



LIFE Project Number
LIFE16 GIE/SI/000711

Final Report
Covering the project activities from **04/09/2017** to **31/08/2022**

Reporting Date
30/11/2022

LIFE PROJECT NAME or Acronym
Biodiversity – Art of LIFE (LIFE NATURAVIVA)

Data Project

Project location:	Slovenia
Project start date:	04/09/2017
Project end date:	31/08/2022
Total budget:	€2,482,242
EU contribution:	€1,473,385
(%) of eligible costs:	60,00%

Data Beneficiary

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Obligatory elements	✓ or N/A
Technical report	
The correct latest template for the type of project (e.g. traditional) has been followed and all sections have been filled in, in English <i>In electronic version only</i>	✓
Index of deliverables with short description annexed, in English <i>In electronic version only</i>	✓
<u>Final report</u> : Deliverables not already submitted with the MTR annexed including the Layman's report and after-LIFE plan Deliverables in language(s) other than English include a summary in English <i>In electronic version only</i>	✓
Financial report	
The reporting period in the financial report (consolidated financial statement and financial statement of each Individual Beneficiary) is the same as in the technical report with the exception of any terminated beneficiary for which the end period should be the date of the termination.	✓
Consolidated Financial Statement with all 5 forms duly filled in and signed and dated <i>Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets + full Excel file)</i>	✓
Financial Statement(s) of the Coordinating Beneficiary, of each Associated Beneficiary and of each affiliate (if involved), with all forms duly filled in (signed and dated). The Financial Statement(s) of Beneficiaries with affiliate(s) include the total cost of each affiliate in 1 line per cost category. <i>In electronic version (pdfs of signed sheets + full Excel files) + in the case of the Final report the overall summary forms of each beneficiary electronically Q-signed or if paper submission, signed and dated originals*</i>	✓
Amounts, names and other data (e.g. bank account) are correct and consistent with the Grant Agreement / across the different forms (e.g. figures from the individual statements are the same as those reported in the consolidated statement)	✓
Mid-term report (for all projects except IPs): the threshold for the second pre-financing payment has been reached	✓
Beneficiary's certificate for Durable Goods included (if required, i.e. beneficiaries claiming 100% cost for durable goods) <i>Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets)</i>	N/A
Certificate on financial statements (if required, i.e. for beneficiaries with EU contribution ≥750,000 € in the budget) <i>Electronically Q-signed or if paper submission signed original and in electronic version (pdf)</i>	✓
Other checks	
Additional information / clarifications and supporting documents requested in previous letters from the Agency (unless already submitted or not yet due) <i>In electronic version only</i>	✓
This table, page 2 of the Mid-term / Final report, is completed - each tick box is filled in <i>In electronic version only</i>	✓

**signature by a legal or statutory representative of the beneficiary / affiliate concerned*

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2. List of key-words and abbreviations

EC - European Commission

MOP - Ministry of Environment and Spatial Planning of the Republic of Slovenia

SC - Steering Committee

CB - Coordinating beneficiary

AB - Associated beneficiaries

NIB - National Institute of Biology

LUTRA - LUTRA, Institute for the Conservation of Natural Heritage

TNP - Triglav National Park

NRP - Notranjsko Regional Park

RPK - Kozjansko Regional Park

KPG - Goričko Nature Park

KPLB - Ljubljana Marsh Nature Park

GRM - Grm Novo Mesto – Center of Biotechnics and Tourism

CAFS - Chamber of Agriculture and Forestry of Slovenia

ULBF - University Botanic gardens Ljubljana

MN - Magical nature

ASNP - Association of Slovenian nature photographers

3. Executive Summary

The aim of the LIFE project "Biodiversity - Art of Life" (LIFE Naturaviva) was to show the extraordinary natural values of Slovenia, their importance and threats, to different target groups. The project started on 4th Sep. 2017 and ended on 31st Aug. 2022, after 60 months. It was an exhausting but very fruitful cooperation of 10 partners, and therefore it was not difficult to reach (and also exceed) our main goal - activities and results reached more than 1 million Slovenians. According to our measurements, now more people know about biodiversity and the importance of ecosystem services than five years ago, as well as we detected some behavioural changes in the favour of biodiversity.

The preparatory activities (A1) were successfully completed in the first year of the project. We prepared the Communication strategy with a slight delay, but still in 2018. The meetings and workshops organised during the preparation of the communication strategy were very important to define more precisely the project objectives, target groups, stakeholders, and communication rules, and to build relationships among beneficiaries. Actions B were about raising awareness and were the core actions of the project. Exposing only two activities, the brochure on biodiversity for the general public (B1.1) was printed and distributed in 10,000 copies, and the outdoor exhibition "Biodiversity in Slovenia" (B1.2) was prepared in Ljubljana's largest outdoor exhibition site in the country's capital - Ljubljana. Exhibitions were in general an important tool to disseminate and educate target audiences about biodiversity. Seven outdoor exhibitions were held in 18 locations and were visited by over 260,000 people (B1.2). Two indoor exhibitions on roll-ups (B1.3) were printed. Together with six indoor exhibitions that were not included in the application, they were shown in 49 locations and seen by over 170,000 people. In four years, we ran four city poster campaigns (B1.4) in 23 cities, which were seen by over 500,000 people. Next, we promoted Naturaviva and biodiversity on the internet (B1.5) throughout the project period. We had six major campaigns with over 80,000 clicks and an estimated reach of over 1 million people. Professional ecologists and partners gave 292 live and 10 on-line presentations (B1.6) for Naturaviva to over 12,000 listeners. The Shock events (B2) were planned as highly interactive events between project members and audience. Due to Covid-19 restrictions, this action had to be changed significantly, but not on expense of attractiveness. Very different ways were used to reach the people that would not necessarily be interested in nature, such as visual projections (Naturaviva and Who am I?), that were not stand-alone products, but they accompanied other events (e.g. outdoor cinema, lectures), classical concerts Musica Viva, presenting biodiversity between and during arias, short video (What do I need to know about biodiversity?) that aired in a commercial break on national television and was seen by more than 350,000 people, etc. For children in kindergartens and elementary schools, we organised over 700 workshops, prepared 13 video and virtual workshops, and over 30,000 children participated in total (B3.1). Many other products were also made to be used in kindergartens and schools. Because teachers expressed a desire to receive a recorded video lecture on biodiversity, we prepared nine video lectures in cooperation with the National Institute of Education of Slovenia. Videos were downloaded over 2,000 times. We also prepared a research projects competition (B3.3), but only five participants were registered due to the limitations of Covid-19. For the photo and video contest (3.4) we received 120 photos and selected the winners. Promoting and education about biodiversity-friendly farming and preserving biodiversity in agricultural land was a very important part of the project. The educational trail "Biodiversity in agriculture" was built on the perimeter of the Agricultural School (B4.1) and we equipped it with worksheets for students and we organized guided tours. We prepared two workshops on biodiversity for secondary school teachers (B4.2), and organized three summer schools in different places in Slovenia for students of agricultural schools (B4.3). A workshop on biodiversity was prepared for agriculture advisory service (B5.1), attended by 92 people, and a brochure on biodiversity for farmers (B5.2) was printed and distributed in 10,000 copies. There were three supplements in the magazine for farmers (Green Land) with a total of 24 pages on biodiversity

(B5.3). The magazine was distributed by mail to 91,000 agricultural households throughout Slovenia and thus made a very big reach towards the target group - farmers. Another aspect of the project was focused to green infrastructure and promoting biodiversity in urban areas and at people's homes. At the Botanical Garden, we prepared an educational trail "Pollinator investigation" (B6.1), 10,000 brochures (printed) and worksheets (printed on demand) to guide people along the trail. More than 900 people participated in the organised tours and countless learned during their individual visits. In the dry meadows in Roje (B6.2), the plant diversity was catalogued, and based on this, information boards were created and biodiversity days were organised, in which 145 people participated. From these meadows, 800 bags of hay were prepared and distributed to people to improve native plant diversity in their meadows. We prepared five presentations on green infrastructure (B6.3) for 107 participants from city government departments, and a leaflet on green infrastructure (B6.4) was printed in 10,000 copies and distributed at various events. To promote suitable food plants for pollinators, 1,000 seedlings were prepared (B6.5) and distributed free of charge to the public. Thirty-four individuals and organisations took part in the "Biodiversity-friendly Garden" competition (B6.6). Finally, we published a high quality book on Slovenian biodiversity titled "Incredible" (B7.1). Initially 3,000 copies were printed and another 3,000 copies were re-printed because of its popularity. We estimate that over 6,000 people have seen the book. In collaboration, we organised five Magical Nature Photo Contests in which over 1,200 people entered their photos. From the winning photos, we created five catalogues and five indoor exhibitions, which were shown in 30 locations and seen by more than 70,000 people. In collaboration with the national television RTV (Biotopi), we created a three-part film on biodiversity (B7.3) that was broadcast on the first channel of national television. Unfortunately, they did not have the Naturaviva logo. For this reason, we prepared another film about biodiversity with another contractor (Grand). An animated film about biodiversity, "One with nature's diversity" (B7.4), has been viewed nearly 7,000 times, not including screenings at summer movie theatres and other project events. Five nature parks were involved in the project and each one of them tailored the activities to their needs, specific target groups and possibilities that helped to promote and educate about biodiversity in their own area. For example, at Podsreda (RPK), we prepared a nature trail, four parks organized outdoor cinemas during the summer (B8.2), in KPG, we organized five workshops to discuss the Nature Interpretation Plan (B8.3), etc. During the whole project, all partners consistently used the project and LIFE logo and the project design (D1.1). All partners also participated with contents in several media-channels, website and Facebook (D1.2), which were active and received extraordinary attention by the Slovenian audience. We published more than 550 articles/interviews about Naturaviva and biodiversity in printed and electronic media, or on the radio and on TV (D1.3), which were seen by more than 500,000 people, and we organised 11 press conferences. We participated in several conferences (D1.4), produced a Layman's report on the main results of Naturaviva (D1.5), organised a stakeholder meeting in Ljubljana (D1.6) and actively promoted biodiversity throughout the project, including at events organised by other organisations (D1.7). We participated in networking with other projects, partner schools and other nature parks (D2). At the end, we had our finances audited by an independent external company and made a plan for After-LIFE.

We have observed changes in the awareness, attitude and behaviour of the Slovenian population during the project period (C actions). More people know what biodiversity is and how important ecosystem services are, and more people spend their free time making their gardens and meadows more biodiversity friendly. At the same time, we did not observe any negative attitudes or behavioural changes related to biodiversity, nature conservation or the Naturaviva project

During the project, we encountered some obstacles that we had to overcome: the Covid-19 crisis, the death of a key member of the project team (from AB GRM) that sadly passed away during the project, and the long-term illness of the project administrator. All of this has been challenging, but has not prevented us from achieving the goals of our project.

4. Introduction

Whenever a new problem arises in a society, whether social or natural, a group of concerned people come together to solve it or at least mitigate its consequences. As the human population grows, the number of problems increases at an ever-increasing rate. Two natural problems at the top of the list are climate change and the biodiversity crisis. All parties addressing the biodiversity crisis conclude that the potential for solving the problem increases significantly if people understand it to the point that they are willing to actively support the solutions. Therefore, people need to be fully informed and educated about the problems/solutions, which means that **communication is an important tool for conservation**. Once we understand the problem, the key elements to solving the biodiversity crisis are **information, education and communication**.

Increasing tourist visits and targeted demands show that Slovenia's rich biodiversity is a very important tourist attraction. However, we have found that there is a lack of cooperation and communication between tourist offices/operators and protected area managers, which is reflected in low-quality information for tourists about biodiversity and in tourist activities that have a negative impact on local protected fauna and flora. There is also little promotion of environmentally friendly behaviour. In addition, farmers seem to have a very poor understanding of ecosystem services, possibly seeing only the natural resource benefits from their crop/food production, while failing to recognise the benefits from the natural processes and features that sustain that production (e.g., crop pollination by wild pollinators, protection from wind/water erosion by vegetation in hedgerows and along riverbanks, etc.). Also problematic is the relatively large proportion of the population that is ignorant of the living world and convinced that biodiversity and its crisis do not affect them.

There was a clear need for a project that would take the various aspects and levels of biodiversity and communicate it as a unified, invaluable natural phenomenon to as many different audiences as possible. We needed a kind of systematic showcase for the richness of natural heritage with a clear message about the importance of taking care of this heritage. In addition to a good knowledge of nature and conservation, several other skills are important when working on a biodiversity communication project. It is important that the project stimulate diversification of other natural and also socioeconomic conditions in addition to biodiversity, which in turn helps to increase people's awareness of the importance of nature. It is important that people realise that biodiversity conservation enables investment in human capital, as new jobs are created in the conservation industry and in protected areas. Organised activities in schools target probably the most receptive and influential people, children: they are easily interested in natural phenomena and are quick to pass on their interest to others, especially close relatives. In education, it is very important that no distinctions are made between people of different economic / social / racial backgrounds. By selecting local producers, service providers and people with disabilities as providers of goods, the project helps to increase their opportunities and economic gain, which they quickly understand as a positive impact of the protected local nature. The promotion of environmentally friendly agriculture, tourism and green infrastructure brings environmental, economic and social benefits to the people, improving community attitudes towards biodiversity and Natura 2000 sites.

Through the development and use of long-lasting products such as books, films, etc., we expect that the number of people reached by our activities and products will continue to rise after the end of the project. We expect to have a long-lasting impact on people, also through the

transmission of opinions and knowledge across generations. Thanks to the careful selection of stakeholders, the results will have an impact on future sectoral policies and legislation in the areas of nature conservation, environment and agriculture. Ultimately, an overall better public awareness of biodiversity and nature conservation will have a positive impact on the acceptance of Natura 2000 sites.

The overall objective of the project was to highlight the danger of biodiversity loss with informing and awareness raising of different target groups about exceptionally rich biodiversity in Slovenia, its meaning and the necessity of its preserving. We planned different and innovative approaches to bring the information about biodiversity and its meaning for the life on Earth to the last corner of Slovenia. Project objectives and how they were achieved during the project:

- to reveal rich biodiversity of Slovenia: different species (with the emphasis on endemic and protected species), their interconnectivity, habitats and ecosystems not only in protected areas but also outside of these, while “Nature is everywhere” – this was achieved by including all ecosystems and species in project materials;
- to emphasize how humans influence biodiversity crisis and how we must and can change this attitude – the analysis of public awareness and attitude compared between the beginning and the end of our project showed that attitude has positively changed towards preserving and enhancing biodiversity, especially around our homes;
- to raise positive attitude towards nature, protected areas, Natura 2000 network and enhance pro-environmental behaviour – the same as in the previous line, we detected changes in attitude, and we targeted a lot of activities in five nature parks to especially focus on Natura 2000 sites and other protected areas;
- to strengthen the awareness about biodiversity not only as a source of direct ecosystem services for mankind but also as a socio-economic benefit, benefits of health, relax and beauty as well as inspiration for art and culture – the shock events directly took inspiration from nature to create artistic events, and the project provided many different socio-economic benefits on the local and country level, which were assessed in the sub-action C5.1;
- to connect nature conservation, cultural heritage and art, addressing audience with primary interest in art and culture (and not nature conservation) – we made performances and other materials (video clips etc.) in the frame of B.2 action “Shock events”, which were seen by audiences that are not primary interested in nature;
- to contribute to the goals of The EU Biodiversity Strategy (to halt the loss of biodiversity and ecosystem services in the EU and help stop global biodiversity loss by 2020 and beyond) – all project activities contributed to this goal because a more educated and aware person will contribute more to achieving a common goal, such as preserving and protecting biodiversity;
- to raise the level of acceptance of nature conservation programmes, e.g. the Natura 2000 network of protected areas particularly of inhabitants in protected areas (parks) – during the project we organised many different events for specific target stakeholders in the protected areas that focused to improve this aspect of biodiversity protection;
- the project aims at providing information on sustainable tourism and biodiversity rich travel destinations for tourist legal entities (Slovenian tourist organization, tourist agencies, spa resorts, local tourist information centres etc.) – this was covered in the project by the five nature parks that devoted promotion and other events to also enhance better protection of biodiversity among tourists, as well as promote high biodiversity as a tourist attraction.

