

English summary

Action E.5 - National communication activities:

Annual media report 2020 for LIFE-IP NATURA.SI project

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

Annual media report 2020 for LIFE-IP NATURA.SI project is based on quantitative and qualitative analysis. It includes media articles published in Slovenian media from 1st January 2020 to 31st December 2020.

The media articles in the media report have two keywords: Natura 2000 and LIFE-IP NATURA.SI project or were stimulated by the communication of LIFE-IP NATURA.SI project.

Outcomes and results:

1,580 media articles were published about Natura 2000 in Slovenia. LIFE-IP NATURA.SI project's activities present more than 10% of all Natura 2000 media publicity (166 media articles). More than half of the media articles are in digital media, a little less than one third in print media.

Key topics of LIFE-IP NATURA.SI project in media articles:

- 100th anniversary of nature conservation in Slovenia

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- project LIFE-IP NATURA.SI (new video about Natura 2000 in Slovenia, monitoring of capercaillie in Kamniško-Savinjske Alpe and Grintovci pilot area, depletion action of spiny-cheek crayfish (*Faxonius limosus*) in Štajerska pilot area)
- citizen science project for four-lined snake
- communication of covid-19 and bats
- European day of Natura 2000

Conclusion:

The media analysis shows that LIFE-IP NATURA.SI project presents a high share of stimulated media publicity about Natura 2000 in Slovenia in 2020. A balanced share between national and local media is an additional benefit which shows that local and national levels are equally represented in media.

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