

Final Conference Training Programme
Natura 2000 Implementation & Administration
“Experiences of the new member states and candidate countries”
14th – 15th February 2007, Wien

**Communicators in the department
of nature conservation**

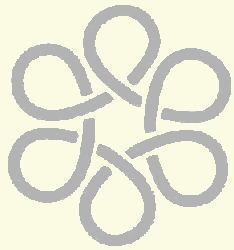


dr. Peter SKOBERNE

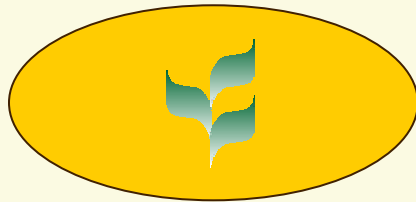
Ministrstvo za okolje in prostor

(Ministry of the Environment and Spatial Planning)

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History



CBD – 1992
NBSAP - 2001



Accession
2002-2004



Communication
2006 & AP

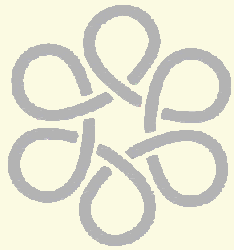
Decide Anounce Defend

Changing the paradigm:
participation and *integration*
instead of **confrontation**



PIN MATRA

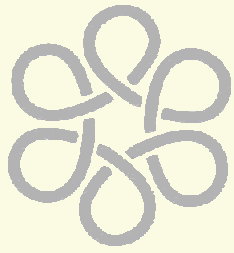
Participative approach



History



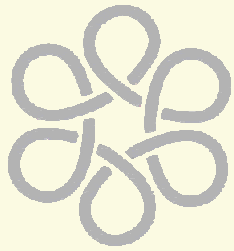
- ★ IUCN “Effective Communication for Biodiversity”
 - Training and practising communication (1998-2001)
 - National Biodiversity Strategy & Action Plan (2000-2001)
- ★ IUCN “Nature Management in Partnership”
 - Follow up training, learning by doing (2001-2003)
 - 5 pilot projects at local/regional level
- ★ Model for communication Natura 2000
 - National project for implementation of EU legislation (2002-2004)



National implementation



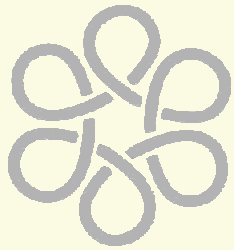
- ★ 1998: the First National Report
- ★ 2001: National Biodiversity Strategy adopted
- ★ 2001: the Second National Report
 - Start of the participation process
 - Changing the paradigm:
participation and *integration*
instead of **confrontation**



National implementation - 2



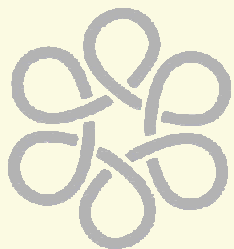
- ★ Accession process (1999-2004)
- ★ Political re-prioritisation
- ★ CBD implementation narrowed to the NATURA 2000 process
 - legislation adoption
 - strengthening enforcement
 - mobilizing stakeholders