5. Administrative part

The project LIFE Naturaviva started on the 4th of September 2017, after signing of the Grant Agreement between National Institute of Biology (NIB) and the European Commission (EC) (Administrative Annex 5.a).

The project partnership consisted of:

- a Coordinating beneficiary (CB): National Institute of Biology - NIB
- nine Associated beneficiaries (AB):
 - LUTRA, Institute for the Conservation of Natural Heritage - LUTRA
 - Triglav National Park - TNP
 - Notranjsko Regional Park - NRP
 - Kozjansko Regional Park - RPK
 - Goričko Nature Park - KPG
 - Ljubljana Marsh Nature Park - KPLB
 - Grm Novo Mesto – Center of Biotechnics and Tourism - GRM
 - Chamber of Agriculture and Forestry of Slovenia - CAFS
 - University Botanic gardens Ljubljana – ULBF

All beneficiaries played a unique, important role and added value to the project partnership, which was critical to the success of the project. NIB signed partnership agreements with all nine associated beneficiaries in year 2018 (Administrative Annex 5.b).

A co-financers agreement with the Ministry of Environment and Spatial Planning of the Republic of Slovenia (MOP) was signed in February 2018, with the Annex signed in February 2019 (Administrative Annex 5.c). The project manager was in regular contact with the representative of the co-financer Mrs. Breda Ogorelec.

The external monitor of the project was Mr. Mitja Kaligarič (NEEMO) and the project manager consulted him regularly. He also handled all the communication with the EC Agency. Every three months short and concise report on project progress was submitted to the external monitor. Altogether five external monitoring visits were carried out by Mr. Kaligarič, joined by a representative of the co-financer MOP (Lists of participants of external monitoring visits in Administrative Annex 5.d). At the last monitoring visit (14th June 2022) we also hosted on-line Mrs. Maria-Jose Aramburu from the European Commission (CINEA).

The project managers, Anamarija Žagar (until 28th August 2019) and Maja Opalički Slabe (from 1st June 2019 on), were also the coordinators of the project, both employed at the CB – NIB. The project manager relied upon the financial manager Tatjana Gregorc (AB – LUTRA) for supporting the administrative and financial activities of the project. The scientific coordinator of the project was Davorin Tome, employed at CB – NIB. In addition, the progress of the project was carefully checked at the steering committee (SC) meetings, where representatives of all project beneficiaries were designated as members. At the SC meetings, each partner reported the progress of their work already done and plans for the future work. SC met 10 times (every 6 months) and additional individual meetings between CB and ABs were carried out if needed (Lists of participants of SC meetings is in Administrative Annex 5.e). All partners prepared financial and content reports every three months for the project manager and financial manager (time sheets, expenses reports, copies of all invoices; progress made on each action).

6. Technical part

6.1. Technical progress, per Action

6.1.1. Action A1: Preparation of communication strategy

Foreseen start date: 09/2017

Actual start date: 10/2017

Foreseen end date: 06/2018

Actual end date: 09/2018

Name	Type	Deadline	Completed
A1. Communication strategy	DELIVERABLE	06/2018	06/2018 (draft) 09/2018 (completed)
A1. First meeting on communication strategy	MILESTONE	12/2017	12/2017
A1. Project logotype with holistic project design finished	MILESTONE	03/2018	11/2017

The project logo (Annex A1.a) was designed by a renowned Slovenian graphic designer, Zvone Kosovelj. The project logo represents the spectrum of biodiversity, from organisms to species to ecosystems. However, one colour in a fan is missing, alerting us that we have already driven a significant portion of biodiversity to extinction. The design based on this logo was used for other graphic elements (header, footer, Word template, PowerPoint template), information table design, and web page design that we used throughout the project. The project also gained recognition for the intelligent design of our logo, which is simple but tells a complex story about biodiversity. It will continue to be seen on all of our dissemination materials and project deliverables, and will accompany various After-LIFE activities in the future.

The CB NIB organized three meetings and three workshops (Lists of participants in Annex A1.b) led by external communication expert, to prepare the content of the project's communication strategy. The process of meeting and working together was very beneficial at the beginning, as all project members were able to get to know each other better, which facilitated collaboration within the project. The communication strategy, which was elaborated by the four-member core group of NIB and LUTRA was published in September 2018 (Deliverable A1.a). It served as a detailed plan of all tasks and the partners responsibilities throughout the project.



6.1.2. Action B1: Awareness raising campaign on biodiversity

Foreseen start date: 09/2017

Actual start date: 09/2017

Foreseen end date: 08/2022

Actual end date: 08/2022

Name	Type	Deadline	Completed
B1.1 Brochure about biodiversity for general public, farmers, landowners and relevant stakeholders	DELIVERABLE	01/2019	04/2019
B1.2 Outdoor exhibition in Ljubljana set-up	MILESTONE	09/2021	05/2021
B1.2 Outdoor exhibition in Ljubljana's city park Tivoli layout (in electronic format)	DELIVERABLE	09/2021	08/2021
B1.3 Indoor traveling exhibition layout (in electronic format)	DELIVERABLE	03/2019	03/2019
B1.4 City posters	DELIVERABLE	12/2021	06/2021
B1.6 Lecture about biodiversity (PowerPoint presentation)	DELIVERABLE	09/2018	09/2018

Sub-action B1.1: Brochure about biodiversity (NIB, LUTRA)

General brochure about biodiversity was prepared by NIB and LUTRA in April 2019. The brochure in Slovenian language (Deliverable B1.1.a) was printed in 10,000 copies. The English version of the brochure (Deliverable B1.1.b) was prepared only as a pdf file and is available online. There was a three-month delay in delivery, but this did not affect the dissemination of the brochure, as more than 9,500 copies were distributed by the end of the project (at info points in protected areas (B8.4), at events (D1.7), lectures (B1.6), workshops (B3.1, B4), meetings (B8.5)). Both the English and Slovenian versions will continue to be available online. The response was great, because the brochure was created for a wide audience (from children to students to politicians).

Sub-action B1.2: Outdoor exhibition (NIB, LUTRA, KPG, TNP, NRP, RPK)

In the biggest and most prominent Slovenian outdoor exhibition ground for large print photos, Jakopič promenade in Ljubljana's city park Tivoli, we displayed 80 large photos (125 cm x 185 cm) from the best Slovenian nature photographers (Deliverable B1.2.a and B1.2.b). The venue is equipped with lights, so night visits were possible. At the time, we were writing a proposal for the project, venue had 120 stands, but owner (Turizem Ljubljana), later reduced number to 80 (acknowledged in letter LIFE16 GIESI000711 MISMC5LET 210922 16.11.2021). The theme of the exhibition was »Biodiversity of Slovenia«. The exhibition was displayed from 15th May to 1st July 2021 in a prime season for the outdoor exhibitions. Due to large demand for the venue, standard duration of exhibitions is one and a half month. According to literature¹, in late spring about 2600 persons/day came to promenade during the weekends and about 900 during the weekdays. According to our observations, there are night visitors also, but no estimate on number is given. **We estimate that at least 90,000 people visited the exhibition.** Number is smaller as anticipated in application, due to different source of information about number of people visiting venue. The source we use here (it was not available before) is more specific for the exhibition venue. As an added value, we produced a 7 min video clip (LIFE Naturaviva logo is included) about exhibition, available on [YouTube](#).

¹ Smrekar A., Šmid Hribar M., Erhartič B., 2016: STAKEHOLDER CONFLICTS IN THE TIVOLI, ROŽNIK HILL, AND ŠIŠKA HILL PROTECTED LANDSCAPE AREA, Acta geographica Slovenica, 56-2: 305–319.

The exhibition “Biodiversity of Slovenia” visited other venues around Slovenia. Number of stands with displayed photos was different from venue to venue, according to number of available stands (number of visitors is estimated by venue owners or by number of tickets, if the venue was within a park, where entrance is charged). Additional to the display in Tivoli, the exhibition was **displayed for 441 days and visited by cca. 24,000 people** at other locations. Locations of venues outside Tivoli, dates and estimated number of visitors is presented in Annex B1.2.a. Our estimate is that in total, **Biodiversity of Slovenia was seen altogether by at least 110,000 people**. Exhibition will continue to travel across Slovenia as part of After-LIFE activities.

On our project stands, **five other exhibitions were also displayed, altogether 13-times for 1,570 days and visited by approx. 117,000 people**. Full statistics of other exhibitions displayed on project stands is presented in Annex B1.2.b. Outdoor exhibition “Barjanka” was not financed by Naturaviva, but prepared by one of Naturaviva partner (KPLB) under the LIFE Naturaviva logo. It was opened in Tehniški muzej Slovenije from 1st Sep. 2021 until 3rd Oct. 2022, when it was **visited by approx. 40,000 people** (according to number of visitors to the museum, Annex B1.2.c).

Sub-action B1.3: Indoor travelling exhibition (NIB, LUTRA, NRP, KPG, TNP, KPLB, RPK)

In March 2019 we prepared two sets of roll-up indoor travelling exhibition, each consisted of 10 roll-ups (80 x 200 cm). Roll-ups presents ecosystems (mountains, sea, wetlands, freshwater ecosystem, urban areas, agricultural landscape, subterranean and forest), their biodiversity, importance and threat. Pdf version is also published on the project [website](#) (Deliverable B1.3.a). The exhibition was displayed all over Slovenia, in shopping centres, libraries, schools, administrative buildings of ministries, etc. It was exhibited also on specific one day events like lectures, press conferences, conferences for stakeholders, etc. In total, the exhibition was **hosted in 36 locations, displayed for total 1,489 days and we estimate that it was seen by 105,972 people** (Annex B1.3.a).

A partner TNP organized another indoor exhibition “Mikuletič – portraits of national park biodiversity”. It was displayed **in four locations within TNP together for 225 days and it was visited by 29,957 people** (Annex B1.3.a). LUTRA and KPLB organized another exhibition “Live water – from biodiversity to water tap”. It was displayed in **four locations together for 54 days and it was visited by 14,580 people** (Annex B1.3.a). Three other indoor exhibitions were organized on a single location (Feathered, In the kingdom of fungi, and Stories from the nature). They were displayed **together for 686 days and visited by 21,399 people** (Annex B1.3.a) (acknowledged in letter LIFE16 GIE/SI/000711 30072019 – 7.11.2022). On two occasions, indoor roll-ups made by nature parks were displayed and **this was seen by 81 people** (Annex B1.3.a). LUTRA prepared additional roll-up about the beaver, that is used also as a part of indoor exhibition about otter and freshwater habitats (created in former LIFE projects Aqualutra and Aquaviva) as well as in combination with the exhibition about Ecosystems (created in LIFE Naturaviva project; Annex B1.3.b). Estimates of number of people is mostly given by owners of exhibition venues (Annex B1.3.a).

All indoor exhibitions were hosted on 49 locations and seen by approximately 172,000 people. Existing exhibitions will continue to circulate as part of After-LIFE.

Sub-action B1.4: Advertising campaign on billboards (posters) in cities (NIB)

For this action, we sub-contracted a company “TAM-TAM”, which owns permanent poster stands in the cities and towns all around Slovenia and which also prints posters provided by costumers. Size of posters was 136 x 199 cm. We had four campaigns in years 2018, 2019, 2020, and 2021. Initially, we planned to have two per year, each with 100 posters, but we were advised that the effect and reach would be better, if we do each year one campaign with 200 posters. In each campaign, we had different moto and in each campaign, we used three different pictures (Deliverable B1.4.a). The first campaign explained **what biodiversity is**. The second campaign explained **ecosystem services of biodiversity**. The third campaign was about **how endangered biodiversity is**. The fourth campaign explained that **biodiversity needs our help**. We avoided displaying posters during days and weeks of the biggest Covid-19 restrictions in public activities, as issued by the government. Each campaign was presented in 23 cities; posters were displayed for 7 to 11 days (Table B1.4; Annex B1.4.a-d).

Table B1.4: Periods of city posters campaigns with the reach of people

Year	Start	End	People	Year	Start	End	People
2018	30 th Oct.	23 rd Dec.	547,281	2020	8 th May.	2 nd Jul.	520,404
2019	23 rd Apr.	20 th Jun.	534,612	2021	6 th Apr.	14 th Jun.	611,864

As an added value to the project we printed 1,000 posters from first campaign in dimension 48 x 68 cm and distributed them all around Slovenia for internal use in schools, natural park headquarters, etc. In addition, during the first campaign, we promoted billboards on project Facebook page by organising a competition, where participants were invited to take photos of billboards they have noticed in the cities and share it on our Facebook profile. A winner was picked by drawing a lots and received a project T-shirt as a gift. We **estimate that we reached much more than 500,000 people** with city poster displays, which is calculated from the percentage of expected reach per each locality (see Annexes B1.4.a-d).

Sub-action B1.5: Web advertising campaign (NIB, LUTRA)

Web advertising campaign on most visited web sites as well as on Facebook started in September 2018 and ended in July 2022. We prepared four major campaigns, simultaneously with advertising campaign on billboards (B1.4), plus two additional, with many smaller ones in-between (only sponsored Facebook posts). We exceeded our goal of number of displayed advertisements and number of clicks (Table B1.5, Annex B1.5.a).

Table B1.5: Results of web advertising campaigns

No. of the campaign	Time period	Theme of the campaign	Displays of 3D banners, Mobile Ads, FB boosted posts	No. of clicks	Estimated reach (no. of users):
1.	02/2019	<i>What is biodiversity</i>	6,6 M	22,000	520,000
2.	06/2019	<i>Importance of biodiversity</i>			
3.	04-06/2020	<i>Threat to biodiversity</i>	8 M	18,000	811,000
4.	01-06/2021	<i>Biodiversity protection</i>	6,8 M	19,000	1,2 M
5.	10-12/2021	<i>What is biodiversity</i>	8,5 M	25,000	1,6 M
6.	01-07/2022	<i>Biodiversity day</i>			

Sub-action B1.6: Lectures about biodiversity (NIB, KPG, KPLB, NRP, RPK, TNP, Lutra)

Professional ecologists and partners had **292 live and 10 on-line lectures (together 302)** for Naturaviva project with different biodiversity themes **for almost 13,000 listeners** (Annex B1.6.a). Number of live events was reduced by Covid-19 restrictions. Thus, we prepared a ready-made presentation about biodiversity in PowerPoint, which circulated among partners and was published on Naturaviva [website](#), so that people can use it (Deliverable B1.6.a). The presentation explains basic facts about biodiversity. It is made of 17 slides, which are all animated and include many pictures in order to be more attractive. All slides and all steps in the presentation are extensively described in a notes section. We did not track how many times the presentation was downloaded but we got information for many people that they have used it.

6.1.3. Action B2: “Biodiversity shock events” in art and culture

Foreseen start date: 01/2018

Actual start date: 03/2019

Foreseen end date: 08/2022

Actual end date: 11/2022

Name	Type	Deadline	Completed
B2 Visual projection for “biodiversity shock events” (in electronic format)	DELIVERABLE	03/2019	03/2019
B2 Short film clips from “biodiversity shock events” (in electronic format)	DELIVERABLE	08/2022	11/2022

Goals of this action (50 visual projections, 40 stage events), which were mostly planned as direct interaction between presenters and public, were among the most difficult to fulfil due to Covid-19 restrictions. We developed several other activities to replace and fulfil the expected reach of audience as planned in this action.

