



# Work Package Communications

Final conference  
05. December 2022.

# Milestones and achievements







# Communications kit



Project co-funded by European Union funds (ERDF)

[www.interreg-danube.eu/savegreen](http://www.interreg-danube.eu/savegreen)



# Communications kit



This communications kit consists of 12 fact sheets, each providing detailed information about the importance of ecological corridors and eco connectivity in a specific pilot area across the Danube region. The fact sheets are organized into three columns and four rows, covering pilot areas in Romania, Hungary, Slovakia, Bulgaria, and Austria.

**Column 1: Romania**

- FACTSHEET 1:** Importance of ecological corridors and connectivity in Romania - TARGH MURES - TARGH REAMT PILOT AREA
- FACTSHEET 2:** Importance of ecological corridors and connectivity in Romania - ARAD-DIVA PILOT AREA

**Column 2: Hungary**

- FACTSHEET 3:** Importance of ecological corridors and eco connectivity in Hungary - MOHRAD PILOT AREA
- FACTSHEET 4:** Importance of ecological corridors and eco connectivity in Bulgaria - RILA - VERILA - KRAISHTE CORRIDOR PILOT AREA

**Column 3: Slovakia**

- FACTSHEET 5:** Importance of ecological corridors and eco connectivity in Slovakia - NOVHRAD PILOT AREA
- FACTSHEET 6:** Importance of ecological corridors and eco connectivity in Slovakia - NOVHRAD - MOHRAD CROSS-BORDER PILOT AREA

**Column 4: Austria**

- FACTSHEET 7:** Importance of ecological corridors and eco connectivity in Austria - POTTSCHING PILOT AREA
- FACTSHEET 8:** Importance of ecological corridors and eco connectivity in Austria - KORNBAUSTR FORST PILOT AREA

Each fact sheet includes:

- Introduction:** Overview of the pilot area and its significance.
- Ecological Corridors:** Description of the corridors and their role in maintaining biodiversity.
- Threats to Functional Connectivity:** Identification of factors that hinder connectivity, such as infrastructure, land use changes, and fragmentation.
- Challenges:** Discussion of the difficulties in implementing and maintaining corridors.
- Measures:** Proposed actions and strategies to improve connectivity.
- Conclusion:** Summary of the project's goals and expected outcomes.

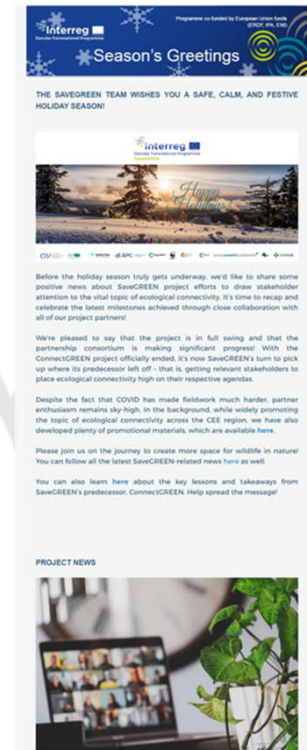
The kit also features a central map of the Danube region and a glossary of key terms. The URL [www.interreg-danube.eu/savegreen](http://www.interreg-danube.eu/savegreen) is provided for further information.





# Newsletter 5.0.

- Project news: project implementation, results, in progresses, milestones
- Partner news
  - Synergies and networking
  - SaveGREEN: Behind the scenes
  - Current happenings
- Upcoming events
- Lessons learned
- Seasonal greetings + postcard
- 800+ recipients



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# Twitter adventure



## 8 mini stories around the pilot areas

- Help a deer cross a bridge in Austria?
- Analyse camera traps in Austria!
- Befriend a wolf in Bulgaria!
- Be an eco-connectivity hero for Hungary - Slovakia!
- Visit your family Arad-Deva Romania ?
- Be an eco-connectivity expert in Romania!
- Be the Steward of Beskydy in Czechia?
- Geocaching in Bulgaria?

The image shows a Twitter thread and a tweet. The thread starts with a tweet from CEEweb for Biodiversity asking 'Ready to venture into SaveGREEN's pilot areas? Where do you want to start?' and lists several activities with links: 'Be the Steward of Beskydy', 'Geocaching in', 'Visit Arad-Deva', and 'Help a deer cross a bridge in'. Below this is a tweet with a QR code and a 'SCAN ME' button. The bottom part of the screenshot shows a tweet with a 'YOUR CODE IS: 2114608' graphic.



