



KOMUNIKACIJSKA PODPORA NATURI 2000 V SLOVENIJI 2006 - 2007

COMMUNICATION SUPPORT TO NATURA 2000 IN SLOVENIA 2006 - 2007

Natura 2000 je evropsko omrežje varovanih območij narave. Cilj omrežja je zagotavljanje dolgoročnega preživetja evropsko najbolj vrednih in ogroženih vrst in habitatov. V Sloveniji je 35 odstotkov ozemlja vključenega v to omrežje, kar državo uvršča v evropski vrh. Večina območij je v zasebni lasti, poudarek je na zagotavljanju trajnostnega razvoja.

Natura 2000 is a EUwide network of nature protection areas. The aim of the network is to assure long-term survival of Europe's most valuable and threatened species and habitats. In Slovenia, it covers 35 percent of the national territory, which puts Slovenia at the very top of the European list. Most of the area is privately owned and the emphasis is on ensuring sustainable management.





IZHODIŠČE = NEPOSREDNO KOMUNICIRANJE NA LOKALNI RAVNI

BACKGROUND = DIRECT COMMUNICATION ON LOCAL LEVEL

Pred določitvijo območij Nature 2000 v Sloveniji je Ministrstvo za okolje in prostor v letu 2003 oblikovalo mrežo komunikatorjev iz Zavoda RS za varstvo narave, Zavoda za gozdove Slovenije, Kmetijsko gozdarske zbornice Slovenije in predstavnikov parkov. Skupina prek 100 predanih posameznikov je zelo učinkovito komunicirala Natura 2000 lokalnim deležnikom posameznih območij.

Before designating the Natura 2000 sites in Slovenia, the Ministry of Environment and Spatial Planning formed a network of communicators from the Institute of the Republic of Slovenia for Nature Conservation, Slovenia Forestry Service, Chamber of Agriculture and Forestry, and park authorities in 2003. This network, formed by over 100 devoted persons, was highly efficient in communicating Natura 2000 to local stakeholders of individual sites.

PROJEKT = KAMPANJA NA NACIONALNI RAVNI

PROJECT = CAMPAIGN ON NATIONAL LEVEL

Večina vključenih v komuniciranje je bila v letu 2004 prepričana, da je zavedanje o Naturi 2000 na nacionalni ravni nizko. Tako se je Ministrstvo odločilo za izvedbo kampanje na nacionalni ravni in okrepitev kapacitet komunikatorjev. Projekt se je začel v septembru 2006 pod vodstvom konzorcija z vodilnim partnerjem Pristopom in trajal do oktobra 2007. Pretežno je bil financiran iz Prehodnega vira.

In 2004, the awareness of Natura 2000 on national level was regarded low. Thus the Ministry decided to launch a campaign on the national level and to further strengthen the capacities of the communicators. The project started in September 2006 by a consortium led by Pristop and lasted till October 2007. It was funded primarily through Transition Facility.



NATURA 2000 = PRILOŽNOST

Komunikacijska strategija je temeljila na rezultatih raziskovalne faze (intervjuji, pregled dobrih praks, spremljanje medijev in analiza medijskega poročanja, pregled aktivnosti, javnomnenjska anketa). Strategija je vključevala:

- odnose z javnostmi (odnosi z mediji, treningi za komunikatorje, dogodki),
- oglaševanje (nagradne igre),
- spletno komuniciranje in
- organizacijsko shemo.

NATURA 2000 = OPPORTUNITY

The communication strategy was based on the findings of the research phase (interviews, a review of good practices, media monitoring and analysis, a review of ongoing activities and a public opinion poll). The strategy included:

- *public relations (media relations, training for communicators, events),*
- *advertising (advertisements for prize competition),*
- *web activities and*
- *organizational proposals for communication on national level.*



Dogodki na kmetijskem sejmu = izmenjava vtisov

Skupaj s Krajskim parkom Goričko smo organizirali okroglo mizo in dnevne nagradne igre z žrebanji. Sodelovalo je več kot 1.000 obiskovalcev. www.park-goricko.org

Events at agriculture fair = sharing impressions

Round table and daily prize drawing ceremonies were conducted at the biggest agriculture fair in cooperation with Goričko Landscape Park. Almost 1000 visitors participated at the event. / www.park-goricko.org



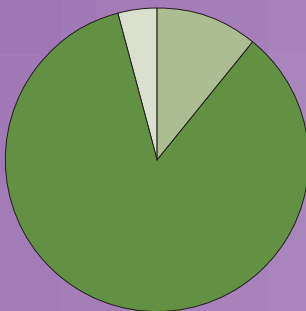
Odnosi z mediji = ustvarjalno okolje

- V Sloveniji imamo za Naturo 2000 več kot 200 različnih virov komuniciranja
- Povprečno mesečno število objav o Naturi 2000 v času izvajanja projekta: 81 objav (2,7 na dan)

