

Project title: "Increasing ecological connections and coherence of the Natura 2000 network in Southwest Lapland by green infrastructures " aka NATNET Life+ 2012-2016**Project's beneficiaries and its objectives**

The project's overall objective is to increase ecological connectivity and establish a green infrastructure that will improve the vitality and coherence of the Natura 2000 network in the south-west Lapland. A series of actions will target the species and habitats of Community importance within the project area, either to improve or restore their conservation status or, in some cases, to maintain a 'favourable' conservation status. Another objective is to increase the biodiversity in the commercial forests and to protect important areas around and between the Natura 2000 sites. The project will contribute also The Forest Biodiversity Programme of Finland. One goal is also to develop the functional co-operation between different authorities concerning voluntary nature and forest protection. The project will also improve the network of the forest owners in matters concerning the management of biodiversity and the natural and recreational values of their forests.

NATNET Life+ -project's beneficiary coordinator is the Centre for Economic, Transport and the Environment for Lapland (aka ELY-centre). Other beneficiaries are Forestry Centre of Lapland, The Finnish Forest Research Institute and Metsähallitus Natural Heritage Services, Lapland Region and The Forestry, Western Lapland.

The project area is located in the South-west Lapland. Sites are in the area of eight different municipalities: Rovaniemi, Tervola, Ranua, Tornio, Ylitorni, Keminmaa, Kemi ja Simo. The project area includes 32 Natura 2000 network sites (over a total area of 363 000 ha). The area is extremely valuable and vulnerable due to its unique biodiversity and rare limestone soil.

Via informing the project aims to open up the project's objectives and content to target groups. Main target group compounds from landowners. The project will concentrate in informing them. At the same time the project will increase the knowledge among the inhabitants in the project areas and other target group's. Project's objectives, timetable and the realizes are introduced to both internal and external target groups. All the actions and their execution is based on voluntary that emphasized informing the main target groups about the new possibilities they can utilize. The information organization and it's duties are specified in appendix 1. Budget of information can be seen from appendix 2.

Target groups and demand for informing

The Project will inform both internal and external target groups whole time during the project, from the beginning 2012 until the end of 2016. Demand of information is highest especially in all the groups that are involved in project or are somehow connected to the actions in it. As already told before, the main target group consist of project areas landowners. The informing is especially focused on them, but also all the other target groups in the area. The project will also inform widely all the inhabitants and companies in the area.



- 1) Internal target groups
 - Project's beneficiaries
 - Internal informing and dissemination inside beneficiary organizations
 - Steering group

- 2) External target groups
 - Local target groups
 - Landowners
 - Forest enterprises
 - Inhabitants
 - Other Life+ and EU-projects
 - Media

Means of communication

Implements for internal informing:

- Intranet
- Wikispace –pages
- E-mail and phone
 - Information between organizations
- Meetings

Implements for external informing:

- Notice
 - Informing on demand: project introduction, progress, all the actions and results
- Project brochure and leaflets
 - Short leaflet in the beginning, brochure in the middle and Layman's report in the end of the project
- Promotional articles
 - Small advertising gifts with logos
- Internet and intranet
 - Project homepage: www.natnet.fi
 - Information on all the beneficiaries homepage and intranet
 - Wikispace-page: <http://natnet.wikispace.com/>
 - <https://www.facebook.com/NatnetLife?ref=hl>
 - Nature education –packages to the net in the end of the project
- Public briefings



- Arranged in the beginning of the project; altogether 4, first two in spring 2012, the other two later
- Information letters
 - Personal contact to the landowners via mail
- Media
 - The press
 - Articles, news stories, notices and other news
 - Radio
 - Current issues and stories, notices etc.
- Events and seminars
 - attendance and presentations in suitable occasions

Graphical guidelines for informing

In all material (electric or paper) logos must be easily seen. From all NATNET material there must be both EU-life logo and Natura 2000 logo. Also logos of all beneficiaries must be visible. Logos are on view on also in Internet pages and for example in power point slides and so on. Small promotional articles such as pens etc. make an exception, in small items it is enough if only EU-life logo and project name is visible.

Informing material is written out mainly in Finnish. One can find basic information about the project in English from the project's website. Report from the project outcome is made in Finnish and English. As well the nature education package will be in English.

Objectives and indicators for informing

With widespread informing the goal is to get good awareness among the different target groups. Objectives of the informing will be under evaluation during the project time. If needed means of communication can be changed already during the project time. Project will monitor it's realization of informing by e.g. counting persons joining the public briefings, by forming media follow-up in excel sheet and by listening the feedback from the target groups. Also visits to the project homepage are under follow-up.

