

## English summary

# Action E.3 - Web communication campaign

*Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions*

### Description of the purpose - planned and executed activities:

The first phase of the LIFE-IP NATURA.SI project (action A.3 - Web communication campaign) included establishing the digital infrastructure and continuous communication activities in own digital media.

#### Digital infrastructure:

- renewed website [natura2000.si](http://natura2000.si)
- establishment of the Facebook page, Instagram profile and YouTube channel for Natura 2000 in Slovenia ([Facebook page](#), [Instagram profile](#), [YouTube channel](#))
- renewed content management program for newsletter
- establishment of the info e-mail form

#### Continuous communication activities in digital media are in progress on a daily

##### basis:

- monthly plans for social media
- web media news
- preparation of news for newsletter
- 2 video clips per year (in 2020 we created [9 video clips](#))

[www.natura2000.si](http://www.natura2000.si)



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- infographics:
  - 4 infographics in 2020 and 2021:
    - Natura 2000 in Slovenia
    - Forest of Natura 2000 in Slovenia
    - Animal species of Natura 2000 in Slovenia
    - Plant species of Natura 2000 in Slovenia
- responses to questions we get via info e-mail

The results of own digital media are presented in a report of action D.5 Monitoring of communication activities.

### Conclusion:

Digital media communication is becoming more and more important for nature conservation. With continuous digital communication activities, we have exceeded plans and goals, which shows a massive need of social media users for the content of nature conservation. Due to a pandemic, digital media have risen among all-age target groups, and it has become a substitute for many events, fairs and festivals. Creating a new digital format to connect and build relationships with target groups is key to implementing the project's communication strategy and goals.

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