



WIESENVÖGEL LIFE



Niedersachsen



SEMINAR REPORT – THE ART OF COMMUNICATION ON NATURE MANAGEMENT MEASURES

LIFE Meadow Birds (LIFE10 NAT/DE/000011)

24th & 25th February 2021

Report full version

Rapporteurs:

Fee Widderich, BEF Germany

Moira Deuker, BEF Germany

Attachments: Agenda, Participants List, Video Links, Results of the working groups

MAJOR TOPICS – AGENDA – Day 1 (24/02/2021)

1. **Virtual arrival to the region, the LIFE Meadow Birds project and getting acquainted with each other**
2. **Panel Discussion 1: Experiences of communicating with the general public, tourists and stakeholder of nature conservation**
3. **Working Groups 1: Developing best practices for the communication with the general public, tourists and stakeholders of nature conservation**
4. **Feedback Round: Manual for successful communication in nature conservation**

The seminar was attended by 95 unique participants, which fluctuated, with a peak of 80 participants at one time. The participants were from 38 different projects and 19 different European countries, with large Czech, Greek, and Latvian groups and a German majority. Most of the attendees represented environmental NGOs, others represented regional or national authorities and research institutes. Communication officers and project managers were by far the most represented groups.

1. **Virtual arrival to the region, the LIFE Meadow Birds project and getting acquainted with each other and communication issues in (LIFE) projects**

Due to the current circumstances, the seminar was held digitally, still, the participants had the chance to virtually arrive at the Duemmer region in Northern Germany and were invited to watch a short movie about the region and the nature reserve around the lake Duemmer, where parts of the Meadow Birds LIFE project took place.

Opening the seminar with his video message Heinrich Belting, initiator and project manager of the LIFE Meadow Birds project, pointed out one of the biggest issues of nature conservation projects, the often-conflicting interests of nature conservation projects and outside stakeholders involved, and referred to communication as an important problem-solving tool. Markus Nipkow from the Lower Saxony Water Management, Coastal Protection and Nature Conservation Agency gave further insights into the LIFE Meadow Birds project: Dealing with decreasing breeding density of meadow birds in Lower Saxony, the project aimed for creating optimal habitats for meadow birds but also to respect and include the interests of farmers operating in the project areas. The project was able to achieve great success on most sites, relying on communication with the different stakeholders.

In a short presentation Heidrun Fammler, CEO BEF group, again highlighted the importance of communication in nature conservation, as the interests and perception of the situation may be different among different stakeholders. It is key for all project works to realize that communication is target group dependent. Hence, transparent and appreciative communication addressing cultural and emotional aspects and the needs of the target groups is required. Yet communication measures are no official key requirement in LIFE projects, therefore the seminar aimed at collecting experiences to contribute to the current work on the guidance documents for the new LIFE periods.

This was taken up by the group and led to a discussion, which underlined the need to give communication measures in (LIFE) projects more attention: more precise guidelines from the programme, financing possibility before the start of the project and during, to enable social studies of the potential target groups and the integration of communication experts into the project could lead to more successful project implementation.

An introduction round offered all participants the opportunity to formulate their expectations for the seminar. This made clear that there is a need to address specific target groups such as farmers, private landowners, and the media, as well as how to deal with fake news and misinformation. It was common sense among the participants that sharing best practices of communicating with different target groups will be a helpful tool. The acceptance of project measures has also been topic of discussion between several participants: Whereas some projects reported to struggle dealing with the emotionality of the general public, other representatives mentioned that it is not necessary and probably not possible to have an acceptance rate of 100% but that clear communication and explanation of the issues with all stakeholders should lead to as much acceptance as possible. Thus, improvement of the own communication skills to understand the target groups and approach them in a good way should gain importance in such large-scale projects. The discussion reflected the results of the survey on communication in LIFE projects carried out by BEF Germany, which were presented by Heidrun Fammeler: Budgets for communication measures could be increased, communication skills could be improved to be able to also approach more “difficult” actors and transparency is always important.

All coffee and lunch breaks have been filled with video clips about projects, provided by several participants. A list with the links to most of them can be found attached.

2. Panel Discussion 1: Experiences of communicating with the general public, tourists and stakeholder of nature conservation

Panel Participants:

- Cynthia Llas (*LIFE Habitats Calanques, France*)
- Dr. Piotr Mikołajczyk (*LIFE Green-Go! Carpathians, Poland*)
- Mari Kaisal (*LIFE NaturallyEst, Estonia*)
- Eva Šabec (*LIFE-IP NATURA.SI, Slovenia*)

What are the target groups of your projects?

The main target group in the LIFE NaturallyEst project is the general public, but more specifically pupils in 500 Estonian schools, which were contacted through their biology teacher and instructed to identify cowslips. The LIFE integrated project NATURA.SI generally aims at reaching the general public too but segmented the group into around ten target groups which are approached differently to improve their view on Natura 2000 sites and projects. Eva Šabec stated that the most important thing is to get the people involved. Piotr Mikołajczyk agreed with that and added that the communities directly or indirectly involved in the projects should be addressed to consider their role and capacity to make a change. The stakeholders need to be approached incentive-driven and explained their benefits. Cynthia Llas additionally reported that they are trying to change the negative view of the target group toward a more positive one, so that the inhabitants start cooperating and act toward the same goal.

Are the target groups per se positive or negative about the project measures?

All panelists agreed that generally nature conservation is seen as something positive, yet in Estonia, it was observed that nature conservation is often associated with trouble as it is related to a lot of regulations. In Slovenia people were found to be closely related to nature, only farmers might have negative feelings about nature conservation measures due to their conflicting economic interests. It was common sense that positive language and positive storytelling, thus focusing on the successes and benefits rather than on what still needs to be done or is problematic, is a very important tool to increase the acceptance of project measures. Forwarding positive feedback to contributors and stakeholders, thus directly involving them, is another tool to increase their motivation to be part of the project.

Where there any concrete conflicts, misunderstandings, or problems with the target groups?

In Poland, it happened that the authorities who manage the Natura 2000 sites and the local inhabitants are often in conflict, as misinformation and miscommunication created the belief that the sites are museum-like places where nothing can be done. Thus, for the project managers and nature conservation authorities, it is important to work with local partners to talk to the inhabitants, whereas they as project workers acted as outside mediators. Eva Šabec reported a situation in which a conflict could be prevented by communicating the measures as openly and transparent as possible. Mari Kaisel did also not experience conflict during the citizens' campaign, but parts of it were hard to communicate. Cynthia Llas on the contrary experienced several conflict situations, as local inhabitants oftentimes were not able or willing to understand the project measures and sometimes even illegally counteract those measures.

What would you do different when you could start your project over again?

Cynthia Llas expressed a need to do social evaluations and assessments of the potential target groups ahead of the project to learn more about their expectations and perceptions of the project measures, which unfortunately was not in the budget and time frame of the project. As the project is not yet completed, Piotr Mikołajczyk could not tell how effective their awareness-raising campaign is but liked the idea of approaching and informing the people at an early stage, thus making pupils a part of the target groups. Mari Kaisel reported that their cooperation with influencers during their campaign could have been more successful if they would have started working on it at an earlier stage. The LIFE-IP NATURA.SI project is still at an early stage but as Eva Šabec and her team are planning influencer cooperations, too, they may learn from the faults of the Estonian project, but she was glad to have a rather large and experienced communications team.

3. Working Groups 1: Developing best practices for the communication with the general public, tourists and stakeholders of nature conservation

The group was divided into four working groups to discuss problems experienced in the communication with the general public, tourists, and stakeholders from nature conservation and individual solutions for the three groups. All findings were presented to the other participants in the main session afterward. Key problems with communicating with the general public, tourists, and stakeholders from nature conservation were the diversity of the target groups who have different levels of knowledge and understanding of nature conservation in general and the project at place. Other difficulties concerned the language used to approach laymen, the moment and the ways and channels used to approach these groups. The collection of possible solutions to these issues highlighted the importance of transparency from the beginning on, to build trust among all stakeholders and involved people. Furthermore, direct involvement of all groups through face-to-face activities, such as panels, festivals, or exhibitions, was found to be an essential part of communication with the target groups. Using

positive language and the right degree of expert language when approaching the general public, tourists and stakeholders from nature conservation was identified as another important part. All groups concluded that making use of suiting channels to address the different parts of the target groups also helps with communicating in a good manner.