Coordinating beneficiary will perform media monitoring during the project. All media activity will be enter in the excel sheet: "Natnet julkisuudessa.xlsx". From the follow-up file one can see which issue has been out and where (media) so the topic, heading, media, person in charge (for example if interview) and possible link to the archive are written down. Monitoring is done from the beginning all the way to the end of the project. All articles, interviews, stories, conference presentations, notices etc. are reported. Monitoring includes collecting all published material also into file.



Timetable for informing

Informing and communication is active during the whole project time 2012-2016. In the beginning the informing was concentrated in landowner's e.g. they got their personal mails first and only after that notice about project was released to the media. The informing can be divided roughly into three stages: start, middle and end of the project. Project's homepage was opened right from the start and few notices and stories about project were published in media. Homepages will be updated closely during the project and more notices and stories will be done. Plan for informing can be seen from the appendix 3. Next some main informing issues from year to year:

2012

- Informing the beneficiary and inside their organizations
- Informing all the partners in cooperation such as eg. Länsi-Pohjan Metsänhoitoyhdistys
- Informing the landowners
- Planning and publishing homepages for the project → developing the pages
- Informing via media
- Notices in intra- and internet
- Arranging public briefings (spring 2012 x2)
- Planning, writing and spreading short presentation about project in suitable events
- Planning, writing and spreading leaflet about nature management actions
- Summary report of key habitats (before 31.12.2012)

2013

- Informing about current issues both internal and external target groups when needed
- Active homepage updating
- Public briefings (x2 ?)

2014

- Continual informing about current issues
- Middle-evaluation on informing: have we contacted the main target groups and raised their knowledge?
→ evaluation → possible changes to informing or increase in informing
- Informing about possible intermediate stage results
- Active homepage updating
- Project brochure (before 31.5.2014)



- Notice boards (before 30.6.2014)

2015

- Continual informing about current issues
- Informing about measures that are already done before final results
- Active homepage updating

2016

- Informing about results of the project
- Informing about new demonstration trail
- Report of the planning process (before 31.10.2016)
- Educational package in electric format (before 31.10.2016)
- Layman´s report (before 31.12.2016)
- Summary report of the key habitats (before 31.12.2017)
- Final report about the project (before 31.12.2016)

If project will use the extra year 2017, informing will continue as before and year 2016. Informing about final results and report are published in 2017.

Contact information:

Publicist

Eerika Niemelä

Eerika.Niemela@ely-keskus.fi

Phone 0295 037 454

Project coordinator

Noora Raasakka

Noora.Raasakka@ely-keskus.fi

Phone 0295 037 501



Appendix 1**Information organization**

Responsible person	Informing issue	Task
Project coordinator	Basic project activity, current and general issues	Communication with other beneficiaries about project activity and informing the interest groups aka. networking
Project secretary	Meetings (Steering group)	Meeting invitations and memorandum distribution
Project publicist	External and part of the internal communication, tasks from communication plans, other project informing	Mainly responsible for external communication, performs media follow-up, responsible on updating and developing project's homepages, produce and distributes all the notices, involved in arranging public briefings



Appendix 2**Budget for informing actions**

Action	Budget €	Schedule
D1 Website	24 312	2012
D2 Information letters	8 181	2012
D3 Public briefings	19 981	2 x 2012, 2 x 2013
D4 Life+ "Kick-off"	3 206	2012
D5 Common planning meetings	13 081	10 x 2012–2016
D6 Newspaper articles	9 425	2012–2016
D7 Notice boards	13 356	2016
D8 Green Week	5 000	2014–2015
D9 Demonstration trail	14 406	2016
D10 Project brochure	13 981	2013–2015 ?
D11 Workshop and educational excursion day	15 281	2016
D12 International seminar	22 000	2015
D13 Report of the planning process	21 562	2014
D14 Educational package in electric form	11 781	2016
D15 Ecological connections and green infrastructures of the Natura 2000 network Southwest Laplan -report	21 562	2016–2017
D16 Layman's report	13281	2016–2017
total 16 actions	total 230 396 €	2012–2016 (+2017)



Appendix 3**Annual communication plan 2012-2016 (plus 2017)**

To whom		How	When	Who	What
Internal target groups	Steering group	Meetings, by phone and e-mails	meeting at least twice a year	Project coordinator and others	Current issues
	Beneficiaries	Meetings, by phone and e-mails, website, wikispace	When necessary	Project group	Current issues
External target groups	Landowners	Via mail, public briefings, communication via website, media and notice	During the project time	Project publicist and others	Current issues, project content and objectives
	Inhabitants	Public briefings, website, media	During the project time	Project publicist	Current issues, project content and objectives
	Areas forest actors	Public briefings, website, media	During the project time	Project publicist	Current issues, project content and objectives
	Media	Mainly through press and radio	During the project time	Project publicist	Current issues, project content and objectives