

English summary

Action E.1 - Communication planning, consultation and implementation

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Action E.1 includes:

- *creative and graphic design*
- *communication team*
- *photo inventory*
- *communication strategy*
- *communication plans*
- *communication reports*
- *consultations for partners*

English summaries of communication strategy, plans and reports are in separate documents due to the complexity of their content.

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Description of the purpose - planned and executed activities:

Creative and graphic design

The creative name of the project and graphic design is an essential part of the communication and visibility of the project activities. It is gaining at its importance with the need to communicate clear, short and efficient.

The foundation of efficient creative and graphic design is a corporate graphic identity. With a participatory approach of all partners, we created a project graphic identity manual and a wide range of digital tools for daily usage as well as printed materials for visual communication of the project.

Communication team

The vital part of nature conservation and fulfilling the Natura 2000 obligations is the participation - the institutions, landowners and inhabitants. The primary purpose of the communication team is to coordinate the planning and the implementation. It involves representatives of the Ministry of Environment and Spatial Planning, Institute of the Republic of Slovenia for Nature Conservation, Chamber of Agriculture and Forestry of Slovenia, Slovenia Forest Service and Slovenia Water Agency.

Photo inventory

Photos are the essential tools for visual communication. The existing materials didn't meet minimal standards of quality for print and digital channels. Regarding the situation

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we found a solution to complete the photo inventory of species, habitat types of Natura 2000 and Natura 2000 areas with more than 700 photos.

Outcomes and results:

Creative and graphic design

We prepared project graphic identity, which includes: creative name, logotype, fonts, cover for the reports in the project, PowerPoint, Excel and Word template. The manual for graphic identity is published on [Natura 2000 website](#). In addition to the graphic identity, we created typical banners for digital communication, poster draft, invitation draft, roll-up, flag, 4 graphic designs of leaflets, information boards for partners offices, banners for e-mail signature and stickers for different materials that need to be signed by the project.

We created information boards for all partners, one roll-up for each partner, one beach flag for each partner, different stickers. All communication tools are in use by partners.

Communication team

The communication team meets at least twice a year. When needed, its members are involved daily. Each meeting of a communication team consists of an overview of the previous meeting's conclusions and implemented activities in the period and plans for the next period. Leading partner Štirna facilitates meetings, and members of the communication team also have opportunities to express their needs and expectations regarding the current situation. With the Covid-19 pandemic, meetings are organised online.

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Photo inventory

A new photo inventory includes 700 photos of species and habitat types of Natura 2000 and Natura 2000 areas in Slovenia. The photos are in use on the website Natura2000.si, social media channels of the project, and the printed materials as needed by partners (presentations, printed materials).

Conclusion:

Creative graphic design, communication team and photo inventory present the foundation for efficient execution of communicational activities. The continuous work in all three fields is planned for the duration of the project LIFE-IP NATURA.SI. The planning process through strategy, yearly plans, involvement and well-organised implementation have significantly supported the communication activities.

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