

ACTION D.3:
PROMOTION MATERIAL

Description (what, how, where and when):

The action is needed to help promote the project its activities and goals. It is addressing »low public awareness« threat. The action is needed to inform local, national and international public about the importance of the wetland habitats and species and suitable management practices of the wetlands. The target group for this activity reaches from national and local authorities to general public and local community.

Following project proportion material is foreseen

- One project info-sheet in Slovenian language (2000 copies); English, German and Hungarian version only in PDF,
- One project brochure on eight pages (Slovenian language (3000 copies) and English (1000 copies), German (500 copies) and Hungarian (500 copies),
- 4 leaflets, describing project areas, each on four pages (Slovenian language (1000 copies), English (500 copies); German and Hungarian version only in PDF
- 5 different promotion posters printed in 500 copies each, 8 different postcards (30.000 all together), 3 different T-shirts (300 pieces each, 900 together), a promotion folder and a paper bags (1000 pieces each, 2000 together), hats, umbrellas, calendars (900 pieces together)

In the beginning of the project, a project info-sheet will be printed in Slovenian language (2000 copies). English and German version will only be produced in PDF. It will summarize the main information on the project, project areas and species/habitats involved its actions, aims and goals. It will be done in first half year of the project.

In the first half of the project, a project brochure on eight pages will be printed. The brochure will give detailed information on project areas, project targeted species/habitats and general information about the aim of the project, project action and its results and goals. Brochure will be printed in Slovenian language (3000 copies), English (1000 copies), German (500 copies) and Hungarian (500 copies).

During the course of the project, 4 leaflets, describing project areas, each on four pages, will be printed, to give more detailed information on project habitats and species. Leaflets will be printed in Slovenian language (1000 copies), English (500 copies), German and Hungarian will only be produced as PDF.

Two transportable promotional banners (100cm x 200cm) will be produced to support all actions D.

The brochure and leaflets will be used for all awareness raising and project promotion activities. They will also be distributed to local tourist associations, tourist information centres/rooms, local municipalities, and to other interested parties. All the promotional material will also be available in PDF and will be printed (on a computer printer) when needed. They will facilitate the implementation of the project.

Other promotion material:

- 5 different promotion posters printed in 500 copies each
- 8 different postcards (30.000 together)
- 3 different T-shirts (300 pieces each, 900 together),
- A promotion folder and a paper bags (1000 pieces each, 2000 together),
- hats, umbrellas, calendars (900 pieces together).

Editing, translating and designing of dissemination materials will be subcontracted. The costs for transportation of materials, printing of dissemination materials and others are reported

under *Other costs in Form F7 (Page 65, Form F3 – External assistance costs of the Life+ Nature and Biodiversity Guidelines for Applicants 2008)*.

The material will be used in all actions D. The target group for this activity reaches from national and local authorities to local people.

In order to carry out this action A3 laser, colour, two-sided printer will be bought.

To obtain good and suitable photographic material for brochures, leaflets, exhibition, postcards, and posters approximately 100 digital photographs or slides will be bought.

All promotion material except Laymans report will be done till the end of May 2013.

Reasons why this action is necessary:

The action is needed to help disseminate project results. It is addressing »low public awareness« threat. The action is needed to inform local, national and international public about the project, its activities and goals. In addition importance of the wetland habitats and species and suitable management practices will be presented.

Beneficiary responsible for implementation:

Institute of the Republic of Slovenia for Nature Conservation

Expected results (quantitative information when possible):

1. Following promotion material prepared:
 - One project info-sheet (Slovenian language (2000 copies), English, German and Hungarian version only in PDF,
 - One project brochure on eight pages (Slovenian language (3000 copies) and English (1000 copies), German (500 copies) and Hungarian (500 copies),
 - 4 leaflets, describing project areas, each on four pages (Slovenian language (1000 copies), English (500 copies); German and Hungarian version only in PDF
 - two transportable promotional banners (100cm x 200cm)
 - 5 different promotion posters printed in 500 copies each, 8 different postcards (30.000 all together), 3 different T-shirts (300 pieces each, 900 together), a promotion folder and a paper bags (1000 pieces each, 2000 together), hats, umbrellas, calendars (900 pieces together)
2. Increased awareness of national and local authorities as well as general public and local community will enable us to achieve project aims and goals easier.
3. Increased awareness of targeted groups will aid in protecting of wetland habitats and species of Community interest at project areas, and also at other similar areas.