The Jamboards created by the working groups have been sorted and can be found in the attachments.

Heidrun Fammler concluded that the LIFE project people often feel like they need to inform the general public about the problems the projects address, but also feel that their activities should involve the people rather than just informing.

4. Feedback Round: Manual for successful communication in nature conservation

As an introduction to the feedback round, Fee Widderich gave an overview of the contents of the *Manual for successful Communication in Nature Conservation*¹ which has been created by BEF Germany in the frame of the LIFE Meadow Birds project. The guide offers construction tools for a successful communication strategy of nature conservation measures. It provides the reader with a step-by-step plan from defining the goals, through understanding the target groups, up to evaluating and measuring success. Furthermore, it explains communication techniques and formats such as the 4-ear-model. The guide is available in English and German.

The solely positive critique during the feedback round showed that the manual was appreciated by all participants and in general will be helpful for future nature conservation projects. The step-by-step communication strategy guide was the tool which was perceived the most helpful in the manual. The participants find themselves in very different parts of the communication manual, eventually outlining the stakeholders and understanding the target groups have been mentioned the most frequently. Accordingly, stakeholder mapping was the tool which will be most commonly applied in future project work. Generally, participants indicated that communication would play a bigger role during future project work, including in the allocation of the budgets.

Jan Sliva, project monitoring officer from NEEMO, commented on the conclusion that there are huge communication deficits in nature conservation and biodiversity projects, and that lot of efforts in the projects still do not deliver the expected benefits due to poor and non-targeted communication. This statement led to the request to spread the news that communication measures within LIFE projects need to become more important and play a bigger role in future projects, as perceived by several LIFE project representatives, which he will be trying to share internally. Furthermore, another seminar which solely covers the topic of social media co-operations with influencer was requested by several participants. Heinrich Belting and Jan Sliva were asked to think about the feasibility of such a seminar.

¹ https://www.bef-de.org/wp-content/uploads/2021/02/LIFE-Meadow-Birds_Communication-Guidebook.pdf

MAJOR TOPICS – AGENDA – Day 2 (25/02/2021)

1. **Panel Discussion 2: Experiences of communicating with local inhabitants and farmers, landowners, and foresters**
2. **Working Groups 2: Developing best practices for the communication with local inhabitants, farmers, landowners, and foresters**
3. **Panel Discussion 3: Experiences of communicating with journalists, classical and social media**
4. **Working Groups 3: Developing best practices for the communication with journalists, classical and social media**
5. **Conclusions of the seminar**

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

Panel Participants:

- John Strand (*LIFE Good Stream, Sweden*)
- Patricia María Rodríguez-González (*LIFE FLUVIAL, Portugal*)
- Přemysl Mácha (*LIFE Osmoderma, Czech Republic*)
- Bronislav Farkač (*LIFE-IP N2K Revisited, Czech Republic*)

What exactly are the target groups of your projects and are they per se positive or negative about the project measures? Are farmers and land owners actually that bad?

The target group of the LIFE Osmoderma project is not limited to farmers but includes everybody who is concerned with trees among roads, fields, and streams, some are more enthusiastic, others are rather skeptical. Local authorities as the owners of most streets are an especially important target group. Therefore, Přemysl Mácha and his colleagues approach them with an offer of cooperation and built on overlapping interests. The LIFE-IP project in Czechia is a nation-wide project aiming at long-term cooperation with landowners. Bronislav Farkač experienced farmers not specifically as the bad guys but rather as very specific in their expectations: Their strong sense of tradition may actually not be against but in line with nature conservation measures, depending on their personal experiences with nature conservation agencies. The Portuguese part of LIFE FLUVIAL deals with multiple land-owning stakeholders: municipalities as well as multiple private landowners with very different interests. According to Patricia María Rodríguez-González' experiences the municipalities are very receptive whereas the private landowners are more difficult to approach. John Strand stated that especially in the communication with private landowners, experts like him have to evaluate themselves and understand that everybody else may not be as concerned about the issue, even if it seems overwhelmingly important in their eyes. As somebody who wants to do project measures on somebody else's land, approaching the people in a humble way is very important. His experiences in the LIFE Good Stream project showed that farmers are relatively easy to approach due to their natural interest in nature. Still, it is important to use the right argument, e.g., biology over environmental arguments for farmers, one can also use the history of the landscape as an argumentation, even include ancestors and hear their stories about the land. Several participants expressed support for this strategy.

What exactly are the measures landowners are usually most critical about?

In Portugal, the proposal to build fences to limit the space the cows take to protect other species was the most conflictive. Přemysl Mácha reported that in Czechia nature conservation and environmental protection have no good reputation and are associated with an eco-terrorist movement. Working directly with local stakeholders is often easier as both sites aim at preserving certain species. Yet it happened that some people have a different perception of how healthy nature and biodiversity look like, which then need to be specially addressed. John Strand experienced that oftentimes private landowners do not like the project-based system, as for a few years there is great attention and huge amounts of spending on a certain issue on their land and after the project ends, they are left alone. What they would need is more long-time management, support, and responsibility. This issue has been approved in the chat by other participants. Bronislav Farkač added to it and said that for the landowners and farmers, the economic stability of the measures and project management needs to become more stable. According to him the issue cannot be solved through communication but is a management problem. Heidrun Fammler concluded that the projects introduce new routines, which are expected to be taken over after the project, which simply is not possible financially and organizationally.

What did you master particularly well in the communication with landowners? How could they be convinced? What strategy worked well?

Patricia María Rodríguez-González was especially happy about the communication with the municipality during the LIFE FLUVIAL project, as they made it possible to double the project area to support the removal of exotic species. Přemysl Mácha's biggest accomplishment was to learn to accept a 'no' and simply move to another actor who is more cooperative, humble, and had something to offer in return. For Bronislav Farkač seeing how people from nature conservation agencies do a really good job in building trust and partnerships with local stakeholders did was impressive and he realized that building trust and partnerships is a long-term process, which one needs to acknowledge. John Strand learned that using your enthusiasm and positivism when talking about nerdy issues can be helpful when talking to stakeholders as farmers, as they eventually take the enthusiasm even if they are not interested in the particular issue. He added that one needs to accept that people need to be approached differently but that enthusiasm is always a helpful tool.

2. Working Groups 2: Developing best practices for the communication with local inhabitants, farmers, landowners, and foresters

The participants have again been sent to four different breakout rooms to discuss their experiences with communication with local inhabitants, farmers, landowners, and foresters in smaller groups. The results of all groups were presented to the other participants in the main session later that day. The key problems of communicating with inhabitants, farmers, landowners, and foresters could be sorted under four headings: Organizational problems, including the lack of financial means, personnel and time, stereotype-thinking and unclear local policies; Lack of trust, implying that the target groups do not trust the concept of large EU projects, the expertise of the project employees and their means, which may be influenced by formerly made bad experiences; Conflicting interests, especially farmers do have economic interests in their land and depend on the income it generates, other landowners may be emotionally attached to their land and its features; and lastly lack of interest, which especially concerns the group of inhabitants, which are more focused on other societal issues and may be less attached to nature in general. Accordingly, possible solutions for improving

communication with inhabitants, farmers, landowners, and foresters focused on exactly those issues. Gaining trust by being honest and transparent from the beginning on, being available for them, thus listening to their worries, and by appreciating their work and knowledge was found to be very important to actually be able to approach the target groups. Actively involving them in the project from the beginning on, listening to their expertise, planning together, and hence even giving them a sense of partnership will make the people more interested and engaged. Other helpful strategies mentioned were education about environmental and biodiversity issues at an early age, one-on-one and face-to-face contacting, being clear about the benefits for the target groups, being able to compromise and meet the stakeholders in the middle, and lastly to invest in communication and a communication strategy.