Media relations = stimulating environment

- There are over 200 different sources of communicating Natura 2000 in Slovenia
- The average number of media coverages of Natura 2000 per month in time of implementing activities: 81 press clippings (2.7 per day)

- Povprečen odstotek pozitivnih objav: 11 %
- Povprečen odstotek nevtralnih objav: 85 %
- Povprečen odstotek negativnih objav: 4 %



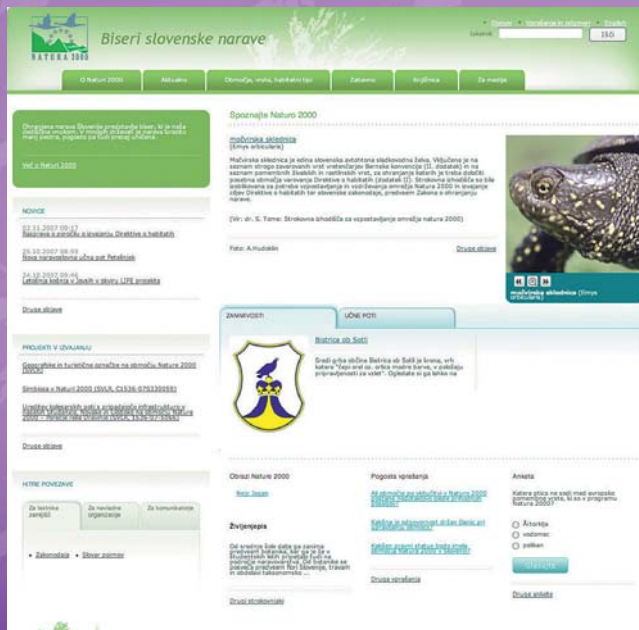
- Average positive reports: 11 %
- Average neutral reports: 85 %
- Average negative reports: 4 %

Spomin = narava

Spomin s podobami slovenske narave je bil izdan ob podpisu deklaracije Countdown 2010.

Memory = memorizing nature

Memorize Slovenia's Nature was provided for the signing ceremony of Countdown 2010 declaration.



Spletna stran = banka znanja in zabave o Naturi 2000 www.natura200.gov.si

Webpage = knowledge and fun bank of Natura 2000 www.natura200.gov.si



Anketa javnega mnenja = pa se preštejmo

Anketo javnega mnenja smo izvedli dvakrat — pred začetkom in ob zaključku projekta. Sprememba je očitna — vsi komunikacijski cilji so bili preseženi.

Public opinion poll = let's count

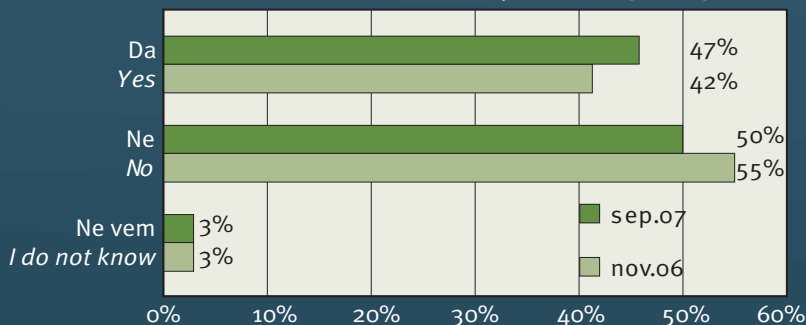
Public opinion polls were conducted at the start of the project and at its end. The progress is obvious — all communication goals were exceeded.

STE ŽE SLIŠALI ZA NATURO 2000?

HAVE YOU EVER HEARD OF NATURA 2000?

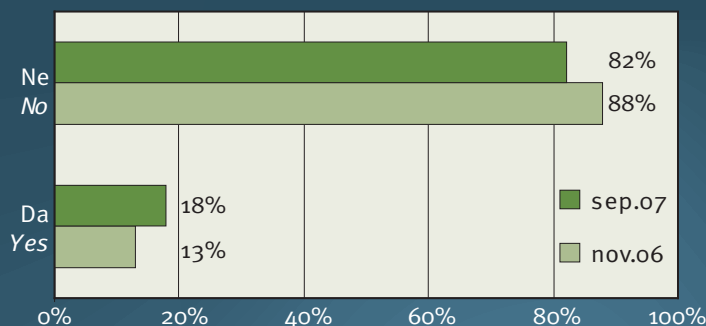
Primerjava med začetkom in zaključkom projekta

Comparison beginning and the end of the project



ALI POZNATE VSEBINO IN CILJE NATURE 2000?

ARE YOU FAMILIAR WITH CONTENTS AND GOALS OF NATURA 2000?

