

In 1976, which was also the year of the publication of the book *Llibre blanc de la gestió de la natura als Països Catalans* (White paper on the management of nature in the Catalan Countries), the first nature protection entities in Catalonia began to be created. This process has led to the formation of a long list of entities which have proven to be of fundamental importance in curbing many of the negative effects of the development model that has been applied on Catalan territory. This paper makes a brief analysis of the situation in which the entities for the defence of nature find themselves, reflecting on the causes of their persistent weakness, especially if they are compared with similar entities of other developed countries. We also consider how to overcome these limitations and how to be capable of conveying a clear and attractive message to society as a whole with respect to the values and functions of nature and the need to protect it.