

English summary

Action E.2 - Communication capacity building

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

Capacity building of the partners and beneficiaries is dedicated to gaining new knowledge and experiences in communication and facilitation for the project LIFE-IP NATURA.SI implementation.

In 2020 we organised 15 workshops for basic and advanced communication training and basic facilitation training, a camera training for 3 speakers and prepared an e-manual for strategic communication.

Before communication and facilitation training workshops, we surveyed potential participants to meet their expectations and needs fully. After each workshop, we carried out a users satisfaction survey.

1. Training Effective communication - basic level - 5 workshops in 2020
2. Training Effective communication - advanced level - 5 workshops in 2020
3. Training Facilitation - basic level - 5 workshops in 2020 (5 more in 2021)
4. Camera training for 2 speakers - online workshop for 3 speakers
5. E-manual Strategic communication - published on natura2000.si in 2020

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6. Facebook private group for communicators of Natura 2000

Outcomes and results:

Training Effective communication (basic and advanced level) and facilitation training

More than 200 participants from different sectors (nature conservation, forestry, agriculture, water service) attended 15 workshops of basic, advanced communication training and facilitation training. Altogether, three lecturers carried out 120 hours of workshops. The locations of workshops included the capital city Ljubljana and three pilot areas of the project LIFE-IP NATURA.SI.

The content of the communication training workshops included basic and advanced topics: efficient strategic communication (organisation of communication in the institutions, preparing communication strategy and action plans, defining communication topic/issue, defining target groups and communication goals and key messages), constructing social research, the specifics of communication in nature conservation, crisis communication, linguistic culture and copywriting, digital communication, efficient public speaking, designing visual communication, communication tools and activities, media production, citizen science and guerrilla communication activities.

Camera training for 3 speakers

Camera training was organised online due to Covid-19 circumstances and rules. Three representatives from three different organisations attended a 1-day workshop (Ministry for the Environment and Spatial Planning, Institute of the Republic of Slovenia for Nature

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Conservation, Slovenia Forest Service).

The content of the training included: non-verbal communication, storytelling, technics and tactics for efficient public speaking, visual presentation of speaking topic.

E-manual Strategic communication

With a new website for Natura 2000 in Slovenia after 13 years, we decided to create E-manual for strategic communication as a more user-friendly blog format for daily usage. It complements the other sectors blogs of best practices as well.

13 chapters with various communication topics include theory and practice to understand and improve strategic communication in nature conservation.

Google analytics in the month of the publishing showed that the content was the most searched on the Natura 2000 website in December 2020 and January 2021.

Facebook private group Communication Group for Natura 2000 was established to exchange daily questions, needs and good practices among employees of different sectors. As a private group, it enhances open conversation about challenges. It was established as an extension of an E-manual to improve sharing knowledge, experiences and best practices daily.

Conclusion:

Capacity building is one of 6 pillars of the project LIFE-IP NATURA.SI and strategic communication knowledge are needed, as the survey for communication workshops showed.

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We achieved all planned deliverables and milestones in 2020 with precise planning of workshops with respecting all the rules to prevent spreading the Covid-19. The worldwide situation also showed to the digital sceptics that digital communication is not just for young generations. Still, it is a vital part of our personal and business communication for all of us.

Strategic communication is a vital part of every organisation. We strongly believe that by empowering the partners' employees with new knowledge, best practices and daily activities about communication, we raise the level of importance and education about communication in nature conservation. We plan to level up the importance of digital communication in the following years of the project.

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