



Amigos de los Parques: Public education campaign

WHAT IS THE NEED?

Chile's national parks are in danger. The lack of financing, a system that discourages environmental donations and a complex institutional framework that does not incentivize effective conservation and management structures, raises the urgency of a change. Chile needs to promote and magnify the public value of National Parks and foster the role of civil society in their protection.

Amigos de los Parques was born to do just that: promote a culture of national parks and environmental philanthropy in Chile. Amigos de los Parques is a non profit that works to support the long-term vitality of Patagonia's national parks by fostering public support, influencing policy, fundraising and creating engaging opportunities for Chileans to connect with their national masterpieces.

Amigos de los Parques believes that an expansive and well-managed system of national parks is the best way to preserve Chile's natural heritage, guarantee public access to the country's natural treasures, and contribute to the economic development of gateway communities. National Parks, in all their beauty, are a powerful reminder of the abundance that can be found in caring for the well-being of our planet—and the well-being the natural world offers to us in return.

The first step to achieve this, is the creation of a public education campaign which will inspire and promote a citizen culture of appreciation of National Parks. Through different actions, including content generation, marketing, lectures, traveling exhibitions, as well as the development of a series of activities within the National Parks of Patagonia, this project will encourage a culture that deeply values biodiversity and natural life, creating a new generation of Chileans: a vibrant community filled with people who understand the sense of belonging and local identity that only a deep connection with nature can provide.

WHY DO WE NEED TO ACT NOW?

Amigos de los Parques was born in June 2018 as a response to new reality of National Parks in the Chilean Patagonia. After the protocol agreement between the Chilean government and Tompkins Conservation, Chile dramatically expanded its parkland system, protecting over 10 million acres of land: it is the largest ever expansion of a national park system provoked by a donation of private land. Five new national parks were created and 3 others expanded after Tompkins Conservation's donation of over 1 million acres and additional land contributed by the state.

These expanded protections position Patagonia, now home to 91% of the acreage of protected lands in Chile, as a model for future conservation. It has also propelled the



vision for The Route of Parks of Patagonia, a scenic 1,700-mile conservation route of 17 national parks spanning from Puerto Montt to Cape Horn. If we don't act now, if we don't link the civil society and facilitate legal and cultural mechanisms to strengthen the national park system in Chile, this amazing legacy is in danger.

HOW AMIGOS DE LOS PARQUES IS UNIQUELY QUALIFIED TO TACKLE THIS NEED?

Amigos de los Parques is the only organization of its kind in Chile. It is the first manifestation of the Chilean civil society towards the protection and value of National Parks in Chile and in Patagonia. This non-profit organization, has built a robust network of alliances that yield the territorial reach, critical analysis, generation of new knowledge, content development, teaching, and voices necessary to start this public educational campaign.

WHAT WILL BE THE BENEFITS OF OUR PROPOSED ACTION OR PROJECT?

One of the benefits of this campaign will be the rise of a new generation of Chileans that is connected with nature and involved in the protection of wild areas. We hope that Chileans will view protected areas as a source of prosperity, pride, and belonging. Our primary goal is to promote the protection of the 17 National Parks that make up the Route of the Parks and promote changes in attitudes toward the environment, encouraging reflection on the relationship between nature and society.

TIMELINE

Item	Subproduct	Timeline
Content generation	Script: Why national parks?	Feb- Nov 2019
	Study of the contribution and impact of national parks in the gateway communities	May 2019
	Development and printing of infographics, brochures, pedagogical material, didactic and illustrations about national parks	August 2019
	Development of 5 video clips based on the script	
	Documentary development	
	Development of virtual tours for a first series of 4 national parks	Abril- Nov 2020
Public campaign	Campaign: value proposition and cause.	Jan – June 2019



	Digital intelligence: 360 marketing	August 2019
	Leader Management (Spokepersons)	May 2020
Lectures	Together with "Ladera Sur" we will develop 5 lectures in different cities of Chile, with national and international speakers, that will dive into the concept of why national parks.	May - Nov 2019
Exhibition	Travelling exhibition and publication of pedagogical material in 13 public libraries	November 2019 – May 2020
Learning activities in National Parks	experiences program for children and youth in national parks of Patagonia	Jan - Nov 2019

LIST DE KEY OBJECTIVES OF THE PROJECT:

General Objectives

Promote a generation of guardians of their natural heritage, activists who defend nature and biodiversity, protectors of their National Parks.

Specific objectives

1. Promote the importance of national parks from different perspectives: biodiversity, recreation, environmental services derived from ecological functions of intact ecosystems, mental and physical health, scenic beauty, tourism based on conservation.
2. Generate content and stories aimed at promotion of a culture of national parks and conservation of biodiversity in Chile.
3. Contextualize the parks from a broad conceptual perspective.

WHAT MIGHT BE THE TOUGHEST CHALLENGES FOR THIS PROJECT?

According to a survey carried out by a Chilean ONG (Kauyeken Association, 2015), one third of the respondents stated that they did not know any protected area in Chile and 2 out of 5 respondents were not able to identify a single protected area in Chile. While the general public recognizes that the loss of biodiversity directly affects their quality of life, individuals are largely unaware of the methods used to protect ecosystems and the institutions that have the duty to engage in conservation. As the Norwegian philosopher Arne Naess puts it, the "front is long". All the changes necessary to mobilize people towards harmony with the rest of the species, with life, takes time. This campaign is part of a cultural transformation, a change of paradigm, which knowingly is a long-term task, it should start as soon as possible.



AMIGOS DE
LOS PARQUES

BUDGET

Content development & Virtual tour	USD 72,700
Documentary	USD 7,700
Digital Marketing	USD 26,100
Diffusion (lectures, merchandising, etc)	USD 116,270
Administration, production expenses	USD 24,874
Total	USD 247,644