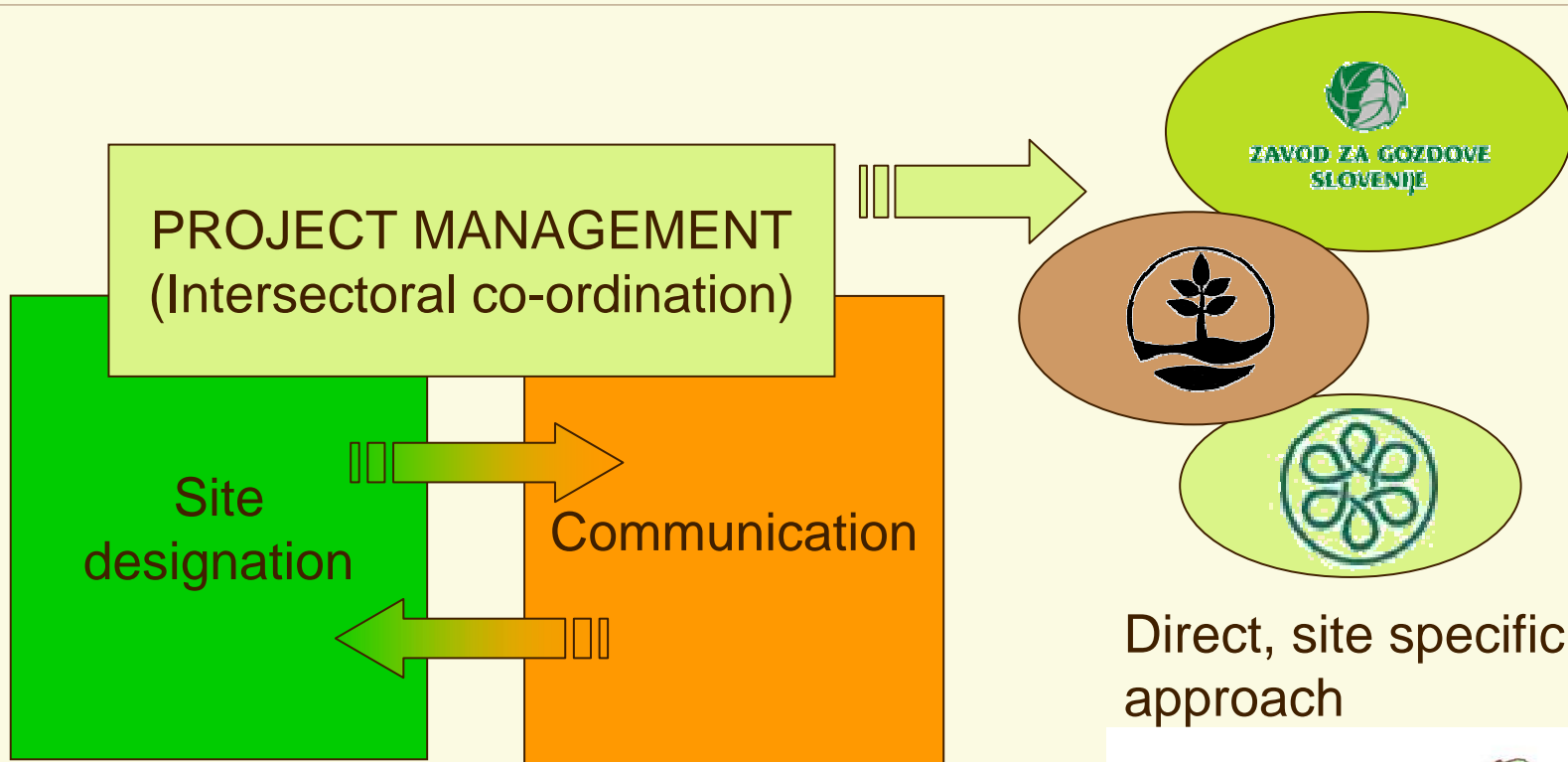
Natura 2000 project



- ★ Project set up in 2002
- ★ Key organisations: Ministry of Environment, Environmental Agency, Institute for Nature Conservation
- ★ Implementing the 'Aquis':
 - technical: identification of sites
 - legal: transposition, designation process
 - implementation: impact assessment, managing, monitoring, reporting
- ★ Communication (internal, intersectoral, general)

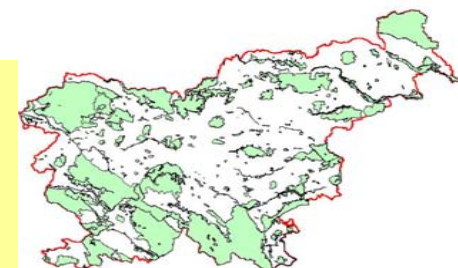


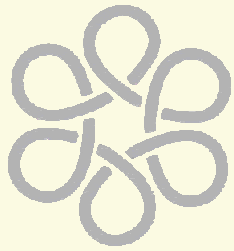
Main project structure



Multiplying effect
Implementation teams
Building partnership (trust)

