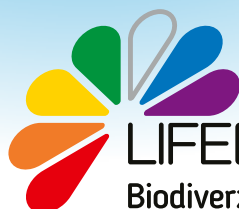


# POLJUDNO POROČILO REZULTATOV PROJEKTA

*LIFE NATURAVIVA*  
*Biodiverzитета — umetnost življenja*  
*Biodiversity — Art of Life*  
*LIFE16 GIE/SI/000711*

## LAYMAN'S REPORT



**LIFENATURAVIVA**  
Biodiverzитета - umetnost življenja  
Biodiversity - Art of Life



LIFE16 GIE/SI/000711

## O PROJEKTU / ABOUT THE PROJECT

### Ime projekta / Project title:

Biodiverziteteta — umetnost življenja  
Biodiversity — Art of Life

### Akronim / Acronym:

LIFE NATURAVIVA

### Številka projekta / Project number:

LIFE16 GIE/SI/000711

### Trajanje / Duration:

4. 9. 2017 — 31. 8. 2022

### Vrednost projekta / Project value:

2.482.242 €

### Finančni prispevek / Financial contribution:

60 % Evropska komisija, 10 % Ministrstvo za okolje in prostor RS, 30 % lastni delež partnerjev / 60% European Commission, 10% Slovenian Ministry of the Environment and Spatial Planning, 30% partners' own contribution

### Vodilni partner / Coordinating beneficiary:

Nacionalni inštitut za biologijo / National Institute of Biology

### Projektni partnerji / Associated beneficiaries:

LUTRA, Inštitut za ohranjanje naravne dediščine / LUTRA, Institute for the Conservation of Natural Heritage  
Triglavski narodni park / Triglav National Park  
Notranjski regijski park / Notranjsko Regional Park  
Kozjanski regijski park / Kozjansko Regional Park  
Krajinski park Goričko / Goričko Nature Park  
Krajinski park Ljubljansko barje / Ljubljana Marsh Nature Park  
Grm Novo mesto — center biotehnike in turizma / Grm Novo mesto — Center of Biotechnics and Tourism  
Kmetijsko gozdarska zbornica Slovenije / Chamber of Agriculture and Forestry of Slovenia  
Botanični vrt Univerze v Ljubljani / University Botanic gardens Ljubljana

### Spletna stran projekta / Webpage of the project:

www.naturaviva.si



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA OKOLJE IN PROSTOR



## Uvod

Kadar koli v družbi vznikne socialni ali naravni problem, se zbere skupina zainteresiranih ljudi, da bi ga rešili ali vsaj oblažili posledice. Z naraščanjem človeške populacije se število težav povečuje vedno hitreje. Podnebne spremembe in kriza biodiverzitet sta naravna problema, ki sta se povzpela na vrh seznama.

Vsi, ki se ukvarjajo s problemom krize biodiverzitet, slej ko prej spoznajo, da je težave bistveno lažje reševati, če jih ljudje razumejo do te mere, da so jih pripravljene aktivno podpreti. Zato morajo biti ljudje čim bolj **izobraženi** in dobro **obveščeni** o problemih / rešitvah — eno izmed pomembnih naravovarstvenih orodij je zato tudi **komuniciranje**.

**Ko enkrat raziščemo probleme, so ključni elementi reševanja krize biodiverzitet informiranje, izobraževanje in komuniciranje.**

*Jane Goodall o naravovarstvu — objavljeno v knjigi "40 let raziskav v Gombeju", ki je izšla leta 1999:*  
**»Samo če bomo razumeli, nam bo mar. Samo če nam bo mar, se bomo zganili. Samo če se bomo zganili, obstaja možnost rešitve.«**

Mnogi v Sloveniji so zaskrbljeni zaradi krize biotske raznovrstnosti, veliko jih deluje na področju varstva narave. Manjka pa nam pobud, ki bi se osredotočale na biotsko raznovrstnost kot skupni imenovalec življenja. Vse vrste in naravni procesi znotraj ekosistemov so soodvisni, zato za biotsko raznovrstnost ne moremo skrbeti le z varovanjem določenih območij ali izbranih vrst. Ljudi je treba soočiti z nacionalno (ali celo širšo) vrednostjo biotske raznovrstnosti, če jih želimo odkrito seznaniti s problemom in pričakovati njihovo sodelovanje. Od tod potreba po projektu, ki bi zajel različne dele in ravni biotske raznovrstnosti ter jih predstavil ljudem kot enoten, neprecenljiv naravni pojav. Nekakšna sistematična predstavitev bogastva naše naravne dediščine z jasnim sporočilom, kako pomembno je, da zanjo skrbimo.

## Introduction

Whenever a new problem arises in a society, whether social or natural in origin, a group of concerned people gather together to solve it, or at least to mitigate the consequences. With the increasing human population, the number of problems is increasing at an ever-greater pace. Two natural problems that have climbed to the top of the list are climate change and the biodiversity crisis.

All the parties working on the biodiversity crisis eventually conclude that the potential for solving the problem increases dramatically if people understand it at a level where they are willing to actively support the solutions. Therefore, people must be extensively **informed** and **educated** about the problems/ solutions, meaning that **communication** is an important nature conservation tool.

**Key elements in solving the biodiversity crisis, once we understand the problem, are information, education and communication.**

*Jane Goodall on nature conservation, from the book 40 years in Gombe, published in 1999: "Only if we understand, will we care. Only if we care, will we help. Only if we help, shall all be saved."*

Many people in Slovenia are concerned about the biodiversity crisis and many work in the field of nature conservation. However, what we lack is an initiative focused on biodiversity as a common denominator of life in general. All species and all natural processes are interdependent within and between the ecosystems, so we cannot only take care of biodiversity by looking at certain areas or selected species. A nationwide (or even wider) value of biodiversity must be communicated to the people if we are to inform them about the problem fair and square, and expect their cooperation. There was clearly a need for a project that would take different aspects and levels of biodiversity and communicate them as a unified, priceless natural phenomenon. A kind of systematic showcase of the richness of our natural heritage, with a clear message of how important it is to take good care of it.

## Projekt NATURAVIVA

LIFE NATURAVIVA, Biodiverziteteta — umetnost življenja je bil komunikacijski projekt. Ena od razlag naslova je, da je velika umetnost živeti v ravnovesju med izkoriščanjem narave za trenutne potrebe in ohranjanjem narave za potrebe prihodnjih generacij. Logotip projekta je pahljača v barvah mavrice. Predstavlja najširši spekter biotske raznovrstnosti, od organizmov, vrst do ekosistemov. Vendar ena barva manjka, kar nas opozarja, da je precejšen del biotske raznovrstnosti zaradi nas že izumrl.

**Bistvo varstva narave je v iskanju ravnovesja med izkoriščanjem in varovanjem.**

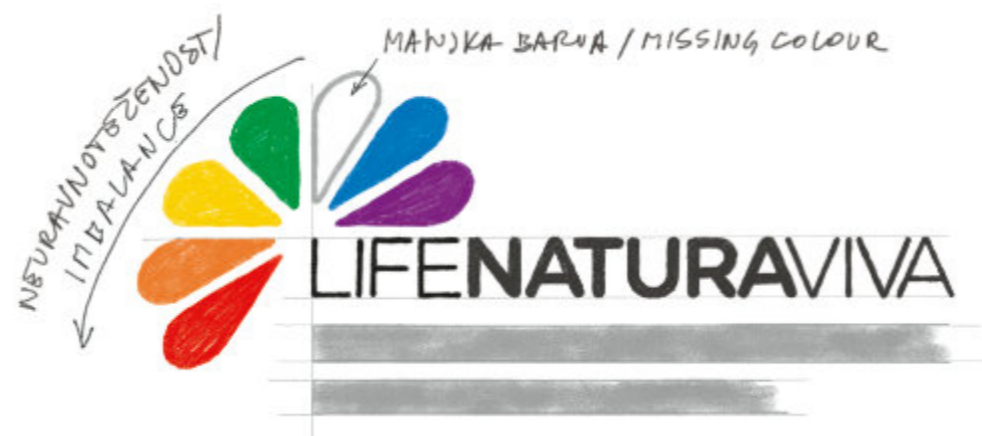
**»Živimo in delujemo tako, da vrzeli v mavrici ne bomo več povzročali in bo pahljača življenja zopet popolna in uravnotežena. To je umetnost življenja.«**  
*Zvone Kosovelj, oblikovalec logotipa*

## The NATURAVIVA Project

LIFE NATURAVIVA — Art of Life was a communication project. One explanation of the title is that people must be as skilled as the best artist to have a life that is balanced between the exploitation of nature for current needs and conservation of the nature for needs of future generations. The project logo is a fan in the colours of the rainbow. It represents the widest spectrum of biodiversity, from organisms and species to ecosystems. However, one colour is missing, alerting us that we have already pushed a considerable part of biodiversity to extinction.

