

Draft Agenda

The Art of Communication on Nature Management Measures

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

Virtual Meeting via Zoom, 24th – 25th of February 2021

Please find the practical information on the last page.

Day 1: 24th 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

Project Name (LIFE #)	Mission	Panelist	Confirmed
LIFE Green-Go!Carpathians (LIFE16 GIE/PL/000648)	Local initiatives for deployment of green infrastructure within Natura 2000 sites in the Carpathians	Piotr Mikołajczyk	yes
LIFE Habitats Calanques (LIFE16 NAT/FR/000593)	Integrated management in Mediterranean on remarkable coastal habitats suburban of Calanques related to southern Europe	Cynthia Llas	yes
LIFE Biodiscoveries (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
		N.N.	tbd

Panel 2:

Experiences of communicating with local inhabitants and farmers, landowners, foresters

Project Name (LIFE #)	Mission	Panelist	Confirmed
LIFE Good Stream (LIFE14 ENV/SE000047)	Contribution to development of an ecologically efficient and financially sound agricultural production	John Strand	yes
LIFE Fluvial (LIFE16 NAT/ES/000771)	Improvement of the conservation status of Atlantic river corridors in the Natura 2000 network	Patricia María Rodríguez-González	yes
LIFE Osmoderma (LIFE17 NAT/CZ/000463)	Creation of a functional ecological network for <i>Osmoderma eremita</i> and other species dependent on deciduous veteran trees.	Přemysl Mácha	tbc
LIFE N2K Revisited (LIFE17 IPE/CZ/000005)	Conservation of biodiversity and the promotion of ecosystem services in the protected areas of the Natura 2000 network	Bronislav Farkač	tbc
LIFE Meadow Birds (LIFE10/NAT/DE/011)	Conservation and population increase of breeding meadow birds in Lower Saxony, Evaluation of bird conservation strategies for Europe, Appropriate wetland and grassland utilisation in accordance with the special needs of meadow birds through cooperation with local farmers.	Gundolf Reichert	tbc

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

Project Name (LIFE #)	Mission	Panelist	Confirmed
LIFE Natra Themis (LIFE14 GIE/GR/000026)	Awareness raising that environmental crime is a separate law field, targeting organizations and citizens	Michalis Probonas	yes
LIFE+ Guguy (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
LIFE Wolfalps (LIFE12 NAT/IT/000807)	Implementation and coordination of wolf conservation actions in Alps ecosystems.	Irene Borgna	yes
GrassLIFE (LIFE16 NAT/LV/262)	Restore and improve EU priority grasslands and to promote their multiple use in Latvia. Improve Public Knowledge and raise awareness about the importance of preservation of natural grasslands.	Liene Brizga-Kalniņa	yes
LIFE for Pomorie Lagoon (LIFE19 NAT/BG/000804)	Establish a functional infrastructure for water management in Pomorie Lake to secure the lagoon against flood and limit the pollution, and to sustain traditional salt production	Dimitar Popov	yes

Practical Information

➤ **Contact person:**

Moira Deuker
BEF Germany
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➤ **Location of the event**

Due to the current COVID-19 developments, the seminar will be hold **digitally**. Registered participants will receive the Zoom links a week ahead of the seminar via Mail.

➤ **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 17th of February 2021: <https://forms.gle/pwbVm6934zDwCPSv8>