Sub-action: Visual projection for shock events (LUTRA)

In 2019, visual projection “Who am I?” was created (Deliverable B2.a). Visual projections were not “stand alone” products, but they were created to accompany other events. It was projected on **69 occasions**, as far as we know, but since the projection is available for download in the Naturaviva webpage, it is possible that they were presented more times as we are aware. For example, projections was rolling on the screen during at least **six different events** in Novo mesto, Podsreda, Veržej and Maribor (Open door day, Opening of a trail, Eco days, 24 hours with Mura; according to organizer **cumulative reach was 1,600 people**), and in **seven shopping centers** Qlandia, where projection was operated continuously through **all day for 14 days (cumulative 98 days)**. Centers were in major cities (Kranj, Kamnik, Nova Gorica, Novo Mesto, Krško, Ptuj, Maribor); according to venue owners **reach was about 49,000 people**. On fair AGRA, **it was seen by 2,000 people**. On five occasions a projection was presented **before a lecture on biodiversity for together 78 people**. Projection presented before open space movie **on 43 occasions for together 2,831 people**. **Altogether, we estimate that 55,479 people saw visual projection** (see Annex B2.a). Additionally, at the beginning of the project, we created a video about the goals of Naturaviva project (Annex B2.b). We showed it as a “trailer” on many different live events and we put Slovenian and English version on the YouTube. **On YouTube it was viewed 3,349 times**.

Sub-action: Musica Viva – concerts of nature (LUTRA)

Due to the Covid-19 epidemic, we could not join the cultural and artistic events of external contractors as planned, so, after the epidemic measures were relaxed, we started with our own and high-profile “shock” cultural nature conservation events called MUSICA VIVA, which were a great added value of the project. Different cultural events were prepared for different venues/regions. Mostly, events took place in the castles, managed by one of our partners (protected areas). Events were based on particular and carefully selected species/habitats/ecosystems to highlight the local peculiarities of biodiversity and explain their role in nature. Ecosystems and ecosystem services were exposed in a “what if they disappear” way. At each event, the project team was available to visitors for questions, providing project materials, etc. Each event was enhanced with a power point presentation on the screen, where we showed the beauty of nature, biodiversity and the need to protect it. The music we chose and implemented was classical music with themes from nature. During the music, we narrated short, meaningful texts about nature, biodiversity and its disappearance. The performances were enriched by the wonderful costume design of costume designer Matic Veler with motifs from nature, which further led people into the colorful world of biodiversity. At each event, the project team were present and available to visitors for questions, providing project materials, etc.

In the period between 19th Aug. 2021 and 5th Jul. 2022 there **were altogether nine concerts** in different places across Slovenia (Annex B2.c). **Together 286 people were in the audience** according to the venue owners. In TNP, we performed in the renovated center based in Bled (Triglavsko roža Bled), where we also invited tourists, who are regular visitors to this tourist spot to the event. In the Kozjanski regijski park we performed a Musica Viva concert in the Castle Podsreda, where the "Musical Summer in the Castle Podsreda" festival traditionally takes place, At Grad Goričko, the headquarters of the Krajinski park Goričko, we had nature conservation concert and performance at the opening of the nature photography exhibition. Since the concerts began to take place in the last year of the project and have aroused a lot of interest, we will repeat the performances during the After-LIFE period.

Musica viva concerts were additionally used to prepare **eight short music video clips** for the audience that is more culturally oriented. The Covid-19 epidemic also plagued us with this campaign, so we were only able to record songs about nature in the Piano Room studio in the spring and summer of 2022, thus, delaying the production of video clips to Nov. 2022. The recording team consisted of two LUTRA Institute employees, pianist Marjana Hönigsfeld Adamič and soprano Petra Vrh Vrezec, as well as external collaborators, tenor Nejc Jenko, baritone Al Vrezec, and pianists Tadej Horvat and Jelena Boljubaš. For each individual video clip, we prepared a script with selected photos, illustrations and short videos about animals, plants and biodiversity, and prepared very short, informative texts. We also added short excerpts from the concerts to the individual songs. We will promote the video clips on FB and websites and in articles also during After-LIFE period and beyond. We believe that the nature conservation-music video clips are a great added value of the project, as they reach an audience that no one has addressed with such projects until now (Links to videos in Deliverable B2.b). Moreover, two concert events (on the castle Goričko and on the castle Bogenšperk) were live-recorded. The full records are available on the YouTube channel [LIFE Naturaviva – YouTube \(Goričko, Bogenšperk\)](#).

Sub-action: Advertisement for national TV (NIB)

We prepared an advertising spot in a duration of 35 secs, with the title “What do I have to know about biodiversity?” for presentation in commercial block on the national television channel (Slovenia 1 and Slovenia 2). The video is about the importance and threat to the biodiversity. It was broadcasted **50 times** in the period from 1st Apr. to 20th Aug. 2021. According to information received from the television, **total GRP (gross rating points) was 559,693 and expected reach was 377,299** (Annex B2.c). Spot is also uploaded on [YouTube](#).

Sub-action: Sound walks: ZEMLJANKA GAJA (NRP)

This sub-action was not initially planned in our project proposal, but it was communicated with the Agency in the letter LIFE16 GIE SI 000711 MISMC5LET 210922 (16.11.2021). Due to Covid-19 restrictions, indoor events were not feasible, therefore AB NRP prepared outdoor sound walks around Cerknica Lake as part of “shock event” action (B2). **The 17 repetitions of the event with 198 participants were held in the summer of 2021 and 2022** (Annex B2.d). They were organised as a walk along Slovenian largest intermittent Cerknica Lake, where participants listened to a story about the degradation of the natural environment through headphones, the sounds of nature were accompanied by the sounds of water pumps, excavators, air conditioners, and the hustle and bustle of people. The responses from the participants were so good, that NRP will continue with the sound walks even after the end of the project.

Sub-action: City posters with fishes in Sava River (LUTRA)

Another campaign of city posters was issued under the shocking title: “Leave some river for us”, to alarm people about bad conditions for fishes in Slovenian rivers (Annex B2.e). On 136 x 199 cm posters, attractive drawings of different fish species, illustrating, that fishes request to have some natural river habitat for them were displayed. The posters were exhibited in the period 25th Jan. 2021 to 5th Jun. 2022. Cumulatively, **there were 53 posters**, which were on display in major cities on Sava riverbank (Litija, Ljubljana, and Kranj). **They were displayed for cumulative 628 days, estimated reach, according to city poster stand provider TAM-TAM was 267,055 people** (Annex B2.f).

6.1.4. Action B3: Biodiversity in kindergartens and primary schools

Foreseen start date: 09/2017

Actual start date: 09/2017

Foreseen end date: 08/2022

Actual end date: 08/2022

Name	Type	Deadline	Completed
B3.2 Promotional poster for schools (for children and teachers)	DELIVERABLE	09/2018	08/2018
B3.2 Colouring book for kindergarten and primary schools (for children)	DELIVERABLE	09/2018	04/2019
B3.2 PowerPoint presentation for teachers	DELIVERABLE	09/2019	09/2019
B3.2 Leaflet for kindergarten teachers	DELIVERABLE	09/2020	09/2020
B3.2 Memory game (for children)	DELIVERABLE	05/2022	05/2022
B3.3 Start of research project competition	MILESTONE	03/2020	03/2020
B3.4 Start of school photo and video contest	MILESTONE	03/2020	03/2020

Sub-action B3.1: Nature education days (LUTRA, NIB, KPG, TNP, NRP, KPLB, RPK)

A lot of effort was put into the education of the youngest members of society. Nature education days/workshops for kindergartens and primary schools were organised during the whole project (2017-2022) and will be organised after the end of the project as well. We exceeded our goals to hold at least 600 workshops reaching app. 17,000 pupils, since altogether **we organised 773 workshops and prepared nine videos reaching more than 30,000 pupils** (Table B3.1, Annex B3.1.a). Workshops were very well accepted by teachers and by pupils and also mutual communication between partners and schools was established, which is an important step towards a good cooperation also in the future.

Table B3.1: Details of the workshops

Type of workshop	No. of workshops	Counted no. of participants	Assessed no. of participants	Total no. of participants
Workshop for kindergarten	77	1,939	105	2,044
Workshop for primary school	692	17,757	1,140	18,897
Virtual workshop for primary school	4	261	0	261
Video workshop for children	9	9,620	0	9,620
Sum	782	29,577	1,245	30,822

Sub-action B3.2: Toolboxes for kindergartens and primary schools (NIB, LUTRA)

LUTRA has had an already developed Toolbox for outdoor education for children (Otter's Secret Box, Annex B3.2a) and they upgraded them in Life Naturaviva project with:

- wide set of biodiversity related literature and identification keys for plants and different animal groups, that are used on workshops or for preparation of materials for workshops; they are also available for pupils and students as a literature when preparing school projects and/or research assignments,
- large soft dices (2x) for outdoor play,
- Water Quality Kit for water quality measurements,
- modelling mass, colours, paper, etc. for creative workshops,
- plush animals for workshops in kindergartens,
- textile for bags, each representing one of 4 Slovenian largest rivers (Sava, Mura, Drava and Soča), filled with pebbles and used for creative workshops.

To promote biodiversity and ecosystem services of wetlands, we have created a new freshwater pond at the Otter Centre Aqualutra (Annex B3.2a) It is inhabited with water plants, insects, amphibians, etc. and is used for presentation of importance of small water bodies (and wetlands) for visitors and schools. As a part of Educational Toolbox, we have used different materials to create a hotel for insects (Annex B3.2a). Both (pond and a hotel) are also used as a demonstration of good practice for green infrastructure. Additionally, we have set up bird nesting boxes and bat boxes.

Leaflet for kindergarten teachers (NIB)

In September 2020, NIB prepared a leaflet for kindergarten teachers, with the title *The wonderful diversity of life* where we simply explained what biodiversity is, why it is important, why it is disappearing, and how can we protect it. In each chapter, we prepared some cue points for conversations with children and also some activities to be carried out during the learning process. Leaflet was prepared in Slovene language in pdf and printed in 5,000 copies

(Deliverable B3.2.a). We additionally prepared more broadly explained themes from the leaflet in pdf (Annex B3.2.a), so that teachers can better understand biodiversity and can better explain it to children. We also prepared two different games that teachers can play with children and at the same time learn about biodiversity (Annex B3.2.b). Leaflet, themes explained and games are available on our [website](#) and are free to download and print. In January 2021, we distributed leaflet by mail to every kindergarten and primary school in Slovenia (869 organisations), together with the letter about our project, what materials have we prepared for children and invite them to participate in our competitions. Around 3,000 leaflets were also distributed at different events, info points in protected areas and nature education days, the rest will be distributed after the project.

Memory game (NIB)

In May 2022, NIB prepared and printed 1,000 boxes of 32-piece memory game (Deliverable B3.2.b). All photos for the game were from photo contest (see Sub-action B3.4). Memory game was distributed among kindergarten teachers and on different events (Memory game dissemination in Annex B3.2.c). Due to great interest, we reprinted the game in August 2022, which has started to be disseminated in August and will continue in the After-LIFE period.

Promotion poster for schools (NIB)

In August 2018, NIB prepared promotion poster about the project activities in schools and printed it in 1,000 copies (Deliverable B3.2.c). The poster was distributed among schools in Slovenia and on different events. Poster served for promotion of the project and to stimulate pupils and their teachers to participate in the project activities (Sub-action B3.3 and B3.4).

Power Point presentation (NIB)

A lecture about biodiversity for teachers in primary school was created in MS PowerPoint (Deliverable B3.2.d). The presentation title is “Biodiversity, what it is?”. It can be downloaded from Naturaviva [website](#). Size of a file is small enough that can be run on any computer. The presentation explain basic facts like what is biodiversity, what are species, genetic and ecosystem level of biodiversity. Presentation is made of 11 slides, which are all animated and include many pictures in order to be more attractive. It is in Slovene language. All slides and all steps in the presentation are extensively described in a notes section, so that teachers can learn it and present it. We first showed presentation to the National Education Institute of Slovenia. We did not track the number of downloads, but possibility to download the PowerPoint was communicated to teachers through our website and on training events for teachers. The feedback from teachers was that they would prefer to have a recorded version of a presentation, which they could simply play to pupils. For that reason we organize, as an added value, with no additional costs for Naturaviva budget, in a cooperation with National Education Institute Slovenia, on 21st Apr. 2021 an online seminar for school teachers. With a help from colleagues from NIB we have nine presentations on different aspects of biodiversity. A seminar was recorded and presentations in form of video clips are now available for teachers to download. The duration of each video clip is 10 to 30 minutes. As of 3rd Oct. 2022, each clip **was viewed from 100 to 300 times (in total over 2,000 times)**. Some teachers downloaded clips on personal computers and now used them regularly in the teaching process. Videos are available on [YouTube](#), each has LIFE Naturaviva logo.

Worksheets (LUTRA)

Worksheets about biodiversity, ecosystem services and human impact on biodiversity were prepared in January 2021 by LUTRA for three school triads (altogether 11 different worksheets; covering biodiversity in general, habitats, forest with different tree species, light pollution, protected areas, invasive alien species and global warming (Annex B3.2.d)). Worksheets are published and accessible on project website and teachers can use them in their teaching process. Additionally, another set of 11 worksheets that is tailored for outdoor educational activities was prepared in 2021 (Annex B3.2.e and is also available in pdf on [website](#)).

Colouring books (LUTRA)

Colouring book with the title *Slovenia, European biotic park* for primary school was prepared by LUTRA in April 2019 (Deliverable B3.2.e). It represents all main ecosystems in Slovenia along with the representative species living there. It was printed in 1,200 copies; majority was distributed among children at workshops, schools, as well as among adults. There was a slight delay in the preparation of the colouring book (acknowledged in letter LIFE16 GIE/SI/000711 PR1LET81204 27.12.2018); however, it did not affect the outcome of actions goal or any other projects action. For the second re-print of the colouring book, a new cover was prepared by the same artist. Since the majority of colouring book was already distributed and according to positive responses of target groups, in the After Life and as a part of replication and transfer of project results we have upgraded the book with texts. We have already prepared an electronic version of one sheet of [colouring book](#), where additional data are available (Annex B3.2.f). Furthermore, selected restaurants will use colouring book pictures on their paper placemats, to be available for guest kids to colour while waiting for food.

Sub-action B3.3: Research project competition (NIB)

Research project competition started in March 2020. In September 2020 we published the [competition invitation and rules](#) (Annex B3.3.a). Due to the Covid-19 lockdown, the response was small, so we extended the application deadline from June 2021 until November 2021 (acknowledged in letter LIFE16 GIE/SI/000711 MISMC5LET 210922 16.11.2021). We received five applications, which were assessed by a three-member jury of the National Institute of Biology. We awarded all five research projects. All received certificates and symbolic awards in May 2022. We published the [results](#) of the competition on the project's website (Annex B3.3.b).

Sub-action B3.4: Photo and video contest (NIB)

Photo and video contest started in March 2020. In September 2020, we published the [competition invitation and rules](#) (Annex B3.4.a). The competition consisted of four categories: meadow, forest, water and city. Due to the Covid-19 lockdown, we extended the application deadline from June 2021 until November 2021 (acknowledged in letter LIFE16 GIESI000711 MISMC4LET200929-GC). We received 120 photos and no videos. Photos were assessed by a three-member jury of the National Institute of Biology. The best three photographs from each category were published on the project Facebook page and the winners were selected by an online voting. We awarded nine pictures. All received certificates and symbolic awards in May 2022. We published the [results](#) on the project's website (Annex B3.4.b). Photos from the contest were used for the memory game (see Sub-action B3.2).

6.1.5. Action B4: Biodiversity in secondary schools

Foreseen start date: 01/2018

Actual start date: 04/2018

Foreseen end date: 06/2022

Actual end date: 06/2022

Name	Type	Deadline	Completed
B4.1 Educational worksheet for educational trail	DELIVERABLE	10/2019	10/2019
B4.1 Educational trail in GRM prepared	MILESTONE	09/2019	02/2020
B4.2 First workshop about biodiversity for teachers	MILESTONE	10/2019	01/2020
B4.3 First summer school about biodiversity for pupils of agricultural schools	MILESTONE	08/2019	05/2018

Sub-action B4.1: Biodiversity in agriculture educational trail at Agricultural school in Grm (GRM, NIB)

GRM and NIB prepared Biodiversity in agriculture educational trail at Agricultural school by February 2020. It has 11 information boards about meadows, meadow orchards, hedgerows, ecosystem services, pollinators, wetlands, invasive alien species, nests for solitary bees and flowering meadow (Annex B4.1.a). Two different worksheets in Slovenian language for students of primary and secondary schools were prepared in September 2019 (Deliverable B4.1.a). Worksheets are used for guided tours and are suitable for independent exploration of the educational trail. A leaflet about educational trail was also prepared (Annex B4.1.b). By the end of the project, we organized **16 guided tours attended by 476 participants** (Annex B4.1.c). Guided tours will also take place in the After-LIFE period.

