

English summary

Action E.4 - Communication support for 4 pilot areas of concrete conservation actions:

Annual communication report for 4 pilot areas 2020

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

Successful implementation of concrete conservation actions A.1 and C.1 includes communication support for 4 pilot areas and other actions that include pilot areas. Communication activities with local media, schools, libraries and municipalities are implemented regarding actions A.1 and C.1.

In 2020 we executed the following activities:

Action A.1:

- planning and implementation of facilitated workshops for plant species for all pilot areas
- planning and implementation of 2 facilitated workshops for grasslands of Štajerska pilot area
- planning and implementation of 1 facilitated workshop for water management of Štajerska pilot area

Action E.2:

www.natura2000.si



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR

ŠTIRNA
••• Trajnostne rešitve

- partners' employees in pilot areas were participating in capacity building activities (communication and facilitation training)

Action E.4:

- Citizen science project for a four-lined snake in Slovenska Istra pilot area
- Continuous communication and facilitation support for grasslands of Štarejska pilot area
- Communication activities for monitoring for capercaillie in Kamniško-Savinjske Alpe and Grintovci pilot area
- Communication activities for depletion action of spiny-cheek crayfish (*Faxonius limosus*) in Štajeska pilot area

Outcomes and results:

In 2020 communication activities reached 118,094 inhabitants of pilot areas.

Communication with one municipality was established. Individual consultations for partners in all pilot areas was in progress all the time. We prepared 2 press releases in pilot areas. With two media, we established cooperation.

Citizen science project for four-lined snake

- 5 photo and video evidence of a four-lined snake in Slovenska Istra pilot area
- 20 responses of evidence of snakes
- 5 media reports in local and regional media
- social media reach: 20,000 users; social media engagement: 3.526 users
- total reach: 100,000 inhabitants

www.natura2000.si



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR

ŠTIRNA
••• Trajnostne rešitve

Grasslands of Štajerska pilot area

- 2 articles in Agricultural News (issued by KGZ Ptuj)
- info tables for farmers' grasslands that are included in the project
- planning and execution of facilitated workshops

Monitoring of a capercaillie in Kamniško-Savinjske Alpe and Grintovci pilot area

- the media production of the video interview with a representative of monitoring of capercaillie in Kamniško-Savinjske Alpe in Grintovci pilot area
- web news and social media posts

Communication activities for depletion action of spiny-cheek crayfish (*Faxonius limosus*) in Štajerska pilot area

- preparation of media material and support to partner in media cooperation
- the media production of a video about the depletion action
- web news and social media posts

Conclusion:

We fully supported partners at fieldwork in pilot areas to inform inhabitants and understand the plans and communication strategy. We adapt the plan due to the dynamics of partners' activities in pilot areas which demand more cooperation in the planning phase, but it brings the desired results. Even more, partners are starting to include communication partner earlier in planning fieldwork and other activities in pilot areas.

www.natura2000.si



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR

ŠTIRNA
••• Trajnostne rešitve