**Nature conservation is all about having a balance between exploitation and conservation.**

**“The Art of Life is that we live in such a way that not a single colour is missing from the rainbow. This means that life is perfectly in balance.”** — *Zvone Kosovelj, designer of the logotype*



Breguljka / Sand martin



## Bratovščina prstana

Projektno območje je bilo celotno ozemlje Slovenije. Ker je šlo za komunikacijski projekt, so bili ključni prebivalci Slovenije. V projektu je sodelovalo deset partnerjev, zaskrbljenih za dobrobit biotske raznovrstnosti: raziskovalni inštitut, univerza, nevladna organizacija, šola, kmetijsko-gozdarska zbornica in naravni parki. **Partnerji iz cele Slovenije so tvorili nekakšno “bratovščino prstana”**. Tako raznoliko partnerstvo pomeni, da smo med projektom imeli na voljo različne učne in komunikacijske izkušnje, kar je nujno za nagovarjanje različnih ciljnih skupin. To nam je tudi omogočalo, da so dejavnosti za lokalno prebivalstvo organizirali lokalni strokovnjaki, ki so običajno bolje sprejeti kot strokovnjaki, ki prihajajo od drugod.

**Za komuniciranje z ljudmi iz različnih ciljnih skupin potrebuješ partnerje z različnimi znanji in sposobnostmi.**



## Fellowship of the Ring

The project area was the entire territory of Slovenia. Since this was a communication project, it was focused on the inhabitants of Slovenia. Ten partners in the project, all concerned with the wellbeing of biodiversity, were research institute, University, NGO, school, the Chamber of Agriculture and Forestry and natural parks. **Partners from all around Slovenia formed a kind of “fellowship of the ring”**. Such a diverse partnership means that a range of teaching and communication experiences were at hand during the project, which is required when addressing many different target groups. This also enabled activities for local people to be organized by local experts, which are usually welcomed with much greater interest than experts coming from elsewhere.

**To communicate with people from different target groups, you need partners with different skills.**

Slovenija in lokacije partnerjev / Slovenia with location of partners (**NIB** — Nacionalni inštitut za biologijo / National Institute of Biology, **MBP** — Morska biološka postaja kot del NIB-a / Marine Biology Station as part of NIB, **LUTRA** — Inštitut za ohranjanje naravne dediščine / Institute for Conservation of Natural Heritage, **AQUALUTRA** — dislocirana enota Lutre / a dislocated facility of the LUTRA, **TNP** — Triglavski narodni park / Triglav National Park, **NRP** — Notranjski regijski park / Notranjsko Regional Park, **KRP** — Kozjanski regijski park / Kozjansko Regional Park, **KPG** — Krajski park Goričko / Goričko Nature Park, **KPLB** — Krajski park Ljubljansko barje / Ljubljana Marsh Nature Park, **GRM** — Center biotehnike in turizma / Center of Biotechnics and Tourism, **KGZS** — Kmetijsko gozdarska zbornica Slovenije / Chamber of Agriculture and Forestry of Slovenia, **UL** — Botanični vrt Univerze v Ljubljani / University Botanic gardens Ljubljana).

## Glavni cilj projekta in stranski učinki

Osrednja tema projekta je bila promocija biotske raznovrstnosti Slovenije. Glavni cilj je bil povečati ozaveščenost o biotski raznovrstnosti med različnimi ciljnimi skupinami javnosti ter z **informiranjem**, **komuniciranjem** in **izobraževanjem** poudariti potrebo po njenem ohranjanju. Najpomembnejše ciljne skupine so bili otroci, dijaki in študenti, kmetovalci, prebivalci mest in podeželja ter prebivalci in obiskovalci zavarovanih območij narave. Posebna ciljna skupina so bili ljudje, ki jih dogodki, katerih glavna tema je biotska raznovrstnost, običajno ne pritegnejo, saj so o tem naravnem pojavu precej nepoučeni. Veliko naših izdelkov in dejavnosti je pritegnilo tujce, ki so obiskali Slovenijo, tako da je bilo izobraževanje turistov o naravi Slovenije nekakšen stranski učinek projekta.

Da ljudi informiraš, moraš z njimi komunicirati; da ljudi prepričaš, jih moraš izobraziti.

V prijavi projekta smo obljubili, da bomo z našimi aktivnostmi dosegli vsaj polovico prebivalcev Slovenije (okoli en milijon ljudi). Predhodno opozorilo: številko smo preseгли!

## The Main Goal of the Project and Side Effects

Biodiversity in Slovenia and its promotion was the central topic of the project. The main goal was to increase awareness about biodiversity among different target groups of the public and to emphasise the need for its conservation through **information**, **communication** and **education**. The most important target groups were children, pupils and students, farmers, urban and rural inhabitants, inhabitants of and visitors to nature-protected areas. A special target group were people who are not normally attracted by events where the main topic is biodiversity, since they are rather ignorant about this natural phenomenon. A lot of our products and activities attracted foreigners who were visiting Slovenia, and educating tourists about nature in Slovenia was a side effect of our project.

To inform people, you have to communicate with them; to convince people, you have to educate them.

In application, we promised that our activities would reach at least half of Slovenians (about 1 million people). Spoiler alert: we surpassed this number!

## Aktivnosti in rezultati

Vse aktivnosti in rezultate projekta smo sproti dokumentirali in objavljali na naši spletni strani [www.naturaviva.si](http://www.naturaviva.si), številne pa smo predstavili tudi na našem Facebook profilu in YouTube kanalu. Za večjo prepoznavnost projekta smo na dogodkih uporabljali namizne zastavice, reklamne zastave, promocijske panoje, stole, vozila, prekrita z lokalnimi simboli biotske raznovrstnosti, med obiskovalce pa smo razdelili na tisoče pisal, magnetov, priponk, kap in majic z motivi biodiverzitete. Tukaj predstavljamo najuspešnejše, najvidnejše in najbolj obiskane dejavnosti; celoten seznam bo predstavljen v našem končnem poročilu in na naši spletni strani. Za mnogo dejavnosti je bilo število prisotnih obiskovalcev ocenjeno v razponu (od ... do), a je le minimalna ocena predstavljena v naslednjih preglednicah.

## Activities and Results

All the project activities and results were promptly advertised and documented publicly on our website [www.naturaviva.si](http://www.naturaviva.si), while many of them were advertised and presented on our Facebook page and YouTube channel. For the greater visibility of the project, table flags, beach flags, promotional roll-ups, chairs and vehicles covered with local biodiversity symbols were used at events, while thousands of pens, magnets, badges, caps and T-shirts with biodiversity motifs were distributed among visitors. Here, we present the most successful, the most prominent and the most visited activities; a comprehensive list will be presented in our final report and on our webpage. For many activities, the number of participating people was estimated as a range (from — to) and only the minimum is presented in the tables of this report.



Prva serija mestnih plakatov na temo kaj je biodiverziteteta. / First campaign of city posters about what is biodiversity. (© TAM-TAM)



Delavnica za otroke. / Workshop for children.



Da bi pritegnili pozornost ljudi smo dva kombija prebarvali z lokalnimi vrstami živali in rastlin, ter dodali NATURAVIVA logotip. / To attract people, two mini-buses were painted with local species of animals and flowers and with NATURAVIVA logo.

## Splošna javnost

Splošno javnost sestavljajo ljudje z zelo različnimi pričakovanji in znanjem. Da smo se jim približali, smo morali uporabiti različne aktivnosti. Določeni izdelki, razdeljeni ljudem iz te ciljne skupine, so dosegli več kot eno osebo. Na primer, brošuro smo razdelili družinam, kjer jo je, predvidevamo, prebralo več oseb. Knjigo o biodiverziteti Slovenije smo poslali vsem splošnim knjižnicam Slovenije, tako da je en izvod verjetno prebrala več kot ena oseba.

**Pri nekaterih dejavnostih je bilo težko določiti število, vendar ocenjujemo, da smo v tej ciljni skupini dosegli več kot 3.000.000 ljudi — kar nekaj med njimi večkrat, z več kot eno aktivnostjo.**

## General Public

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. Several products delivered to people from this target group reached more than one person. For example, a printed brochure was distributed to families where, we assume, more than one person read it. A book on the Biodiversity of Slovenia was sent to all general libraries in Slovenia, so one copy was likely used by more than one person.