The results have been collected on Jamboards, which have been sorted and can be found in the attachments.

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

Panel Participants:

- Michalis Probonas (*LIFE Natura Themis, Greece*)
- Francisco González Artilles (*LIFE+ GUGUY, Spain*)
- Laura Scillitani (*LIFE WolfAlps EU, Italy*)
- Liene Brizga-Kalnina (*GrassLIFE, Latvia*)
- Dimitar Popov (*LIFE for Pomorie Lagoon, Bulgaria*)

What are your experiences with media, new or classical, and what project measures are mostly reported about?

In the Latvian GrassLIFE project working with social media has increased and even succeeded the work with classical media. Yet classical media are still used, especially for more political issues. Galloway grazing herds are the media agents of the GrassLIFE project, as they attract by far the most people and media attention. Liene Brizga-Kalnina concluded that big mammals always work great for the media. Laura Scillitani agreed with this statement: The big carnivores the LIFE WolfAlps EU project deals with are very charismatic animals which attract interest and thus the media. They work with all kinds of media, including social media, depending on the target group. For them, local newspapers play an important part when targeting older groups. In their project the biggest challenge is misinformation, thus communication through diverse media is important to provide correct information. For Francisco González Artilles media are a nice tool to inform but they oftentimes create controversies and scandals, as they bring more audience. In the LIFE+GUGUY project, the media also covers the downside of the project, including the killing of goats, which is an emotional topic for large parts of society. The LIFE for Pomorie Lagoon project raised several economic concerns among the locals, which gained more media attention than the actual project successes. Dimitar Popov stated that he is disappointed by the classical media, as they are faking things and creating controversies and scandals to raise their views. So rather than reporting successes and information media focuses on pushing attention grabbing scandals. This seemed to be a common problem around Europe, as several participants confirmed in the chat. Michalis Probonas and his colleagues try to make use of all kinds of media as well, mainly the classical ones. As LIFE Natura Themis is an informative project, the media often get the message of the project wrong and simply focus on the crime part. They experienced that having ongoing contacts and

relations with certain journalists will make it easier to pass the message of the project to the media.

How do we deal with the struggle of wanting to be broadcasted by the media but also wanting them to tell our story rather than running for scandals? What is your solution to this issue?

The LIFE WolfAlps EU project established a protocol which is followed when fake news arises. They also have a media office that checks the media for news about the project. According to Laura Scillitani's experiences, it is important to react fast and use all available media to react to false statements or attacks. Dace Stringune added in the chat that in Latvia a public fund for reporting about certain environmental issues exist, which leads to more informed journalists increases the acceptance of those issues. To prevent things like fake news, Liene Brizga-Kalnina said, the projects need to create media themselves and be the first ones to tell certain stories. She encouraged the other participants to see every media request as an opportunity to spread their message, as everybody is responsible for their own stories. Finally, for her, prompt responses and full transparency on all issues are key to successful media communication. Francisco González Artilles mainly agreed with that and stated that getting in touch with journalists and the people on social media in order to create a different picture of the project apart from the scandals and to transmit the knowledge is very important. Dimitar Popov stated that the media usually reflect the public opinion of what is important, also in nature conservation, which is formed due to biased education from early on and the reason why certain issues gain more media attention than others. Thus, less biased education on nature conservation would be helpful to drive media to present a more diverse picture about nature conservation measures.

Is social media a chance to get out of this scheme, as you are much more the master of your story?

As LIFE Natura Themis is a very theoretical and crimes-related project it is not really involved with social media due to data protection and photos. Without being able to share photos it is rather hard to make use of social media, Michalis Probonas stated. As TV and radio broadcasters are obliged to reserve an amount of time for socially relevant projects and advertise them for free, the project can at least be pictured appropriately and lead some people to reflect on the issue.

Who of you is cooperating with influencers and bloggers as new "journalists"?

The GrassLIFE project is already cooperating with influencers. Liene Brizga-Kalnina states that there are two ways of doing that: Either by building relationships with nature photography and blogger accounts or by reaching out to them and sending them the message to be transported. She already experienced paid and unpaid partnerships with influencers. According to her, cooperating with them is worth it, especially to reach the youth but it may also be problematic, as the influencers themselves are also rather young and tend to be a little non-responsible, thus co-operations like this may require special training. The LIFE for Pomorie Lagoon project is not yet working with influencers, yet Green Balkans, the NGO Dimitar Popov works at made very positive experiences with cooperating with young nature conservationists. Laura Scillitani and her colleagues are also not yet using social media in their LIFE project and focus more on direct confrontation with the stakeholders at place. LIFE+ GUGUY neither but they are using their own social media tools and are in direct contact with other NGOs to cooperate and spread each other's message. Still, cooperating with influencers would be an option for the project. In the LIFE Natura Themis project influencers have not been involved. Yet in another project Michalis Probonas was involved they had an influencer reaching out to them, but as the profile had nothing to do with the project content they did not agree to work together.

Heidrun Fammler concluded the discussion with stating that all participants probably know how much effort it takes to communicate the project in a proper manner.

4. Working Groups 3: Developing best practices for the communication with journalists, classical and social media

All participants have been assigned to four working groups once again to discuss their experiences of communication with the media, the results have afterward been shared in the main session. This time the four groups focused on different sub-groups of the media: classical journalists, new “journalists” aka influencers and bloggers, usage of own social media capacities, and dealing with fake news in social media. First of all, the participants were able to share their best and worst media experiences, which were quite diverse. The best media experiences describe situations in which the story was broadcasted exactly like it was told, where journalists actually listened and where a lot of positive feedback from the audience was received. Negative experiences are strongly focused on negative and scandalous headlines, biased storytelling, and misinformation. In a next step, each group discussed the problems of their medium in more detail and formulated pieces of advice for other projects in working with those media. In the work with classical journalists, preparation and clear and simple statements were found to be key. When thinking about co-operating with new “journalists” to reach a younger audience, the partner should be chosen wisely and fit the message of the project, as the results of that group proposed. To use social media as a tool to spread the own message in the most efficient way proper preparation and organization were found to be most important. Furthermore, using photos and videos is helpful to attract people. According to the last group, fake news spread on social media should be answered with correct information and aim at calming the audience rather than getting into a huge discussion.

The discussions have been documented on Jamboards, which have been sorted and can be found in the attachments.

5. Conclusions of the seminar

The seminar was closed with a short feedback round about the most important learnings of the seminar and potential topics for further seminars. This revealed that for most participants the seminar did not change the picture of the target groups, but it actually gave them better ideas and tools to work with and more details to think about. The seminar showed that generally accusing the farmers to be the most complicated group to talk to and convince is not correct, as even within the target groups communication is context-specific and depends on the individual persons. Additionally, communication with other target groups such as the media was found to be even more difficult and complex. One important learning point from the seminar for the participants was the fact that sharing experiences and learning from each other is possible and helpful, as projects all over Europe face similar issues. Others learned some specific new strategies to include in future project communications or were reminded of the importance of communication in such projects and that it is worth investing in. Accordingly, several participants stated that one of the most important learning points for them was to realize that the minimum communication requirements and guidelines from the LIFE programme are rather outdated and should be revised. Communication with farmers, landowners, and foresters as well as with different authorities, developing a proper communication strategy, improving the media skills, and dealing with COVID-19 will be the

greatest challenges for the participants in the near future. Generally, most participants would be in favor of having another seminar and proposed different issues that could be addressed.