Sub-action B4.2: Workshop about biodiversity for teachers (GRM, NIB)

Two training workshops for teachers were organised by GRM and NIB (Annex B4.2.a). The first workshop (**40 participants**; in 2020) was held at GRM. It lasted six hours and included lectures about biodiversity, hedgerows, meadow orchards, meadows (project LIFE TO GRASSLAND was presented), butterflies, wild bees and invasive alien species. The second workshop (**25 participants**; in 2022) was organised as a professional excursion to the NRP. It lasted seven hours and included guided tour in the field, visit of museum and Cross Cave.

Sub-action B4.3: Summer school about biodiversity for pupils of agricultural schools (GRM, NIB, LUTRA)

Three summer schools were organised by GRM (one more than planned; Annex B4.3.a). First (14.5.2018 – 18.5.2018; **21 participants**) was held in Goričko Landscape Park (presented topics: meadows, lakes, amphibians, dragonflies, otter, birds, forest, water analysis...). Second (6.5.2019 – 10.5.2019; **25 participants**) was held in the coastal region (Sečovlje Saltpans Natural Park, Nature Reserve Strunjan, Marine Biological Station Piran and Škocjan Caves Regional Park). Third (16.5.2022 – 20.5.2022; **5 participants**) was held in Center for raising awareness about the coexistence of a man and large carnivores in Pivka, Škocjanski zatok Nature Reserve, Sečovlje Saltpans Natural Park, Nature Reserve Strunjan and Škocjan Caves Regional Park.

6.1.6. Action B5: Farming for biodiversity

Foreseen start date: 07/2018

Actual start date: 07/2018

Foreseen end date: 12/2021

Actual end date: 12/2021

Name	Type	Deadline	Completed
B5.1 Training workshop for agriculture advisory service organised	MILESTONE	09/2019	10/2019
B5.2 Leaflet about biodiversity for farmers	DELIVERABLE	05/2019	05/2019
B5.3 Lecture for farmers and gardeners (PowerPoint presentation)	DELIVERABLE	05/2019	12/2019

Sub-action B5.1: Workshop about biodiversity for agriculture advisory service (NIB, CAFS)

Workshop about biodiversity for agriculture advisory service was organised by CAFS and NIB on **10th Oct. 2019 in Ljubljana** (Annex B5.1.a) and was attended by **92 participants**. It lasted eight hours and included lectures about biodiversity, hedgerows, meadow orchards, meadows (project LIFE TO GRASSLAND was presented), birds, butterflies and wild bees. We have also prepared a PowerPoint presentation that agricultural advisors can use in their lectures (see below under sub-action B5.3 - Deliverable B5.3.a).

Sub-action B5.2: Leaflet about biodiversity for farmers (NIB, CAFS)

Leaflet about biodiversity aimed specifically for farmers was prepared by CAFS and NIB and was printed in May 2019 (**10,000 copies**, Deliverable B5.2.a in Slovenian). It provides information on biodiversity, why it is important for agriculture, how agriculture affects biodiversity and what farmers can do to protect biodiversity. It was distributed by agricultural advisory service and on different events. Leaflet was translated to English language, too, which is available only as a pdf on project website (Deliverable B5.2.b).

Sub-action B5.3: Lectures for farmers (CAFS, NIB)

Sixteen agricultural advisors, employed in CAFS' affiliated Institutes of Agriculture and Forestry, were foreseen to give lectures to farmers (in total 21,000 € for 100 lectures). Due to possible conflict of interest this action was not executed as planned but we found a different solution that was approved by EK (change acknowledged in letters LIFE16 GIE/SI/000711 MISMC3LET190925-Final and LIFE16GIE/SI/000711 MISMC4LET200929-GC). For farmers as a selected target group of this sub-action, the use of online lectures was not considered, since majority (especially older generations) of farmers do not have proper computer knowledge, equipment or internet access. In order to achieve the same project goals without the participation of the CAFS' affiliated Institutes, the content of lectures was prepared in the form of texts that were published as supplements in the Green Land magazine issued by CAFS with a readership of 91,000 farmers (Annex B5.3.a). All supplements together comprise 24 pages where many top Slovenian experts present information about biodiversity, meadows, gardens, invasive alien species, birds, meadow orchards, pollinators, hedgerows, examples of biodiversity friendly agricultural practise etc. We have also prepared a PowerPoint presentation that agricultural advisors can use in their lectures (Deliverable B5.3.a), which was also used in Sub-action B5.1. We also organised one live and two online lectures for farmers with **202**

participants and created a [YouTube](#) video for farmers that already have **2,149 views** (Annex B5.3.b).

Sub-action B5.4: Competition “Young and agriculture” (CAFS, NIB)

In year 2021 one of the three topics on competition “Young and agriculture” at the national level was **biodiversity** (Annex B5.4.a). Competition was organised by CAFS and Slovenian rural youth societies. All 11 three-member teams had to study different project material about biodiversity to prepare for the competition. National competition was held in Ptuj on 19th June 2021.

6.1.7. Action B6: Biodiversity in the cities and managing the green infrastructure for biodiversity

Foreseen start date: 04/2018
Foreseen end date: 06/2022

Actual start date: 04/2018
Actual end date: 08/2022

Name	Type	Deadline	Completed
B6.1 Educational trail in Botanic garden opened	MILESTONE	06/2019	05/2018 (10 panels) 08/2019 (last panel) 02/2020 (all logos)
B6.1 2-page leaflet about educational trail for Botanic garden	DELIVERABLE	06/2019	09/2019
B6.1 Educational worksheet for educational trail in Botanic garden	DELIVERABLE	06/2019	First version 2018, final 07/2019
B6.2 First biodiversity day at Roje	MILESTONE	06/2020	06/2021
B6.4 Leaflet about green infrastructure supporting biodiversity	DELIVERABLE	09/2019	11/2019
B6.6 Start of biodiversity garden contest	MILESTONE	05/2019	04/2019

Sub-action B6.1: Biodiversity educational trail in botanic garden in Ljubljana (ULBF, NIB)

The biodiversity educational trail in botanic garden in Ljubljana "Pollination Investigation" was prepared by ULBF and opened in May 2018. It was dedicated to diversity of pollinators and opening was a part of first celebration of the World Bee Day. The opening was attended by the Minister of Agriculture. We successfully resolved all issues considering exhibition that were raised in letters LIFE16 GIE/SI/000711 MISMC3LET190925-Final, LIFE16 GIE/SI/000711 30072019 and LIFE16 GIE/SI/000711 MISMC4LET200929-GC.

The trail contains 11 boards with information in Slovene and English about biodiversity, pollination and different groups of pollinators. They are surrounded by garden beds with collection of native wild plants. A leaflet about the educational trail was prepared for visitors in Slovenian and English language (**5,000 copies each**, Deliverable B6.1.a). Worksheets for guided tours in Slovenian language were prepared (Deliverable B6.1.b) that are regularly printed when needed. By the end of the project, we organized **40 guided tours attended by 911 participants** (Annex B6.1.a). Guided tours will also take place in the After-LIFE period. Workshops on nest making were organised within two daily events “Fascination of Plants Day”, one in year 2019 and another in 2022. Altogether **679 children attended workshops**. In the year 2021 the event was cancelled due to Covid-19 restrictions, but we instead prepared

a chapter num 24. “Let's make a nesting box for wild bees” for a book “Fascinating experiments with plants” (Annex B6.1.b), which was published by NIB and The Slovenian Society for plant biology.

Sub-action B6.2: Dry meadow in Ljubljana and production of hay gravel (ULBF, NIB)

Near the city centre of Ljubljana at Roje, ULBF rents a dry meadow (two ha). In 2018, the meadow diversity was catalogued (Annex B6.2.a). The following year, based on this data, we prepared three information boards and placed them at the edge of the meadow (Annex B6.2.b). Boards provide information about the flora and fauna diversity of the dry meadow as an ecosystem. In 2021, we organised **two biodiversity days for schools with 145 participants** (Annex B6.2.b). It was organised one year later than planned due to Covid-19 pandemic. In years 2018 – 2022 we also produced **1,000 hay gravel bags** (mixture of meadow seeds) to promote the importance of native plant diversity (Annex B6.2.b). They were distributed on different events. We often got back personal feedback from people that used the mixture of seeds that their gardens or other surfaces around their home were flowering beautifully, while they realized that they are promoting native plants important for pollinators.

Sub-action B6.3: Educational campaign on green infrastructure for biodiversity (NIB, ULBF and all other beneficiaries)

Five lectures about green infrastructure were given to local authorities and general public (**107 participants**, Annex B6.3.a). We also presented this topic (green infrastructure for biodiversity) in many other lectures and events, as well as in media, during our project (actions B1.6, B3.1, B4.2, B8.5, D1.).

Sub-action B6.4: Leaflet about the green infrastructure supporting biodiversity (NIB, ULBF)

In November 2019, ULBF prepared the leaflet "Green infrastructure – support for biodiversity" in Slovenian and English (Deliverable B6.4.a). The Slovenian version was printed in **10,000 copies** and was distributed at different events; English version is only available as a pdf on the project website. In the leaflet we explained why green infrastructure is important and what we can do to improve biodiversity in cities.

Sub-action B6.5: Seedlings of plants suitable for pollinators (ULBF)

To promote the suitable food plants for pollinators, **800 free seedlings** of different autochthonous plants suitable for pollinators were grown in ULBF (300 more than planned). Seedlings served as free promotional material handed out at different events (Annex B6.5.a). Many seedlings were taken by Slovenian kindergartens and schools and were planted in their gardens or other services, while also many were planted in different people's homes and in this way the diversity of native flowering plants has been promoted and contributed to higher biodiversity.

Sub-action B6.6: Biodiversity friendly garden contest (NIB, ULBF, KPG, TNP, NRP, KPLB, RPK)

Biodiversity friendly garden contest was organized by the ULBF and NIB. Invitation was first published on the website of the LIFE Naturaviva project in April 2019, and the [application](#)

[form with the rules](#) of the contest was published on February 2020. The original deadline for applications was December 2020. Due to the Covid-19 epidemic, the submission deadline was extended until December 2021 (acknowledged in letter LIFE16GIE SI 000711 MISMC5LET 210922). By the deadline, we received **34 applications** in the following categories: House garden: 19 applications, Terrace or balcony: 0 applications, School garden: 12 applications and Community garden: 3 applications. The expert jury viewed the gardens in July 2022. After viewing the gardens, the members of the jury agreed that all the gardens are appropriate and meet the conditions and can be called biodiversity-friendly gardens. All finalists received recognition for their biodiversity-friendly garden and practical prizes. We published the [results](#) of the contest on the project's website (Annex B6.6.a).

6.1.8. Action B7: A book and film about biodiversity in Slovenia

Foreseen start date: 09/2017
Foreseen end date: 08/2022

Actual start date: 09/2017
Actual end date: 11/2022

Name	Type	Deadline	Completed
B7.1 Book about biodiversity of Slovenia	DELIVERABLE	05/2022	05/2022
B7.2 First photo competition for the title “Nature photographer of the year in Slovenia”	MILESTONE	05/2018	05/2018
B7.3 Film about biodiversity	DELIVERABLE	05/2022	11/2022
B7.4 Animated film about biodiversity	DELIVERABLE	09/2019	05/2019

Sub-action B7.1: Premium quality book (NIB, LUTRA)

We published a premium quality book “Incredible biodiversity of Slovenia”. The book is A4+ format, hardcover, with 264 pages and it was printed using a special HQ printing technique. The primary target group were people who find biodiversity very unattractive. To hook them, we produce a book with 145 large, full-coloured photos with minimal text (145 photos is a bit less as planned, but many of them are printed as a two-sided spreads). Essays were written by 24 experts and photos were taken by 30 best Slovenian nature photographers. In the last chapter are 18 essays written by renown Slovenians – non biologists. Book was printed in **3,000 copies** (Deliverable B7.1.a). All books were distributed free of charge. Some recipients of the book were: all the municipalities, all public libraries, all members of the government, all members of the parliament, CEO of large enterprises, regional chambers of agriculture and forestry, tourist organizations. Project partners, which are from all over Slovenia, helped to deliver books to local people. **Since each book is usually read by more than one person, our estimate about the reach is over 3,000 people.** We have received many letters of fascination from people receiving the book.

Already in the proposal of the project we acknowledged a possibly of reprint. In the agreement with EC, reprint was granted during the last monitoring visit on 14th Jun. 2022 (Letter – LIFE16 GIE SI 000711 PreMIS1LET 220510 9.8.2022). We re-printed **another 3,000 books**, which will be distribute free of charge as part of the After-LIFE action. **Altogether, the book will reach more than 6,000 people.** After we will deliver all hardcopies of the books, we will put a pdf file on Naturaviva and NIB website as part of the After-LIFE plan.

Sub-action B7.2: Photo competition for the title of “Nature photographer of the year in Slovenia” (NIB)

The title of the Nature photography competition was "Magical Nature" (MN) and the best authors of the contest were awarded the title "Nature Photographer of the Year in Slovenia". The action was carried out in cooperation with the Association of Slovenian Nature Photographers (ASNP), which was commissioned under Slovenian law (they applied through a public tender). In order to increase the number of good photos, we opened the contest also to foreign photographers (Table B7.2). The jury was composed of renowned nature photographers. The competition became very known and popular among nature photographers around the world, as well as we had a good feedback of the people who visited the exhibitions of photos. Therefore, we decided to prepare the fifth competition. This was prepared as an added value to the project and only with funds of ASNP and NIB. Fifth MN competition was done in 2022 (Table B7.2).

Table B7.2: Competition statistics

Year	No. of photos	No. of competitors	No. of countries
2018	4292	270	45
2019	4362	264	46
2020	4412	208	44
2021	4461	313	41
2022 (extra)	3409	201	28

We also created an exhibition of winning photos each year. This exhibition travelled every year to different venues in Slovenia. In total, the exhibitions were on display in **30 locations for 2,374 days and were visited by over 72,000 people** (Annex B7.2.a). In the galleries, the exhibitions were usually open all day and there was usually no person present all the time to count the visitors. Therefore, the number of visitors was estimated by the owners of the exhibition venues, who visited the exhibitions several times during the opening hours. Two exhibitions were also held in Italy (Bio Photo Festival in Maniago and exhibition at the Prealpi Giulie National Park Information Centre), for which we do not have the estimated number of visitors.

Before the Covid-19 outbreak, we organised public openings of the exhibition with a projection of all accepted photos and official presentation of awards. During the Covid-19 we could not organise public live events, but instead we produced a presentation with all awarded photos and published it on the YouTube – a link was sent to all competitors and many others with interest in nature photography. Until 3rd Oct. 2022, all presentations **on YouTube (2018, 2019, 2020) were seen by more than 3,600 people**. In all years, the timing of the opening ceremony was set to coincide with the week when we celebrate the international day of biodiversity (22nd May).

Catalogues with the winning photos were created for all five competitions in pdf version and they are available on the Naturaviva website (2017, 2018, 2019, 2020, 2021) (Annexes B7.2.b-f). As an added value, ASNP also printed these catalogues, which were distributed to the participants of the competition free of charge. The printed version of the catalogue was not foreseen in the project application, but it did not influence the project budget, and it did not generate any profit. This was approved by EC as added value in letters following second, third and fourth monitoring visit (LIFE16GIESI000711 PR1LET181204 21.12.2018, MISMC3LET 190925 5.12.2019, MISMC4LET 200929 17.2.2021). All catalogues were printed with LIFE Naturaviva logo.