**In some of the activities, numbers were difficult to determine, but we estimate that in this target group, we have reached over 3,000,000 people — quite a few of them multiple times, with more than one activity.**

	<b>6.000</b> izvodov knjige <i>Neverjetna biodiverziteta Slovenije</i>	<b>copies of the book <i>Incredible Biodiversity of Slovenia</i></b>
	<b>10.000</b> izvodov brošure <i>Moja, tvoja, naša biodiverziteta</i>	<b>copies of the brochure <i>My, Your, Our Biodiversity</i></b>
	<b>56.000</b> poslušalcev na 320 predavanjih	<b>listeners at 320 lectures</b>
	<b>110.000</b> obiskovalcev velikih zunanjih foto razstav	<b>visitors of outdoor billboard photo exhibitions</b>
	<b>90.000</b> obiskovalcev notranje razstave <i>Ekosistemi Slovenije in biodiverziteta</i>	<b>visitors to the indoor exhibition <i>Ecosystems of Slovenia and Biodiversity</i></b>
	<b>55.000</b> obiskovalcev razstav <i>Magična narava</i>	<b>visitors of photo exhibitions <i>Magical Nature</i></b>
	<b>1.000.000</b> doseženih ljudi s spletnim oglaševanjem	<b>people reached by web advertising</b>
	<b>500.000</b> doseženih ljudi z mestnimi plakati	<b>people reached by city posters</b>
	<b>520</b> TV- ali radijskih prispevkov in objavljenih člankov	<b>TV or radio broadcasts and published articles</b>

**PREGLEDNICA 1:** Povzetek aktivnosti s predvidenim doseženim številom ljudi, izvodov publikacij ali številom dogodkov  
**TABLE 1:** Summary of activities with the estimated number of people, copies of publications or number of events



Velika zunanja razstava v Tivoliju — Ljubljana. / Outdoor billboard exhibition in Tivoli, Ljubljana.



Novinarska konferenca o dosežkih projekta NATURAVIVA. / Press conference about NATURAVIVA achievements.



Naslovna stran brošure *Moja, tvoja, naša biodiverziteta*. / Front page of brochure *My, Yours, Our biodiversity*.

## Otroci v vrtcih in osnovnih šolah

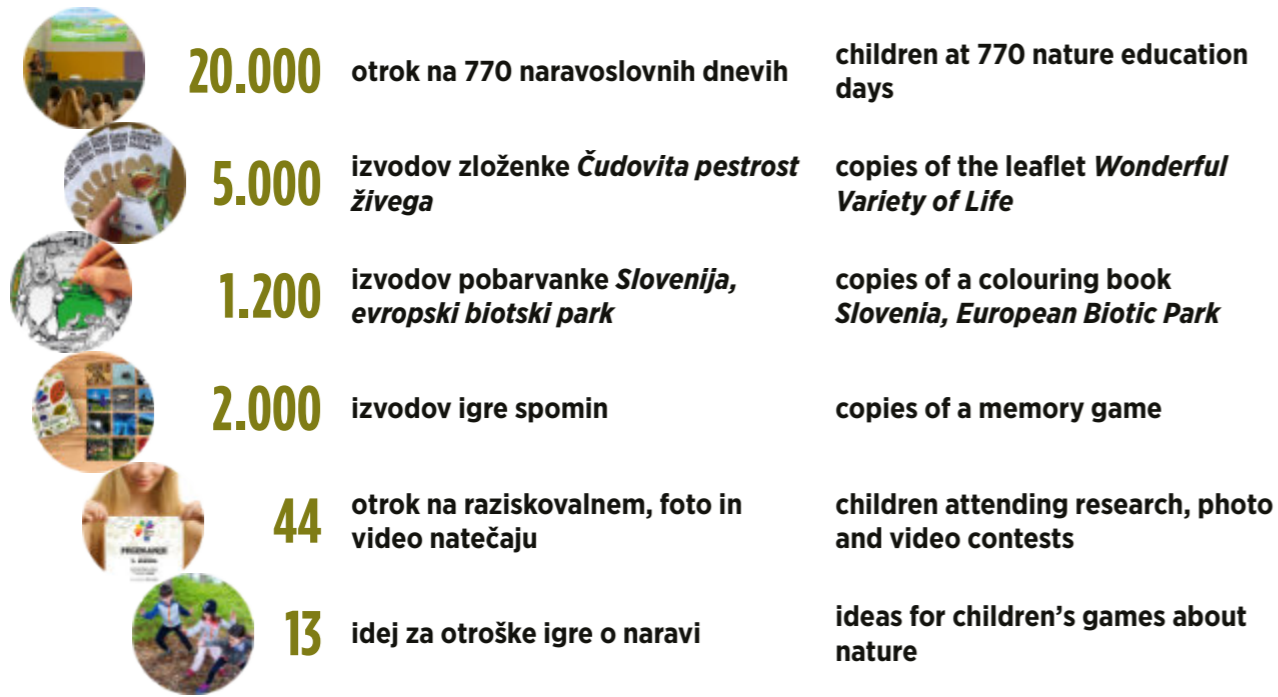
Veliko truda je bilo vloženega v izobraževanje najmlajših, ki so najdovzetnejši za nove ideje in lahko nova spoznanja o biodiverziteti prenesejo tudi na starše. Veliko izdelkov, ki smo jih ustvarili za otroke, bo uporabljenih tudi po zaključku projekta.

**Naša groba ocena je, da je več kot 30.000 otrok v vrtcih in osnovnih šolah dobilo ali slišalo za naše izdelke in informacije o biodiverziteti.**

## Children in Kindergartens and Elementary Schools

A lot of effort was put into the education of the youngest members of society. They are the most open to new ideas, which they can transfer to their parents as well. A lot of products created for children will also be used after the end of the project.

**Our rough estimate is that over 30,000 children in kindergartens and elementary schools got, heard about or benefited from our products or information on biodiversity.**



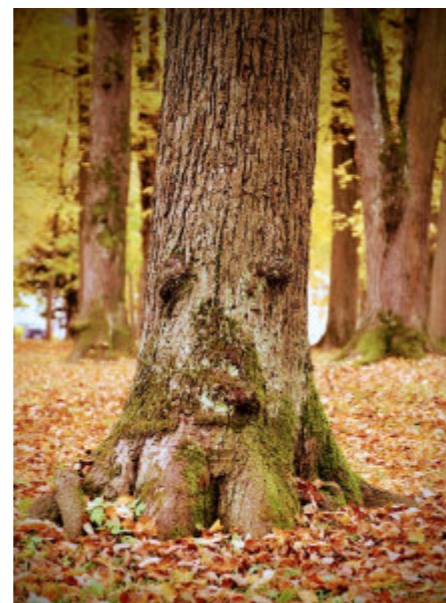
**PREGLEDNICA 2:** Povzetek aktivnosti s predvidenim doseženim številom ljudi ali izvodov publikacij

**TABLE 2:** Summary of activities with the estimated number of people or copies of publications

Igra spomin za otroke. / Memory game for children.



"Nasmešek" — zmagovalna fotografija, ki jo je na natečaj za osnovnošolce poslala Neža Ferk. / "A smile" — winning photo send to a contest by Neža Ferk from primary school.



Projektne partnerji so pritegnili pozornost otrok na zelo različne načine. / Project partners had very diverse ways how to attract children.



Naravoslovni dan za otroke. / An education day for children.

Vizualni del projekta je slonel na kvalitetni in estetski naravoslovni fotografiji. / The visual part of the project was based on high-quality and aesthetic nature photography.

Rjavi medved / Brown bear



## Dijaki v srednjih šolah

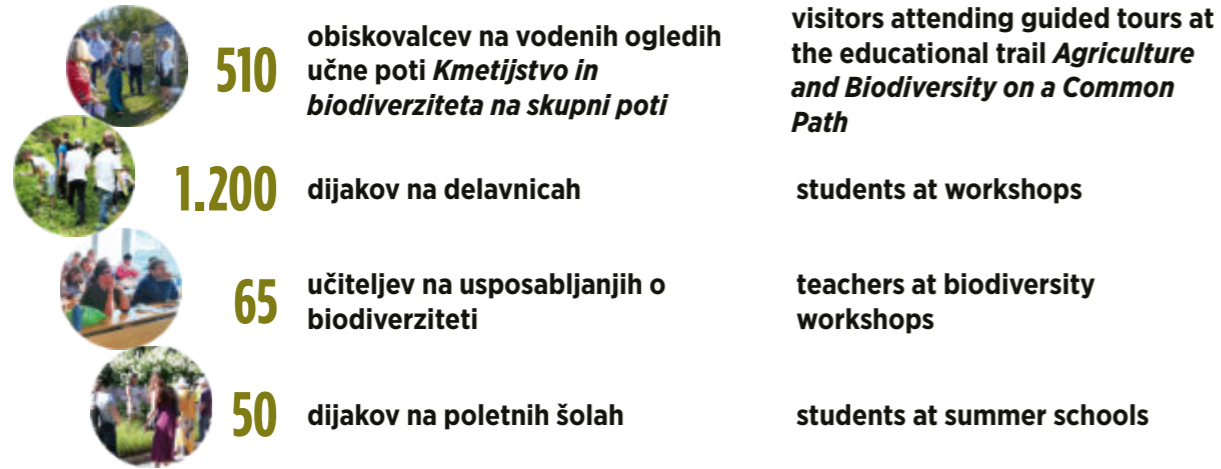
Velik del srednješolske populacije smo dosegli kar z dejavnostmi za splošno populacijo. Konkretno pri tej ciljni skupini smo se osredotočili na kmetijske šole, ki izobražujejo bodoče kmetovalce.

