

ACTION D.2:
GENERAL PUBLIC AND LOCAL COMMUNITY AWARENESS CAMPAIGN

Description (what, how, where and when):

The general public and other interested parties, namely farmers and land owners are not sufficiently educated about the importance of wetlands and its "species' and habitats' as well as the appropriate management of wetlands for the assurance of the favourable conservation status of targeted wetland habitat and species.

The aim is to raise the awareness of the targeted audience (general public, farmers, land owners, students and teachers or other educating staff...) about the importance of the nature conservation issues raised above. In addition the project WETMAN, its activities and Natura 2000 network will be presented.

Through these activities the awareness of the targeted audience will rise.

For these purposes following events will be prepared:

- 4 lectures for local farmers and foresters of Zelenci, Mura Petišovci and Planik areas will be organized. They will explain the Slovenian Agro-Environmental Program (KOP) as a possible effective tool to accommodate the nature/eco friendly farming practices to Natura 2000 sites. Best practices examples of how to use this programme to contribute to the nature conservation will be shown. Local farming advisors and local forester will then be able to raise the knowledge of the targeted audience (local farmers, forest owners, fishermen) about the importance of proper management of Natura 2000 sites if we're to maintain favourable conservation of the Natura sites.
- 3 press conferences – In the beginning of the project, a press conference will be organized to present project activities and goals. In addition another press conference will be organized at the end of the project to present the project results. During the project, field press conference will be organized to emphasize project activities. Institutes' press conferences are well attended and several interviews and articles report about presented topic.
- 19 articles in national and local newspapers, 20 internet articles, 10 radio broadcasts on nature protection will be prepared and published: In order to inform the public about project activities and to promote nature conservation objectives of the project areas, articles in national and local newspapers will be prepared and published (on average 1 per project year per pilot area, all together at least 19 articles). During the first year, these articles will present the project details, including its planned activities and goals, while during the last year, project results will be described. Also at least 20 internet articles will be published. Particularly articles in local news papers, magazines and other media will raise the knowledge about importance of project areas and their proper management between local people. In addition a series of radio broadcasts on nature protection, with an emphasis on project areas, will be prepared (at least 10),
- 12 lectures for the general public and other interested groups, 12 lectures for elementary school children aged 10 – 15 years in schools in the vicinity of project areas (where relevant) will be organized and given,
- The project and the Natura 2000 network will be presented on the Nature and health fair (two times) in Ljubljana. At least 25.000 visitors attend the fair every year (in four days).

In order to monitor the effectiveness of the public awareness campaigns news clipping will be obtained.

External costs include costs for 2 fairs, organization of press conferences, payable articles and news clipping, presentations and other awareness activities. Costs for fair attendance were calculated on the basis of the past experiences (real occurred costs), costs for student help was calculated on the basis of their hours rates and multiply with number hours and of events. Costs for press conferences included the costs for bus hiring for field press conference and were defined on the basis of checking of prices at potential firms. In addition student help was planned. Costs for payable articles were defined on the basis of normal prices for publication

of articles due to predicted length. Costs for news clipping for the project were calculated on the prices of news clipping due to number of key words which will be used for searching of project news clipping. These external costs are needed to assure the aims of the project action D.

The action will be implemented throughout the whole duration of the project.

In order to be able to record press conferences, lectures and other events during the whole project a digital camcorder will be bought.

Reasons why this action is necessary:

The general public and different interested groups (farmers, land owners) are not sufficiently educated about the importance of wetland habitats' and species' importance and requirements and proper management practices. In addition unsustainable land management (intensification / land abandonment) is a threat which will also be addressed during this action. The aim is to raise the awareness of the targeted audience (general public, farmers, land owners...) about the importance of the project WETMAN, its activities, Natura 2000 network and appropriate management of wetlands and its surrounding areas to assure favourable conservation status of species and habitats of Community interest.

Beneficiary responsible for implementation:

Institute of the Republic of Slovenia for Nature Conservation

Expected results (quantitative information when possible):

1. Following events prepared: 3 press conferences, 19 articles in national and local newspapers, 20 internet articles, 10 radio broadcasts on nature protection, 12 lectures for the general public and other interested groups, 12 lectures for elementary school children, 4 lectures for local farmers Zelenci, Mura Petišovci and Planik areas, promotions of the LIFE+ project and of the Natura 2000 sites in the context of Narava – Zdravje (Nature – Health) fair in Ljubljana (4),
2. The general public, local community and all other interested parties will get up-to-date information on the project, its progress and results.
3. The awareness of general public, local community and all other interested parties about the importance of wetlands and its "species' and habitats' and the appropriate management of wetlands will be increased.
4. Environmental awareness and understanding the importance of wetlands amongst kids and scholars will improve.