Sub-action B7.3: Film and video clips (LUTRA and all other partners)

We produced the film RAZNOŽIVA SLOVENIJA V SLIKI IN BESEDI v.1 (Biodiversity of Slovenia in picture and word v.1) (Deliverable B7.3.a). An 83-minute-long film presents Slovenian biodiversity from all aspects. The production of the film was delayed mostly because of the restrictions posed by the Covid-19 epidemic. Governmental anti-Covid-19 measures, at many occasions prevented work indoors (studio) and filming in the field. Nevertheless, we managed to record the planned scenario, which includes collaborations with experts from relevant organizations. Completed film is published on the [YouTube](#). It will be upgraded in the period of after-LIFE with more film material recorded in the project time.

Beside the film on biodiversity planned in the project and as an added value of the project, the project members have also participated in the shooting of three films produced by the national TV channel (RTV SLO). These films are included in the documentary program BIOTOPE (scriptwriter Ana Dular, director Aleksandra Vokač and cinematographer Bernard Perme). The idea for three films on Biodiversity was delivered by Marjana Hönigsfeld Adamič (LUTRA) and she also participated in screen preparation and filming. We were involved in the planning and realization of the next films:

- BIODIVERSITY WITH [Davorin Tome](#) (NIB)
- BIODIVERSITY WITH [Tom Turk](#) (NIB) and
- BIODIVERSITY WITH [Marjana Hönigsfeld Adamič](#) (LUTRA).

The idea of reaching the last corner of Slovenia with information about the importance of biodiversity, its threats and its conservation was realized with films recorded on the national channel TV. The films were repeated at different times on the national channel and can also be seen on the website of the archive RTV SLO <https://www.rtv slo.si/tv/oddaja/131>, where they are available free of charge. Despite the agreement to include the logo of the project LIFE Naturaviva in these films, this was not done. The problem was acknowledged in the letter LIFE16 GIE SI 000711 MISMC6LET 220704). However, the project did not incur any costs for these films, so we recognize them as adding value to the main objective of the project, which is to promote and educate about biodiversity in Slovenia.

During the project, we also prepared 19 different video clips about biodiversity that were seen more than **39,000 times** (List of videos and links in Annex B7.3.a).

Sub-action B7.4: Animated film about biodiversity (TNP)

Animated film about biodiversity in TNP (Deliverable B7.4.a) with the title *One with nature's diversity* for the general public, with an emphasis on preschool and school audience, was prepared in May 2019. It was a continuation of several animated films from TNP about the sustainable mobility, hiking and biking. Film is available on the project web page as well as on the web page of TNP and on YouTube channel. Film had over **7,000 views** until now, and was also broadcasted at summer cinemas and other project events (B8.2, B8.5, D1.7 etc.).

6.1.9. Action B8: Biodiversity in protected areas

Foreseen start date: 09/2017

Actual start date: 09/2017

Foreseen end date: 08/2022

Actual end date: 08/2022

Name	Type	Deadline	Completed
B8.1 Interactive educational trail "Podsreda"	MILESTONE	05/2019	10/2019
B8.4 Publication "Ljubljana moor on stamps"	DELIVERABLE	09/2019	10/2019
B8.4 Coloring book "The guardian of treasures"	DELIVERABLE	11/2018	11/2018
B8.4 Publication for visitor management and biodiversity protection in TNP	DELIVERABLE	03/2020	06/2020

Sub-action B8.1: Interactive educational trail "Podsreda" (RPK)

The Interactive educational trail "Podsreda" opened in October 2019 (Annex B8.1.a; a short delay was acknowledged in a letter LIFE16GIESI000711 30072019). A brochure about the nature trail (as an added value of the project) was prepared in Slovenian and English and published online (on the project website) and printed in **5,000 copies** in October 2019 (Annex B8.1.b). It contains a brief Slovenian-English description of the trail, essential information about the route, a transparent map with all points of the route. The brochure is distributed in the administration of Kozjansko Park in Podsreda and at Podsreda Castle, where the trail begins, as well as in the local tourist office in Podčetrtek and at fairs and other promotional events. Since the brochure was very popular and all 5,000 copies were distributed by 2022, the park re-printed it in June 2022 (**15,000 copies**; acknowledged in letter LIFE16 GIE SI 000711 MISMC6LET 220704). New copies will also be used also in After-LIFE period.

Sub-action B8.2: Summer outdoor cinema (KPG, TNP, NRP, RPK)

The summer outdoor cinema screenings were a regular activity conducted in four nature parks (partners) in all five summers of the project: 2018, 2019, 2020, 2021 and 2022. Some changes in this sub-action were all acknowledge in letters (LIFE16GIESI000711 30072019, LIFE16GIESI000711MISMC4LET200929-GC). **In total, 4,058 visitors watched 68 films** with a focus on nature (Annex B8.2.a).

Sub-action B8.3: Nature interpretation plan for KP Goričko (KPG)

From June to September 2020, KPG organized and conducted five workshops for employees to discuss and develop the Nature Interpretation Plan (Annex B8.3.a). The plan was prepared and implemented in 2022 and demonstrated three times in Budinci, Motvarjevci and Nuskova (all lists of participants in Annex B8.3.b). The plan will continue to be used after the project's end and is an important tool for nature and biodiversity interpretation in Goričko Protected Area and a good example it can be transferred also to other fields (like cultural heritage) and/or areas.

Sub-action B8.4: Biodiversity in protected areas for visitors and schools (TNP, RPK, KPLB)

This sub-action involved three parks (partners), each of which produced an astounding number of publications and materials including brochures, colouring books, on-line interactive tools, posters, mobile outdoor exhibition etc. (**28 different outputs produced in 129,844 copies**).

The aim was to use this outputs to educate, promote and disseminate information about biodiversity to local people and tourists visiting the protected areas (Annex B8.4.a).

- The publication "Ljubljana Marsh on stamps" (Deliverable B8.4.a) was published by KPLB in October 2019. It was printed and distributed in an edition of **1,000 copies**. In the publication Ljubljana Marsh on stamps the history of the Ljubljana Marsh is presented on the stamps issued by the Slovenian Post Office in recent years. Depicted are motifs of plant and animal species typical of the Ljubljana Marsh, as well as motifs of the rich cultural heritage and important personalities who created it, wrote about it or were connected with it in some other way.
- The colouring book "The guardian of treasures" (Deliverable B8.4.b) was created by KPLB in November 2019 and contains various animal and plant species typical of the Ljubljana Marsh, thus introducing biodiversity to the young generation - children. It was distributed to kindergartens, schools and during events inside and outside the park. The colouring book was initially printed in an edition of **500 copies**, but because it was very popular, KPLB re-printed it in 2019 in an edition of **2,500 copies**.
- A publication on visitor management and biodiversity conservation in TNP (Deliverable B8.4.c) was published in June 2020. The TNP publication "One with Nature, Along the Magnificent trails of the Julian Alps" aims to guide visitors to the protected areas of the National Park and direct them to the less significant nature reserves. This publication was translated from Slovenian into English in 2020 (Deliverable B8.4.c) and into German in 2022 (Deliverable B8.4.c). It was printed and reprinted due to its popularity, so the total circulation is **25,000 Slovenian, 20,000 English and 5,000 German copies**.

Sub-action B8.5: Biodiversity for important stakeholders (TNP, KPG, KPLB, RPK, NRP)

This sub-action included meetings, presentations, workshops, events, or field trips for stakeholders. In addition to the five nature parks, two other partners were included in this sub-action – LUTRA and ULBF, which proved to be beneficial as more diverse information was disseminated to different stakeholders. A total of **9 meetings, 12 lectures, 1 event and 1 workshop** were organised, as well as **17 field trips or excursions** lasting one or more days. A total of **1,181 people** from different stakeholder groups participated in these activities: majors, hunters, fishermen, guides, local communities, teachers, NGO representatives, lay people, etc. (Annex B8.5.a).

6.1.10. Action C1: Monitoring of the impact of the project actions

Foreseen start date: 09/2017

Actual start date: 09/2017

Foreseen end date: 08/2022

Actual end date: 08/2022

Name	Type	Deadline	Completed
C1.1 First interviewing	MILESTONE	11/2017	11/2017 (draft) 01/2018 (final)
C1.1 Second interviewing	MILESTONE	06/2022	06/2022
C1.4 Updated LIFE project performance indicator table	DELIVERABLE	11/2018	KPI database was first filled in 01/2018, regularly updated and finalized in 11/2022.
C1.4 Updated LIFE project performance indicator table	DELIVERABLE	02/2020	
C1.4 Updated LIFE project performance indicator table	DELIVERABLE	05/2021	
C1.4 Updated LIFE project performance indicator table	DELIVERABLE	08/2022	
C1.5 Updated socio-economic impact assessment	DELIVERABLE	11/2018	09/2018
C1.5 Updated socio-economic impact assessment	DELIVERABLE	02/2020	03/2020
C1.5 Updated socio-economic impact assessment	DELIVERABLE	05/2021	03/2021
C1.5 Assessment of the socio-economic effects of the project actions	DELIVERABLE	08/2022	10/2022

Sub-action C1.1: Monitoring of awareness (NIB)

NIB subcontracted an external organisation, Public Opinion Research Centre of the Institute for Social Studies, ZRS Koper, which is one of Slovenia's leading research institutes for opinion research. They conducted two opinion surveys, one at the beginning of the project (December 2017, Annex C1.1.a) and the second near the end of the project (June 2022, Annex C1.1.b; both reports are in Slovene language but we translated all the questions in the Table C1.1, see below). Both studies included a representative **sample of 1,000 residents of Slovenia** and used an online survey supplemented by on-site telephone and in-person interviews (method described in details in reports as suggested in letter LIFE16GIESI000711 – 18.12.2017).

The first survey provided us with valuable information about the Slovenian population's views and knowledge on issues related to the importance of biodiversity in the natural environment. In the second survey, people answered the same questions as in 2017, which allowed us to make a comparison and learn how awareness has changed over the five years of the project (Table C1.1). The results showed that the percentage of residents who knew what biodiversity meant increased by about 15% (from 58% to 72.4%). The percentage of people who knew the term ecosystem services also increased. On the other hand, in 2022 more people answered that they are not sufficiently informed about biodiversity, which suggests that they are becoming more informed and want to know even more about biodiversity issues. Finally, we found a negative trend in concerns about the biodiversity loss in 2022 compared to 2017. This could be explained by several conservation projects that have been and are being implemented in Slovenia, which also promote positive biodiversity conservation actions. But on the other hand, could mean that more efforts to explain why biodiversity conservation is important is still needed and should be continuously enhanced by projects such as this one.

Table C1.1: Questions and answers (in %) of respondents in the public opinion surveys conducted in 2017 and 2022. The differences of more than 5% between the surveys are bolded and coloured green when the change from 2017 to 2022 was positive and red when it was negative.

	2017	2022	Difference
Yes			
Have you ever heard of the term "biodiversity"?	77	88	+11
Have you ever heard of the term "ecosystem services"?	56.5	62	+5.5
Have you ever heard of the project "biodiversity - the art of living" or in short "LIFE Naturaviva"?	16.8	30.3	+13.5
Very good or good			
How do you think you are informed about biodiversity loss?	47.3	30.7	-16.6
Very serious or serious			
How serious do you think the decline and loss of species is?			
In my immediate surroundings	67.8	60.3	-7.5
In Slovenia	74.1	71.6	-2.5
In Europe	87	82.7	-4.3
Very endangered or endangered			
How serious do you think each of the following problems is?			
Habitat loss	90.5	85.3	-5.2
Loss of the benefits we get from nature	93.9	90.5	-3.4
Decline and loss of animal and plant species.	86.3	84.1	-2.2
Very endangered or endangered			
To what extent is biodiversity threatened for the following reasons?			
Air, soil and water pollution (sea, rivers, standing water)	94.9	90.8	-4.1
Climate change	92	83.5	-8.5
Intensive agriculture, forestry and overfishing	87.4	83.1	-4.3
Increasing urban areas	82.1	79.5	-2.6
Alteration or fragmentation of natural environments due to transport infrastructure and energy installations (e.g. Hydroelectric power plants and dams, motorways, etc.)	83.3	77.5	-5.8
Non-native plants and animals introduced into our environment from elsewhere	77.4	72.2	-5.2
Yes, now and in the future			
Do you think that the destruction of nature and the loss of fauna and flora will affect you personally?	74.4	70.2	-4.2
I definitely agree or agree			
To what extent do you agree with the above statements?			
It is our responsibility to care for biodiversity	95	94.3	-0.7
Caring for nature is key in the fight against climate change.	94.1	91	-3.1
Our health and well-being depend on biodiversity.	87.1	90.9	+3.8
Biodiversity is important for our long-term economic development.	83.1	80	-3.1
Biodiversity is indispensable for the provision of goods such as food, fuel and medicines.	86.8	87.1	+0.3

Sub-action C1.2: Monitoring of the change in the attitude and behaviour (All partners)

To collect information on attitudes and behavioural changes, we monitored a group of about 100 individuals throughout the project with annual surveys (2018, 2019, 2020 and 2021). At the beginning of the project, each project partner asked different people to participate and in this way we gathered participants from different parts of Slovenia and of different age, gender and education. We observed their daily habits related to the protection of or preference for nature and biodiversity, as well as their attitudes towards biodiversity and nature conservation. The surveys included 21 questions that were repeated over the years to allow comparison of changes in attitudes and behaviours over the life of the project. We also asked four questions

about the Naturaviva project to determine whether or not our project had gained awareness over the years.

We subcontracted the Public Opinion Research Centre of the Institute for Social Studies, ZRS Koper (the same as in C1.1) to analyse the answers across four years (comparative analysis in Annex C1.2.a in Slovenian but we translated the main questions in the Table C1.2, see below). The main findings were that each year more people heard the term "biodiversity" and changed various behaviours to improve conservation in their neighbourhoods. For example, more people left a portion of their yard un-mowed, encouraging the flowering of plants important to wildlife pollinators. In addition, more people put up birdhouses or similar green infrastructure to promote biodiversity around their homes and planted pollinator-friendly flowers in final years of the project. Most people went outdoors in their free time in 2020, which could be a result of the Covid-19 pandemic and related movement restrictions in Slovenia. There was no trend in attitudes toward biodiversity loss overall, except that over the years more and more people felt that contact with nature in urban areas was being seriously lost due to modern lifestyles and the decline in biodiversity and possible extinction of species in Slovenia. The most important changes directly related to participation in the Naturaviva project were that each year more people visited the project website and Facebook profile. We also noted a positive trend in attendance at lectures and outdoor cinemas, while no obvious trends were observed in other project activities. Overall, no negative attitudes or behavioural changes related to biodiversity, conservation, or the LIFE Naturaviva project were observed among participants in this survey.

Table C1.2: Questions and answers in the surveys conducted in 2018, 2019, 2020 and 2021 to monitor the change in the attitude and behaviour. Conditional formatting was used in Excel to colour cells according to the number (highest values are green and lowest values are red).

