

English summary

Action E.1 - Communication planning, consultation and implementation: Annual communication report 2020 - LIFE-IP NATURA.SI project

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

An annual communication report - LIFE-IP NATURA.SI project for 2020 is an overview of implemented activities and achieved results, milestones and deliverables regarding the annual communication plan.

Outcomes and results:

In 2020 leading partner for communication participated and executed in the following actions of the project:

A.1 Elaboration of implementation plans for concrete conservation projects: facilitation of 4 workshops, consultations with partners.

C.3 Update and renewal of Natura 2000 management programme with special focus on new financial period 2021-2027: consultations with the leading partner of the project, facilitation of workshop for Natura 2000 management program.

D.5 Monitoring of communication activities: Establish daily monitoring of media articles and yearly analysis for 2020.

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E.1 Communication planning, consultation for implementation: communication strategy, a yearly communication plan, 2 meetings of the communication team, preparation of creative and graphic solutions, establishment of a new photo inventory (700 photos), individual consultations for partners.

E.2 Communication capacity building: 15 workshops of basic and advanced communication training and facilitation training for more than 200 participants, 3 new trained speakers, e-manual strategic communication, Facebook closed group Communication Group Natura 2000.

E. 3 Web communication campaign: new website Natura2000.si, 3 new social media profile (Facebook, Instagram, YouTube), 9 video clips, 2 infographics, info e-mail established, a renewed newsletter for Natura 2000, web media news.

E.4 Communication support for 4 pilot areas of concrete conservation actions: 2 press releases for the pilot area, establishing a communication with the 1st municipality, individual consultations in all three pilot areas of the project.

E. 5. National communication activities: press conference 100 years of nature conservation in Slovenia, press release for European day of Natura 2000, press release Covid-19 and bats, press release for a citizen science project for a four-lined snake.

Conclusion:

Among key results, some of them have already been achieved on the project level in the first phase of the project (in the year 2020):

- Planned media reach was achieved. The LIFE-IP NATURA project generated 10% (166 reports) of media reports about Natura 2000 in Slovenia in the year 2020. In the project, we will proceed with planning and implementing media relations since it is vital for long-term support to the management of Natura 2000.

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- Altogether, 264 participants were involved in communication and facilitation capacity building training.
- Additionally: 7 special cooperation with partners were established on communication activities for certain species or habitats; 3 special coordination were established with support of the communication team in pilot areas before experts were in contact with landowners.

From the data, we can conclude that strategic communication is recognized as one of the crucial pillars for achieving Natura 2000 goals. Partners do involve communication experts practically daily in their activities. The effectiveness of strategic communication is with LIFE-IP NATURA.SI being more recognised in the whole nature protection system and cross-sectoral cooperation. Based on the first phase, we can already claim that the effects of the strategic communication in this project will have broader impacts on the whole nature protection system than planned in the project.

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