**Ocenjujemo, da smo v tej ciljni skupini dosegli okoli 2.000 ljudi.**

## Children in Secondary Schools

A large part of the secondary school population was reached with activities for the general population. Specifically in this target group, we focused on agricultural schools that educate future farmers.

**We estimate that in this group, we reached about 2,000 people.**



**PREGLEDNICA 3:** Povzetek aktivnosti s predvidenim doseženim številom ljudi  
**TABLE 3:** Summary of activities with the estimated number of people



Srednješolci na poletni šoli. / Secondary school students at the summer school.

Delavnica za učitelje. / Workshop for school teachers.



Mala bela čaplja / Little Egret



## Kmetovalci

Kmetovalci so bili ena pomembnejših ciljnih skupin, saj je znano, da imajo velik in neposreden vpliv na biodiverzitetu. V Sloveniji je več kot 60.000 kmetij, od katerih ima vsaka v povprečju 7 ha zemlje. S posameznimi aktivnostmi bi težko dosegli tako veliko število kmetovalcev, zato smo uporabili sistem "nauči učitelja" in kot učinkovit distribucijski kanal uporabili uveljavljeno kmetijsko svetovalno službo, ki jo vodi projektni partner Kmetijsko gozdarska zbornica Slovenije.

**Ocenjujemo, da je informacije o NATURAVIVI in biotski raznovrstnosti prejelo več kot 100.000 kmetovalcev.**

## Farmers

Farmers were one of the more important target groups since they are known to have a major, direct influence on biodiversity. In Slovenia, there are over 60,000 farm holds, each on average owning 7 ha of land. This is a very high number to reach with individual activities, so we employed a "teach the teacher" system and used a well-established agriculture advisory service managed by our project partner, the Chamber of Agriculture and Forestry of Slovenia, as an effective distribution channel.

**We estimate that more than 100,000 farmers received information about NATURAVIVA and biodiversity.**



92.000

kmetovalcev je prejelo priloge *Kmetijstvo in biodiverzitetu z roko v roki*

farmers received supplements *Agriculture and Biodiversity go Hand in Hand*



10.000

izvodov zloženke *Kmetijstvo in biodiverzitetu z roko v roki*

copies of the leaflet *Agriculture and Biodiversity go Hand in Hand*



80

kmetijskih svetovalcev na delavnici o biodiverziteti v kmetijstvu

agriculture advisors at the workshop about biodiversity in farmland



2.100

kmetovalcev na predavanjih o biodiverziteti in kmetijstvu

farmers at lectures about biodiversity and agriculture



33

tekmovalcev na tekmovanju *Mladi in kmetijstvo* s temo biodiverzitetu

competitors in the *Youth and Agriculture Competition* with a biodiversity theme

**PREGLEDNICA 4:** Povzetek aktivnosti s predvidenim doseženim številom ljudi ali izvodov publikacij

**TABLE 4:** Summary of activities with the estimated number of people or copies of publications



Kmetijski svetovalci na delavnici o pomenu biodiverzitetu. / Workshop about importance of biodiversity for agriculture advisers.



Dodatek k časopisu za kmetovalce Zelena dežela. / A supplement to the newsletter for farmers "Zelena dežela".



Tekmovalje Mladi in kmetijstvo na temo biodiverzitetu. / Youth and Agriculture Competition with biodiversity as a theme.

Ribez / Ribes





## Mestno prebivalstvo







Približno polovica prebivalcev Slovenije živi v mestih, zato so bili zelo pomembna ciljna skupina. Veliko smo jih dosegli z aktivnostmi, ki so bile pripravljene za druge ciljne skupine, predvsem splošno javnost. Tukaj poročamo samo o specifičnih aktivnostih, namenjenih mestnemu prebivalstvu, mestnim oblastem in občinskim uslužbencem. Nekatere naše dejavnosti smo oglaševali z aktualnim izrazom "zelena infrastruktura".

**Ocenjujemo, da smo s specifičnimi mestnimi aktivnostmi dosegli približno 10.000 ljudi.**

## The Urban Population

About half of the people in Slovenia live in cities, so the urban population was a very important target group. A lot of urban people were reached through activities prepared for other target groups, in particular the general public. Here, we are only reporting on specific activities aimed at the urban population, city authorities and municipality employees. Some of our activities were advertised with the contemporary phrase "green infrastructure".

**We estimate that we reached about 10,000 people through specific urban activities.**

	<b>10.000</b>	izvodov zloženke <i>Zelena infrastruktura – podpora biodiverziteti</i>	<b>copies of the leaflet <i>Green Infrastructure – Support for Biodiversity</i></b>
	<b>10.000</b>	izvodov zloženke <i>Odkrivamo svet opravevanja</i>	<b>copies of the leaflet <i>Pollination Investigation</i></b>
	<b>1.300</b>	obiskovalcev na vodenih ogledih učne poti <i>Odkrivamo svet opravevanja</i>	<b>visitors attending guided tours at the educational trail <i>Pollination Investigation</i></b>
	<b>100</b>	udeležencev izobraževanj za mestne oblasti in občinske uslužbenke	<b>participants in educational campaigns for local authorities and municipality employees</b>
	<b>650</b>	obiskovalcev delavnice <i>Kako zgraditi gnezdilnico za opravevalce</i>	<b>visitors to the workshop <i>How to Build a Hotel for Pollinators</i></b>
	<b>1.800</b>	razdeljenih sadik in vrečk senenega drobirja s semeni domačih cvetnic	<b>distributed seedlings and bags of hay gravel with seeds of domestic flowering plants</b>

**PREGLEDNICA 5:** Povzetek aktivnosti s predvidenim doseženim številom ljudi ali izvodov publikacij

**TABLE 5:** Summary of activities with the estimated number of people or copies of publications

Sadike in vrečka senenega drobirja s semeni domačih cvetnic. / Seedlings and a bag of hay gravel with seeds of domestic flowering plants.



Naslovna stran brošure Zelena infrastruktura – podpora biodiverziteti. / Front page of brochure Green Infrastructure – Support for Biodiversity.



Jež / Hedgehog

## Neozaveščeni ljudje

V NATURAVIVI kot neozaveščene štejemo ljudi, ki imajo vtis, da jih biodiverziteteta ne zadeva — so nevedni o biotski raznovrstnosti. So ena najzahtevnejših skupin za izobraževanje, saj se praviloma ne udeležujejo dogodkov, ki so osredotočeni na biodiverziteteto in ohranjanje narave. Po drugi strani pa pogosto obiskujejo športne, kulturne ali umetniške prireditve. Zanje smo pripravili tako imenovane "šok dogodke". Gre za dogodke s kulturnim ali umetniškim programom, na katerih je predstavljenih tudi precej informacij o biodiverziteti. Vendar smo jih dosegli tudi drugje — povsod, kjer tega niso pričakovali (npr. TV-oglasi, zvočni sprehodi, mestni plakati). Na ta način so tudi neozaveščeni ljudje dobili informacije o biotski raznovrstnosti.

**Ocenjujemo, da smo dosegli približno 600.000 neozaveščenih ljudi.**

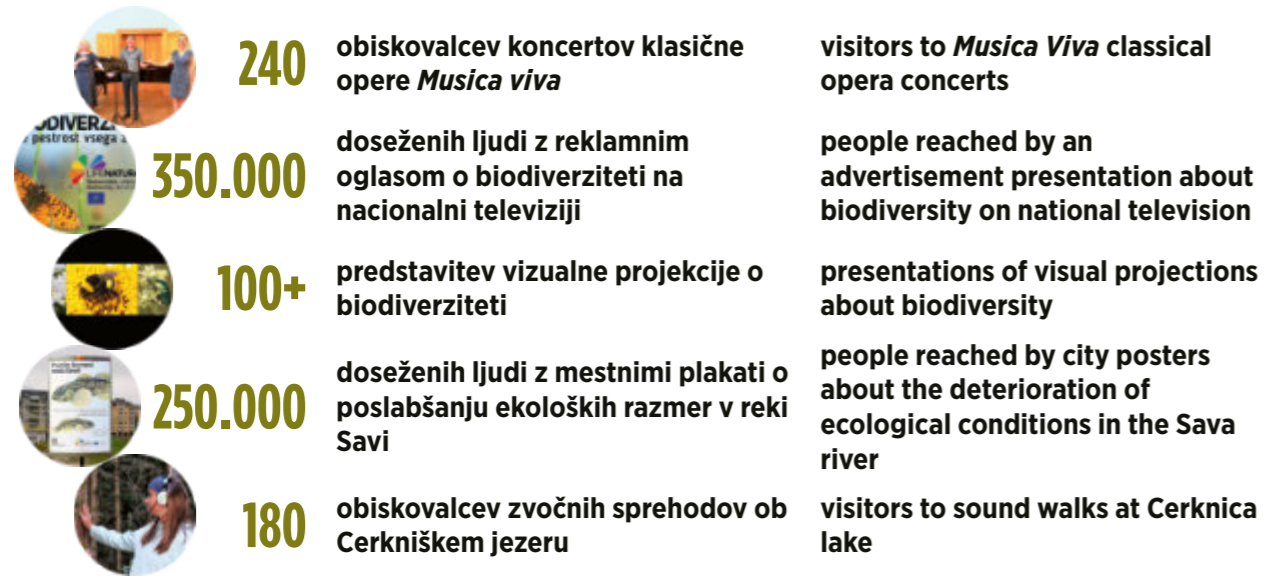
## People who are Unaware

In NATURAVIVA, we consider people under the impression that biodiversity does not concern them to be "unaware" — they are ignorant about biodiversity. They 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). In this way, unaware people also received information about biodiversity.