	2018	2019	2020	2021	Trend
	Yes (%)				
Have you ever heard of the term "biodiversity"?	95,3	98	96,4	98,2	positive
Have you sown or planted native plants for pollinators in the last year?	75	79,3	69,3	85,4	no trend
Do you let at least part of the lawn in your garden flower before you mow it?	91,5	86,8	92,9	92,9	positive
	Yes, now and in the future (%)				
Do you think that the destruction of nature and the loss of fauna and flora will affect you personally?	77,9	77,5	75,7	79,6	no trend
	Every day or several times a week (%)				
How often do you go outdoors?	74,4	59,6	79,7	70,8	no trend
Who have you built a nest box for in the last year?	Participants (%)				
Birds	36	39,6	38	49,1	positive
Solitary bees	18,6	14,6	19	25,5	positive
Bumblebees	9,3	10,4	13,9	11,3	positive
Bats	7	3,1	8,9	12,3	positive
	Scale from 1 to 5; 5 means very serious and 1 not serious at all				
How serious do you think the following situations are?					
Habitat degradation such as forests, meadows, wetlands?	4,4	4,5	4,3	4,6	no trend
Loss of the benefits we get from nature?	4,6	4,7	4,4	4,6	no trend
The decline and loss of animal and plant species?	4,6	4,6	4,4	4,7	no trend
Loss of contact with nature in urban areas with modern lifestyles?	4,3	4,2	4,3	4,4	positive
Negative economic impact of biodiversity degradation?	4	3,8	4,1	4	no trend
Decline in abundance and possible extinction of species [...] in the local environment?	4,1	4,1	4,1	4,1	no trend

Decline in abundance and possible extinction of animal and plant species [...] in Slovenia?	4,2	4,2	4,2	4,3	positive
What is your attitude towards wild animals?					
I reduce vehicle speed during amphibian migration	4,48	4,4	4,56	4,62	positive
When I see a snake in the wild, I do not disturb it, I just observe it.	4,5	4,7	4,57	4,67	no trend
I am proud that Slovenia has wild animals (bear, wolf and lynx).	4,62	4,49	4,58	4,6	no trend
Big beasts (bear, wolf and lynx) do not bother me in nature.	4,13	4,18	4,35	4,38	positive
What is your relationship with natural habitats?					
Rivers, streams and lakes are sources of drinking water.	4	4,46	4,34	4,44	no trend
Rivers, streams and lakes are a natural resource that should be used (e.g. for recreation).	3,07	3,26	2,92	3,06	no trend
Rivers, streams, lakes and wetlands are habitats for animals and plants.	4,72	4,88	4,75	4,89	no trend
Lakes and ponds are only breeding grounds for mosquitoes and insects.	1,56	1,45	1,49	1,5	no trend
Yes (%)					
Have you taken part in any of the LIFE Naturaviva activities in the last six months?	16,3	22,4	22	19,4	middle peak
Yes, regularly, more than once or once (%)					
Have you visited the LIFE Naturaviva website in the last six months?	52,3	42,8	51,9	62,1	positive
Have you liked a post or visited the project's Facebook profile in the last six months?	31,4	34,7	35,7	37,1	positive
Which of the LIFE Naturaviva activities have you participated in during the last six months? (multiple choice)					
Participants (%)					
Lectures	20	25,5	34,3	41,9	positive
Workshops	10	9,8	0	11,6	no trend
Exhibitions	26,7	17,6	22,9	20,9	no trend
Activities in nature	16,7	11,8	17,1	14	no trend
Outdoor cinemas	6,7	3,9	8,6	9,3	positive
Photo contests	0	0	2,9	0	no trend

At the beginning of the project, we had to survey more than 250 people to get 118 completed questionnaires. Each year we had to ask participants to take the survey again several times, and we motivated them with a reward - if they completed all four surveys, they received the Incredible book (B7.1) at the end. Despite a big effort, at the end we could only use answers of **93 participants**, who answered all four surveys and were included in the analysis. Therefore, we acknowledge that the sample size of participants (93) was a bit smaller than planned (100), but still allowed us to make a reasonable comparison across years since the same people were surveyed.

Sub-action C1.3: Monitoring of environmental improvement (All partners)

About half of the people in Slovenia live in cities, so the urban population was a very important target group of our project. The promotion of green infrastructures among them was chosen as a tool to monitor the environmental impact of the project. In Table C1.3, we have summarized the activities about green infrastructure and estimated the environmental improvements that could result directly or indirectly from the project activities. In total, **we reached 3,634 people** with information about the green infrastructure and we estimated that a little bit more than half (as expected) consequently changed the management of areas by including green infrastructure to increase biodiversity.

Table C1.3: Summary of activities about green infrastructure with estimated number of participants/people and description of methodology to estimate the reach

Activity	Description	Number of participants/people	Environmental improvement	Methodology of estimated reach
Educational campaign	Lectures and meetings about green infrastructure for local authorities	155 participants	Estimated that 25% (39) local authorities have made some change to improve green infrastructure in their local area after participating on our lectures and meetings.	Response rates of transferring information in person are very high, around 50%, but we took a conservative approach and estimated half of this (25%) for lectures and meeting, while we kept the 50% for participants of the workshops because those had to engage more at the activity and were more interested in doing this also at home. Source: https://pointerpro.com/blog/average-survey-response-rate/
Leaflet	About green infrastructure and biodiversity	1,000 copies distributed among authorities and city dwellers	Estimated that after reading the leaflet 2.5% (25) local authorities have made some change to improve green infrastructure in their local area.	On average, the response rate for leaflet (or flyer) ranges between 1% to 5%. We took the medium value of 2.5%. Source: https://www.postgrid.com/flyer-response-rate-statistics/
Native plants seedlings	Distributed to be planted in cities	800 plants were distributed	Estimated that almost everyone (95%) planted native seedlings (760) in different places in Slovenia.	We believe that everyone who gets an alive plant seedling, would plant it, but to be conservative, we estimated a 5% drop-off.
Hay gravel	Packages of dry hay gravel with seeds of domestic flowering plants	1,000 bags were distributed for replanting grasslands in city gardens	Estimated that 75% (750) people planted seeds of flowering plants at home across Slovenia	Seeds can be kept in the bag for a long time and some percentage of people could plant them later or will not do it at all, thus, we estimated a 25% drop-off.
Workshop on pollinators	“How to build a hotel for pollinators”	679 participants	Estimated that at least 50% (340) have built and set a pollinator hotel at home.	Response rates of transferring information in person at the workshop was estimated as 50. Source: https://pointerpro.com/blog/average-survey-response-rate/
All together		3,634	1,914 (53%)	

Sub-action C1.4: Compilation of indicator tables (NIB, LUTRA)

We were notified in December 2018 that a new system – an online KPI database – was created to facilitate data collection of project performance indicators, including socio-economic indicators. At the request of EC on 11/12/2017 (EASME B3/ AS D(2017) 6804961), we completed a newly established online KPI database with the help of our external monitor. On 29/10/2018 (EASME B3/ SM /AS D(2018)6173779), we received initial results and the final report on our KPI inputs. The instructions for further work on the KPIs were as follows: "The next step will consist in updating the KPI figures in the online KPI Database at the time of the Final Report." Therefore, we deviated here from the planned activities to update the old indicator tables as we moved to the new system. The online KPI database was updated after the project has ended and we gathered the final indicator values (on 7th Nov. 2022), and we provide exported KPI values in Deliverable C1.4.a.

Sub-action C1.5 Assessment of the socio-economic effects of the project actions (All partners)

Assessing the socio-economic impact of a communication project is somewhat different from conservation projects, which involve specific activities such as land acquisition, wildlife restoration, species breeding, etc. Overall, our project contributed to dissemination and communication about biodiversity in a variety of ways and involving many different audiences and stakeholders. In order to develop indices to assess the socio-economic impact of the project, all partners were first involved in defining the key stakeholders, target groups and objectives of the project (see also Action A.1). We have defined a detailed list of specific socio-economic indicators and systematically assessed the socio-economic impact of the project activities at regular steering group meetings (Deliverables C1.5.a-c). After the end of the project, we compiled final report values and prepared the final report “Annual evaluation of indicators for assessing impacts of project actions on local economy and communities and on ecosystem functions” (Deliverable C1.5.d).

6.1.11. Action D1: Communication and dissemination of the project and its results

Foreseen start date: 09/2017
Foreseen end date: 08/2022

Actual start date: 09/2017
Actual end date: 08/2022

Name	Type	Deadline	Completed
D1.1 LIFE notice boards	DELIVERABLE	02/2018	12/2017
D1.2 Project website	DELIVERABLE	02/2018	02/2018
D1.3 First press conference organised	MILESTONE	05/2018	05/2018
D1.3 Third (last) press conference organised	MILESTONE	08/2022	5/2022
D1.5 Layman’s report	DELIVERABLE	08/2022	08/2022
D1.7 Magnets and badges with biodiversity motives for project promotion	DELIVERABLE	10/2018	10/2018 (magnets) 03/2019 (badges)
D1.7 T-shirts for promotion of the project	DELIVERABLE	05/2018	09/2018 (100 pieces) 07/2019 (1200 pieces) 12/2020 (600 pieces)

D1.7 Printed news for households in Goričko protected area	DELIVERABLE	09/2018	09/2018
D1.7 Promotional caps	DELIVERABLE	05/2018	10/2018

Sub-action D1.1: LIFE notice boards on the premises of the beneficiaries (All beneficiaries)

LIFE notice boards with LIFE and project logo (Deliverable D1.1.a) were prepared and printed in December 2017 and were placed at the headquarters of all beneficiaries on places visible to the public. In March 2018, two of the partners (LUTRA and TNP) requested three extra boards that were put in their additional premises as well. In December 2017, we prepared and printed 40 pieces of notice flags with LIFE and project logo with holders of flags (Annex D1.1.a). Notice flags were distributed to all beneficiaries and were used at visible places in info points, at meetings, lectures and events.

Sub-action D1.2: Project website and social media (All beneficiaries)

At the beginning of the project, we created and activated project website www.naturaviva.si (in February 2018, Deliverable D.1.2a). The main subpages were translated in English language (<https://www.naturaviva.si/en/>), however majority of the information were presented in Slovene language. During 5 years of the website's activity we **prepared 261 posts, out of which are 153 news, entered 629 events, and uploaded all project deliverables** that are still available for download. We recorded **more than 54.000 users, with the average session duration 1 min 16 sec, 133.700 page views, and 8% were returning visitors** (Website analytics in Annex D1.2.a). We used the web advertising campaign (B1.5) for promotion of the project website (three peaks in the analytics graph are coinciding the web advertising periods). After the end of the project, the website will be maintained on-line for at least 5 years.

At the beginning of the project we also created a Facebook account LIFE Naturaviva (<https://www.facebook.com/life.naturaviva>). It was used for regular news about the project and general dissemination of information about biodiversity (on average 3 posts per week). For project promotion, we used partners existing Facebook profiles for sharing our projects posts. In addition, we used web advertising campaign (B1.5). We organically gained **3,853 page likes and 4,003 followers, from which 69% women and 31% men**. One quarter of the followers is from Slovenian capital city Ljubljana, 6.4% from the second largest city Maribor, and 1 – 2% from other towns (Facebook analytics in Annex D1.2.b). **In 2021, we reached almost 300,000 users** only through Facebook.

In addition, the YouTube account [LIFE Naturaviva](#) was created in November 2017, where we posted our videos (Annex D1.2.c). Not all videos were posted on this channel, but the majority of videos produced during the project were published at existing partners YouTube channels, from where we shared them on our website or Facebook.

Sub-action D1.3: Media (All beneficiaries)

Naturaviva team members have **published/were involved or were interviewed in 571 media events/publications** (Annex D1.3.a – contributions can be downloaded from indicated links in the table, summary in Table D1.3). We regularly published e-news on Naturaviva website and informed people over our Facebook profile (these posts are not counted in number of the internet posts in a table below). Articles were published in regional/municipal newspapers and

even National Geographic. Radio interviews were aired on regional radio stations (radio Kočevje, Štajerski val, Triglav, etc.) as well as on the national radio (RTVSlo 1, 2, Ars). TV contributions were presented on commercial stations (TV Planet) and on national television (RTV Slo 1, 2). **On 11 press conferences, there were more than 100 people**, mostly journalists, which reported about our activities (Annex D1.3.b). According to circulation, number of individual journals/magazines/newspapers articles were printed in about **3,5 million issues** (Annex D1.3.a). If we estimate that in only 10% our contributions were actually read or seen, that means that **we reached about 350,000 people with printed media contributions**. It is not possible to estimate the reach for contributions on internet media. Radio and TV contributions are repeated several times during the year. Exact number of people listening/watching is not possible to gain, but it is most likely more than 100,000. Radio Val 202 for example, where we had the most interviews, is listened every day by 222,000 people (<https://val202.rtv slo.si/podkast/val-202/501/174699136>). We estimate that with all media contributions **we likely reached over 500,000 people**.

Table D1.3 Summary of each Media post/event the Naturaviva project participated

Media events	No. of articles
Internet media	250
Printed media	220
Radio broadcasts	72
TV broadcasts	17
Press conferences	11
Total	571

Sub-action D1.4: Conferences (GRM, NIB, LUTRA)

Project LIFE Naturaviva was presented on several meetings or conferences (Annex D1.4.a), started with the conference at AGRA fair 2018 (organiser Consortium of Biotechnical Schools), where two of our partners (GRM and NIB) participated with the oral presentation. LUTRA participated at the conference Eurasian otters in the Alps: towards a common strategy across boundaries, with the oral presentation about the otters in Slovenia. NIB participated at:

- The World Beekeeping Conference: Global challenges in beekeeping in 2018, with the oral presentation about pollinators;
- The International Conference: Connected in education for nature conservation in 2018, with the oral presentation about the importance of nature conservation in agriculture;
- the Working session Dutch Bee Strategy in 2018, with the oral presentation about Implementation of strategies to promote pollination: experiences in Slovenia;
- the Workshop for stakeholders: Rural development policies for the preservation and improvement of the state of biotic diversity with the help of landscape features in 2020, with the oral presentation about the importance of landscape features for agricultural production from the point of view of pollinator conservation;
- the international conference Ecology 2022 for a better tomorrow, with the oral presentation about Ecology – teaching with help of projects (In the years 2020 and 2021 the participation at the conferences was aggravated, since all of the events were cancelled due to Covid-19.)

Also, throughout the entire project, partner LUTRA was active with the discussions, meetings and workshops about the Slovenian water management plan and hydro power plants on Sava River (Annex D1.4.b). In 2022, they also produced a film with the debate about Sava River and what threatens it (Annex D1.4.c, available on [YouTube](#)).

Sub-action D1.5: Layman's report (NIB, ULBF, SBA, GRM, CAFS, LUTRA, KPG, TNP, NRP, KPLB, RPK)

Layman's report (Deliverable D1.5.a) was prepared in August 2022 by NIB in Slovenian and English language in pdf and **printed in 500 copies**. In the report for the general public we comprehensively presented the project objectives, actions and results. Nearly half of the printed reports were already distributed, others will be in the After-LIFE period.

Sub-action D1.6: Meeting for stakeholders (NIB, ULBF, SBA, GRM, CAFS, LUTRA, KPG, TNP, NRP, KPLB, RPK)

The meeting for stakeholders was organized in Ljubljana in June 2022 (Annex D1.6.a). **The 31 participants** attended the meeting at which the project team comprehensively presented the project objectives and activities and discuss its achievements. Each of the partners presented its own best project practice, a short cultural-musical piece of *Musica Viva* concert was also performed (B2) and two indoor exhibitions were set up (B1.2). We also presented and gave away to participants the book *Incredible* (B7.1) and organised a guided tour at the Botanic garden educational trail (B6.1).

Sub-action D1.7: Promotion of biodiversity and the project on different events (LUTRA, KPG, TNP, NRP, KPLB, RPK, GRM)

To raise awareness and to promote the project, beneficiaries attended different events (fairs, exhibitions, local events, festivals, etc.). We exceeded our goal to participate on at least 120 different events during all 5 years, **as we participated at 203 events** (Annex D1.7.a). Project leaflets and promotion material was handed out to visitors and face-to-face communication was used for detailed information about the project. Every year we participated at AGRA fair (except in 2020 when the fair was cancelled due to Covid-19 restrictions), which is a traditional annual 6-day international fair of agriculture and food in Gornja Radgona (NE Slovenia). It is the most important agricultural event in Slovenia with on average more than 1,700 exhibitors from 30 countries and more than 100,000 visitors (Reports and photos from fairs in Annex D1.7.b). In February 2019, TNP and RPK used two existing vans for awareness raising and project promotion – the exterior of both vans was covered with new attractive graphic design (photos in Annex D1.7.c). In November 2018 and February 2019, six beneficiaries (KPLB, NRP, KPG, LUTRA, RPK and TNP) were equipped with printed beach flags with project logos and their flagship species (photos in Annex D1.7.d). Beach flags were used at events, meetings, or at their info points. All five parks also each made two roll ups. One was a promotional roll up of Naturaviva project and was permanently exhibited in info points or used for promotion activities outside the premises. The second roll up was tailored for each park specifically and it presented the biodiversity typical for their area. On some occasions all roll-ups from all parks were exhibited and like that they work as an attractive promotional wall (photos in Annex D1.7.e).

