



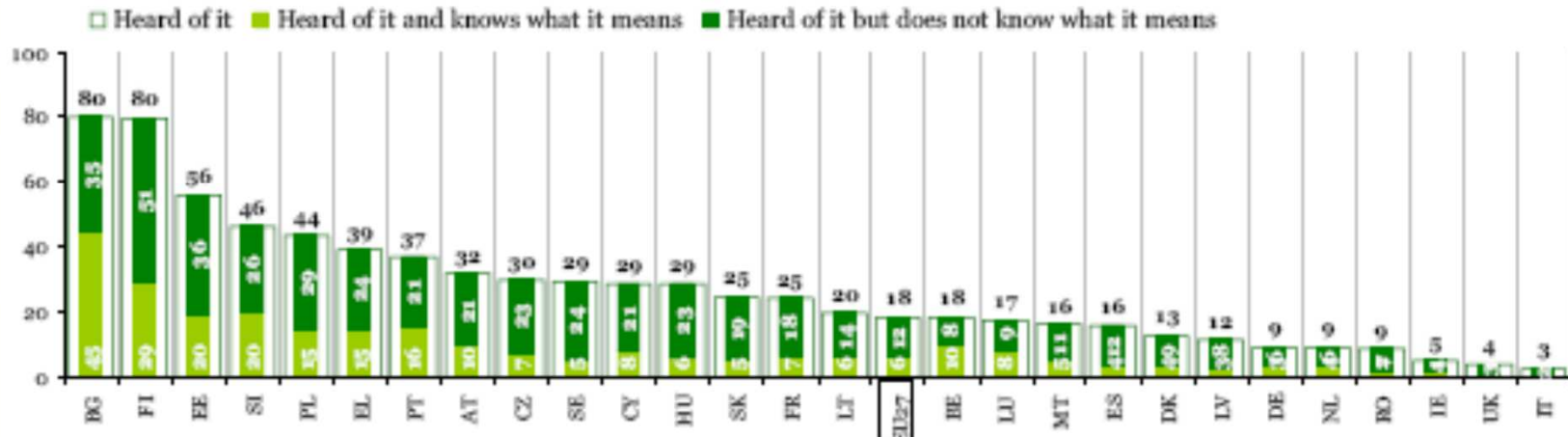
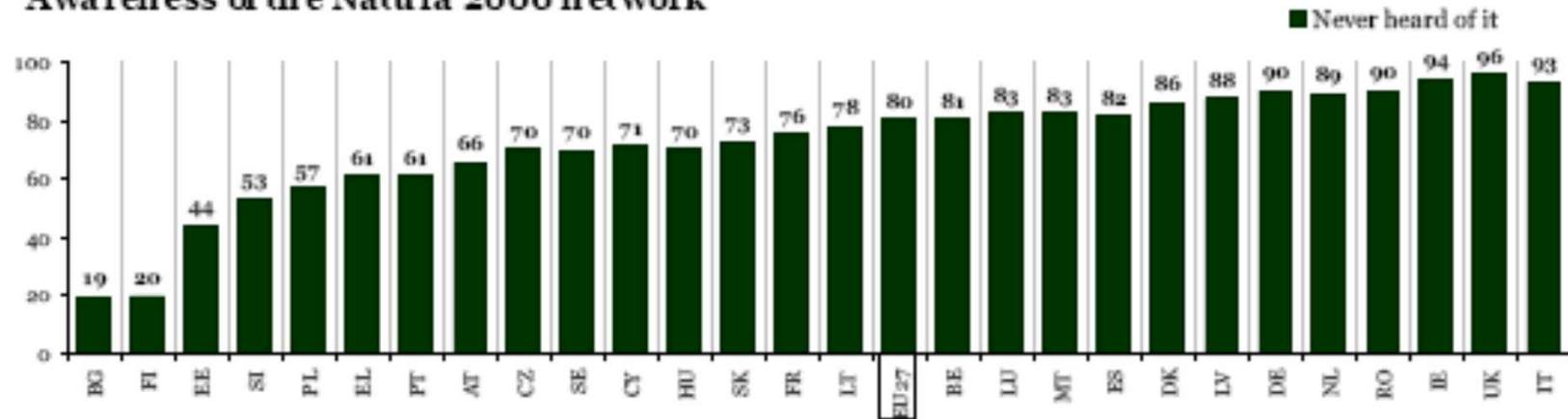
How we won the bronze medal: Communication support to Natura 2000 in Slovenia

Breda Ogorelec
(Ministry of the Environment and Spatial Planning, Slovenia)

EU Nature Directors Meeting, Bled/Brdo 2008

Eurobarometer, Nov. 2007

Awareness of the Natura 2000 network



Q8. Have you heard of the Natura 2000 network?
 % Base: all respondents, by country

How we launched Natura 2000

- project approach
- inter-ministerial working group
- in-house experts and expert partners (academia, NGO's...)

