

**Resilient Riparian Forests
as Ecological Corridors in the
Mura-Drava-Danube
Biosphere Reserve**

COMMUNICATION STRATEGY
for the period
June 2018 – May 2021

www.interreg-danube.eu/refocus



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PROJECT'S SUMMARY

Riparian forests of the Mura-Drava-Danube Biosphere Reserve are important ecological corridors but at the same time are in **unfavourable condition** due to various reasons. For instance, these are increasing incidence of pests and diseases, unsustainable human activities and lack of guidance on how to manage riparian forest, especially when natural regeneration fails. On the other side, these forests are **important for society** in general due to **provision of many services and benefits**.

REFOCuS will then fight to counteract this decline by **boosting riparian forest resilience**. In order to achieve this goal, REFOCuS will:

- come up with **novel silvicultural methods for forest management and conservation**
- **increase availability of appropriate planting material** to be used when natural regeneration fails.

REFOCuS consortium, led by Slovenian Forestry Institute, consists of 5 project and 6 associated partners from Austria, Hungary, Slovenia, Croatia and Serbia, geographically covering the whole territory of the Biosphere Reserve. The project implementation is organized in **four thematic working packages**:

- ❖ Interpreting knowledge
- ❖ Silviculture & conservation
- ❖ Planting material availability
- ❖ The policy interface.

Project management and communication packages act as a support for the thematic working packages.



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Project results include:

- **recommendations** on tree species to use & promote,
- **spatial analysis** of the riparian corridor,
- **management handbook** for threatened riparian forests,
- **pests & diseases riparian forests information system & identification tool**,
- **transnational seed transfer zones** for seven riparian tree species for the Biosphere Reserve & project partner countries,
- **database on planting material** for riparian forests connected to transnational seed transfer zones,
- **common** regional planting material transfer **procedure**,
- planting material use & conservation **guidelines**,
- **regional gene bank** of riparian species,
- **holistic strategy** for resilient riparian forests **collaboratively produced** by project partners, associated partners and all interested stakeholders from various sectors
- installed **demonstration sites** for stakeholder education.

COMMUNICATION OBJECTIVES

- Objective 1: **Raising awareness** on need for available quality forest reproductive material
- Objective 2: **Providing guidelines** on forest management and conservation of riparian forests in MDD BR

TARGET GROUPS

Primary target groups:

- Forestry sector (state and private forest companies, private forest owners, forest extension services, policy makers)
- Nature conservation sector (ministries, agencies, public institutions in charge of management of protected areas on various levels, environmental NGOs)
- Nurseries (only those who produce forest reproduction material)

Secondary target groups:

- Hunters (hunting associations)
- Tourism sector (tourist boards)
- Local and regional government (cities, towns, counties)
- Citizens
- Media

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KEY MESSAGES

- Riparian forests in MDD BR provide many ecosystem services and benefits to societies
- Vitality of riparian forests in MDD BR is declining
- Natural forest regeneration is endangered
- We need quality planting material to complement natural regeneration (in case when natural regeneration fails)
- We need common criteria for selection of forest seed stands and trees for establishment of clone seed plantations
- Current legal framework impedes access to quality forest reproductive material
- We need transnational forest seed objects to increase access to quality forest reproductive material
- We need innovative approach to management and conservation of riparian forests

TOOLS AND METHODS

- Project's website
- Project's Facebook page
- Newsletters
- Poster
- Brochure
- Notice boards
- Stakeholder conferences
- Stakeholder workshops
- Short videos
- Printed and online project results
- Project networking
- Press releases

EVALUATION MEASURES

Communication tools and methods	Measure
Project's website	1, visits will be monitored by Google Analytics, news will be posted at least twice per month
Project's Facebook page	1, targeted number of followers by the end of the project is min 300
Newsletters	6, 1 in each period
Poster	1 in 5 copies, one per each project partner (PP)
Brochure	1 brochure in 6 languages (English, German, Hungarian, Croatian, Slovenian, Serbian), 1000 copies in total of which 250 in English and 150 per local language)
Notice boards	10, 1 per each stakeholder education site
Stakeholder conference	2
Stakeholder workshops	6
Short videos	6
Printed and online project results	2 printed, other online; Of which Handbook for riparian forest management – 500 copies in total, 250 in English and 50 per local language; Planting material use and conservation guidelines– 150 copies in English only
Project networking	Min 8 networking events
Press releases	Min 6

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TIMELINE FOR COMMUNICATION ACTIVITIES