Main findings from the seminar

- 1. Communication is the key to successful project implementation!**
- 2. Communication is target group dependent, context specific and individual.**
- 3. Trust and involvement are the most helpful communication tools.**
- 4. Learning from other projects' successes and failures is helpful.**
- 5. The LIFE communication requirements are outdated and should be updated.**
- 6. Communication can always be improved.**
- 7. Projects should demonstrate concrete actions to stakeholders, especially farmers or landowners, after the project period.**

Annex

Annex no. 1 – Final Agenda

Day 1: 24th of February 2021

9:30	Virtual arrival to the seminar	
10:00	Technical instructions for the seminar	Heidrun Fammler <i>CEO of BEF group</i>
10:05	Opening of the event and “arrival” to the LIFE Meadow Birds project	Heinrich Belting & Markus Nipkow <i>Lower Saxony Water Management, Coastal Protection and Nature Conservation Agency</i>
10:30	Introduction to the seminar	Heidrun Fammler <i>CEO of BEF group</i>
11:00	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 <i>CEO of BEF group</i>
12:00	Coffee/Lunch Break – unfortunately, you need to prepare it yourself	
12:30	Panel 1: Experiences of communicating with the general public, tourists and stakeholder of nature conservation <i>The panelists discuss their lessons learned from communications about their (nature conservation) measures with the target groups general public, tourists and stakeholders of nature conservation.</i>	Panelists (see list below)
13:15	Working Group 1: Developing best practices for the communication with the general public, tourists and stakeholders of nature conservation <i>In 4 working groups and based on panel 1 and own experiences, the participants develop a set of best communication strategies for targeting the general public, tourists and stakeholders of nature conservation.</i>	All participants
14:00	Coffee Break	
14:15	Conclusions of Working Groups 1 <i>Representatives of the working groups present the findings.</i>	
14:30	Feedback to the Communication Guide <i>moderated inquiry among participants and discussion</i>	All participants
15:30	End of Day 1	

Annex

Day 2: 25th of February 2021

8:45	Opening of the Meeting Room and Videos	
9:00	Panel 2: Experiences of communicating with local inhabitants and farmers, landowners and foresters <i>The panelists discuss their lessons learned from communications about their (nature conservation) measures with the target groups local inhabitants, farmers, landowners and foresters.</i>	Panelists (see list below)
9:45	Working Group 2: Developing best practices for the communication with local inhabitants, farmers, landowners and foresters <i>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.</i>	All participants
10:30	Coffee Break	
10:45	Panel 3: Experiences of communicating with journalists, classical and social media <i>The panelists discuss their lessons learned from communications about their (nature conservation) measures with the target groups journalists, classical and social media.</i>	Panelists (see list below)
11:30	Working Group 3: Developing best practices for the communication with journalists, classical and social media <i>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.</i>	All participants
12:15	Lunch Break	
12:45	Conclusions of Working Groups 2 and 3 <i>Representatives of the working groups present the findings.</i>	
13:15	Plenary Discussion: Conclusions of the Seminar <i>Best practices and main action-needs for future communication on nature conservation measures</i>	All participants
14:30	End of the Seminar	

Invited panelists

Panel 1: Experiences of communicating with the general public, tourists and stakeholder of nature conservation		
Project Name (LIFE #)	Mission	Panelist
LIFE Green-Go!Carpathians (LIFE16 GIE/PL/000648)	Local initiatives for deployment of green infrastructure within Natura 2000 sites in the Carpathians.	Piotr Mikołajczyk



BEF Deutschland e.V.

Osterstraße 58
20259 Hamburg

www.bef-de.org

Niedersächsischer Landesbetrieb für
Wasserwirtschaft, Küsten- und Naturschutz

Annex

<u>LIFE Habitats Calanques</u> (LIFE16 NAT/FR/000593)	Integrated management in Mediterranean on remarkable coastal habitats suburban of Calanques related to southern Europe.	Cynthia Llas
<u>LIFE NaturallyEst</u> (LIFE16 GIE/EE/000665)	Enhance conservation communication in the society.	Mari Kaisal
<u>LIFE-IP NATURA.SI</u> (LIFE17 IPE/SI/000011)	Enhancing the management of Natura 2000 in Slovenia in cooperation with various sectors and stakeholders.	Eva Šabec

Panel 2:

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

Project Name (LIFE #)	Mission	Panelist
<u>LIFE Good Stream</u> (LIFE14 ENV/SE000047)	Reaching good ecological status of a small agricultural stream, improve biodiversity and reduce floods.	John Strand
<u>LIFE FLUVIAL</u> (LIFE16 NAT/ES/000771)	Improvement and sustainable management of river corridors of the Iberian Atlantic Region.	Patricia María Rodríguez-González
<u>LIFE Osmoderma</u> (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
<u>LIFE N2K Revisited</u> (LIFE17 IPE/CZ/000005)	Conservation of biodiversity and the promotion of ecosystem services in the protected areas of the Natura 2000 network.	Bronislav Farkač

Panel 3:

Experiences of communicating with journalists, classical and social media

Project Name (LIFE #)	Mission	Panelist
<u>LIFE Natura Themis</u> (LIFE14 GIE/GR/000026)	Promoting awareness of wildlife crime prosecution and environmental liability in Natura 2000 areas of Crete, targeting stakeholders and citizens.	Michalis Probonas
<u>LIFE+ GUGUY</u> (LIFE12 NAT/ES/000286)	Protecting the habitats present in the ridges of the “Macizo de Guguy” to guarantee the survival of valuable and threatened species and environments.	Francisco González Artilles
<u>LIFE WolfAlps EU</u> (LIFE18 NAT/IT/000972)	Implementation and coordination of wolf conservation actions in Alps ecosystems.	Laura Scillitani
<u>GrassLIFE</u> (LIFE16 NAT/LV/000262)	Restoring and improving EU priority grasslands and promoting their multiple use in Latvia.	Liene Brizga-Kalniņa
<u>LIFE for Pomorie Lagoon</u> (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

Annex

Annex no. 2 – List of Participants

#	Project Name	Country	Participant Name	Organization
1	CZ-SK SOUTH LIFE	Czech Republic	Ježková, Eva	South Bohemia Region
2	Game On (DEAR project)	Lithuania	Labutytė-Atkočaitienė, Inga	Lithuanian Fund for Nature
3	Grassland for Meadowbirds	Germany	Vögerl, Jakob	NABU Naturschutzstation Niederrhein
4	GrassLIFE	Latvia	Brizga-Kalniņa, Liene	Latvian Fund for Nature
5	LIFE 4 POLLINATORS	Greece	Petanidou, Theodora	University of the Aegean
6	LIFE 4 POLLINATORS	Greece	Tzannetou, Maria	University of Aegean
7	LIFE 4 POLLINATORS	Italy	Dante, Giovanna	University of Bologna
8	LIFE 4 POLLINATORS	Italy	Galloni, Marta	University of Bologna, Dept. BiGeA
9	LIFE 4 POLLINATORS	Italy	Parrilli, Martina	University of Bologna, Dept. BiGeA
10	LIFE 4 POLLINATORS	Italy	Quaranta, Marino	Council for Agricultural Research and Economics (CREA)
11	LIFE 4 POLLINATORS	Italy	Zenga, Emanuele Luigi	Council for Agricultural Research and Economics (CREA)
12	LIFE AMPHICON	Slovenia	Levstek, Suzana	GROŠUPNJE MUNICIPALITY
13	LIFE AMPHICON	Slovenia	Tarman, Jasna	Krajski park Ljubljansko barje (Ljubljansko barje Landscape park)
14	LIFE ARCPROM	Greece	Covelli Pérez, María Carolina	CALLISTO, Wildlife and Nature Conservation Society
15	LIFE ARCPROM	Greece	Theodoridis, Georgios	CALLISTO, Wildlife and Nature Conservation Society
16	LIFE ARCPROM	Greece	Zambello, Giorgio	CALLISTO, Wildlife and Nature Conservation Society
17	LIFE BACCATA	Spain	Ferreiro da Costa, Javier	IBADER
18	LIFE BNIP	Belgium	Kyametis, Melina	Natuurpunt Beheer
19	LIFE BOREAL WOLF	Finland	Ala-Kurikka, Iina	Natural Resources Institute Finland
20	LIFE BOREAL WOLF	Finland	Lyly, Mari	Finnish Wildlife Agency
21	LIFE BOREAL WOLF	Finland	Nyman, Madeleine	Natural Resource Institute Finland
22	LIFE CLAW	Italy	Pretto, Tobia	Istituto Zooprofilattico Sperimentale delle Venezie
23	LIFE CLAW	Italy	Valetti, Bruna	Costa Edutainment
24	LIFE EuroLargeCarnivores	Germany	Fritz, Johanna	Forstliche Versuchs- und Forschungsanstalt Freiburg
25	LIFE EuroLargeCarnivores	Portugal	Barata, Marta	Associação Natureza Portugal