# Communications training



1st March – Introduction (via Zoom)

### Cases from your experience

[https://docs.google.com/document/d/1DFq5XY6qR\\_8uMNdjcm-9vuv1sU\\_hXOHoe-\\_qHqkIPRo/edit?usp=sharing](https://docs.google.com/document/d/1DFq5XY6qR_8uMNdjcm-9vuv1sU_hXOHoe-_qHqkIPRo/edit?usp=sharing)

5th April – Tools for Stakeholder Engagement (via Zoom)

3rd May – Tools for Negotiations (via Zoom)

18th – 19th May – Exercises (in Hungary)



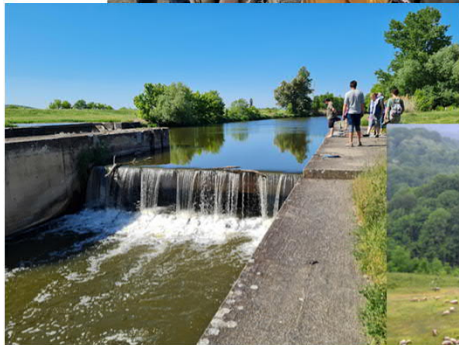
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## Transnational workshops, infodays and press trips



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## Press releases, tv broad casts and interviews

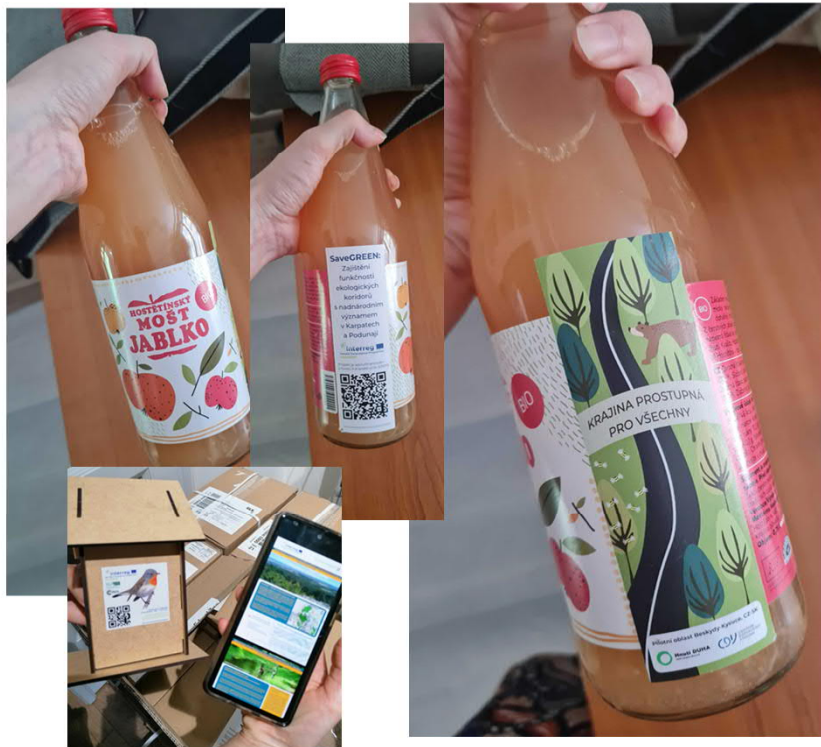


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## Site specific give aways



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# Communications activities in numbers