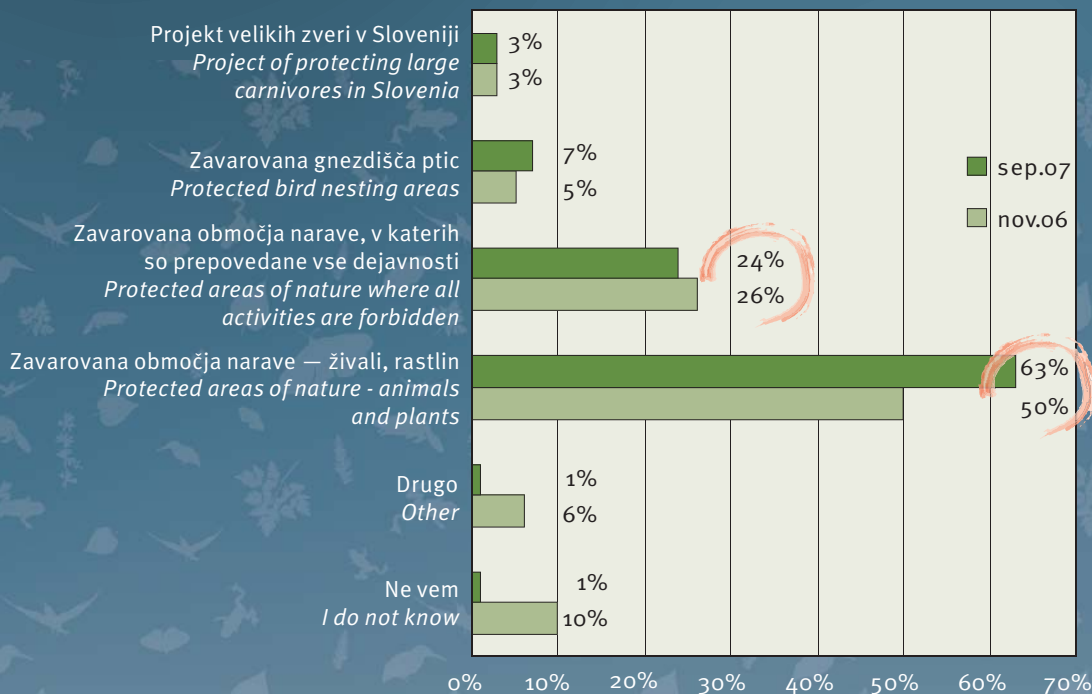


KATERI IZMED OPISOV NAJBOLJE OPREDELJUJE NATURO 2000?

WHICH OF THESE DESCRIPTIONS DEFINES NATURA 2000 THE MOST?

(Odgovori tistih, ki so že slišali za Natura 2000)

(Answers of those who have heard about Natura 2000)





www.natura2000.gov.si



PROJEKTNA SKUPINA / PROJECT GROUP

Konzorcij / Consortium. Vodja konzorcija / Consortium Leader: Pristop d.o.o.

Partnerji / Partners: Pristop Consensus, d.o.o., RRA Notranjsko-kraške regije d.o.o., Nastop plus d.o.o., Renderspace d.o.o., Kline & partner d.o.o. Vodja projekta / Team leader: Špela Polak.

Naročnik / Contracting Authority. Ministrstvo za okolje in prostor Republike Slovenije / Ministry of the Environment and Spatial Planning of the Republic of Slovenia.
Vodja projekta / Project manager: mag. Breda Ogorelec.

Projektni svet / Steering Committee.

Predsednik / Chairman: Janez Kastelic (Ministrstvo za okolje in prostor / Ministry of the Environment and Spatial Planning).
Člani / Members: Mateja Kocjan (Zavod RS za varstvo narave / Institute of the Republic of Slovenia for Nature Conservation),
Dušan Gačnik, dr. Peter Skoberne (oba Ministrstvo za okolje in prostor / both Ministry of Environment and Spatial Planning),
Anton Lesnik, spec. (Zavod za gozdove Slovenije / Slovenian Forest Service),
dr. Jernej Demšar (Kmetijsko gozdarska zbornica Slovenije / Chamber of Agriculture and Forestry of Slovenia),
Stanka Dešnik (Krajinski park Goričko / Goričko Landscape Park).
Opazovalca / Monitors: Boštjan Lovka (Služba Vlade RS za evropske zadeve / Government Office for European Affairs)
in / and Peter Škofič (Ministrstvo za finance / Ministry of Finance).

Prehodni vir / Transition Facility, št. / No. 2006/S 55-057662, vrednost / budget: 428,000 EUR.
Trajanje / Duration: 13 mesecev / months.

Besedilo / Text: Špela Polak in Breda Ogorelec • Fotografije / Photographs: Mirko Perušek, Slavko Polak, Andrej Gogala, Špela Polak,
Andrej Hudoklin, Matevž Lenarčič, Mitja Kaligarič, Matjaž Bedjančič, Borut Štumberger, Stanka Dešnik.
Izdajatelj / Published by: Ministrstvo za okolje in prostor / Republic of Slovenia - Ministry of the Environment and Spatial Planning
Tisk / Print: Birografika Bori • 1000 izvodov / copies • november / November 2007.