Final Conference Training Programme
Natura 2000 Implementation & Administration
“Experiences of the new member states and candidate countries”
14th – 15th February 2007, Wien

Communicators in the department of nature conservation

dr. Peter SKOBERNE
Ministrstvo za okolje in prostor
(Ministry of the Environment and Spatial Planning)
peter.skoberne@gov.si
Communicators in the department of nature conservation

History

Decide Anounce Defend

CBD – 1992
NBSAP - 2001

Changing the paradigm: participation and integration instead of confrontation

Communication 2006 & AP

Participative approach

Accession 2002-2004

PIN MATRA
History

- IUCN “Effective Communication for Biodiversity”
  - Training and practising communication (1998-2001)
- IUCN “Nature Management in Partnership”
  - Follow up training, learning by doing (2001-2003)
  - 5 pilot projects at local/regional level
- Model for communication Natura 2000
  - National project for implementation of EU legislation (2002-2004)
National implementation

- 2001: National Biodiversity Strategy adopted

Start of the participation process
Changing the paradigm: participation and integration instead of confrontation

Communicators in the department of nature conservation
National implementation - 2

- Political re-prioritisation
- CBD implementation narrowed to the NATURA 2000 process
  - legislation adoption
  - strengthening enforcement
  - mobilizing stakeholders
Natura 2000 project

- Project set up in 2002
- Key organisations: Ministry of Environment, Environmental Agency, Institute for Nature Conservation
- Implementing the ‘Aquis’:
  - technical: identification of sites
  - legal: transposition, designation process
  - implementation: impact assessment, managing, monitoring, reporting
- Communication (internal, intersectoral, general)
Main project structure

- Site designation
- Communication
- PROJECT MANAGEMENT (Intersectoral co-ordination)
- Direct, site specific approach
- Multiplying effect
- Implementation teams
- Building partnership (trust)
Natura 2000 communication - results

- Over 30 sites communicated locally
  - stakeholders not clapping but informed
  - less opposition & more supportive attitude
- Improved institutional capacities
  - more co-operation on the ground
  - more trained staff, more professionalism
  - network of national (strategic) and local partners
- High level meetings to discuss next steps
  - participative management planning
  - more effective administrative system
Natura 2000

Govern. Decree 29.4.2004
(Ur. I. RS, št. 49/2004)

SPA - 26 sites (22.8 %)
pSCI - 260 sites (31.6 %)
TOTAL - 35.5 %
(9 % over 900 m)
Do you know about Natura 2000?

Omnibus survey
N=1049

- No: 54.7%
- Yes: 42.4%
- Don’t know: 2.9%
CEPA lessons

- CEPA - Communication, Education and Public Awareness
- CEPA is integration mechanism
- Building social capital takes time
- Internal communication and motivation are important
  - involve middle & top management
  - identify goals and targets
  - identify key internal actors
- Training followed by learning by doing
- Continuous capacity building, networking
- Back up system and evaluation
Way forward

- keep momentum
- secure long term planning and management
- strengthen communication & networking
- strengthen education
Hlad, B. et. al., 2004: Final Report on the Implementation of the Communication strategy

Biseri slovenske narave

Ohranjena narave Slovenije predstavljajo biser, ki je naša dediščina vnikom. V mnogih državah je narava izražata manj zemlja, pogosto pa tudi precej uničena.

To, kar smo do sedaj uspel ohraniti, bomo nadgradili z vključitvijo v evropsko mrežo posebej varovanih območij - Natura 2000. S tem postaja bogatija narava Slovenije, kjer sicer domuje najmanj 15 tisoč živalskih vrst, 6 tisoč rastlinskih vrst in 5 tisoč vrst gliv, tudi "uradno" čel skupne evropske dediščine.

Mag. Janez Kopač, minister za okolje, prostor in energijo

AKTUALNO...

Predlaganje območij Natura 2000

- Zoibanka Goritsko, kjer se narava in čovek podajata roko
- Zoibanka Skriti biser narave
- Zoibanka Ljubljanisko barje - skrita bogarstvo na našem pragu
- Zoibanka Mura, kjer bi lahko lebdele duše

More information:
http://www.natura2000.gov.si

Interactive map: