

# The battle of the pine grove

- about the importance of information and communication in the development of Haväng and Vitemölla strandbackar nature reserve



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# Introduction

- ▶ Why I chose to study Sand Life
- ▶ Nature conservation and management issues



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# Purpose

The purpose of this candidacy is to investigate how information and communication affected the residents' attitude to Sand Life in connection with the expansion and restoration of Haväng and Vitemölla strandbackar nature reserve. The case study also partially examines the conflict that arose in the process - conflict mechanisms were not my starting point, but because they often have a connection to information as well communication and local anchoring they felt natural to study.



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# Research questions

- ▶ What attitude did the residents in and around Vitemölla initially have to Sand Life?
- ▶ How do the residents in and around Vitemölla experience Sand Life and the changes that have been made today?
- ▶ If the attitude to Sand Life has changed, then what might be the cause?



# Method

- ▶ Pilot study
- ▶ Survey
- ▶ Interviews

Subsequent quantitative and qualitative analysis



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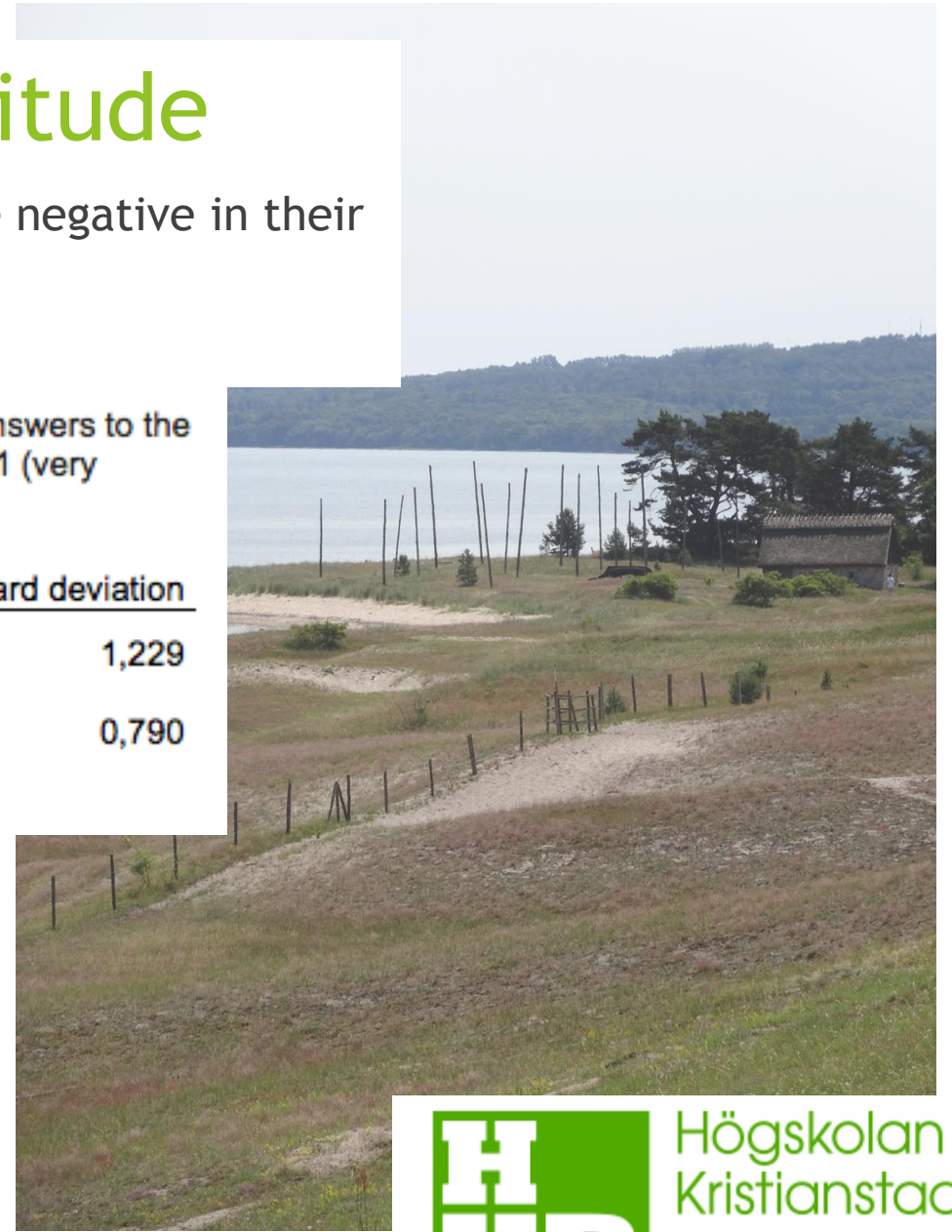
# Results and analysis - initial attitude

The result indicates that the residents as a group initially were negative in their attitude to Sand Life.

Tab. 1. Mean values and standard deviations for initial attitude and attitude today. The answers to the questions about initial attitude and the participants' attitude today were 1 on a scale from 1 (very negative) to 5 (very positive).

Question	Mean	N	Standard deviation
Initialt attitude	2,72	76	1,229
Today's attitude	3,55	76	0,790

Not. t-test,  $p = 0,000$





# Results and analysis - initial attitude

The result indicates that the residents as a group initially were negative in their attitude to Sand Life.

- ▶ Excessive plans
- ▶ The lack of a clear vision

Not all of the same opinion

- ▶ Overgrowth





# Results and analysis - information

28 out of 80 did not think that they had received sufficient information from the county administrative board about the changes that would be made in the nature reserve.

- ▶ Inadequate information in the beginning of the project
- ▶ Information came gradually
- ▶ Unclear intentions



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# Results and analysis - information

46 out of 80 said that they had received sufficient information from the county administrative board about the changes that would be made in the nature reserve.

