevance of issues.
17. To inform those who were not chosen that they did not pass the contest.
18. It would be useful to choose food place nearby our classes. Everyday we spent 2 hours on road. Tasks, which were sent before the seminar, then appeared not to be fully understandable.
19. Visual studying of US interpretation experience for future implementation in Ukraine.
20. Interesting material.
21. Involve management or its representatives in such events.
22. More practical tasks. To organize such events more often.
23. Only thankfulness!
24. To receive links to websites with an additional information for further studying.
25. To regulate discussion duration.
26. I would extremely like to have a tour by the hosting institution.

## POTENTIAL REGIONAL CENTERS FOR NATURE INTERPRETATION IN UKRAINE



Pic. 20. Kateryna Polyvach. The map of natural monuments of state importance.

### POTENTIAL REGIONAL CENTERS FOR NATURE INTERPRETATION (RCNI)

The main criteria for the RCNI designation were the presence of natural heritage and certified interpretive guides.

# WE ARE



## GREEN WAVE

Green Wave Ukrainian Ecological Club works since 2006 for conservation and restoration of nature, raising environmental public awareness including youth and children, providing information and capacity building for public and supporting and participating in scientific research. It is based at National University of "Kyiv-Mohyla Academy" (Kyiv, Ukraine).



## US FOREST SERVICE

A multi-faceted agency that manages and protects 154 national forests and 20 grasslands in 44 states and Puerto Rico. The agency's mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

