

English summary

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

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned activities:

The annual communication plan is prepared for each year and is based on the communication strategy of LIFE-IP NATURA.SI project.

Communication plan includes:

- a yearly communication report of a previous year
- communication goals
- target groups
- planned communication activities
- timeline

Planned activities:

In the communication plan for 2020, we planned:

D.5 Monitoring of communication activities: media clipping, yearly reports.

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E.1 Communication planning, consultation for implementation: 2 meetings of the communication team, regular plans for social media, plan for 100 years of Spomenica, promotional material, individual consultations for partners.

E.2 Communication capacity building: 15 workshops of basic and advanced communication training and facilitation training, 2 new trained speakers, e-manual strategic communication.

E. 3 Web communication campaign: new website Natura2000.si, 3 new social media profiles (Facebook, Instagram, YouTube), 2 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: facilitating workshops, four-lined snake (*Elaphe quatuorlineata*), spinycheek crayfish (*Faxonius limosus*).

E. 5. National communication activities: press conference 100 years of nature conservation in Slovenia, press release for European day of Natura 2000, individual media cooperation, planning of agriculture activities, fairs and festivals plan.

Conclusion:

The communication plan for 2020 was prepared and aligned with the communication strategy and project documentation of LIFE-IP NATURA.SI project.

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