- **communication**
- steered by experts from Slo, NI, UK
- communication strategy
- training and back-up system established
- inter-institutional cooperation
- from the start, parallel to technical/expert work, *ex-ante* to designation,
- evaluation

Slovenia: *the* jewel among jewels



How tough conditions turned into advantages

- obliged to designate by date of accession - extreme pressure → **political support**
- short timescale available → **project approach**
- shortage of staff → **reinforcement through external experts**
- institutional reorganisation/consolidation in process → **easier team-building**
- concept of N2000 more developmentally oriented compared to existing nature conservation → **inter-ministerial cooperation**

What happened afters?

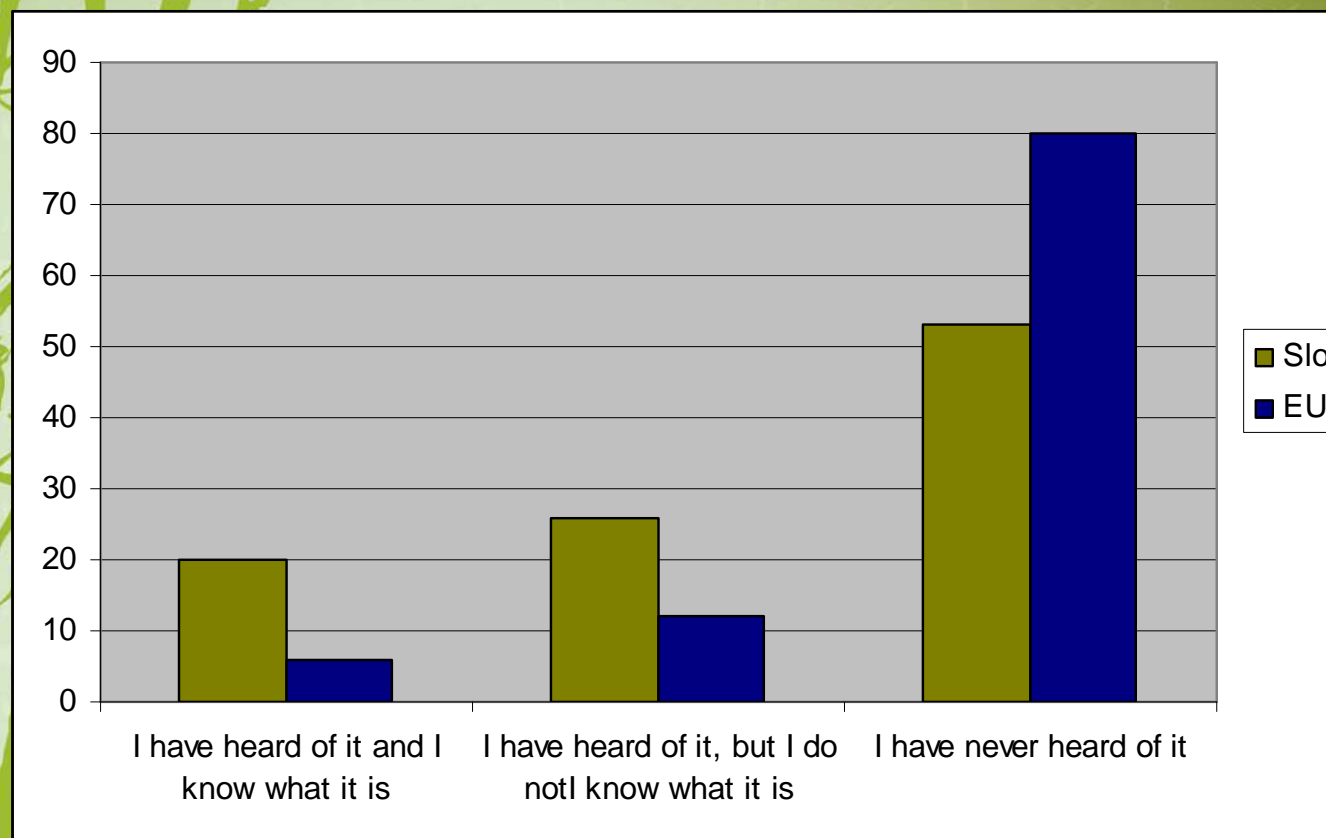
- 2004-06: yearly tender for NGO's for communication of Natura 2000 → direct, local communication
- 2005: several EU co-financed projects (Phare) → strong local initiative, enthusiasm
national level: eNatura monthly bulletin, website
- 2006-07: an EU co-financed project on national level: communication support to Natura 2000 / Pristop → national campaign + training + consultancy + upgrading of website