- ▶ The information came from different sources
- ▶ Well founded
- ▶ Giving new knowledge



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# Results and analysis - information

37 out of 80 had not participated in any organized activities that the county administrative board had held (information meetings, guided field tours i.e). 43 out of 80 of the respondents had participated in one or more of the activities.

- Giving new knowledge returned as a theme





# Results and analysis - information

37 out of 80 had not participated in any organized activities that the county administrative board had held (information meetings, guided field tours i.e). 43 out of 80 of the respondents had participated in one or more of the activities.

- CAB/Sand Life did not listen to their opinions





# Results and analysis - today's attitude

Today, the results indicate that the residents as a group are neutral to cautiously positive in their experience to Sand Life.

Tab. 1. Mean values and standard deviations for initial attitude and attitude today. The answers to the questions about initial attitude and the participants' attitude today were 1 on a scale from 1 (very negative) to 5 (very positive).

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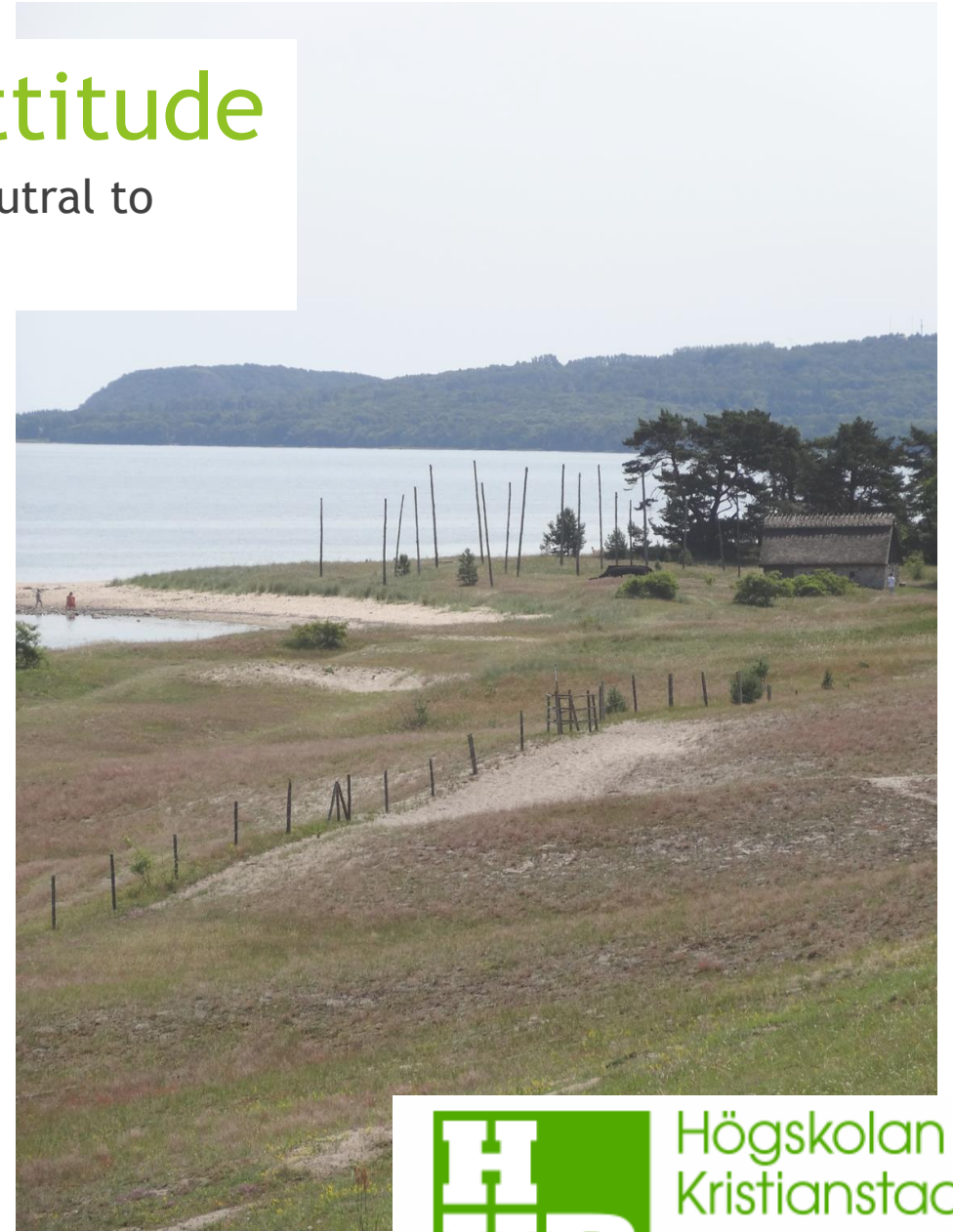
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# Results and analysis - today's attitude

Today, the results indicate that the residents as a group are neutral to cautiously positive in their experience of Sand Life.

- ▶ An appealing final result
- ▶ Relieved that the restoration became smaller than expected
- ▶ The experience of beeing heard
- ▶ Giving new knowledeg

A smaller number of the respondents are still negative





# Results and analysis - possible reasons behind the changes in attitude

- ▶ The revision of the care plan
- ▶ Extensive information - meetings, management council and community/professional co-working days
- ▶ An appealing result



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# Conclusions

- ▶ The relevance of proactive information
- ▶ Developing plans and projects in dialogue with local people
- ▶ Plans and projects should be presented simultaneously
- ▶ The importance of transparency in the process
- ▶ Giving people time to get used to changes
- ▶ Communication and knowledge sharing

Conflicts?



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# Questions?



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