Annex

26	LIFE FLUVIAL	Portugal	Rodríguez González, Patricia María	Universidade de Lisboa (Centro de Estudos Florestais, Instituto Superior de Agronomia)
27	LIFE for Insects	Czech Republic	Havlickova, Veronika	Nature Conservation Agency of the Czech Republic
28	LIFE FOR POMORIE LAGOON	Bulgaria	Popov, Dimitar	Green Balkans (NGO)
29	LIFE Future Forest	Germany	Luber, Theresa	blue! advancing european projects
30	LIFE Future Forest	Germany	Ruprecht, Andrea	Administration of county Landsberg am Lech
31	LIFE Good Stream	Sweden	Strand, John	Hushållningssällskapet Halland (REAS)
32	LIFE GoodWater IP	Latvia	Apenīte, Ilze	Ministry of Agriculture of Latvia
33	LIFE GoodWater IP	Latvia	Liepa, Sandis	Zemnieku saeima (Union “Farmers' Parliament”)
34	LIFE GoodWater IP	Latvia	Strigune, Dace	Baltic Environmental Forum Latvia
35	LIFE GoodWater IP	Latvia	Veidemane, Kristina	Baltic Environmental Forum Latvia
36	LIFE GoodWater IP	Latvia	Zeltina, Agnese	Latvia Fund of Nature
37	LIFE Green-Go! Carpathians	Poland	Mikołajczyk, Piotr	National Foundation for Environmental Protection - UNEP/GRID-Warsaw Centre
38	LIFE Habitats Calanques	France	Llas, Cynthia	Regional Agency for Biodiversity and Environment
39	LIFE IP Atlantic Region DE	Germany	Raffel, Martina	District Council Muenster
40	LIFE IP PAF INTEMARES	Spain	Berrio, Carmen	Fundación Biodiversidad
41	LIFE Lab - LIFE – Closer to You	Romania	Cozma, Madalina	Ministry of Environment
42	LIFE living Natura 2000	Germany	Albrecht, Franziska Johanna	Bayerische Akademie für Naturschutz und Landschaftspflege
43	LIFE LxAquila	Portugal	Teodósio, Joaquim	Sociedade Portuguesa para o Estudo das Aves-SPEA
44	LIFE MagniDucatusAcrola	Lithuania	Griniene, Rita	Baltic Environmental Forum Lithuania
45	LIFE Meadow Birds	Germany	Belting, Heinrich	Lower Saxony Water Management, Coastal Protection and Nature Conservation Agency
46	LIFE Meadow Birds	Germany	Fammler, Heidrun	Baltic Environmental Forum Germany
47	LIFE Meadow Birds	Germany	Haack, Silke	NLWKN GB IV Oldenburg
48	LIFE Meadow Birds	Germany	Lemke, Hilger	NLWKN, Naturschutzstation Untere Elbe
49	LIFE Meadow Birds	Germany	Nipkow, Markus	Lower Saxony Water Management, Coastal Protection and Nature Conservation Agency
50	LIFE Natura Themis	Greece	Baxevani, Popi	University of Crete-Natural History Museum of Crete
51	LIFE Natura Themis	Greece	Probonas, Michalis	University of Crete - Natural History Museum of Crete (UoC - NHMC)

Annex

52	LIFE Natura Themis	Greece	Stavroula, Christodouloupoulou	Natural History Museum of Crete-University of Crete
53	LIFE NaturallyEst	Estonia	Kaisel, Mari	Estonian Fund for Nature
54	LIFE Osmoderma 2017	Czech Republic	Klemensova, Marcela	Arnika-Centrum pro podporu občanů
55	LIFE Osmoderma 2017	Czech Republic	Mácha, Přemysl	Institute of Ethnology of the Czech Academy of Sciences and University of Ostrava
56	LIFE Urban Storm	Estonia	Klein, Kai	Baltic Environmental Forum Estonia
57	LIFE WolfAlps EU	Italy	Borgna, Irene	Ente di Gestione delle Aree Protette delle Alpi Marittime
58	LIFE WolfAlps EU	Italy	Fedrigotti, Chiara	MUSE - Science Museum
59	LIFE WOLFALPS EU	Italy	Scillitani, Laura	MUSE-Museo delle Scienze di Trento
60	LIFE+ Guguy	Spain	González Artiles, Francisco	Consejería de Medio Ambiente-Cabildo de Gran Canaria
61	LIFE+ Guguy	Spain	Viera Ruiz, Gustavo	GESPLAN, S.A
62	LIFEforBgNATURA: NEW HORIZONS	Bulgaria	Pavlova, Aneliya	Green Balkans (NGO)
63	LIFEforBgNATURA: NEW HORIZONS	Bulgaria	Stoeva, Elena	Green Balkans (NGO)
64	LIFE-IP ForEst&FarmLand	Estonia	Tingas, Kaidi	The Ministry of the Environment
65	LIFE-IP LatViaNature	Latvia	Krievina, Vita	Nature Conservation Agency of Latvia
66	LIFE-IP NATURA.SI	Slovenia	Cus, Jure	Ministry of Agriculture, Forestry and Food
67	LIFE-IP NATURA.SI	Slovenia	Šabec, Eva	Ministry of the Environment and Spatial Planning
68	LIFE-IP NATURA.SI	Slovenia	Šemrl dos Reis, Marjetka	Ministry of the Environment and Spatial Planning
69	LIFE-IP: N2K Revisited	Czech Republic	Blättler, Linda	Nature Conservation Agency of the Czech Republic
70	LIFE-IP: N2K Revisited	Czech Republic	Farkač, Bronislav	Charles University Environment Centre
72	LIFE-IP: N2K Revisited	Czech Republic	Kocarkova, Tereza	Nature Conservation Agency of the Czech Republic
72	LIFE-IP: N2K Revisited	Czech Republic	Kozubkova, Jitka	Ministry of the Environment of the Czech Republic
73	LIFE-IP: N2K Revisited	Czech Republic	Zachystalová, Linda	Nature Conservation Agency of the Czech Republic
74	LIFE-IP: Natural Course	UK	Bazley, Sarah	Natural Course - The Environment Agency
75	LIFEstockProtect	Austria	Huisman, Nick	European Wilderness Society
76	MAREA	Latvia	Reke, Agnese	Baltic Environmental Forum Latvia
77	Monitoring LIFE Projects	Belgium	Feresin, Saida	Prospect - Neemo

Annex

78	Monitoring of LIFE Projects	Germany	Sliva, Jan	NEEMO EEIG
79	Monitoring of LIFE Projects	Greece	Valaoras, Georgia	Neemo EEIG
80	NA	Germany	Viße, Jakob	to be FVA Ba-Wü
81	Project Advisor for LIFE Projects	Belgium	Bacchereti, Simona	EASME - EC
82	Project Advisor for LIFE Projects	Belgium	Barova, Sylvia	EASME
83	Project Advisor for LIFE Projects	Hungary	Seoáñez, César	EASME
84	Reeds for LIFE	Germany	Bloeß, Bettina	Naturschutzzentrum im Kreis Kleve e.V.
85	Reeds for LIFE	Germany	Brühne, Martin	Naturschutzzentrum im Kreis Kleve e.V.
86	Reeds for LIFE	Germany	Dohle, Johanna	Naturschutzzentrum im Kreis Kleve e.V.
87	Seminar Organization Team	Germany	Deuker, Moira	Baltic Environmental Forum Germany
88	Seminar Organization Team	Germany	Ferrer, Elionor	Baltic Environmental Forum Germany
89	Seminar Organization Team	Germany	Vogel, Marina	Baltic Environmental Forum Germany
90	Seminar Organization Team	Germany	Widderich, Fee	Baltic Environmental Forum Germany
91	The Lagoon of LIFE	Bulgaria	Tzenova, Radostina	Bulgarian Biodiversity Foundation
92	Transfer im Themenbereich Wildverbiss	Germany	Geyer, Jan	FVA Freiburg
93	unknown	unknown	Georgiadis, Christos	unknown
94	unknown	unknown	Keller, Elise	unknown
95	unknown	unknown	Schn., Johanna	unknown