Measuring the results / Public opinion polls:

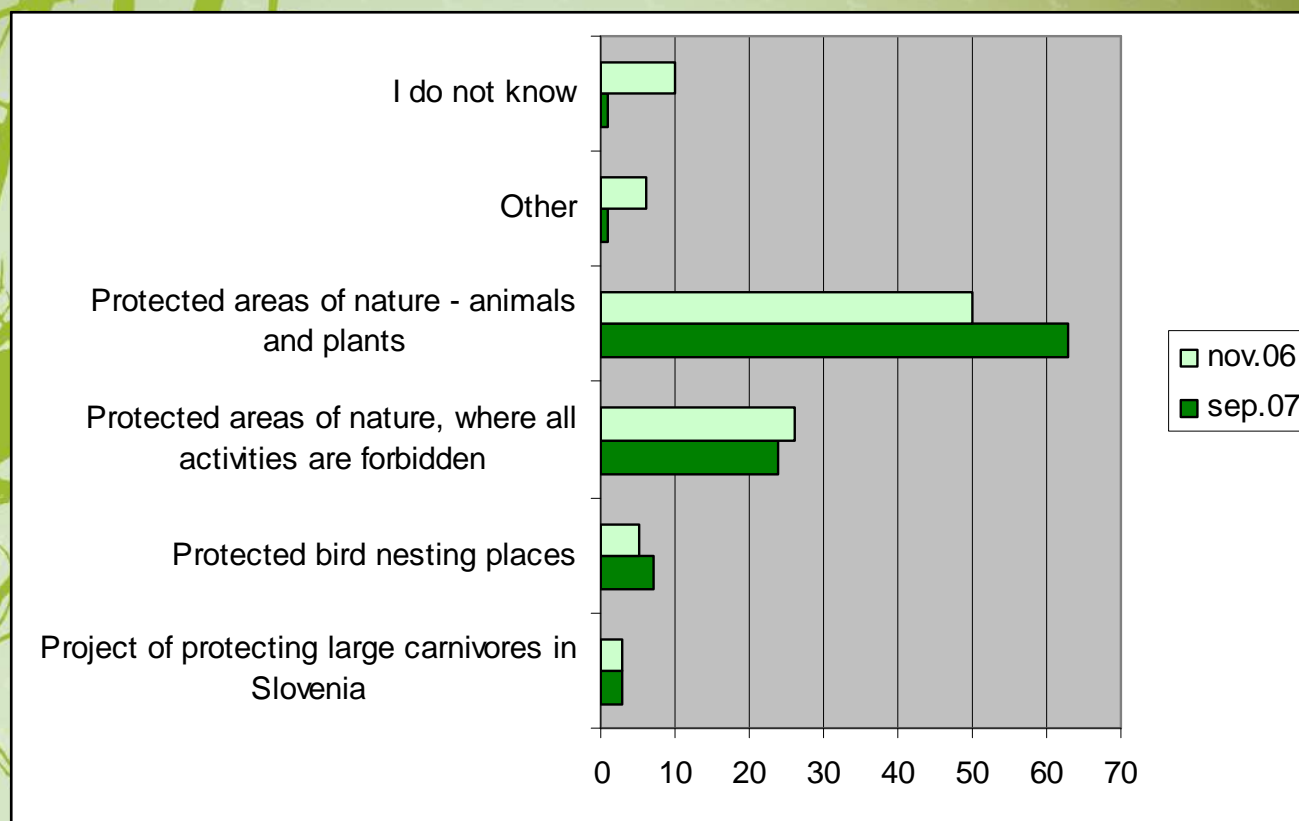
- 2006: 41% of Slo population has heard of Natura 2000.

Have you heard of Natura 2000 Network?



- (Eurobarometer: [Attitudes of Europeans towards the issue of biodiversity](#), fieldwork: November 2007)

Which of these descriptions defines Natura 2000 the most?