Communic

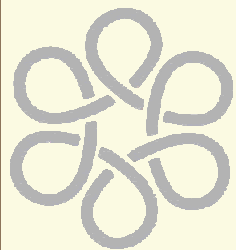




Natura 2000 communication - results



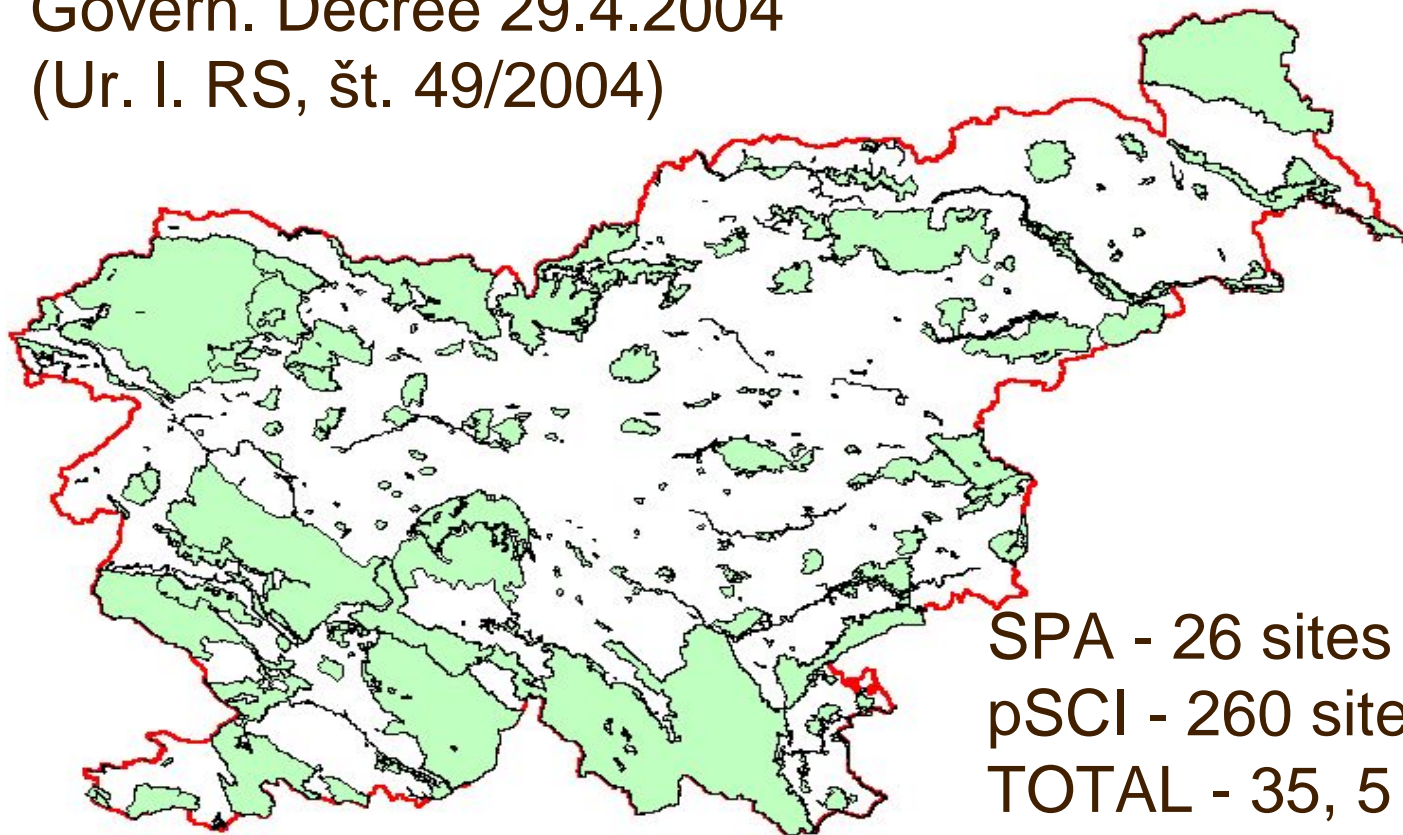
- ★ Over 30 sites communicated locally
 - stakeholders not clapping but informed
 - less opposition & more supportive attitude
- ★ Improved institutional capacities
 - more co-operation on the ground
 - more trained staff, more professionalism
 - network of national (strategic) and local partners
- ★ High level meetings to discuss next steps
 - participative management planning
 - more effective administrative system