Annex

Annex no. 3 - Project Video Clips

Project Name	Link to video
CZ-SK SOUTH LIFE	https://youtu.be/mjJ8mmrdDVE
GrassLIFE	https://youtu.be/giH1gOMGNjg https://youtu.be/uamHR2Oj1vI
LIFE Amphicon	https://youtu.be/DGYaucp-QQ0
LIFE Arcprom	https://youtu.be/7IoUj1MAaWk
LIFE BOREAL WOLF	https://youtu.be/rqgbDNfCdPs
LIFEforBgNATURA	https://youtu.be/hKiNbmuoc60
LIFE Guguy	https://youtu.be/3dgdIqABYNY
LIFE Intemares	https://youtu.be/JevVnKGqjC4
LIFE-IP NATURA.SI	https://youtu.be/DnCq72Z4Jrw
LIFE-IP: Natural Course	https://youtu.be/eo92dOhE10c
LIFE living Natura 2000	https://youtu.be/4_gay3M3Grw
LIFE MagniDucatusAcrola	https://youtu.be/tog4eyfCAek
LIFE Natura Themis	https://youtu.be/gwlo_rUFXAE https://youtu.be/stLMv7Diy4c
LIFE Osmoderma	https://youtu.be/Ni9Lq1uTeY4
LIFE for Pomorie Lagoon	https://youtu.be/f3vhCucSXPE
Reeds for LIFE	https://youtu.be/ZJcpqEysBII
The Lagoon of LIFE	https://youtu.be/wv1ldxiZ1Ug https://youtu.be/iHfil80pnDw

Annex no. 4 - Results of the Working Groups

Working Groups 1

Communication with the general public, tourists and stakeholders in nature conservation (environmental activists)

Key problems in communication with the general public, tourists & environmental activists

**Diversity
of the
target
groups**

Communication
must fit the target
group

**Key
messages
for each
group!**

Not only the groups
are different. But
also inside the same
group we have a
diverse mix of
people.

**mass
tourists vs
individual
tourists**

**When to
approach
them?**

Work with all the
target groups
together? OR with
one group at the
time?

to find the right
moment (even of
the day) to organize
the communication
and to approach
them

**with different
levels of
knowlegde**

Different
understanding,
attitudes,
expections about
nature

The complexity of
the system, makes it
difficult to explain
the problem to each
target group

Need to understand
what level their
awareness of the
issue is at the
beginning of the
project

**Language
problems**

Making the problem
understandable

**Common
language
vs. Expert
language**

**How to
approach
them?**

**adequate
usage of
digital
media**

**How to convince
people to respect
the nature and
regimes of the
protected areas?**

credibility of the
project
employees/agents

channel of
communication is
often target specific
(e.g. TV for hunters)

Scattered
medial
sources, age
dependent
media
channels

**How to explain that
something MIGHT
happen, without
journalists writing
done that it will
SURE happen**

Ideas for solutions for communication with the general public



Ideas for solutions for communication with tourists

Language

**common
language**

**positive
language
- stress
benefits**

Involvement

Tourists need to feel part of the protection: if there is a forbidden access, they have to be explained that is possible to don't reach several areas of a Natura 2000 area

make them feel special (small guided tours)

choose the right time (during lunch, less busy days)

interesting events - local ones, to involve them to visit area/see species (guided tours)

Involve local experts to communicate with tourists

mobile apps / infos / QR codes

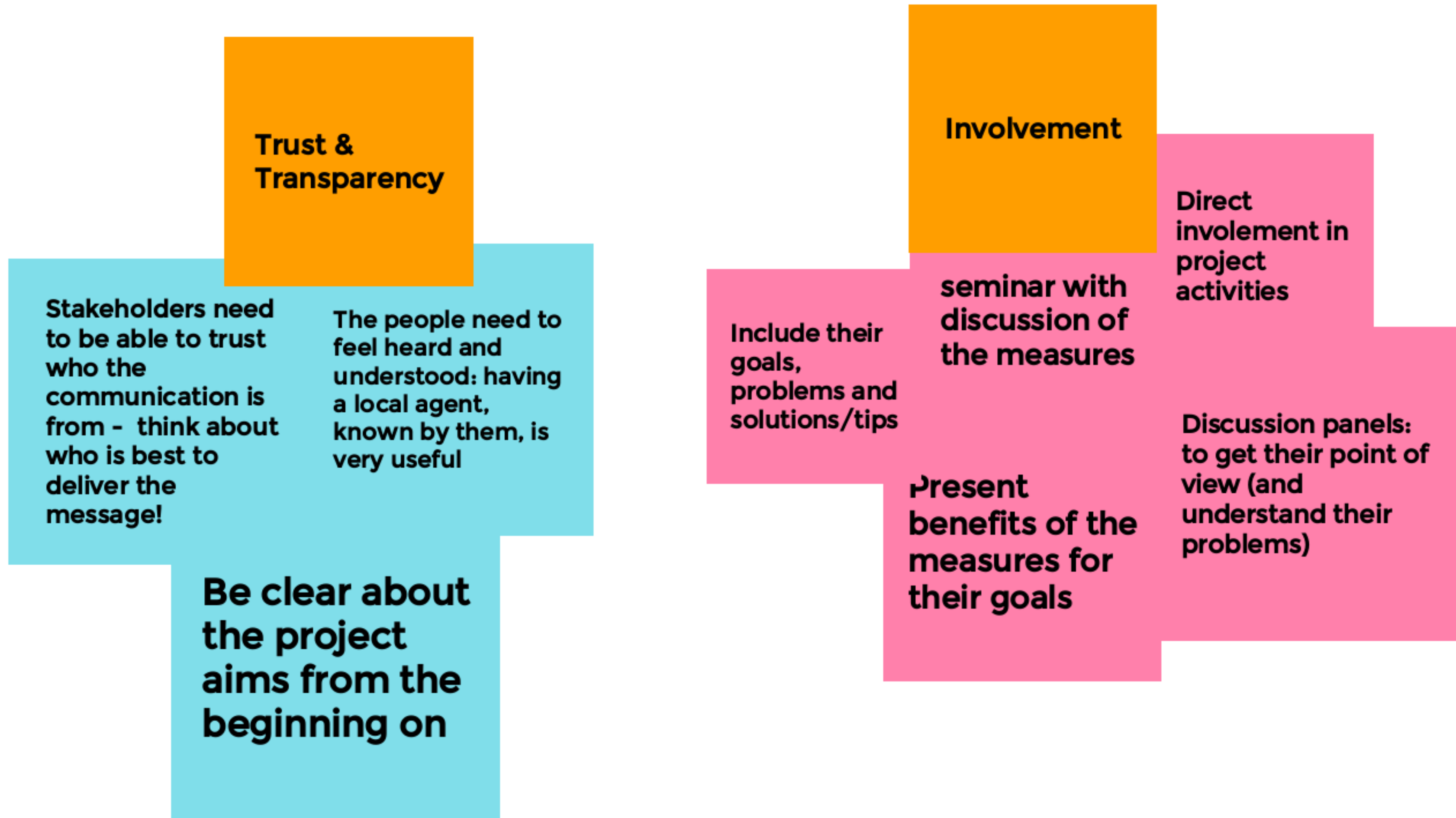
Some game on the site (e.g. geocaching)

Channels

something to take home - attractive and informative (brochures, souvenirs)

theme visits of the site

Ideas for solutions for communication with nature conservation stakeholders



Working Groups 2

Communication with local inhabitants, farmers,
landowners, and foresters

Key problems in communication with inhabitants, farmers, landwoners and foresters

Organizational problems

Unhelpful political communication strategies regarding Natura 2000 in the past (and in some cases, still on-going): It was represented as something enforced from above

Find the right style of communication, because every person is different with different experiences and needs.

unclear property rights

disinformation and stereotype thinking from both sides

missing financial means

conflicting local politics

Finding the right channels to reach target groups

lack of time and people

Terminology/ language problems

shortage of land

they feel unheard

fear due to short term involvement

bad experiences

farmers feel a very high public pressure

Lack of trust in institutions and EU projects

outsider role

lack of understanding from both sides

Lack of trust

Lack of trust in your expertise and means

influence of farmers unions (which spread negative things about such projects)

Key problems in communication with inhabitants, farmers, landwoners and foresters

Conflicting interests

Culture of prohibition in nature conservation

need to find common interest for both sides.