**We estimate that we reached about 600,000 unaware people.**



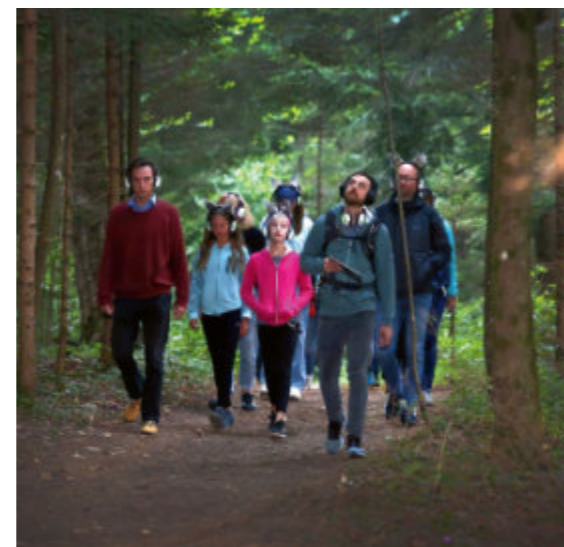
Mestni plakat o poslabšanju ekoloških razmer v reki Savi. / A city poster about deterioration of ecological conditions in the Sava river. (© TAM-TAM)



**PREGLEDNICA 6:** Povzetek aktivnosti s predvidenim doseženim številom ljudi  
**TABLE 6:** Summary of activities with the estimated number of people



Izvajalci na prireditvi klasične opere v povezavi z biodiverzitetno vsebino Musica Viva. / Performers on Musica Viva classical opera concert interlaced with biodiversity content.



Zvočni sprehodi po gozdu. / Sound walk in the forest. (© L. Vukelič)



Bogomolka / European Mantis

## Prebivalci in obiskovalci v zavarovanih območjih

Pet partnerjev v projektu NATURAVIVA je bilo naravnih parkov. Ker se nahajajo v različnih regijah, imajo različne naravovarstvene cilje. Za ozaveščanje o biotski raznovrstnosti imajo tudi različne načine komuniciranja. Aktivnosti so bile usmerjene tako v obiskovalce parka kot tudi v ljudi, ki živijo v parku.

**Ocenjujemo, da smo v zavarovanih območjih dosegli okoli 200.000 ljudi.**

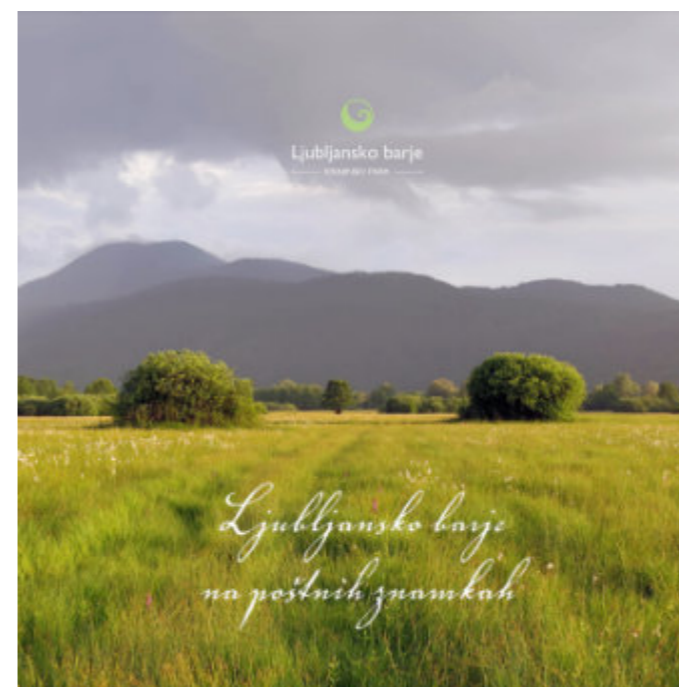
## Residents and Visitors in Protected Areas

Five partners in the NATURAVIVA project were nature parks. Since they are located in different regions, they have different nature conservation goals. To raise awareness about biodiversity, they have different methods of communication. Activities were focused on park visitors, as well as on people living in the parks.

**We estimate that in protected areas, we reached about 200,000 people.**

KRP		20.000	izvodov zloženke o <i>Grajski poti Podsreda</i>	copies of the leaflet <i>Podsreda Castle Trail</i>
		5.000	izvodov brošure <i>Zgodbe iz narave</i>	copies of the brochure <i>Environmental Stories</i>
		7.000	obiskovalcev <i>Grajske poti Podsreda</i>	visitors to the <i>Podsreda Castle interactive educational trail</i>
		13.000	obiskovalcev fotografske razstave <i>Biodiverziteta – umetnost življenja</i>	visitors to the photo exhibition <i>Biodiversity – Art of Life</i>
		1.000	ogledov filma o Kozjanskem parku	views of the film about Kozjansko Park
KPG		68.000	izvodov štirih novičnikov o naravi v parku Goričko	copies of four newsletters about nature in Goričko park
		12	novih vodnikov, usposobljenih po <i>Planu interpretacije narave za park Goričko</i>	new guides trained by the <i>Nature Interpretation Plan</i> in Goričko Park
KPLB		3.000	izvodov pobarvanke za otroke <i>Varuh zakladov Ljubljanskega barja</i>	copies of the colouring book for children <i>Guardian of Ljubljana Marsh Treasures</i>
		2.780	izvodov knjižnih kazalk z risbami lokalnih rastlin in živali	copies of bookmarks with drawings of local animals and plants
		1.000	izvodov knjige <i>Ljubljansko barje na poštinih znamkah</i>	copies of the book <i>Ljubljana Marsh on Post Stamps</i>
		230	ogledov interaktivne spletne aplikacije <i>Varuh zakladov Ljubljanskega barja</i>	views of the interactive web application <i>Guardian of Ljubljana Marsh Treasures</i>
TNP		59.000	uporabnikov spletne platforme <a href="http://www.triglavskazakladnica.si">www.triglavskazakladnica.si</a>	users of web platform <a href="http://www.triglavskazakladnica.si">www.triglavskazakladnica.si</a>
		62.000	izvodov petih časopisov o biodiverziteti za otroke	copies of five newsletters on biodiversity for children
		30.000	izvodov publikacije o upravljanju z obiskovalci in varovanju biodiverzitete <i>Eno z naravo</i>	copies of a publication on visitor management and biodiversity protection <i>One with Nature</i>
		7.000	ogledov risanke <i>Eno z raznoliko naravo</i>	views of the animated film <i>One with Nature's Diversity</i>
		3.000	obiskovalcev 60 projekcij letnega kina na prostem	visitors to 60 projections of outdoor summer cinema

**PREGLEDNICA 7:** Povzetek aktivnosti s predvidenim doseženim številom ljudi (kratice na strani 5)  
**TABLE 7:** Summary of activities with the estimated number of people (abbreviations on page 5)



Naslovna stran knjige *Ljubljansko barje na poštinih znamkah*. / A front page of a book *Ljubljana marsh on post stamps*.



Risanka za otroke *Eno z raznoliko naravo o bontonu v Triglavskem narodnem parku* — glavno vlogo imajo domorodne pasme koze, krave in ovce. / A cartoon *One with Nature's Diversity for children* about how to behave in Triglav National Park — main characters are native breeds of a goat, cow and sheep.



