

English summary

Action D.5 - Monitoring of communication activities:

Annual media report about Natura 2000 in Slovenia - Year 2020

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

The annual media report about Natura 2000 in Slovenia is based on quantitative and qualitative analysis. It includes media articles published in Slovenian media from 1st January 2020 to 31st December 2020.

The media articles include Natura 2000 keyword.

Outcomes and results:

1,580 media articles were published about Natura 2000 in Slovenia. On average, 131 media articles about Natura 2000 are published every month. More than half of the publicity is in digital media and a little bit less than one third in print.

For qualitative analysis, we have divided media articles into 4 theme groups:

- 1: General themes (investments and economy, agriculture, forestry, water management, tourism)
- 2: Specific themes (Natura 2000 projects, protected areas, European award Natura 2000)
- 3: Communication activities of LIFE-IP NATURA.SI project

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- 4: Natura 2000 in general

1st group (investments and economy, agriculture, forestry, water management, tourism) presents almost one half of the media publicity about Natura 2000. The highest share of negative articles is in the field of investments and the economy. The highest percentage of positive media articles are in tourism.

Natura 2000 projects are the second most frequent theme about Natura 2000. Communication activities of LIFE-IP NATURA.SI projects present 10% of all media articles in 2020.

The highest rate of media articles is in May 2020 (European Day of Natura 2000), following by October and November 2020 (economic recovery after pandemic).

Top 10 media reporting about Natura 2000: Slovenian Press Agency, times.si, Primorske novice (regional newspaper), Večer (regional newspaper), Delo (national newspaper), Radio Slovenia 1, Dnevnik (national newspaper), Multimedia center of National Radio and TV (rtvslo.si), Murski val (regional radio station) and Štajerski tednik (regional newspaper).

Conclusion:

We presented The annual media report about Natura 2000 in Slovenia to partners and different sectors in the partnership. It has been one of the most comprehensive media analyses about Natura 2000 with many valuable analytical data for various sectors.

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