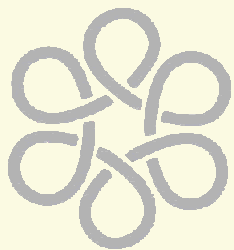
Natura 2000



Govern. Decree 29.4.2004
(Ur. I. RS, št. 49/2004)



SPA - 26 sites (22,8 %)
pSCI - 260 sites (31,6 %)
TOTAL - 35, 5 %
(9 % over 900 m)

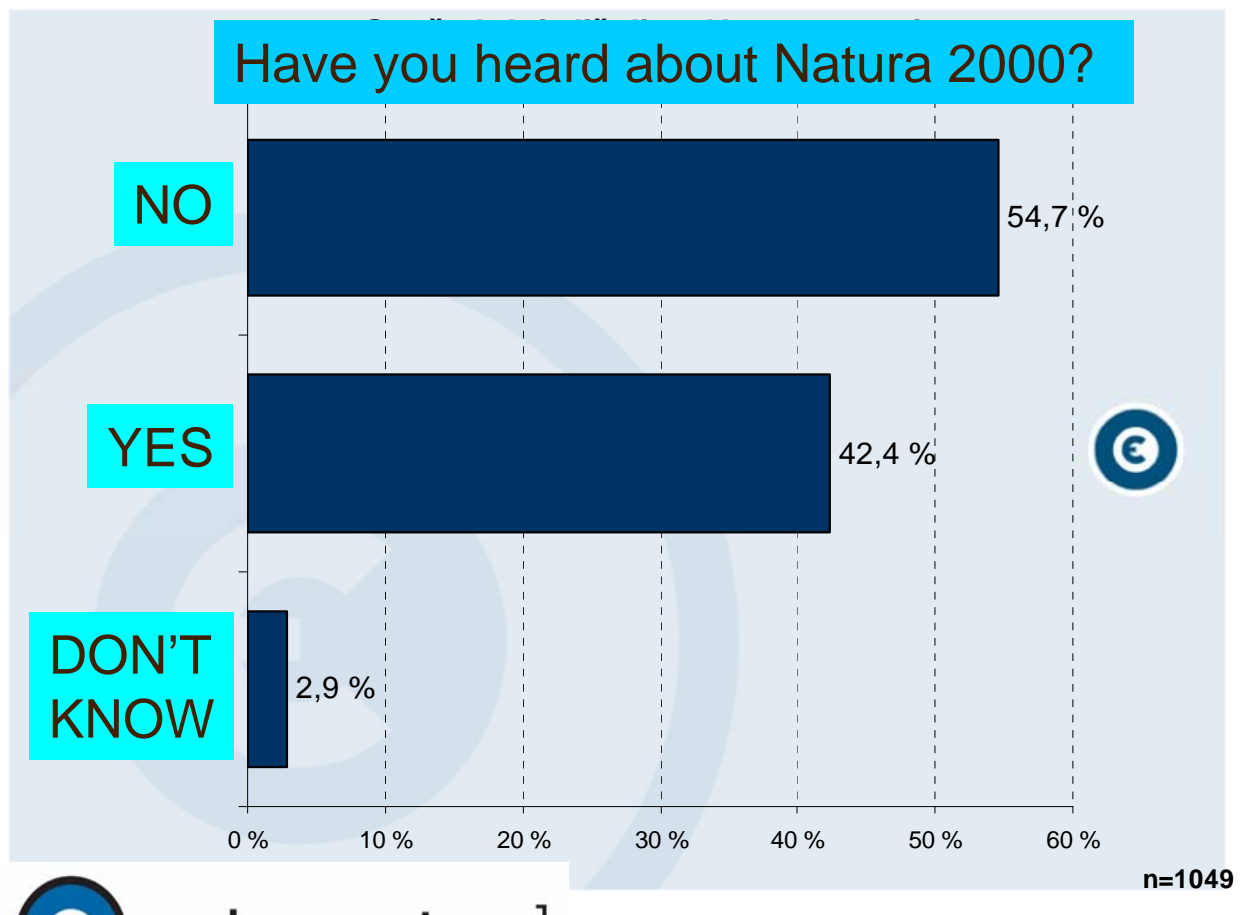


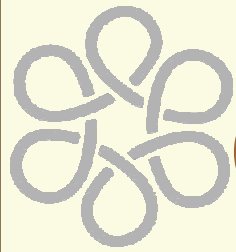
Do you know about Natura 2000?



Omnibus survey

N=1049

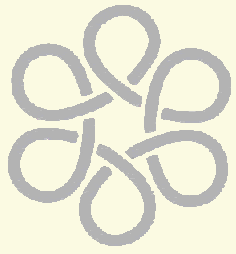




CEPA lessons



- ★ CEPA - Communication, Education and Public Awareness
- ★ CEPA is integration mechanism
- ★ Building social capital takes time
- ★ Internal communication and motivation are important
 - involve middle & top management
 - identify goals and targets
 - identify key internal actors
- ★ Training followed by learning by doing
- ★ Continuous capacity building, networking
- ★ Back up system and evaluation



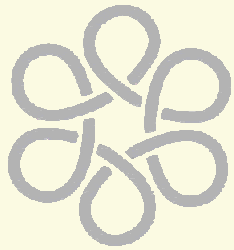
Way forward

- ★ keep momentum
- ★ secure long term planning and management
- ★ strengthen communication & networking
- ★ strengthen education

Communicators in the dep







More information



Hlad, B. et. all, 2004: Final Report on the Implementation of the Communication strategy

http://www.natura2000.gov.si/projektivec/final_report.pdf