#SaveGREEN  
#interregdanube  
#ecocorridors  
#ecoconnectivity  
#Carpathians

800+  
newsletter  
reader

70+ news item  
on the Danube  
Transnational  
program  
website

124+ press  
occurrence

266 social  
media  
posts

1 twitter  
adventure  
8 mini stories  
32.000+ reach

15 online  
campaign  
100 web  
input

20+  
events  
1000+  
participants

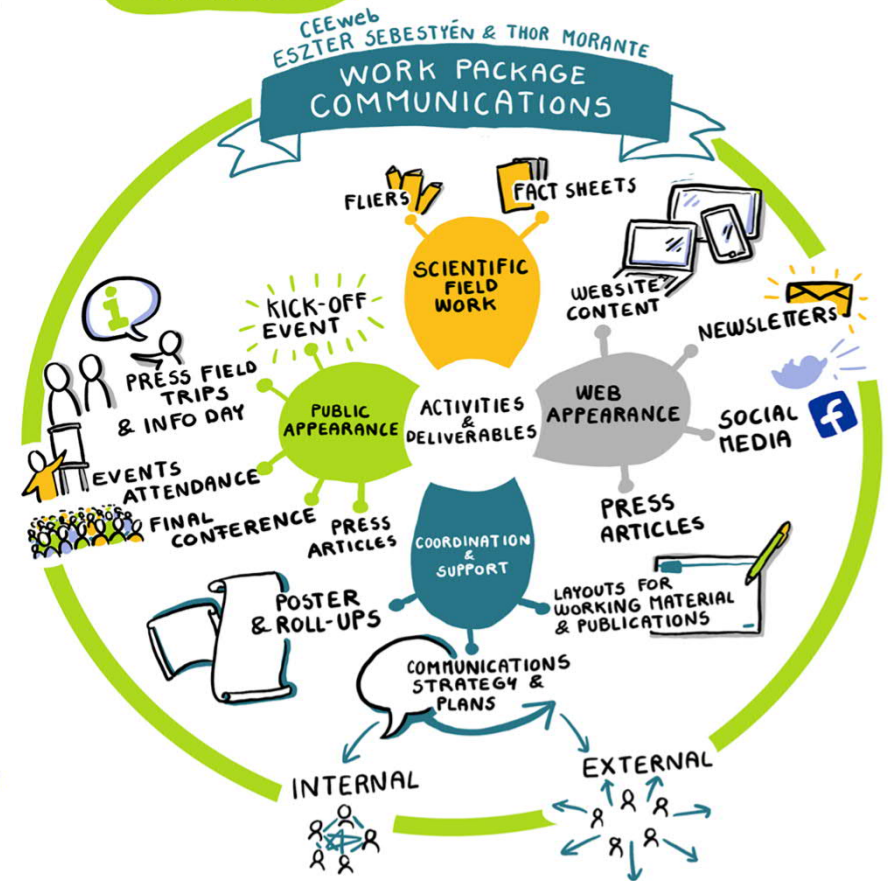
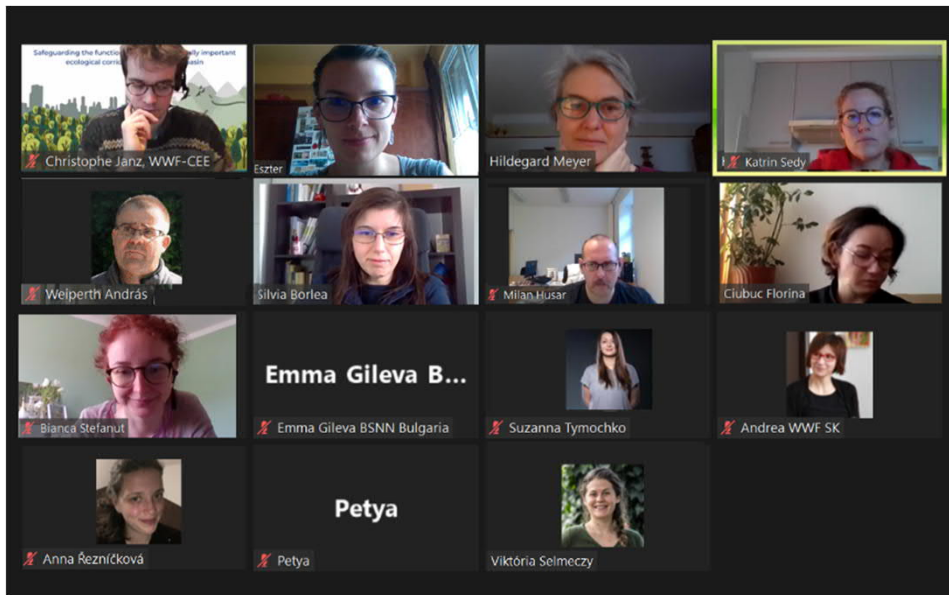
7 infoday  
7 press field  
trip



# The team and the mission



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## Lessons learned



- Common ground need to be established (expected results)
- Knowing the other part (Stakeholder analysis and importance vs interest vs influence chart)
- Partner communications development is useful (negotiation, sales communication techniques, conflict management, science-communication)
- Campaigns around certain topics is useful
- Gamification is useful (role switch games)
- Communications links everything, but cannot stand alone
- „In progress“ matters
- Communications is nothing without content „Making invisible, visible“
- Constant feedback is essential

# Q&A and feedbacks



Wishing you a festive Holiday season  
and a Happy New year!

 **Interreg**   
Danube Transnational Programme  
SaveGREEN

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Danube Transnational Programme  
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Thank you for your  
kind attention!



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