Zunanji poletni kino na Kozjanskem. / Outdoor summer cinema in Kozjansko. (© M. Valenčak)

## Kako smo ocenili število ljudi, ki so jih naše dejavnosti dosegle?

Uporabili smo različne metode, od štetja udeležencev na dogodku (kjer je bilo mogoče, je seznam prisotnosti krožil med obiskovalci), uporabe ocen, ki so nam jih posredovali uradni upravljavci ali organizatorji dogodkov, do števila razdeljenih izvodov gradiva. Zelo zahtevno je bilo oceniti, koliko ljudi je bralo članke v revijah, poslušalo / gledalo radijske ali televizijske prispevke. Za natančnejše ocene bi potrebovali bolj izpopolnjene metode, vendar bi to zahtevalo veliko dodatnega časa članov ekipe NATURAVIVA. Odločili smo se, da je ta čas bolje vložiti v ustvarjanje več izdelkov projekta in narediti obstoječe privlačnejše. Tako smo se odločili tudi zato, ker je treba upoštevati, da groba ocena števila ljudi ni merilo, koliko informacij so sprejeli in koliko je projekt vplival na njihov odnos do narave (za to smo uporabili druge metode).

Nekaj težav pri ocenjevanju števila ljudi:

- ljudje, ki so isti dogodek obiskali več kot enkrat, so bili prešteti več kot enkrat;
- ista oseba, ki je obiskala več različnih dejavnosti, je bila prešteta večkrat;
- revija je natisnjena v določenih izvodih, vendar je članek prebralo neznano število naročnikov / oseb v gospodinjstvu, članek v istem izvodu je lahko prebrala več kot ena oseba;
- gradivo je bilo izročeno eni osebi, ki ga je posredovala prijateljem ali sorodnikom;
- gradivo je bilo izročeno učitelju, ki je informacije razširil med učenci.

**Število ljudi, ki smo jih dosegli, ni merilo, koliko informacij so sprejeli in koliko smo vplivali na njihov odnos do narave.**



Notranja razstava Ekosistemi Slovenije in biodiverziteteta v trgovskem središču — nekateri središče obiščejo dnevno in vidijo razstavo več kot le enkrat. / Indoor exhibition Ecosystems of Slovenia and biodiversity in shopping center — some people visit the center daily, so they have seen it more than once.

## How we Estimated the Number of People that our Activities Reached

We used various methods, from counting participants at events (wherever possible, a list of presence was circulating among visitors), using estimates given to us by official managers of venues where the activity took place, to the number of distributed copies of material. Estimates of people reading magazine articles or listening to / watching radio or TV contributions were very challenging. To get more accurate estimates, more sophisticated methods would be appreciated, but this would take a lot of additional time for NATURAVIVA team members. We decided that we should better invest this time in creating more products and to make existing ones more attractive. Also because, it should be noted, a rough estimate of the number of people is not a measure of how much information they accepted and how much the project influenced their attitude towards the natural world (for this, we used other methods).

Some difficulties in estimating the number of people:

- people visiting the same event more than once were counted more than once,
- the same person attending several different activities was counted several times,
- the magazine is printed in a certain number of copies, but an unknown number of subscribers read the article / in a household receiving the magazine, more than one person read the article,
- material was handed to one person, who passed it to friends or relatives,
- material was handed to a teacher, who spread information among pupils.

**The number of people that we reached is not a measure of how much information they accepted and how much we influenced their attitude towards the natural world.**



Kosmatinec / Pasqueflower

## Covid-19 in njegov vpliv

Približno dve leti po začetku projekta se je po svetu razširila pandemija covid-19. Vlada Republike Slovenije je izdala preventivni ukrep fizičnega oddaljevanja ljudi. To je bilo za komunikacijski projekt, kakršen je bil naš, precejšnja ovira in prisiljeni smo bili sprejeti nove komunikacijske strategije. Veliko dejavnosti je prešlo s predstavitev v živo na spletne predstavitve, nekatere dejavnosti so bile prekinjene. Ker so zelo strogi ukrepi covid-19 trajali skoraj polovico obdobja našega projekta, je bilo treba nekatere dejavnosti opustiti in jih zamenjati za dejavnosti, ki jih je bilo lažje izvajati v okviru omejitev. Čeprav menimo, da je bil vpliv covid-19 na rezultate našega projekta večinoma negativen, saj je zmanjšal število ljudi, ki so jih naše dejavnosti dosegle, smo ugotovili tudi nekaj pozitivnih vplivov. Ko smo na primer spremenili predavanja iz neposrednih v spletna, se je število udeležencev povečalo.

**Covid-19 se je zelo hitro razširil po vsem svetu, povzročil globalne težave in negativno vplival tudi na projekt LIFE NATURAVIVA.**

## Covid-19 and its Influence

About two years after the start of the project, the Covid-19 pandemic spread around the world. The government of Slovenia issued the preventive measure of the physical distancing of people. This was quite a drawback for a communication project like ours and we were forced to adopt new communication strategies. A lot of activities went from live to online presentations and some activities were suspended. Since the very strict Covid-19 measures lasted for almost half of the period of our project, some of the activities had to be abandoned and traded for activities that were more easily performed under restrictions. While we consider the influence of the Covid-19 outbreak on the results of our project to be mostly negative, reducing the number of people that our activities reached, we also found some positive ones. For example, when we changed our lectures from live to online, the number of attending people increased.

**Covid-19 very rapidly spread worldwide, causing global problems, also negatively influencing the LIFE NATURAVIVA project.**



Sestanek projektnih partnerjev pred covid-19 (zgoraj) in med covid-19 (spodaj). / Project partners during the meeting before the Covid-19 (above) and during the Covid-19 (below).



## Koliko ljudi so naše dejavnosti dejansko dosegle?

Eden od glavnih ciljev projekta NATURAVIVA je bil, da bi naše dejavnosti, ki obravnavajo biotsko raznovrstnost, dosegle polovico prebivalcev Slovenije, kar je približno 1.000.000 ljudi. Zato je pomembno, da na to vprašanje podamo uradni odgovor. Če preštejemo vse dokumentirane udeležence naših dejavnosti, osebe, ki so prejele naša gradiva, ter potencialne poslušalce in bralce naših medijskih prispevkov, je številka skoraj 4 milijone. Zavedamo se, da je to število nerealno veliko, a tudi če upoštevamo vse negotovosti v ocenah, ki smo jih na kratko obravnavali v prejšnjem poglavju, smo zelo prepričani, **da smo dosegli rezultat, ki smo ga obljubili — naše dejavnosti so dosegle več kot 1.000.000 ljudi v Sloveniji!**

Zelenec / European Green Lizard

## How Many People our Activities Actually Reached

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. For this reason, it is important that we give an official answer to this question. 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!**



## Vpliv Naturavive

Ne gre samo za število ljudi, še pomembnejši je vpliv projekta nanje. Projekt je okrepil zavedanje o biodiverziteti, ne samo kot viru neposrednih ekosistemskih storitev za človeštvo, temveč tudi kot viru družbenoekonomskih koristi, kot so zdravje, sproščanje in lepota, kot navdih za umetnost in kulturo. S povezovanjem naravovarstva, kulturne dediščine in umetnosti smo vplivali na občinstvo, ki nima naravovarstva med glavnimi interesi. Zavedanje o pomembnosti biodiverzitete je nujno pri razvoju trajnostnega turizma v zavarovanih območjih, ki je pogosto glavni vir prihodka za lokalne pridelovalce in ponudnike storitev. Boljše razumevanje ekosistemskih storitev lahko prinese večji dohodek in nove zaposlitvene možnosti, pa tudi povečanje kakovosti življenja prebivalcev. Projekt je pripomogel k povečanju okolju prijaznih kmetijskih praks in s tem spodbudil dolgoročni razvoj kmetijskih območij v Sloveniji. Zelena infrastruktura nudi ekološke, gospodarske in družbene koristi tudi v urbanih območjih. Združuje varstvo biodiverzitete in ekosistemskih storitev z nudenjem privlačnega, visokokakovostnega okolja za prebivanje in delo, ob tem pa tudi zaposlitvene možnosti v lokalnem okolju. Primerno vzdrževana zelena območja so privlačna za rekreacijo na prostem in druge prostočasne aktivnosti, saj nudijo prostor za srečevanje in interakcijo, kar izboljša občutek povezanosti. To deluje proti socialni izključenosti in izoliranosti, s tem pa pomaga tako posameznikom kot skupnosti. Za projektne aktivnosti smo vedno izbirali lokalne ponudnike in dali lokalnemu prebivalstvu priložnost sodelovati.