Attractive project graphic design and important messages related to biodiversity were used to prepare different project promotion materials (photos in Deliverable D1.7.a): **altogether 1,900 quality T-shirts** (100 in November 2018, 1,200 in July 2019, 600 in December 2020); **500 caps** (in May and October 2018); **1,000 magnets** (in October 2018); **1,000 badges** (in March 2019) with biodiversity motives; **3,000 pens** (2,000 in August 2018 and 1,000 in May 2019); **16 deckchairs** (14 in October 2018 and 2 in April 2019). All materials were distributed among crucial stakeholders as well as among general public, also as a thank you gift for cooperation

at individual project activity as well as an award in photo contest and research project competition. There was a slight delay in the production and distribution of the magnets, badges, pens, which was communicated with the Agency in the letter LIFE16GIESI000711PR1LET181204 21.12.2018, however it had no impact on the distribution of the material.

KPG prepared **4 different newsletters** for residents of their protected area (every household received one by mail; each newsletter printed and mail delivered **in 17,000 copies**): 1. Forest biodiversity in October 2018, 2. Biodiversity in the garden in April 2019, 3. Biodiversity and the cultural landscape in May 2020, 4. Biodiversity and water in March 2021 (Deliverable D1.7.b). NIB prepared a poster about **wild bees in 1,000 copies** (500 in September 2018, 500 in September 2019), which were distributed to schools, at different events, and meetings (Annex D1.7.f). KPLB prepared **book indicators** for general public distribution in 10 different motives from their protected areas (**2,780 copies** in November 2019; Annex D.1.7.g). NIB **joined the Global Coalition “United for Biodiversity”** on the initiative of European Commission as the first Slovenian institution, aiming to raise awareness about the need to protect all forms of life (Annex D1.7.h). TNP has implemented **website redesign** (Annex D1.7.i); prepared **infographics** for the map that urges visitors to visit in a more nature-friendly, sustainable way, with the importance respectful visitation of their protected area (in November 2020; Annex D1.7.j); **wooden promo cube**, in which the visitors of information's centre in Bled get to know parks biodiversity through the game and riddles (in January 2020, Annex D1.7.k); **promotional board** in Pokljuka that presents children's map of the Julian Alps Biosphere Reserve with riddles on biodiversity and guidelines of visiting mountains safely (in January 2020, Annex D1.7.l).

6.1.12. Action D2: Networking

Foreseen start date: 09/2017 Actual start date: 09/2017
 Foreseen end date: 08/2022 Actual end date: 08/2022

Name	Type	Deadline	Completed
D2.1 Networking with other projects	DELIVERABLE	08/2022	08/2022

Sub-action D2.1: Networking with other LIFE and non-LIFE projects (NIB, LUTRA)

Seven partners participated with **13 different networking activities** during the project (see Deliverable D2.1.a for a list of all activities with associated descriptions in English). The networking activities served to further disseminate, promote, and add educational value to our project activities, as well as to gain useful information to improve the quality of the work done within our project. LUTRA, with its expertise on freshwater ecosystems and skills in social networking, also joined the “For Sava” group: <https://za-savo.si/>, which is an informal civil movement, consisted of six different environmental NGO’s and two civil initiatives established to promote conservation of the Sava River and its biodiversity.

Sub-action D2.2: Networking with partner schools (GRM)

This action was impacted by the Covid-19 restrictions, because in 2020 and 2021 all traveling was prohibited. We had to postpone them and most were organised in 2022, as well as we

decided to also organize hybrid visits to have higher attendance of participants. In years 2021 and 2022, **9 visits** were organised with **127 participants from 9 European countries** (Croatia, Malta, Hungary, Czech Republic, Finland, Great Britain, Poland, Spain, Belgium; Lists of participants and photos in Annex D2.2.a). During the visits, project LIFE Naturaviva was presented, biodiversity in Europe in Slovene was discussed, and the debate about that topic was opened.

Sub-action D2.3: Networking with natural parks (LUTRA, KPG, TNP, NRP, KPLB, RPK)

In LIFE Naturaviva project, five Slovenian natural parks were connected to partner network, with the aim to strengthen cooperation, exchange experiences, materials and approaches to visitors and tourists and to join forces in the common promotion activities. A very good parks connection was established, since they communicated frequently, collaborated at various project actions and shared experiences on regular steering committee meetings. Besides internal collaboration, they also organised or participated at events to network with other parks, including foreign parks. During the 5 years, parks participated **at 18 networking events** (Annex D2.3.a).

6.1.13. Action E1: Project management

Foreseen start date: 09/2017
Foreseen end date: 08/2022

Actual start date: 09/2017
Actual end date: 11/2022

Name	Type	Deadline	Completed
E1.1 First steering committee meeting	MILESTONE	10/2017	09/2017
E1.3 Audit report	DELIVERABLE	08/2022	10/2022
E1.4 After-LIFE plan	DELIVERABLE	08/2022	08/2022

Sub-action E1.1: Project management by National Institute of Biology (All beneficiaries)

The final goal of the action was a well-coordinated project with good cooperation between all partners, achieving the objectives and delivering all expected results (including all reports) within the deadlines. To achieve this goal, all partnership agreements with project partners were prepared by the CB and signed during the first months of the project (Administrative annex 5.b). At the beginning of the project, NIB created an internal reporting system that all partners used to report on their progress in activities and upload financial documents every three months. This system facilitated the preparation of project reports. The CB NIB, organised the first steering group meeting in September 2017 (Annex E1.1.a). In coordination with different partners, more SC meetings were organised (10 in total, Administrative Annex 5.e). During these meetings, the progress of the project was assessed and open issues and strategic actions were discussed. The project team at NIB was in regular weekly contact with LUTRA, which assisted with financial-administrative advice and guidance as needed. NIB also communicated with the external monitor if open issues arose.

Sub-action E1.2: Monitoring of the project progress (All beneficiaries)

At the beginning of the project, NIB and LUTRA set up an internal reporting system that all partners used to report on their progress in activities and upload financial documents every

three months (Annex E1.2a). This system served to continuously monitor the project progress and facilitated the preparation of project reports.

Sub-action E1.3: Independent financial audit (NIB)

A contract with the independent external auditor Audit.i.n.g., revizijske storitve, d.o.o., was signed by NIB in June 2022, to verify the financial statements provided to the contracting authority in the final report. In October 2022, auditors started with the revision process and in November 2022 they delivered the report (Deliverable E1.3.a).

Sub-action E1.4: After-LIFE plan (All beneficiaries)

It is necessary that Naturaviva continue its mission even after the end of the project. For that reason, partners prepared a 5-year plan about how to use goods build and knowledge gained in the project for further use – all for the benefit of biodiversity. In the plan, we set out how the actions initiated in the LIFE project will be continued and developed in the years that follow the end of the project. The After-LIFE plan was prepared in Slovene (Deliverable E.1.4.a) and English version (Deliverable E.1.4.b) and is published on the project webpage.

6.2. Main deviations, problems and corrective actions implemented

The biggest drawback for LIFE Naturaviva as a communication project was Covid-19 pandemic and the restrictions that came with it in years 2020 and 2021. In Slovenia we had quite strict prohibitions regarding socializing and consequently all of the public events were cancelled. For us that meant less lectures, workshops, networking, events, fairs, meetings, excursions, ... Many of our actions were affected. However, after first restriction “wave” in 2020, when the state was in the total lockdown, we started with the online and outdoor instead of indoor communications. In majority, we tried very hard that our actions were not stopped and that the goals of the actions were still achieved. For example, shock events (B2) as planned in the proposal were the hardest to carry out. We still produced visual projection that we played at different events, however there was less or no events at that time. Nevertheless, instead of planned activities in that action, we considered our capabilities and implemented new shocking events. Such as TV commercial that we prepared and aired on National TV (free of charge), and many people that needed to stay at home that time saw it. Another implemented action were Sound walks that NRP prepared as a way to raise awareness of people about biodiversity in the outdoor environment. LUTRA carried out the outdoor campaign on posters about fishes in Sava River, which also attracted a lot of people. When the strictest restriction were over, we continue with the planned activities in proposal, so we prepared and organised opera concerts with nature content Musica Viva that were carried out in different places in Slovenia. After all, when we reviewed the situation, we reached more people on more different ways than expected at the beginning. After all, we will continue with these actions even after the project, so even more people will be reached at the end. Another action that was difficult to implement due to Covid-19 restrictions was Film about biodiversity (B7.3). Production of the film totally stopped in 2020 and 2021, and continued only in 2022.

Another deviation from our plan in the proposal, which was not only connected with the Covid-19 pandemic were Lectures for farmers (action B5.3). Due to the conflict of interest this action was not executed as planned, however we did find a solution, that reached even more farmers than we expected. Instead of 100 one-hour lectures, that should be given by agricultural advisories (which would be in conflict with the LIFE guidelines), we prepared three supplements to a Green Land newsletter that is received by all farmers in Slovenia (91,000). With that replacement, reach of this action was even greater.

6.3. Evaluation of Project Implementation

At the beginning of the project, we were aware that managing large partnership could be quite challenging. However, a variety of partners also means a variety of skills that could help us spread the word about biodiversity even further. For communicating biodiversity awareness with different target groups, partners applied different methods:

- The general public comprises people with very different expectations and knowledge levels. For this reason, we used a diverse range of activities to reach them, from the book, brochures, lectures, outdoor and indoor exhibitions, city posters, web advertising and articles in media.
- Children in kindergartens and primary school are the most open to new ideas, which they can transfer to their parents as well. Nature education days, leaflet, colouring books, games, and competitions are just some of the used methods.
- Children in secondary school were at a large part reached with activities for the general population. Specifically in this target group, we focused on agricultural schools that

educate future farmers. For them we organised workshops, lectures, and summer schools.

- Farmers were one of the more important target groups since they have a major, direct influence on biodiversity. For this target group we employed a “teach the teacher” system and used a well-established agriculture advisory service (CAFS) as an effective distribution channel of the information to farmers via agriculture advisories.
- Urban population was a very important target group, since about half of the people in Slovenia live in cities. Lots of urban people were reached through activities prepared for other target groups, in particular the general public. Some specific activities, advertised with the contemporary phrase “green infrastructure”, aimed for the urban population, city authorities and municipality employees were leaflets, educational campaigns, and workshops.
- People under the impression that biodiversity does not concern them and are ignorant about biodiversity (“unaware people”) are one of the toughest groups for education, since, as a rule, they do not attend events focused on biodiversity and nature conservation. However, they often visit sports, culture or art events. For them, we prepared so-called “shock events”. These are events with a cultural or art program, during which a considerable amount of information on biodiversity is presented as well. However, we also reached them elsewhere – everywhere they did not expect it (e.g. TV commercials, sound walks and city posters).
- Residents and visitors in protected areas were addressed by five parks that were partners in the Naturaviva project. Since they were located in different regions, they had different nature conservation goals. To raise awareness about biodiversity, they used different methods of communication, for example educational trail, brochures, exhibitions, videos, web application, newsletters, and outdoor summer cinemas.

The project was in majority implemented as planned and in many cases the results exceeded the expectations from our proposal. Generally, all of the listed methods were very well accepted by addressed public and will in future be used as a part of After-LIFE actions by partners.

Table 6.3: Results achieved against the objectives and expected results foreseen in the proposal

Action	Foreseen in the revised proposal	Achieved	Evaluation
A1: Preparation of communication strategy	<p>Objectives: Preparation of communication strategy, project logotype with holistic project design finished.</p> <p>Expected results: Communication strategy First meeting on communication strategy Project logotype with holistic project design finished</p>	Yes	Action completed in time and useful for further project work. We achieved a high project recognition, which supports that the graphic design was effective.
B1: Awareness raising campaign on biodiversity	<p>Objectives: The aim of all activities is to raise the awareness of target audiences about biodiversity.</p> <p>Expected results: Brochure about biodiversity Outdoor exhibition Indoor travelling exhibition Advertising campaign on billboards in cities Web advertising campaign Lectures about biodiversity</p>	Yes	Action completed. We reached more than a million of Slovenians with these activities, thus, the impact was over-achieved.

<p>B2: “Biodiversity shock events” in art and culture</p>	<p>Objectives: The aim of activities is to target selected group of people: visitors of cultural and art performances (concerts, theatre performances, exhibitions etc.) and social events.</p> <p>Expected results: Visual projection for “biodiversity shock events” Short film clips from “biodiversity shock events” App. 50 visual projections, app. 40 stage events will be performed in the project time</p>	<p>Yes, with modifications</p>	<p>Visual projection was completed, however due to Covid-19 other goals were the most difficult to fulfil. We developed several other activities to replace and complement what we were not able to deliver or we deliver in lesser extent (Musica Viva, TV advertisement, Sound walk, City posters).</p>
<p>B3: Biodiversity in kindergartens and primary schools</p>	<p>Objectives: The action is needed to raise the awareness about biodiversity among pupils and teachers.</p> <p>Expected results: Nature education days Toolboxes for kindergartens and primary schools Leaflet for kindergarten teachers Memory game Promotion poster for schools Power Point presentation for teachers Worksheets Colouring books Research project competition Photo and video contest</p>	<p>Yes</p>	<p>Action completed. We have over-achieved the number of organised events and products that can have a great impact on the target groups in this sub-action and many materials can be used by teachers and pupils also after the project.</p>
<p>B4: Biodiversity in secondary schools</p>	<p>Objectives: The main aim of this campaign is to educate pupils of agricultural and other schools about the biodiversity, threats to biodiversity and necessary conservation measures so that they can use this knowledge later in farm management.</p> <p>Expected results: Educational trail at Agricultural school in Grm Educational worksheets for educational trail Workshop about biodiversity for teachers Summer school about biodiversity for pupils of agricultural schools</p>	<p>Yes</p>	<p>Action completed. Attendance of youth that study farming was very high, despite the topic of biodiversity in which they are generally not so interested in. The young will have farming practiced in hand in the future, thus, targeting them with our contents was very important and will have an impact in the future.</p>
<p>B5: Farming for biodiversity</p>	<p>Objectives: The main aim of this campaign is to inform and train agricultural advisors and to educate farmers about the biodiversity in the natural and agro- ecosystems, the threats and conservation measures for biodiversity.</p> <p>Expected results: Workshop about biodiversity for agriculture advisory service Leaflet about biodiversity for farmers</p>	<p>Yes, with modifications</p>	<p>All the actions were completed as expected, except lectures for farmers, where we needed to change the action due to the absence of conflict of interest rules and Financial and Administrative guidelines for LIFE grant agreements. Instead of lectures we produced three supplements to a</p>

	Lectures for farmers Competition “Young and agriculture”		newsletter, which was distributed to all farmers in Slovenia by mail. In this way we managed to transfer effectively the information to farmers and promoted protection of biodiversity in farming.
B6: Biodiversity in the cities and managing the green infrastructure for biodiversity	Objectives: Proper management of the green infrastructure in urban areas is an important factor in supporting biodiversity. To improve the quality of urban spaces, proper education of all stakeholders as well as of target audience is needed. Expected results: Biodiversity educational trail in botanic garden in Ljubljana Leaflet about educational trail for Botanic garden Educational worksheets for educational trail in botanic garden Dry meadow in Ljubljana and production of hay gravel Biodiversity day at Roje Educational campaign on green infrastructure for biodiversity Leaflet about the green infrastructure supporting biodiversity Seedlings of plants suitable for pollinators Biodiversity friendly garden contest	Yes	Action completed. Variable and many different activities were carried out to enhance and promote green infrastructure. We recorded a very good attendance at educational trails and other organised events that reached a lot of people.
B7: A book and film about biodiversity in Slovenia	Objectives: Many people need »a push« which would bring them to the state of being interested in the biodiversity. This can be achieved with more emotional approach - with stunning photos from nature and popular text in more literary style about nature, about how to experience / value it, about benefits we have from it. With this action, we wanted to push those people. Expected results: Premium quality book Photo competition for the title of “Nature photographer of the year in Slovenia” Film and video clips Animated film about biodiversity	Partially, with modifications	All the actions were completed but the film was delayed mostly due to Covid-19 restrictions. However, we did collaborate with RTV SLO at three biodiversity films, which were aired a few times on TV and accessible on internet for longer period and the film is also available on the You Tube channel. The book was printed in copies that were the double than what it was planned and we get very positive feedback.
B8: Biodiversity in protected areas	Objectives: While protected areas (associate beneficiaries) have developed independent from each other they have achieved different level and have different needs for educational materials, tools and instruments which cannot be financed through their regular budget. Therefore, they took the advantage of LIFE project to upgrade their facilities and to get better	Yes	Action completed. All five nature parks that were beneficiaries of our project have achieved and even overachieved the planned up-upgrades to their infrastructure, materials and events, which will also benefit them after the project.

