

University
of Ljubljana **Biotechnical
faculty**



Workshop Agenda

Communication in large carnivore
conservation and management

16th – 18th April 2018,
Ljubljana



LIFE16 NAT/SI/000634
LIFE13 NAT/SI/000550

“Communication in large carnivore conservation and management”

Networking and experience exchange workshop organized by Biology Department, Biotechnical Faculty University of Ljubljana within the frames of [LIFE Lynx](#) and [LIFE DINALP BEAR](#) projects

Workshop background and purpose:

Both LIFE Lynx and LIFE DINALP BEAR projects are focused nature conservation projects with a strong stakeholder dialogue and collaboration component. In the frames of the two projects we develop campaigns to gain public interest, understanding and support for the long-term conservation of brown bears and Eurasian lynx in Slovenia, Croatia, Italy, Austria, Slovakia and Romania. Learning from experiences of others and sharing our experiences is crucial for maximizing the effectiveness of our activities as well as for ensuring the transferability and enabling the replicability of best practices.

Aims:

- Share experiences in communicating on large carnivores related topics from different projects and initiatives across Europe and from North America.
- Discuss key challenges and opportunities for communicating with main target groups.
- Underline best practices to be clearly communicated in the workshop report.

Participants:

- Communication experts and practitioners, as well as experts in specific techniques and fields that contribute towards large carnivore and wider nature conservation through planning and implementing communication and stakeholder dialogue activities.

DRAFT AGENDA

Monday, April 16, 2018

10:00 to 10:15	Registration and Welcome
10:15 to 10:55	Overview of current best practices and known shortfalls of historic communication efforts in large carnivore management Kai Elmauer <i>Elmauer Institute</i>
10:55 to 11:20	Communicating the return of the wolf in the Alps, LIFE WOLFALPS project Carlo Maiolini <i>MUSE</i>
11:20 to 11:35	Discussion
11:35 to 12:05	BREAK
12:05 to 12:30	Building and implementing communication plan for LIFE DINALP BEAR project Urša Marinko and Aleksandra Majić Skrbinšek

	<i>University of Ljubljana</i>
12:30 to 12:55	Trentino brown bear communication strategy Marta Gandolfi <i>Province of Trento</i>
12:55 to 13:20	Challenges and approaches to communicate conservation and management of a large carnivore species at transnational level Sybille Wölfel <i>Interreg 3Lynx</i>
13:20 to 13:35	Discussion
13:35 to 14:35	LUNCH BREAK
14:35 to 15:00	Key characteristics of a successful nature conservation awareness raising campaign Pinija Poljaković and Petra Boić Petrač <i>WWF Adria, LIFE EULC</i>
15:00 to 15:25	Using social media to communicate large carnivore conservation – an overview Aleksandra Majić Skrbinšek <i>University of Ljubljana, LIFE DINALP BEAR, LIFE Lynx, LIFE WOLFALPS</i>
15:25 to 15:40	<i>Discussion</i>
15:40 to 16:10	BREAK
16:10 to 16:35	Managing well documented return of the wolves – case of Slavc Sonia Calderola and Diego Lonardoni <i>Veneto Region, Lessinia Park</i>
16:35 to 17:00	Communicating translocation of lynx with hunters – Italian experience Paolo Molinari <i>Progetto Lince Italia, LIFE Lynx</i>
17:00 to 17:20	Discussion

Tuesday, April 17, 2018

8:50 to 9:00	Introduction to the day
9:00 to 9:40	Communicating nature conservation through visual arts Ysbrand Brouwers and Bruce Pearson <i>Artists for Nature Foundation, Society of Wildlife Artists</i>
9:40 to 10:05	How photography contributes to nature conservation Petra Draškovič Pelc <i>Ars Naturae</i>
10:05 to 10:30	Maximizing benefits for local communities through ecotourism - key elements of a successful dialogue Irena Kavčič and Jan Klavora <i>University of Ljubljana (LIFE DINALP BEAR, LIFE Lynx), GoodPlace Institute</i>

10:30 to 10:45	Discussion
10:45 to 11:15	BREAK
11:15 to 11:45	Communication strategies to build community-based conservation actions Seth Wilson <i>LIFE DINALP BEAR, LIFE Lynx</i>
11:45 to 12:10	Working with farmers and beekeepers to prevent large carnivore caused damages in agriculture Tomaž Berce <i>Slovenia Forest Service, LIFE DINALP BEAR, LIFE Lynx</i>
12:10 to 12:35	Working with farmers and volunteers to improve large carnivore – human coexistence Mauro Belardi <i>Eliante, Project Pasturs</i>
12:35 to 13:00	Working with communities to decrease occurrence of garbage bears – experiences from LIFE DINALP BEAR project Matija Stergar <i>Slovenia Forest Service, LIFE DINALP BEAR</i>
13:00 to 13:20	Discussion
13:20 to 14:20	LUNCH
16:00 to 18:00	Guided tour of Ljubljana, we meet at 15:45 at Prešern Square in downtown Ljubljana

Wednesday, April 18, 2018

9:00 to 9:10	Introduction to the day
9:10 to 13:30	Facilitated workshop assessing main challenges and opportunities of communicating large carnivores, as well as specific scenarios – details will be circulated before hand
13:30 to 14:30	LUNCH END OF THE WORKSHOP



Preventing the extinction of the Dinaric-SE
Alpine lynx population through reinforcement
and long-term conservation

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