**Poleg ekoloških učinkov je imel projekt socioekonomski vpliv prek investicij v naravni, človeški in družbeni kapital.**

**»Biotska raznovrstnost je bistvenega pomena za doseganje ciljev trajnostnega razvoja, odpravo eksistencialne grožnje podnebnih sprememb, zaustavitev degradacije tal, krepitev prehranske varnosti in podpiranje napredka na področju zdravja ljudi,« je ob dnevu biotske raznovrstnosti leta 2022 dejal António Guterres, generalni sekretar Združenih narodov.**

## The Impact of NATURAVIVA

It is not just the number of people — the impact of the project on people is more important. The project strengthened the awareness about biodiversity not only as a source of direct ecosystem services for mankind but also as a source of socio-economic benefits, like health, relaxation, beauty, and inspiration for art and culture. By connecting nature conservation, cultural heritage and art, we influenced the audience whose primary interest is not nature conservation. Awareness about the importance of biodiversity is essential for the development of 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 result in greater income and employment possibilities but also in increased quality of life for the inhabitants. The project contributed to the increase of environmentally-friendly farming practices, thus stimulating the long-term development of rural areas in Slovenia. Green infrastructure provides ecological, economic and social benefits for urban areas. It combines the protection of biodiversity and the delivery of ecosystem services with providing an appealing, high-quality environment to live and work in, while also creating local job opportunities. Properly managed green areas are attractive for outdoor recreation and leisure activities, providing spaces where people can meet and interact, thus nurturing a greater sense of community. This helps to combat social exclusion and isolation, and consequently benefits both individuals and the community. During our project activities, we always selected local providers and gave local people the opportunity to work on the project.

**In addition to ecological effects, the project had socio-economic impacts through investments in natural, human and social capital.**

**“Biodiversity is essential for achieving the Sustainable Development Goals, ending the existential threat of climate change, halting land degradation, building food security and supporting advances in human health”, said António Guterres, Secretary-General of the United Nations, on Biodiversity day 2022.**



Bomboni z (jedilnim) NATURAVIVA logom, narejeni v lokalni slaščičarni. / Sweets with (edible) NATURAVIVA logo, made in local pastry shop.

Rečni galeb / Black-headed Gull



## Merljive spremembe zavedanja

Sodeč po raziskavi Eurobarometer 2015, je bilo zavedanje Evropejcev o biodiverziteti omejeno. Večina ljudi je že slišala za pojem "biodiverziteteta", toda manj kot tretjina jih je vedela, kaj pomeni in zakaj je pomembna. Na začetku projekta smo izvedli nacionalno anketo, ki je pokazala, da je v Sloveniji stanje nekoliko boljše od evropskega povprečja — **približno polovica Slovencev je vedela, kaj izraz biodiverziteteta pomeni**. Vendar pa jih je le petina vedela, kaj pomeni izraz ekosistemske storitve. Hkrati je 90 % anketirancev menilo, da so koristi, ki nam jih nudi narava, ogrožene, 70 % pa jih je bilo prepričanih, da bodo osebno na slabšem zaradi uničevanja narave in izgube biodiverzitetete.

**Slovinci se v splošnem dobro zavedajo koristi ekosistemskih storitev, le izraza ne poznajo.**

Ob koncu projekta smo ponovili anketo, da bi izmerili spremembo zavedanja med prebivalci Slovenije. Rezultati so pokazali, da je delež anketirancev, ki so vedeli, kaj biodiverziteteta pomeni, zrasel za približno 15 odstotnih točk (z 58 na 72,4 %). Večji delež ljudi je tudi vedel, kaj pomeni izraz ekosistemske storitve. Čeprav NATURAVIVA ni bila edina slovenska iniciativa za krepitev zavedanja o pomembnosti biodiverzitetete in ekosistemskih storitev v tem času, smo prepričani, da je soliden delež pozitivnih rezultatov neposreden rezultat entuziastičnega dela partnerjev v projektu NATURAVIVA.

**NATURAVIVA je izboljšala zavedanje o lepoti in pomembnosti biodiverzitetete med ljudmi.**

Za pridobivanje podatkov o spreminjanju vedenja ljudi smo z letnimi anketami ves čas trajanja projekta spremljali skupino približno 100 posameznikov. Ugotovili smo, da je z leti več ljudi šlo v naravo med prostim časom, toda to bi lahko bilo tudi posledica pandemije covida-19. Najpomembnejša sprememba, neposredno povezana z aktivnostjo projekta NATURAVIVA, je bila, da je več posameznikov namestilo ptičje gnezdilnice in podobno infrastrukturo za izboljšanje biodiverzitetete okrog svojih domov, pa tudi posadilo opraševalcem prijazne rastline. Poleg tega je vsako leto več ljudi pustilo del svojih vrtov nepokošenih, s čimer so prispevali k cvetenju rastlin, pomembnih za divje opraševalce. Tudi sicer so izrazili večjo naklonjenost opraševalcem prijaznim cveticam v svojih vrtovih.

## A Measurable Change in Awareness

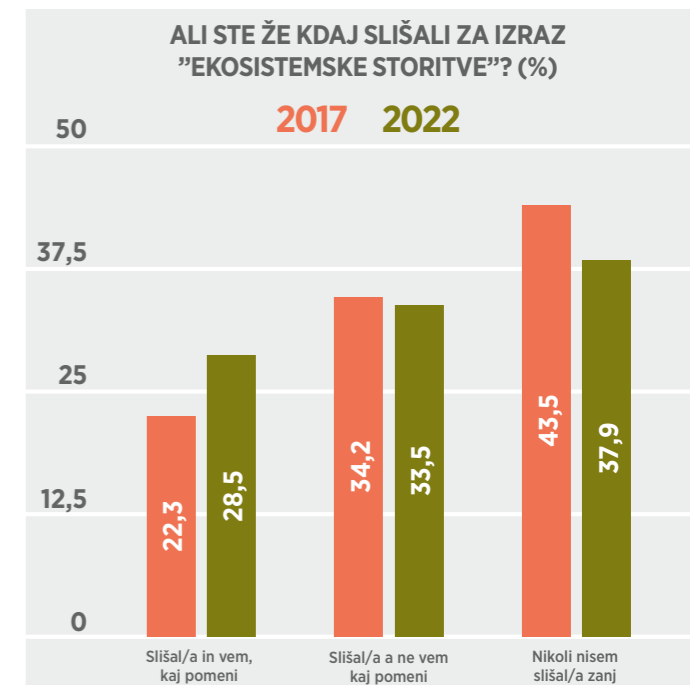
According to the Eurobarometer 2015, the awareness of Europeans about biodiversity was limited. The majority have heard of the term "Biodiversity", but less than one-third knew what it means and why it is important. We performed a nationwide survey at the start of the project, showing that in Slovenia, the situation was somewhat better compared to the European average — **about half of Slovenians knew what the term biodiversity means**. However, only one-fifth of the inhabitants recognized what the term ecosystem services means. At the same time, around 90% felt that the benefits that we gain from nature are being threatened and around 70% claimed they will personally suffer from the destruction of nature and biodiversity loss.

**In general, people in Slovenia are well-aware of the benefits of ecosystem services, they just do not know the term itself.**

At the end of the project, we repeated the survey to gain an insight into the change of awareness among Slovenian inhabitants. The results showed that the share of inhabitants who knew what biodiversity means increased by around 15% (from 58 to 72.4%). There was also a higher percentage of people recognizing the term ecosystem services. Although NATURAVIVA was not the only Slovenian initiative striving to increase awareness about the importance of biodiversity and ecosystem services, we believe that a fair share of positive results is a direct consequence of the enthusiastic work of the partners in the NATURAVIVA project.

**NATURAVIVA Increased Awareness in People About the Beauty and Importance of Biodiversity.**

To assess the behavioural change of individuals, we monitored a group of about 100 individuals throughout the project with annual surveys. The main findings were that through the years, more individuals went into nature during their spare time, though this could be a consequence of the Covid-19 pandemic as well. The most significant changes directly related to the actions of the NATURAVIVA project were that more individuals placed bird nest-boxes or similar green infrastructure for enhancing biodiversity around their home, and planted pollinator-friendly flowers. Every year, more and more people also left a part of their garden un-mowed, thus promoting the flowering of plants that are important for wild pollinators and generally showing a greater affinity for pollinator-friendly flowers in their garden.



Poznavanje pojma biodiverziteteta in pojma ekosistemske storitve v prvem in zadnjem letu projekta NATURAVIVA. / Familiarity of people about biodiversity (left figure) and ecosystem services concept (right figure) in first and last year of the NATURAVIVA project. The first pair of bars = I know and I understand; the second pair of bars = I know but I do not understand; the third pair of bars = Never heard of.



Primer dobre prakse: pri košnji so se delu travnika, ki je pomemben za opraševalce, izognili. / A good practice case: part of the meadow useful for pollinators was avoided during mowing.

Primer dobre prakse: tudi v mestih lahko ptičja gnezdilnica pozitivno vpliva na biodiverziteteto. / A good practice case: even in the city, a nest-box can have a positive influence on biodiversity.



