

Panel 1 – Experiences of communicating with the general public, tourists and nature conservation actors



- Who is the concrete target audience of your project measure?
 - tell us shortly about them, how many are they, are they local or external (visitors or inhabitants?)
 - are they per se positive or negative about the project measures?
- What did/do you want to achieve related to the target audience:
 - Shall they do something in the project? What type of action?
 - Shall they be convinced NOT to do something – e.g. no trampling
 - Did/Do you need their consensus, acceptance for your measures?
- Which were/are the biggest problems, barriers, conflicts with the target audience? Why? Concrete or diffuse issues?
 - How did/do you solve them? How did it influence your work?
- How do you address the “general public” as target audience?
 - What do you find most difficult in the communication to “all public”?
- What do you master particularly well in communication – why?
- What would you do differently if you could start again or your lessons learned for future projects



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Panel 2 – Experiences of communicating with farmers, non-farming landowners and foresters



- Farmers, Land-owners, foresters – are they really that bad for nature conservation measures?
 - Tell us shortly about this target group of your measures – who are they, how many? What is their status of importance in the region/at the project area?
 - About which measure exactly are they positive or negative about and why?
- About which measure exactly are they negative about and why?
 - How are these measures impacting their economic activities/benefit?
 - Do you talk with them about nature/biodiversity conservation? What exactly?
- What did/do you want to achieve related to the target audience:
 - Shall they do/not do something in the project? What type of action?
 - Did/Do you need their consensus, acceptance for your measures?
- What actually is the real problem? Or do you fight a myth?
 - General resistance or specific resistance?
 - How did/do you solve them? What do farmers/land-owners/foresters like?
- What did you master particularly well in communication – why?
- What would you do differently if you could start again or your lessons learned for future projects



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



- What exactly is your experience with media in your project?
 - Which media? Differentiate your experience, please.
 - About which project measures or issues are they mostly interested, what is mainly broadcasted?
 - Some of you are communicating delicate issues – wolves, predator management – please give us some insights about your experience.
 - How do you communicate about “unknown” nature, less popular issues?
- Which medium is the most easy/difficult to handle?
 - What are your goals when going to media, what do you want to make them broadcasting?
 - What are/were your biggest positive experiences with media, what are your biggest disappointments (or shocks)?
 - Do you observe a change in media presence due to Social Media and how do you handle them?

How do you prepare proactively for media communication?

- Do you have training or a media specialist involved in your project?
- What would you do differently if you could start again or your lessons learned for future projects



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