Different values: economic versus ecological create disagreements on land management practices.

Influential lobby interests and organizations

strong belief and value orientation of each group

different ideas or concepts about how nature

emotional attachment to single plants

nature conservation measures may cause some inconveniences

concerning inhabitants: estrangemant from local nature and species

social background and other dialogues going on in a society

Lack of interest

participation fatigue

inhabitants live their daily life and sometimes they are unconcerned

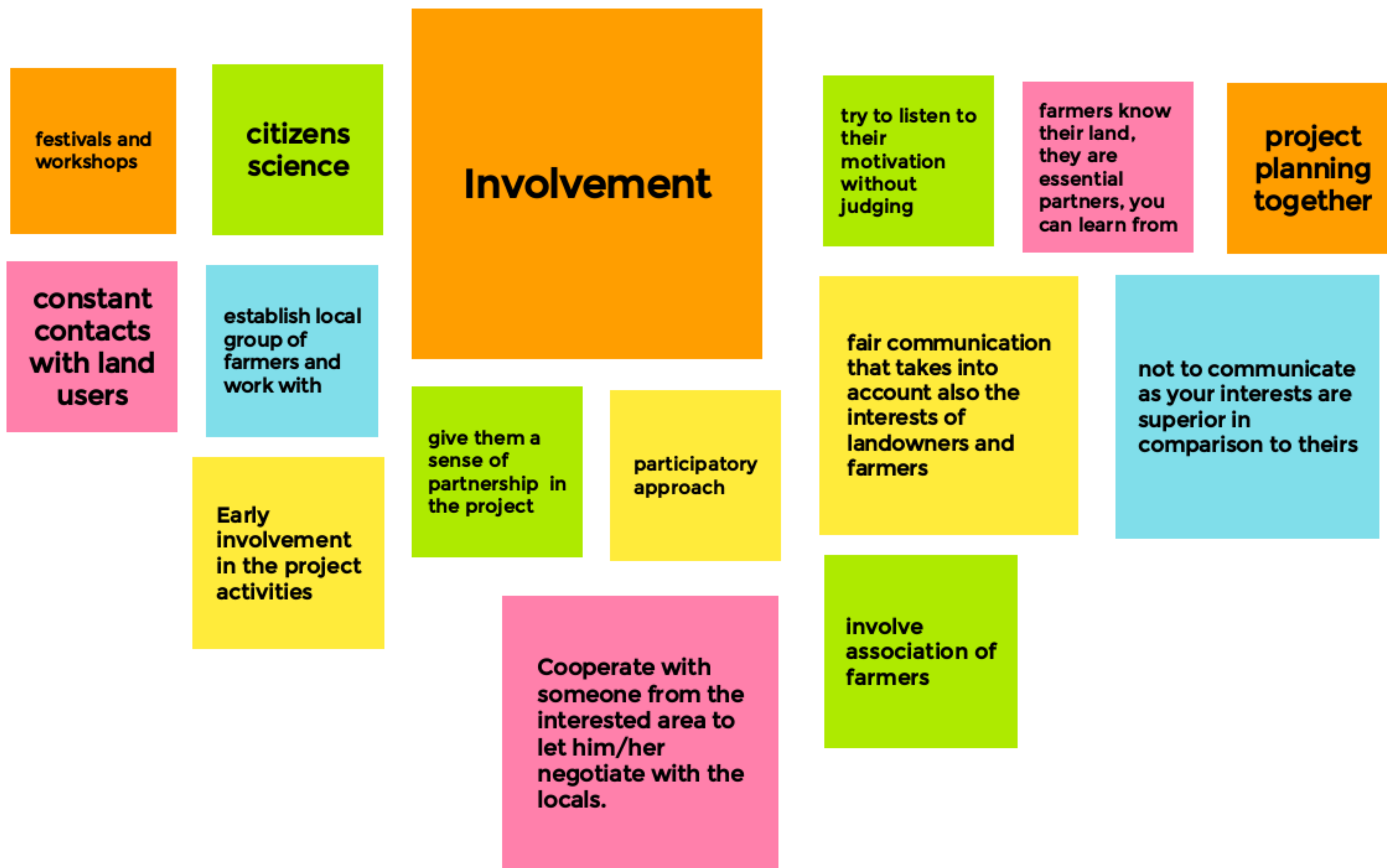
The classical training at agricultural schools has a very strong focus on productivity and not much on ecology

they do not think in the long term

Ideas for solutions for communication with farmers, non-farming land-owners and foresters



Ideas for solutions for communication with farmers, non-farming land-owners and foresters



Ideas for solutions for communication with farmers, non-farming land-owners and foresters

Education

train
ambassadors

Showcasing
success
examples

Invest in
Communication

make
use of
media

invest to
personal
capacities

offer
alternatives

Compromise

Strong
fact-checking
and
debunking
effort

help them to
understand that to
produce less could
be to produce better
food that can be sell
at higher price

Plan resources for
communication and
direct contact

use the ERDF to
push to change
agriculture practice,
as farmers often
count on this fund

Searching for
compromises
between economic
interests and nature
conservation. It
should be a fair play

Good explanatory
signs that not only
list what you may or
may not do, but also
why

start education
about nature
conservation in
schools and
kindergarden
already

personal
contact

direct contact,
find individual
solutions

inform about
the benefits of
the measures

emphasize the
benefits

Direct
contact

face-to-face
meeting
directly in a
project site

personal
contact,
no big
groups

emphasize
positive
results also in
public

Positivism

Communication
training

Working Groups 3

Communication with journalists, classical and social media

Best media experiences

Press releases published as written

media used our key messages and the whole material

filmer is very interested in nature topics

interviews on all national media for Flamingo's appearance in the lake - great media interest in the summer!

We had the project opening press conference. Due to the fact we did it online, 490 people have seen it!

Event announcement helps to reach new individuals to take part in activities

during corona 2020 newspapers were eager to bring other topics, so we got all our the news in, so we used the situation to inform more than we usual do

short videos, stories, Quiz, online events - mainly on FB, but also on Instagram

A journalist needed to fill the gap in its media ASAP, you give him the story that is ready.

TV interviews with experts about incidents with carnivores coming inside residential areas. They are very interested in getting an immediate concept to broadcast.

Return media questions quickly.

build a longterm relationship with a concrete journalist

project citizen science campaign (on snake) was really successfull - media support it

They are interested in the positive aspects of a LIFE project, so they remark it in the news

Creation good long term relationship with certain journalists

Promotion of our experts in media programmes that are not directly nature related, for example, a radio talkshow about interesting people and their lives.

Pictures of rare birds for the site

Creating short videos for Social Media works well (1-2 min from field work)

two journalists, who are interessted in meadowbirds, wrote very good articles

Working with local journalists is usually rewarding

A press release upon a rather small local action was taken up by the German Press Agency and made into newspapers and magazines all over the country.

Having results to show the benefit of the intervention, rather than just informing a project is happening

Create a press event

Using positive messages to "catch" followers works well.

Clear and concise infographics seem to work well

The nice and full of hope comments from the viewers-readers

Very positive reactions to our new "Natura 2000 products" campaign.

The Nutria-Headline caused only a litte shitstorm

Contact with professor lead to article in teacher's magazine

Social media post about a certain issue with pesticides blew up social media -> the issue circulated in portals -> was picked up by National tv discussion programme -> discussion with President of Latvia

"Ask anything about theme X and our experts will answer!", this has always resulted in good discussions

To be able to transmit that the recovering actions (habitats and species) are working successfully

When the national media promotes his article : all the regional and local medias use the same good article and the promotion of the operation is large and.. extraordinary !