## LIFE po LIFE

NATURAVIVA je bil komunikacijski projekt, zato je velik del rezultatov v obliki različnih publikacij, ki bodo ostale dostopne javnosti tudi po koncu projekta in bodo služile kot navdih prihodnjim komunikacijskim projektom. Vse tiskovine so na voljo v elektronski obliki na spletni strani projekta, ki bo ostala dostopna še vsaj pet let. Tudi video izdelki bodo ostali dostopni na YouTube kanalu projekta. Monografske publikacije so bile razposlane javnim knjižnicam v Sloveniji, ki so jih vključile v svoje zbirke. Vse primerne publikacije smo prevedli in objavili tudi v angleščini, kar bo prispevalo k uporabi projektnih sporočil v drugih državah.

**Znanje, ki smo ga v okviru projekta prenesli učiteljem in kmetijskim svetovalcem, bo predvidoma ostalo pomemben del njihovih predavanj v prihodnje.**

Nauki, dobre prakse in infrastruktura, zgrajena v sklopu projekta, bodo služili partnerjem projekta za izboljšanje promocije v prihodnje. To je še posebej pomembno za naravne parke in druge ustanove, odprte za javnost. Rezultate in metode, uporabljene v projektu, bodo uporabili tudi upravljavci drugih zavarovanih območij iz Skupnosti naravnih parkov Slovenije. Učne poti, vzpostavljene med projektom NATURAVIVA, so trajni prispevki privlačnosti parkov in pričakujemo, da bodo privabile več obiskovalcev.

Ne nazadnje Nacionalni inštitut za biologijo vodi ali načrtuje različne projekte, v katerih se ukvarja z odnosom javnosti do znanosti in upravljanjem naravnih območij; rezultati in izkušnje bodo pomagali pri teh aktivnostih v prihodnje.



Varovanje biodiverzitete je v naših rokah in v rokah naslednjih generacij. / Biodiversity protection lies in our hands and in the hands of future generations. (© A. Žunič Kosi)

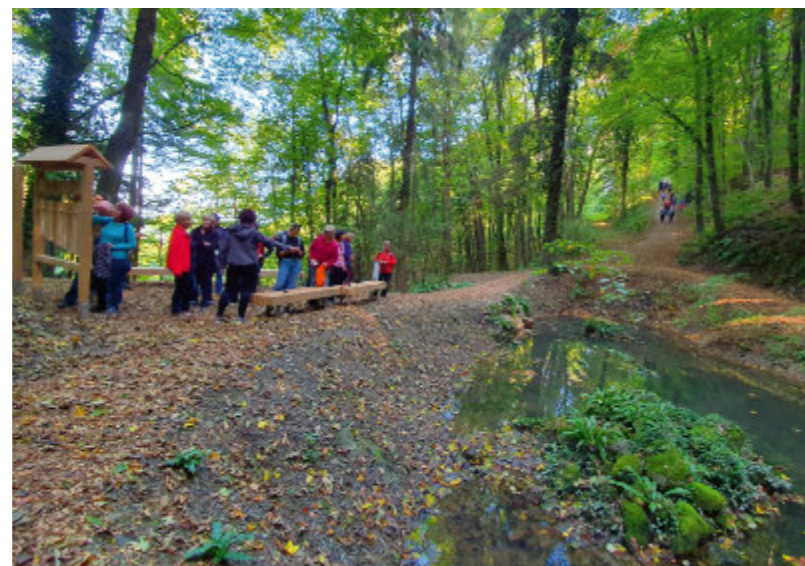
## LIFE after LIFE

As a communications project, a large part of NATURAVIVA's output is in the form of various types of publications that will remain available to the wider public after the project and can also be an inspiration for future communications projects. All the printed products are available in electronic forms on the project's website, which will remain active for at least the next five years. Similarly, video products on the project's YouTube channel will remain widely available. Monographs issued as part of the project were all distributed to public libraries in Slovenia, where they have been included in their collections. All the relevant material was translated and printed in English, thus facilitating the replication of the projects' messages in other countries.

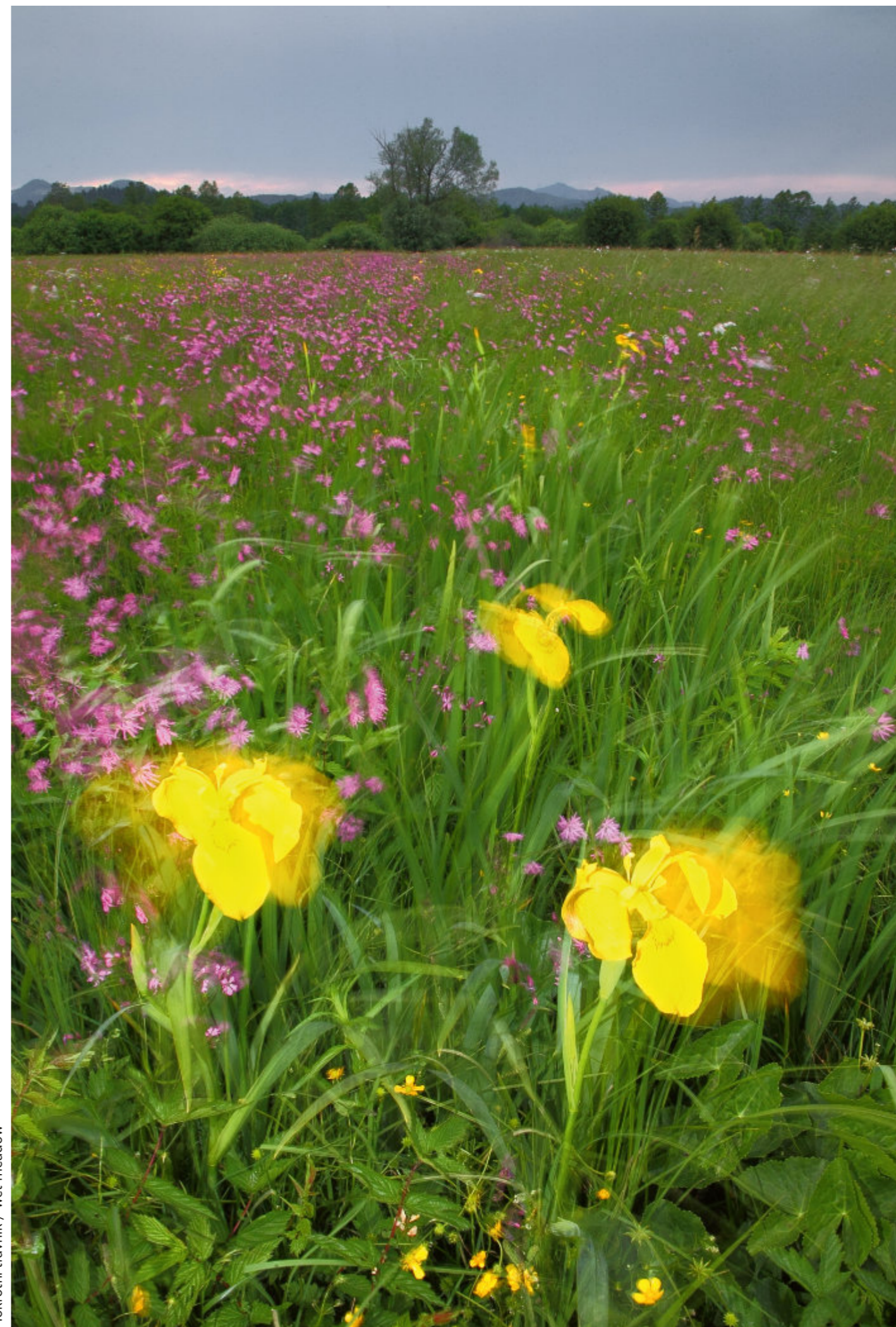
**Knowledge transferred during the project to school teachers and agriculture advisors is expected to remain an important part of their lectures and presentations in the future.**

Lessons learned, good practices and infrastructure built during the project will be used by project partners to improve their outreach in the years to come. This is especially important for nature parks and other organizations that are open to the public. The results and methods used in the project will be transferred to other protected areas through the Association of Protected Areas of Slovenia. Educational trails set up during NATURAVIVA are among the permanent contributions to the parks' appeal. They are expected to attract additional visitors.

Lastly, the National Institute of Biology runs or plans various projects concerning the public perception of science and the management of natural areas; here, results and experiences gained during the project will inform future work.



Učne poti bodo privabljale ljudi tudi v bodoče. / Education trails will attract people in years to come.



Mokrotni travnik / wet meadow



## KOLOFON / COLOPHON

**Naslov / Title:** LIFE NATURAVIVA, Biodiverzитета — umetnost življenja.  
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**Avtorji besedila / Authors of the text:** Anamarija Žagar, Blaž Koderman, Danilo Bevk, Davorin Tome, Jernej Polajnar, Maja Opalički Slabe

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