

## Draft Agenda

### The Art of Communication on Nature Management Measures

INTERNATIONAL SEMINAR: EXPERIENCE EXCHANGE FROM (LIFE) PROJECT WORK AND BEYOND

Virtual Meeting via Zoom, 24<sup>th</sup> – 25<sup>th</sup> of February 2021

*Please find the practical information on the last page.*

#### Day 1: 24<sup>th</sup> of February 2021

9:30 Virtual arrival to the seminar

10:00 **Opening of the event and “arrival” to the LIFE Meadow Birds project** **Heinrich Belting**  
*Project lead of Meadow Birds LIFE, NLWKN*

10:30 **Introduction to the seminar** **Heidrun Fammler**  
*CEO of BEF group*

10:45 **Virtual “Tour de Table”: getting acquainted with each other, our projects and communication issues** **All participants**

11:45 **Talk: “Communication of management measures: findings from recent assessments of LIFE projects”** **Heidrun Fammler**  
*CEO of BEF group*

12:00 **Coffee/Lunch Break** – unfortunately, you need to prepare it yourself

12:30 **Panel 1: Experiences of communicating with tourists and stakeholder of nature conservation** **Panelists**  
*The panelists discuss their lessons learned from communications about their (nature conservation) measures with the target groups tourists and stakeholder of nature conservation.*  
(see list below)

13:15 **Working Group 1: Developing best practices for the communication with tourists and stakeholder of nature conservation** **All participants**  
*In 4 working groups and based on panel 1 and own experiences, the participants develop a set of best communication strategies for targeting tourists and stakeholder of nature conservation.*

14:00 **Coffee Break**

**14:15 Conclusions of Working Groups 1**  
*Representatives of the working groups present the findings.*

**14:30 Feedback to the Communication Guide** **All participants**  
*moderated inquiry among participants and discussion*

For the **English version** of the **Communication guide** follow this link: <https://tinyurl.com/communicationguideEN>

For the **German version** follow this link: <https://tinyurl.com/KommunikationDE>

**15:30 End of Day 1**

## **Day 2: 25th of February 2021**

**9:00 Panel 2: Experiences of communicating with local inhabitants and farmers, landowners and foresters** **Panelists**  
*The panelists discuss their lessons learned from communications about their (nature conservation) measures with the target groups local inhabitants, farmers, landowners and foresters.* (see list below)

**9:45 Working Group 2: Developing best practices for the communication with local inhabitants, farmers, landowners and foresters** **All participants**  
*In 4 working groups and based on panel 2 and own experiences, the participants develop a set of best communication strategies targeting local inhabitants, farmers, landowners and foresters.*

## **10:30 Coffee Break**

**10:45 Panel 3: Experiences of communicating with journalists, classical and social media** **Panelists**  
*The panelists discuss their lessons learned from communications about their (nature conservation) measures with the target groups journalists, classical and social media.* (see list below)

**11:30 Working Group 3: Developing best practices for the communication with journalists, classical and social media** **All participants**  
*In 4 working groups and based on panel 3 and own experiences, the participants develop a set of best communication strategies for targeting journalists, classical and social media.*

## **12:15 Lunch Break**

**12:45 Conclusions of Working Groups 2 and 3**  
*Representatives of the working groups present the findings.*

**13:15 Plenary Discussion: Conclusions of the Seminar** **All participants**  
*Best practices and main action-needs for future communication on nature conservation measures*

**14:30 End of the Seminar**

**Invited panelists****Panel 1:****Experiences of communicating with tourists and stakeholder of nature conservation**

<b>Project Name (LIFE #)</b>	<b>Mission</b>	<b>Panelist</b>	<b>Confirmed</b>
<a href="#">LIFE Green-Go!</a> <a href="#">Carpathians – Green-Go!</a> (LIFE16 GIE/PL/000648)	Local initiatives for deployment of green infrastructure within Natura 2000 sites in the Carpathians	Piotr Mikołajczyk	yes
<a href="#">LIFE Habitats Calanques</a> (LIFE16NAT/FR/000593)	Integrated management in Mediterranean on remarkable coastal habitats suburban of Calanques related to southern Europe	Cynthia Llas	yes
<a href="#">LIFE Pays Mosan</a> (LIFE NAT/BE/001067)	Restoration of a mosaic of several threatened pastoral habitats and species habitats within the basin of the Meuse River and its tributaries.	André Hassink	tbc
<a href="#">LIFE Biodiscoveries</a> (LIFE13 BIO/PT/000386)	Creation of local protected area that ensures the preservation of the woods of Machada and the control of invasive species	Mário Carmo	tbc

**Panel 2:****Experiences of communicating with local inhabitants and farmers, landowners, foresters**

<b>Project Name (LIFE #)</b>	<b>Mission</b>	<b>Panelist</b>	<b>Confirmed</b>
<a href="#">LIFE GOOD STREAM</a> (LIFE14/ENV/SE000047)	Contribution to development of an ecologically efficient and financially sound agricultural production	John Strand	yes
<a href="#">LIFE WOLFALPS</a> (LIFE12 NAT/IT/000807)	Implementation and coordination of wolf conservation actions in Alps ecosystems	Irene Borgna	tbc
	<b>N.N.</b>		
	<b>N.N.</b>		

**Panel 3:****Experiences of communicating with journalists, classical and social media**

<b>Project Name (LIFE #)</b>	<b>Mission</b>	<b>Panelist</b>	<b>Confirmed</b>
<a href="#">LIFE Natra Themis</a> (LIFE14 GIE/GR/000026)	Awareness raising that environmental crime is a separate law field, targeting organizations and citizens	Michalis Probonas	yes
<a href="#">LIFE+ Guguy</a> (LIFE12 NAT/ES/286)	Protecting the habitats present in the ridges of the “Macizo de Guguy” to guarantee the survival of valuable and threatened species and environments	Francisco Gonzales	yes
	<b>N.N.</b>		
	<b>N.N.</b>		



## Practical Information

➤ **Contact person:**

Moira Deuker  
BEF Germany  
[moira.deuker@bef-de.org](mailto:moira.deuker@bef-de.org)

➤ **Location of the event**

Due to the current COVID-19 developments, the seminar will be hold **digitally**.

We will virtually meet using the platform Zoom. You can enter the seminar using the following link:

Day 1: <https://us02web.zoom.us/j/81919030148>

Day 2: <https://us02web.zoom.us/j/81349607021>

➤ **Please bring:**

- Computer
- Stable Wi-Fi connection
- Smartphone
- Lots of coffee, *which you unfortunately need to prepare by yourself*
- Good humor

➤ **Registration**

Please register online before 17<sup>th</sup> of February 2021: <https://forms.gle/pwbVm6934zDwCPSv8>