They are more open to sharing concise information and audiovisual material.

Direct communication with the user that includes questions or allows them to get in touch with the team was more effective

Common project with the media --> LIFE project; raising capacities, shared media channels

good place to inform our auditory with short interesting messages - Like fun fact about the species with nice photo

Campaigns where we invite people to be involved in certain specific activities are usually suceessful (e.g. citizen science campaigns)

Message about rare species found during the monitoring of the lake - this message was on TV

Worst media experiences

not having much time to prepare with journalists; they want quick answers / interviews

if a negative news is used by politician as an argument

Journalists often write the news in a rush, so they have only 1 hour to dedicate, and usually they write them meanwhile they hold a phone call: that's the best way to misspelling

The Project's name and the context of the EU funding was completely missing in the published newspaper article, causing confusion and misunderstandings, though it was well-explained in the press release.

A blog from a private person criticizing the clearing of trees was taken over by the local press as if the local public in general was against the conservation measures

Very generally questions during the radio interviews - like - can we eat fish caught in the Baltic sea...

In some cases they have a predefined idea, and the whole news are written under those principles: the wolf kills cows, the wildboar invades our cities, etc

media not printing the news until half a year later

Some themes almost always end up in conflicts, rows and hundreds of mean comments.

When the journalists do not respect nature while they film on the field

Getting environmental influencers involved.

Biasing the message regarding the project expectations

Printed media publishing wrongly interpreted story (that was based on interview)

headline at kick-off meeting day: 22 Million euro for meadow birds

a former investigative journalist filmed a documentary about environmental NGOs, their self interest, large budgets, allegedly he was hired by forest industry.

Headline: "More than 400 Nutria already killed"

When we create innovative products with associations and this association promotes the product through medias and doesn't understand the issues the way we would like it to

When the report in TV is not directly aimed to the project, media cut off the part about the project. :-/

Usually topics that evoke emotions, such as frustration, seem to get more visibility. Positive and neutral topics are often ignored.

journalists have to produce many news in a short time period = so they have no deeper insight into the issue

The use of misinformation and a false idea of the old ages to avoid the control of feral goats

we invited media to an event but nobody showed up, repeatedly.

the tools are changing too fast (sometimes every month) and sometimes we are not prepared to present the information on the right way

One of our image films features a farmer mowing grass with a scythe. This provoked ridicule on social media, esp. from other farmers.

Media choose its own "agenda" how to reveal the subject in despite of participating in the press conference.

Media focus on failings of one of our partners, rather than the good work they are involved with in the project

very lurid headline (newspaper): "Already 400 coypu killed"

media are setting the agenda, you often just react and try to turn it right

DISCUSSION - classical journalists

- How can we avoid being misunderstood by journalists (expectation management)?

Provide press map with essential information

clear facts

keep language simple

provide audiovisual material

keep good relationship to journalists

offer to content prove the article **BEFORE** it gets published

set agenda yourself: be the first writing about it

create a press office

- How can we be prepared/what must we particularly prepare when talking to the media; how can WE drive the storyline?

we must write the storyline

get personal: present success stories and the people behind

give a concrete story, no general summaries

Tell a story, don't just present facts

simple stories, not too much information

Make it relevant!

- Often information presented are not complete or wrong, how can we deal with those gaps?

we can use our own social media channel and post the right messages

depends on relationship: have your own press officers and they can better contact. it is okay to correct.

Have more information available on project website (this can include technical information too) and assign people to this

once the press has published something, they lose interest. they do not like to correct or publish twice

Advice to projects for communication with classical journalists (print media, TV, Radio)

have a professional journalist or PR officer in your project or organisation

Make it relevant!

Plan in time for press releases

TV loves conflicts and scandals - don't create the scandals yourselves, but use the momentum.

LIFE projects, or large IP projects are not the original target of a nature conservation agency. we must give a bigger political overarching picture to make the connection.

Social media actually is an entry to raise interest of classical media, especially regional.

use specific media - for example agriculture stakeholders have their own media.

the person who is giving the interviews should be prepared. even take a training!

media is interested in the size of audience. Social Media coverage can give such information to them

how to get to TV? politicians - minister can help.

how to get to TV: remain reachable all the time! be very charismatic, ready.

DISCUSSION - new "journalists"

- What is your ambition to work with influencers?

**Reach
more and
new
people**

Reach people
beyond the
green bubble
as well

How are influencers being compensated?

pay for creation of
content (e.g. videos)
or reach (number of
views) (300-800€)

**good
will**

- What is the value that influencers can create?

**reach
young
people**

**raise
interest**

networking

- How do you choose influencers to work with?

**chose
wisely**

depending on
the target
group

Check
background
and global
messages

check the influencer
before creating a
contract with them
(check their
reputation and
opinions in general)

Advice to projects for communication with new "journalists" (influencers, bloggers etc.)

Chose influencers who already have a connection to environmental topics to keep credibility

If you are a public body: you can hire them and write invoices

be aware of their ambitions to avoid conflicts -> transparency from both sides

Be specific about layout (Logos)

Try to find the right balance between pro nature influencers (they raise awareness among a public already aware of environmental issues) and other influencers (who can raise awareness among another public)

DISCUSSION - social media

Why use social media?

not particularly used to change the people's minds,
but to inform about news

What channels do you use for what?

facebook
(used most frequently)

some use partners
sites, others have
project page, where
all partners
contribute

**for events
and
breaking
news**

Twitter

not popular in
certain countries,
but easy to use and
less time
consuming than
others

Instagram

emotional content
(pictures) -> rather
time consuming
and requires one full
time worker

LinkedIn

communication
with professionals
and journalists

Website

**very
project
specific
content**

Advice to projects for communication with social media (what to post and where and how)

Organization

Try to unify the form of the posts.

Define your key messages.

keep your social media skills updated

share the work with at least 3 people, who can care about posting, replying to people etc

share responsibility between project partners

Calculate risks of shitstorms and plan how to deal with it

post frequently to keep the people

Allocate time for answering possible comments and messages

post around 10 a.m. or in the afternoon

Prepare a list of experts who can be reached and answer specific questions in comments.

plan your posts and who is responsible to prepare them

designing an agenda of communications

Formats

photos/videos with (local) celebrities and their opinions

short live video from the field

short posts with pictures BUT link it to the website/publications etc.

short videos

In any case, short messages are the best

use #s

use emoticons

2 to 4 short sentences

use photos and videos

Contents

Usually the things that are obvious to experts are the most interesting ones for laypeople :)

Taking part in current public discussions, commenting posts

share personal stories

use web site links

Interesting facts

photopea.com for simple way of preparing photos

Other

use tools for planning visual posts, such as Canva (free). Also PowerPoint is highly underrated

use all channels - FB, Instagram, Twitter, YouTube, Vimeo

DISCUSSION - Fake News

- What are the contents of fake news?

Fake news content use basic phrases to catch the audience

- What emotions do fake news trigger?

Fake news try to get the people angry to generate a false interest

- How do you react to fake news and shit storms? (Advice to projects for reacting to fake news)

act reasonable

react stronger if the fake news were spread on purpose

use own channels and partners and influencers to spread the correct news

ask to publish a reply to the fake news

try to avoid get viral

mention the fake news yourself and clear it up with facts

don't increase the flaming

focus on informing the audience (use scientific knowledge)

Durch das LIFE+ Projekt „Wiesenvögel“ werden bedeutsame Anteile der Populationen der Wiesenvögel in Deutschland und Europa gesichert – ein Baustein für den Erhalt europäischen Naturerbes für künftige Generationen!

Träger des Projektes: Land Niedersachsen, Ministerium für Umwelt, Energie und Klimaschutz

Management: Niedersächsischer Landesbetrieb für Wasserwirtschaft, Küsten- und Naturschutz (NLWKN) – Staatliche Vogelschutzwarte

Projektlaufzeit: 01.11.2011-31.10.2020



Niedersachsen

