

English summary

Action E.1 - Communication planning, consultation and implementation: Communication strategy of LIFE-IP NATURA.SI project

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

Communication strategy is prepared for 8 years, and communication plans based on strategy are prepared for each year. In the process of preparing and creating the communication strategy of LIFE-IP NATURA.SI project participated representatives of all 15 partners. With three facilitated workshops, partners from different sectors participated in creating the common ground in communication planning.

Analytic and search phase included: desktop research, overview of communication sources and activities of Natura 2000 in Slovenia, public opinion poll (general for Slovenia), 12 interviews.

Furthermore, the strategy includes: stakeholders' mapping, organisational and strategic communication guidelines, organisational and communication goals, key messages, activities plan for 8 years.

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Outcomes and results:

Human impact on biodiversity is based on the human relationship to nature and its behaviour. Communication is one of the strategies to achieve national, EU and project goals for biodiversity.

The preparation of communication strategy was a six-month-long process, including all 15 partners of the project. Based on comprehensive research, which included a special public poll about Natura 2000, the strategy reflects the Natura 2000 management, project, and partners' needs and goals. Measurable and clear communication goals on a strategic level set the framework for yearly plans.

We set the organisational and communication guidelines that are an important part of daily cooperation in the project with communication strategy. Key messages are thoroughly designed to reflect different sectors in the project. Based on scientific facts, they address target groups in the language they understand and develop an emotional connection to Natura 2000. Partners agreed that there is a high need to connect communication strategy with other projects and activities closely related to LIFE-IP NATURA.SI project.

Conclusion:

Communication strategy is a white book of the LIFE-IP NATURA.SI project communication and reflects the comprehensive and participating approach that is key to achieve the goals. Its implementation reflects through all communication activities of the project. Its wide use among partners shows the value of strategic communication for nature conservation and Natura 2000 in Slovenia. It is the first communication strategy that different sec-

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tors have adopted for Natura 2000. It is a significant added value of LIFE-IP NATURA.SI project for Natura 2000 and nature conservation in general.

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LIFE integrirani projekt za okrepljeno upravljanje Nature 2000 v Sloveniji (LIFE17 IPE/SI/000011) sofinancirajo Evropska unija v okviru programa LIFE, Ministrstvo za okolje in prostor ter partnerji. Za vsebino tega dokumenta so odgovorni samo avtorji. Ta vsebina ne odraža nujno mnenja Evropske unije. Zato za vsebino in iz nje izhajajočo morebitno uporabo informacij Izvajalska agencija za mala in srednja podjetja ter Evropska komisija ne prevzemata odgovornosti.