

English summary

Action D.5 - Monitoring of communication activities: Opinion poll about Natura 2000 in Slovenia 2022

LIFE-IP NATURA.SI

LIFE17 IPE/SI/000011

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English summary

Description of the purpose - planned and executed activities:

Zavod Štirna has implemented second public opinion poll in 2022 in cooperation with the research agency Parsifal SC about Natura 2000 in Slovenia (first was implemented in 2019). There was significantly bigger share of those who have heard about Natura 2000 and who think that Natura 2000 are nature protected areas. The next public opinion poll will be implemented in 2024.

Methodology

Opinion poll about Natura 2000 in Slovenia (December 2019, September 2022) is a quantitative research based on the CATI method (Computer Aided Telephone Interviews). It has included 1,007 people in 2019 and 1,004 in 2022.

With the opinion poll, we were looking for the information about knowing and understanding Natura 2000, experiences with Natura 2000, Natura 2000's impact of different activities, agriculture and Natura 2000, forestry and Natura 2000, understanding of nature conservation and activities of nature conservation.

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ŠTIRNA
Trajnostne rešitve

LIFE integrirani projekt za okrepljeno upravljanje Nature 2000 v Sloveniji (LIFE17 IPE/SI/000011) sofinancirajo Evropska unija v okviru programa LIFE, Ministrstvo za okolje in prostor ter partnerji. Za vsebino tega gradiva so odgovorni samo avtorji. Ta vsebina ne odraža nujno mnenja Evropske unije. Zato za vsebino in iz nje izhajajočo morebitno uporabo informacij Evropska izvajalska agencija za podnebje, infrastrukturo in okolje ter Evropska komisija ne prevzemata odgovornosti.

Outcomes and results in comparison 2019 and 2022:

2019	2022	The difference in statistic points	The difference in percentage
63,7% respondents have heard about Natura 2000.	68% respondents have heard about Natura 2000.	4,3%	6,7%
The mayor part (39,5%) of respondents agree that Natura 2000 is about nature protected areas.	The mayor part (43,8%) of respondents agree that Natura 2000 is about nature protected areas.	4,3%	11%

Among demographic groups there are in general no major differences between 2019 and 2022. No major differences are also among the farmers and forester in comparison to general attitude. Some additional data from 2022 public opinion poll:

- 66,3% respondents thought that Natura 2000 is limiting agriculture
- 48,0% respondents answered that there are different activities allowed in Natura 2000
- Around half of the respondents thought that different activities have a positive impact on nature in Slovenia (water management 61,8%; forestry 57,5%, agriculture 44,4%). In comparison with 2019 there was a bigger share of those who think that economic development has a negative impact on nature and those who think that tourism has a negative impact on nature.

Both reports are available in Slovene language among results of LIFE-IP NATURA.SI project:

[Public opinion poll about Natura 2000 in Slovenia, 2019](#)

[Public opinion poll about Natura 2000 in Slovenia, 2022](#)

Conclusions

There were statistically significant positive changes in public opinion poll on two answers, which are being monitored as a result also in the project documentation. In two years time of strategic communication led and implemented by Zavod Štirna in LIFE-IP NATURA.SI has resulted in opinion poll.

The opinion poll about Natura 2000 is the second of three planned opinion polls in 8 years of LIFE-IP NATURA.SI project. It is beneficial not just for our project but also for different sectors when planning communication in nature conservation.