Communication tool and methods	Period 1					Period 2					
	1	2	3	4	5	6	7	8	9	10	11
Project's website											
Project's Facebook page					x						
Newsletters					x						x
Poster					x						
Brochure					x						
Notice boards											
Stakeholder conference				x							
Stakeholder workshops				x					x		
Short videos					x						x
Printed results											
Online only results					x						x
Project networking									x		x
Press releases				x							x



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Communication tool and methods	Period 3						Period 4					
	12	13	14	15	16	17	18	19	20	21	22	23
Project's website												
Project's Facebook page												
Newsletters						x						x
Poster												
Brochure												
Notice boards						x						
Stakeholder conference												
Stakeholder workshops		x									x	
Short videos						x						x
Printed results												
Online only results						x						x
Project networking		x									x	
Press releases		x									x	



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Communication tool and methods	Period 5						Period 6						
	24	25	26	27	28	29	30	31	32	33	34	35	36
Project's website													
Project's Facebook page													
Newsletters						x							x
Poster													
Brochure													
Notice boards													
Stakeholder conference												x	
Stakeholder workshops					x							x	
Short videos						x						x	
Printed results												x	
Online only results						x							x
Project networking					x					x		x	
Press releases					x							x	

BUDGET (in EUR)

Total ERDF and IPA contribution to WP2 per budget line

All ERDF PPs (SFI, BFW, CFRI, NARIC)	WP2
1. Staff costs	100.569,69
2. Office and administrative expenditures	15.085,45
3. Travel and accommodation costs	36.218,00
4. External expertise and service costs	21.370,00
5. Equipment expenditure	1.500,00
6. Infrastructure and works	0,00
Total ERDF for WP2	174.743,14
IPA PP (ILFE)	WP2
1. Staff costs	15.600,00
2. Office and administrative expenditures	2.340,00
3. Travel and accommodation costs	0,00
4. External expertise and service costs	5.200,00
5. Equipment expenditure	0,00
6. Infrastructure and works	0,00
Total IPA for WP2	23.140,00

Distribution of ERDF contribution for WP2 per PPs and budget line

ERDF LP (SFI)	WP2
1. Staff costs	45.449,69
2. Office and administrative expenditures	6.817,45
3. Travel and accommodation costs	9.000,00



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4. External expertise and service costs	0,00
5. Equipment expenditure	0,00
6. Infrastructure and works	0,00
Total	61.267,14

ERDF PP (BFW)	WP2
1. Staff costs	20.000,00
2. Office and administrative expenditures	3.000,00
3. Travel and accommodation costs	2.610,00
4. External expertise and service costs	5.000,00
5. Equipment expenditure	0,00
6. Infrastructure and works	0,00
Total	30.610,00

ERDF PP (CFRI)	WP2
1. Staff costs	30.000,00
2. Office and administrative expenditures	4.500,00
3. Travel and accommodation costs	24.308,00
4. External expertise and service costs	11.970,00
5. Equipment expenditure	1.500,00
6. Infrastructure and works	0,00
Total	72.278,00

ERDF PP (NARIC)	WP2
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1. Staff costs	5.120,00
2. Office and administrative expenditures	768,00
3. Travel and accommodation costs	300,00
4. External expertise and service costs	4.400,00
5. Equipment expenditure	0,00
6. Infrastructure and works	0,00
Total	10.588,00

Distribution of IPA contribution for WP2 per PP and budget lines

IPA PP (ILFE)	WP2
1. Staff costs	15.600,00
2. Office and administrative expenditures	2.340,00
3. Travel and accommodation costs	0,00
4. External expertise and service costs	5.200,00
5. Equipment expenditure	0,00
6. Infrastructure and works	0,00
Total	23.140,00

Distribution of WP2 costs per PP and period

	SFI	BFW	CFRI	NARIC	ILFE
Period 1	9.711,19	1.670,00	12.046,33	1.700,00	1.928,33
Period 2	9.711,19	3.231,25	9.637,07	1.350,00	2.699,67
Period 3	10.711,19	3.566,25	16.864,87	1.600,00	3.856,67
Period 4	19.711,19	4.231,25	9.396,14	2.200,00	6.942,00
Period 5	9.711,19	9.925,00	10.841,70	1.938,00	4.628,00
Period 6	10.711,19	7.986,25	13.491,89	1.800,00	3.085,33



TOTAL	61.267,14	30.610,00	72.278,00	10.588,00	23.140,00
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ORGANISATION OF COMMUNICATION ACTIVITIES