Hlad, B., 2004: Communicating the Concept of Natura 2000 in Slovenia. In: Achieving Environmental Objectives, IUCN CEC, p. 69-73.

http://www.iucn.org/themes/cec/AEO_Valsain_book/AEO_part_two_ch_6.pdf

Biseri slovenske narave



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

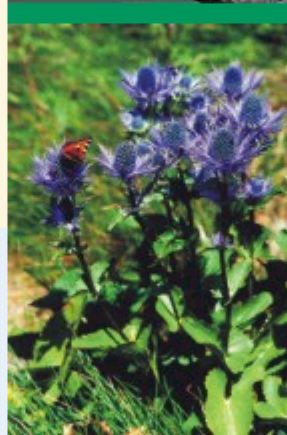
To, kar smo doslej uspeli ohraniti, bomo nadgradili z vključitvijo v evropsko mrežo posebej varovanih območij - Natura 2000. S tem postaja bogata narava Slovenije, kjer sicer domuje najmanj 15 tisoč živalskih vrst, 6 tisoč rastlinskih vrst in 5 tisoč vrst gliv, tudi "uradno" del skupne evropske dediščine.

Mag. Janez Kopač,
minister za okolje, prostor in
energijo

AKTUALNO...

Predlog območij Natura 2000

- [Zgibanka Goričko, kjer si narava in človek podajata roko](#)
- [Zgibanka Skriti biseri narave](#)
- [Zgibanka Ljubljansko barje - skrito bogarstvo na našem pragu](#)
- [Zgibanka Mura, kjer bi lahko lebdela duša](#)



More information:

<http://www.natura2000.gov.si>

Interactive map:

<http://kremen.arso.gov.si/NVatlas/ewmap.asp>

več o projektu
zakonodaja
mednarodni projekti
območja
vprašanja
oglasna deska
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povezave
pišite nam

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