- Only respondents that have heard of Natura 2000 answered this question.
- ([Communication Support to Natura 2000 in Slovenia 2006-07](#), Pristop & Episcenter)

Pride with Natura 2000



- national level:
stamps, coin



- municipalities:
coats of arms

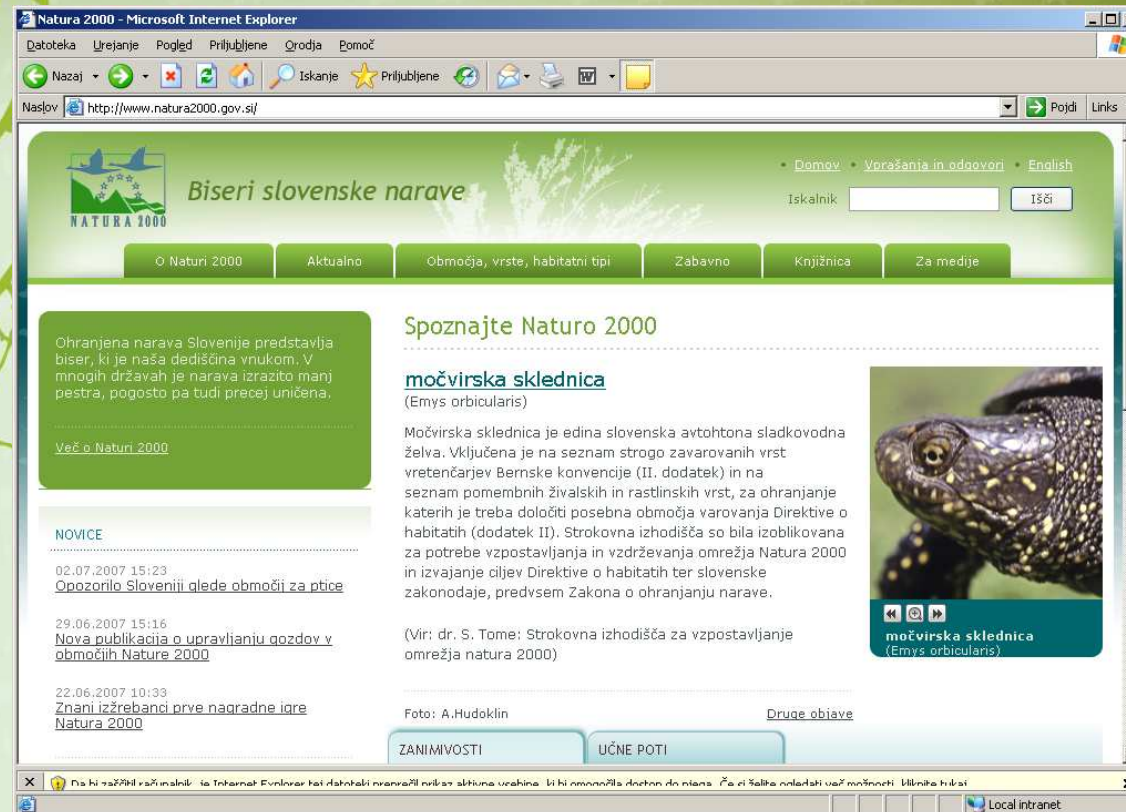
What was different from EU-15

- communication from the start, before sites were designated

What would be of help - EU level

- electronic bulletin – monthly (links to news from EC, member states)
- informal network (similar to Green Spider = PR people from the ministries)

More information




Natura 2000 - Microsoft Internet Explorer

Datoteka Urejanje Pogled Prijubljene Qrodja Pomoč

Nazaj Iskanje Prijubljene

Naslov <http://www.natura2000.gov.si/> Pojdi Links

 **Biseri slovenske narave** [Domev](#) [Vprašanja in odgovori](#) [English](#)

Iskalnik Išči

O Naturo 2000 Aktualno Območja, vrste, habitatni tipi Zabavno Knjižnica Za medije

Ohranjena narava Slovenije predstavlja biser, ki je naša dediščina vnucom. V mnogih državah je narava izrazito manj pestra, pogosto pa tudi precej uničena.

[Več o Naturo 2000](#)

Spoznajte Naturo 2000

močvirska sklednica

(*Emys orbicularis*)

Močvirska sklednica je edina slovenska avtohtona sladkovodna želva. Vključena je na seznam strogo zavarovanih vrst vretenčarjev Bernske konvencije (II. dodatek) in na seznam pomembnih živalskih in rastlinskih vrst, za ohranjanje katerih je treba določiti posebna območja varovanja Direktive o habitatih (dodatek II). Strokovna izhodišča so bila izoblikovana za potrebe vzpostavljanja in vzdrževanja omrežja Natura 2000 in izvajanje ciljev Direktive o habitatih ter slovenske zakonodaje, predvsem Zakona o ohranjanju narave.

(Vir: dr. S. Tome: Strokovna izhodišča za vzpostavljanje omrežja natura 2000)

Foto: A.Hudoklin [Druge objave](#)

ZANIMIVOSTI UČNE POTI

Da bi razširili vašo mrežo... Local intranet

- www.natura2000.gov.si
- breda.ogorelec@gov.si