

*ACTION D.5:*  
**THE PROJECT'S WEB PAGE AND PROJECT GRAPHIC IDENTITY**

*Description (what, how, where and when):*

As a vital part of the project's publicity, a regularly updated web page will be created. It will contain not only the basic project information, but it will also give the interested parties a deep insight into the project activities. The web page will also serve to raise the general public's environmental and nature protection awareness. This web page will ensure three major goals: presentation of the project and its progress, dissemination of its results and raising the environmental and nature protection awareness among the general public.

The project's graphic identity will be also developed. It will serve to uniform all project promotion material, and to help the project to be easily recognized among public.

The web page will be updated at least 6 times a year with new activities that would be undertaken in last two months. The language of this web page will be Slovene; abstracts will be prepared in English and Hungarian. The translation of these abstracts into foreign languages will be subcontracted.

The web page will be created in the first half of 2011 and fully accessible on internet till the end of July 2011.

To promote the web page as an easily accessible and efficient project promotion tool, its http address will be published in all publications connected with the project, in all articles describing the project, at all public presentations, and in other activities for rising public awareness and activities for dissemination of project results. The project team members will have extra business cards for the duration of the project, and the project web site address will be written on them, too.

The project's graphic identity will be developed. It will serve to uniform all project promotion material, and to help the project to be easily recognized among public.

Web page and project's graphic identity will be developed page by a subcontractor. The project's graphic identity will be designed till the end of May 2011.

*Reasons why this action is necessary:*

Besides keeping the prompt update on project progress, this action is aimed at addressing the »low public awareness« threat. The action is needed to inform the local, national and international public about the project activities, and the endangered species and habitats. The action is needed to help disseminating the project results.

*Beneficiary responsible for implementation:*

Institute of the Republic of Slovenia for Nature Conservation

*Expected results (quantitative information when possible):*

1. Information about the project, along with its actions, aim and results as well as the importance of the NATURA 2000 network will be widely assessable.
2. The published information will raise the environmental and nature protection awareness about the NATURA 2000 as well as the importance of wetland habitats and species of community importance and show a good example of nature conservation in practice.