

English summary

Action E.1 - Communication planning, consultation and implementation: Annual communication plan 2021 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 2021, we have planned:

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

www.natura2000.si



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR

ŠTIRNA
••• Trajnostne rešitve

E.1 Communication planning, consultation for implementation: 2 meetings of the communication team, annual communication plan, annual communication report, promotional material, individual consultations for partners.

E.2 Communication capacity building: 5 workshops of facilitation training, 5 workshops of digital communication training.

E. 3 Web communication campaign: partnership with an ambassador, social media communication, 2 video clips, 2 infographics, info e-mail communication, monthly newsletter for Natura 2000, web media news.

E.4 Communication support for 4 pilot areas of concrete conservation actions: establish communication with 2 municipalities, libraries and schools, establish a relationship with 2 media in pilot areas, 2 press releases in pilot areas, promotional material for farmers.

E. 5. National communication activities: 1 press release, individual cooperation with media, 3 lectures at faculties, 2 presentations at events for farmers, best practices for agriculture, guerrilla communication activities (adjusted with the amendment due to Covid-19 situation for festivals and fairs).

Conclusion:

The communication plan for 2021 was prepared and aligned with the LIFE-IP NATURA.SI's communication strategy and project documentation.

www.natura2000.si



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR

ŠTIRNA
••• Trajnostne rešitve