	<p>equipped for educational and awareness raising activities.</p> <p>Expected results: Interactive educational trail "Podsreda" Summer outdoor cinema Nature interpretation plan for KP Goričko Publication "Ljubljana moor on stamps" Coloring book "The guardian of treasures" Publication for visitor management and biodiversity protection in TNP Biodiversity for important stakeholders – meetings, excursions</p>		
C1: Monitoring of the impact of the project actions	<p>Objectives: Define indicators for monitoring and monitor the effects of project actions.</p> <p>Expected results: Monitoring of awareness Monitoring of the change in the attitude and behaviour Monitoring of environmental improvement Compilation of indicator tables Assessment of the socio-economic effects of the project actions</p>	Yes	Action completed. All sub-actions to monitor project actions were implemented and provided results that could be used to evaluate the project impacts. There was one big change because we had to change the system of KPI during the project due to the system-change made by the EK. However, we managed to switch from the plan that was included in the project proposal to the new KPI database and we completed it at the end of the project.
D1: Communication and dissemination of the project and its results	<p>Objectives: The activities in this action are needed to disseminate the project's results and to inform the national and the international public about the project's objectives, its activities and results.</p> <p>Expected results: LIFE notice boards on the premises of the beneficiaries Project website and social media Articles in media Attendance at conferences Press conferences organised Layman's report Meeting for stakeholders Promotion of biodiversity and the project on different events Magnets and badges with biodiversity motives T-shirts for promotion of the project Printed news for households in Goričko Promotional caps</p>	Yes	Action completed. This action was very well achieved, since we had a great number of unique visits to the webpage, many Facebook users and engagement, we overachieved the planned number of media posts, produced more than planned number of promotional materials and all planned reports, as well as we attended a great number of promotion events, thus, the project was well promoted. This was also positively assessed with surveys done in C.1 actions.
D2: Networking	<p>Objectives: The aim of networking is to exchange the good practices developed within the present project with other projects/schools/parks and vice versa.</p> <p>Expected results:</p>	Yes	Action completed. All networking activities brought many positive impacts to the project activities, as well as we transferred good practices

	Networking with other LIFE and non-LIFE projects Networking with partner schools Networking with natural parks		to other projects/schools/parks.
E1: Project management	Objectives: The aim of this action is that the project runs smoothly, that the steering committee is meeting regularly, and that project progress is monitored. Expected results: Project management Monitoring of the project progress Independent financial audit After-LIFE plan	Yes	Action completed. Overall, we are satisfied with the project management that ran more or less smoothly and we fully implemented the project. We were satisfied with the monitoring of our project. The financial audit was completed and After-LIFE plan was prepared in collaboration with all 10 beneficiaries.

6.4. Analysis of benefits

The benefits of the Naturaviva project are many. The project increased awareness about biodiversity not only as a source of direct ecosystem services to humanity, but also as a source of socioeconomic benefits such as health, relaxation, beauty, and inspiration for art and culture. By linking conservation, cultural heritage, and the arts, we also reached out to audiences whose primary interest is not nature conservation. Raising awareness of the importance of biodiversity is essential to developing sustainable tourism in protected areas, which is often the main source of income for local producers and service providers. A better understanding of ecosystem services can lead to greater income and employment opportunities, as well as a higher quality of life for residents. The project contributed to the dissemination of environmentally friendly agricultural practices, promoting the long-term development of rural areas in Slovenia. Green infrastructure provides environmental, economic and social benefits to urban areas. It combines biodiversity protection and ecosystem service provision with the creation of an appealing, high-quality living and working environment, while creating local employment opportunities.

1. Environmental benefits

a. Direct / quantitative environmental benefits:

A direct contribution to environmental improvement was made through the production and distribution of 1000 seedlings and 800 seed bags of native flowers important to wild pollinators. These were distributed to people and schools who expressed interest and used them in their gardens, directly benefiting biodiversity in their surroundings.

b. Qualitative environmental benefits:

The project contributed to the dissemination of environmentally friendly agricultural practises among farmers through professional training of agricultural extension services, brochures and articles in the newspaper sent to all registered farmers in Slovenia. The effort was intended to bring about a change in behaviour of the farmers, so that their attitude and behaviour to be more concerned about biodiversity in the management of their land. Moreover, green infrastructure provides environmental benefits to urban areas. In the project we promoted the use of green infrastructure, and provided assistance in several cases when this was planned.

2. Economic benefits:

Our project directly created new jobs in parks, most of which are located in rural areas of Slovenia. A total of 5 full-time equivalent (FTE) new jobs were created in the parks and another

3 at partners located outside the major cities (LUTRA and GRM). The project contributed to the dissemination of environmentally friendly agricultural practices that could have economic benefits in addition to environmental benefits by promoting the long-term development of rural areas in Slovenia towards more sustainable agriculture. Incorporating green infrastructure into urban areas also creates local employment opportunities.

3. Social benefits:

By increasing awareness of biodiversity, the project's activities have brought about socioeconomic benefits such as improved health, relaxation, beauty, and inspiration among people, created new jobs, and improved other employment opportunities. By providing knowledge about biodiversity, green infrastructure, and ecosystem services, ideas were provided to improve the quality of life for residents. Properly managed green spaces are attractive for outdoor recreation and leisure activities and provide spaces where people can meet and interact, leading to a stronger sense of community. This helps combat social exclusion and isolation, benefiting both individuals and communities. In our project activities, we have always selected local providers and given local people the opportunity to work on the project.

4. Replicability, transferability, cooperation:

A very repeatable activity of our project is the photo contest for the best nature photographer. Already during the project, we managed to organise an additional (5th) photo contest, although only 4 contests were planned. After the project there will be at least one more, which is already planned. Replication will also be visible in the continuation of nature days, which will be organised by different partners, using the toolkits and other educational materials produced within the project. The same is true for all printed and online educational and promotional materials. For example, anyone can download and print posters, colouring books, worksheets, PowerPoint presentations, etc. in PDF format. We already know, that some printed materials will be re-printed later on (i. e. colouring book prepared by Institute Lutra is already upgraded and waiting to be reprinted). Knowledge transfer was carried out through various actions within the project, targeting different stakeholders: students, teachers, farmers, managers of green spaces, tourism organisations, park visitors, and the general public. GRM communicated pedagogical approaches to teachers also beyond the Slovenian border, with educational visits to other European countries. The same was done by the parks. The cooperation within the project itself was extremely intense, with 10 different partners constantly working together. We also actively participated in many events organised by other organisations or projects (see also the chapter on networking).

5. Best Practice lessons:

We used the experience and best practices developed in the URBANBEES project (LIFE08 NAT /F/000478) for our project. We used their practices and experiences in setting up educational trails (Sub-actions B4.1 and B6.1) and guided tours and workshops (B6.1). The good pedagogical practices developed at GRM were transferred to other schools. The parks networked to share best practices, experiences and materials on nature interpretation, conservation and tourism. They made several visits to learn from different examples of biodiversity dissemination in other parks in Slovenia and abroad. There were more lessons if best practices learned and transferred from us to others, all are described more in detail in Chapter 6.1.12.

6. Innovation and demonstration value:

Innovative approaches were used across different activities of our projects. Inventing “shock-events” to disseminate information about biodiversity by linking conservation, cultural

heritage, and the arts, and in this way reaching out to audiences whose primary interest is not nature conservation, is to our knowledge a unique approach. Next, producing seeds and seedlings of native flowers to increase local biodiversity important especially for pollinators was an innovative approach that was positively accepted by the people. It also had an important demonstration value, because they saw how little is needed to increase biodiversity in their garden. Demonstrative garden pond, hotel for insects and biodiversity friendly arrangement of Informational Otter Centre has a great value and it serves as a learning polygon for visitors (app 300 visitors/year). Similar knowledge gain through demonstration was made with workshops about building nest boxes, pollinator houses etc., which people could replicate by themselves at home. By organising competitions (photo, video, etc.) for pupils, young farmers and for different stakeholders about the biodiversity friendly garden, we managed to motivate many participants to engage into educating themselves about biodiversity, going into nature to produce photos, videos or planting and arranging garden to boost biodiversity. This is again a good example of innovating approaches to reach and actively engage public into participation.


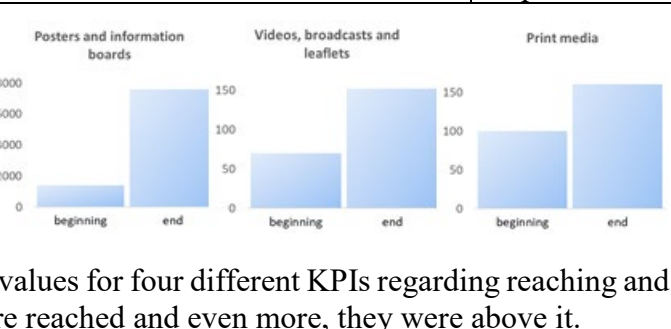
7. Policy implications:

Our project contributed and continues to contribute to the implementation of the following international initiatives, activities and projects: EU Biodiversity Strategy for 2030, EU Pollinator Initiative, European Green Deal, Natura 2000, Guidance on a strategic framework for further supporting the deployment of EU-level green and blue infrastructure, International Biodiversity Day and World Bee Day. The knowledge gained through the project, new collaborators and new partnerships reached during the network activities allowed us to increase our participation in national policymaking processes. There were over 30 activities aimed at changes or additions to national legislation, national or local planning processes. Project partners have provided comments on proposed new regulations, resolutions, etc., we have actively participated in public discussions addressing policy on conservation issues, and we have acted as experts in environmental impact assessments.

7. Key Project-level Indicators

We used an online KPI database (<https://webgate.ec.europa.eu/eproposalWeb/kpi>) where we inserted the final values on 7th November 2022. The exported values from this database are also included as Deliverable C1.4.a. We have managed to achieve and over-achieve our targets set at the beginning of the project. A graphical summary of achievements of KPI targets is available below.

Indicator 1.5	Project area: Conservation or improvement of the status of an area	20,000 km ²
<p>Area included in dissemination, education and promotion activities of the project was almost the whole area of country Slovenia. In this way the target set at the beginning of the project was achieved. Number of project events recorded per locations is presented in the map below.</p>		
Indicator 1.6	Humans influenced by the project: Persons who may have been influenced via dissemination or awareness raising project-actions (reaching)	1,000,000 Number of residents within or near the project area
<p>One of the main goals of Naturaviva project was that our activities related to biodiversity would reach half of the population of Slovenia, which is roughly 1,000,000 people. When we count the number of documented people attending our activities, receiving our materials, and potential listeners and readers of our media contributions, the number is almost 4 million. We understand that this number is unrealistically high, but even when considering all the uncertainties in the estimates that we briefly discussed in the previous chapter, we are highly confident that we delivered the result that we promised — our activities reached more than 1,000,000 people in Slovenia!</p>		

Indicator 7.3	Natural and semi-natural habitats: Habitat area, condition and trend	100 ha, favourable, improving												
<p>Action B.6. of our project specifically targeted improvement of biodiversity in semi-natural habitats, such as people’s backyards, urban green areas etc. With disseminating hay bags with seeds of native dry meadow plants and seedlings, this were planted over different semi-natural areas across the country and will contribute to improved conditions for wildlife pollinators and biodiversity as a whole. The estimated reach of area with these seedlings is 100 ha, while no expectations were set before the project.</p>														
Indicator 10.2	Involvement of non-governmental organisations (NGOs) and other stakeholders in project activities	1,200 individuals												
<p>Project stakeholders (without general public and schools), as defined in our communication strategy, were: farmers, NGOs dealing with nature (bee keepers, hunters, fishermen, mountaineers, etc., tourists visiting protected areas and tourist organisations, photographers, managers of green areas, gardeners, local communities, majors, parks, Ministries dealing with nature and environment. This were counted in all our activities to obtain the final value that was compared to the initial target set at the beginning of the project. The final number of stakeholder individuals targeted by project activities almost doubled thus the impact on specific stakeholders was doubled with our project.</p>														
Indicator 11.2	Website: Number of unique website visits	133,733 unique visits												
<p>The website of Naturaviva project received a great number of visits, with more than 50,000 users. The website acted as a useful port to disseminate project outputs, as well as to be some sort of “event page”, where we regularly posted all events that were happening and therefore it attracted a lot of visitors.</p>														
Indicator 11.2	Other tools for reaching/raising awareness of the general public: Number of events/exhibitions organised, different displayed information created (poster, information boards), other distinct media products created (videos/ broadcasts/ leaflets), articles in print media, discrete Project Reports	1,716 events/exhibitions, 7,600 posters/information boards, 152 videos/broadcasts/leaflets, 220 print media, 5 Project Reports												
<p>We used variable ways to reaching general public during our project, including giving lectures, organising events, film screenings in summer cinema, producing city posters on billboards and other posters, leaflets, videos, as well as occurring in many different media. All beginning targeted values for four different KPIs regarding reaching and awareness raising of general public were reached and even more, they were above it.</p>		 <table border="1"> <caption>Targeted vs. Actual Values for Reaching and Awareness Raising</caption> <thead> <tr> <th>Category</th> <th>Beginning Target</th> <th>End Actual</th> </tr> </thead> <tbody> <tr> <td>Posters and information boards</td> <td>~1000</td> <td>7600</td> </tr> <tr> <td>Videos, broadcasts and leaflets</td> <td>~50</td> <td>152</td> </tr> <tr> <td>Print media</td> <td>~100</td> <td>220</td> </tr> </tbody> </table>	Category	Beginning Target	End Actual	Posters and information boards	~1000	7600	Videos, broadcasts and leaflets	~50	152	Print media	~100	220
Category	Beginning Target	End Actual												
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Indicator 11.3	Surveys carried out regarding awareness of the environmental problem addressed: Number of individuals surveyed	2,106 individuals
<p>The survey about attitude towards biodiversity in Slovenia was done on 1,000 individuals at the beginning of the project (2017) and repeated, again on 1,000 individuals, at the end of the project (2022). Besides this, we included 106 individuals in a shorter survey that was repeated every year for 4 years during the project and the same individuals answered questions about their behaviour related with nature and biodiversity protection and attitude towards biodiversity. Both surveys provided important indication that the general attitude and knowledge about biodiversity has improved from the beginning of the project until now and that in some cases, there has also been a positive behavioural change (for details see chapter 6.1.10).</p>		
Indicator 12.1	Networking: Number of individuals	40 individuals
<p>Networking in the project Naturaviva has been frequent and done by different partners. The gained knowledge and best-practices were transferred between our and other projects in both ways during all these networking activities, as well as many of them served to reach a broader public. Approximately 57% of all networking activities were done with projects and organisations outside of Slovenia and the rest inside our country.</p>		
Indicator 12.2	Professional training or education: Professionals - experts in the field	90 individuals
<p>This indicator target value was set at the beginning of the project to 16 agricultural advisors, employed in CAFS' affiliated Institutes of Agriculture and Forestry, that were supposed to receive professional training about biodiversity protection in agricultural landscape. In sub-action B5.2 we organised a workshop about biodiversity for agriculture advisory service was organised by CAFS and NIB and had 92 participants, much more than we expected.</p>		
Indicator 13	Jobs	10 FTE
<p>The project created and mainlined many employees with different share of engagement in the project. We estimated that all project employees at different parks total in approx. 10 FTE. This is a substantial human resource that worked in promotion and dissemination of biodiversity in Slovenia to different stakeholders and general public and gained more than expected results of the project, reaching over 1,000,000 people and producing a positive change in attitude and behaviour.</p>		