CFRI as a WP2 leader in collaboration with lead partner coordinates project communication. All project partners are encouraged to contribute to the REFOCuS website and Facebook page with news and photos. Each project partner will put one person in charge of coordinating the partner's communication activities. Project partners will send news to WP2 leader who then checks the content and upon its finalization and approval by the lead partner publishes news on the website. In the first period website content was mainly in English, but sections related to content prepared in local languages will be open when needed. Facebook page is open to all project partners to make posts when they feel it is appropriate but posts must be relevant to the project. WP2 leader writes press releases in collaboration with the lead partner. WP2 leader is in charge of newsletters and all partners are invited to add their contacts to the project's mailing list. Project's brochure is designed by WP2 leader and finalized based on suggestions by project partners and stakeholders. Project partners translated English version into local languages. The suggestions were collected during the first stakeholder event. Project's poster is developed collaboratively by WP2 leader and the lead partner. Notice boards will be designed collaboratively by project partners in terms of common outline and content. Project partners will together decide on the content of short videos about project activities for the purpose of project's promotion. Printed results will be prepared collaboratively, with one partner acting as coordinator for this activity. After finalisation of content and design in English language, results will be translated into local languages (German, Slovenian, Hungarian, Croatian, Serbian) by project partners. Press releases will be connected with major events



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and written together by local organiser and WP2 leader, and approved by lead partner.

HOW COMMUNICATION OBJECTIVES WILL BE REACHED?

Communication objective 1: Raising awareness on need for available quality forest reproductive material
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- **Forestry sector** (state and private forest companies, private forest owners, forest extension services, policy makers) and **nature conservation sector** (ministries, agencies, public institutions in charge of management of protected areas on various levels, environmental NGOs)
 - **Key messages:**
 - Riparian forests in MDD BR provide many ecosystem services and benefits to societies
 - Vitality of riparian forests in MDD BR is declining
 - Natural forest regeneration is endangered
 - We need quality planting material to complement natural regeneration (in case when natural regeneration fails)
 - We need common criteria for selection of forest seed stands and trees for establishment of clone seed plantations
 - Current legal framework impedes access to quality forest reproductive material
 - We need transnational forest seed objects to increase access to quality forest reproductive material
 - **Tools and methods:**
 - Project's website
 - Project's Facebook page
 - Newsletters
 - Poster



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- Brochure
- Notice boards
- Stakeholder conferences
- Stakeholder workshops
- Short videos
- Printed and online project results
- Project networking
- **Nurseries** (only those who produce forest reproduction material)
 - **Key messages:**
 - We need quality planting material to complement natural regeneration (in case when natural regeneration fails)
 - We need common criteria for selection of forest seed stands and trees for establishment of clone seed plantations
 - We need transnational forest seed objects to increase access to quality forest reproductive material
 - **Tools and methods:**
 - Project's website
 - Project's Facebook page
 - Newsletters
 - Poster
 - Brochure
 - Notice boards
 - Stakeholder conferences
 - Stakeholder workshops
 - Short videos
 - Printed and online project results
- **Hunters** (hunting associations), **tourism sector** (tourist boards), **local and regional government** (cities, towns, counties), **citizens, media**
 - **Key messages:**



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- Riparian forests in MDD BR provide many ecosystem services and benefits to societies
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 - Current legal framework impedes access to quality forest reproductive material
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- **Tools and methods:**
 - Project's website
 - Project's Facebook page
 - Newsletters
 - Poster
 - Brochure
 - Notice boards
 - Stakeholder conferences
 - Stakeholder workshops
 - Short videos
 - Press releases



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Objective 2: Providing guidelines on forest management and conservation of riparian forests in MDD BR

- **Key messages for all target groups:**
 - Riparian forests in MDD BR provide many ecosystem services and benefits to societies
 - Vitality of riparian forests in MDD BR is declining
 - Natural forest regeneration is endangered
 - We need innovative approach to management and conservation of riparian forests
- **Tools and methods for forestry and nature conservation sectors, and nurseries**
 - Project's website
 - Project's Facebook page
 - Newsletters
 - Notice boards
 - Stakeholder conferences
 - Stakeholder workshops
 - Short videos
 - Printed and online project results
 - Project networking
- **Tools and methods for hunters, tourism sector, local and regional government, citizens, media**
 - Project's website
 - Project's Facebook page
 - Newsletters
 - Notice boards
 - Stakeholder conferences
 - Short videos
 - Press releases



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