

# LIFE Natura 2000 Programme for Wales

## Public Awareness and Dissemination Strategy

September 2012, updated July 2013

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The contents are as specified by LIFE Programme online Toolkit, Communication Factsheet on Communication Strategies.



*Financially supported by LIFE, a financial instrument of the European Community.*

## ***Introduction***

A Public Awareness and Dissemination Strategy is a required output of the LIFE N2K Programme and all LIFE+ nature projects. This strategy will provide a framework and rationale for all the publicity and communication work which will be carried out by the project team, as well as providing details of specific actions and how they will be implemented. It will provide the project with a clear aim and direction in communicating and publicising its activities in a clear, co-ordinated and consistent way.

Effective communication to key audiences about the nature of the project, the value of N2K sites, findings and results, and lessons learnt is an essential element of this project and the LIFE+ process in general. Audiences include stakeholders in the public and private sectors, decision-makers, site managers, and interested members of the public. Ensuring that NRW staff are well briefed is also crucial to ensure that the external communications effort is a success.

By communicating well, the process will be open, transparent and we will ensure that all interested parties have the opportunity to become part of the process of drafting the Action Plans and Programme. Ensuring support for the plans, through stakeholder engagement, will create a strong foundation for future funding applications and for the practical work which will follow.

A range of communication activities and standards are contractually required, or expected as good practice, as described in the LIFE Common Provisions and the Communication toolkit (LIFE Programme website <http://ec.europa.eu/environment/life/toolkit/comtools/index.htm>). These are included in the strategy.

## ***Relationship between Public Awareness & Dissemination Strategy and Communication & Advocacy Strategy***

The Public Awareness & Dissemination Strategy covers one-way, indirect communication i.e. messages that are given out in a form which will inform audiences about the work and results of the project but which are not inherently interactive e.g. a newsletters, press releases.

The Communication & Advocacy Strategy (Action A.10) covers direct two-way communication e.g. email, phone and face-to-face communication at meetings and workshops. This will enable stakeholders to become involved in the work of the project, express their views, comment and consult on the outputs of the project, help steer and influence the results and work together to devise effective solutions. This will be the project's key means of communication with stakeholders.

There will be synergies between the two strategies and the stakeholder audience will be very similar for both

## **Goals of the Strategy**

1. Ensure that engaged stakeholders are properly informed, enabling them to participate fully and engendering a sense of involvement in and commitment to the project.
2. Ensure that individuals represented by stakeholders groups (e.g. individual farmers represented by NFU Wales), are aware of the aims and results of the project, and can contribute via their representative if desired.
3. Influence decision-makers and policy makers to provide increased levels of support for N2K management and restoration, particularly with regard to funding.
4. Encourage buy-in to the programme by N2K site managers and owners to facilitate early implementation.
5. Raise awareness and support for the project's objectives and Natura 2000 by interested members of the public, including new audiences. Demonstrate how public money is being spent and enable individuals to access more information if required.
6. Benefit the delivery of nature conservation in Wales and elsewhere in the EU, by sharing knowledge and lessons learnt with other practitioners and policy-makers, especially those working on similar LIFE projects.
7. Deliver material in a range of depths, styles and formats to suit the needs of a variety of audiences.
8. Support project staff in dealing with numerous enquiries for similar and straightforward information about the project, thereby providing an efficient service and saving staff time.

## **Information to be communicated**

Below are listed the key types of information to be communicated by the project:

- A. Information about the LIFE N2K project and its activities, successes, forthcoming events, progress etc, throughout the life of the project;
- B. Information about the results and recommendations produced by the project;
- C. Copies of the reports, Action Plans and programme and any other technical documentation produced as an output of the project;
- D. Information about Natura 2000 sites in Wales, their role in protecting biodiversity in Europe and the conservation issues they face.
- E. Information about LIFE+ Nature programme and its role in conservation in Europe.
- F. Raw data created or collated by the project in its original form, and internal records and documents of the project not intended for publication. (Unlike, A-E, these will not be proactively communicated but, unless sensitive or confidential, will be available on request).

## ***Target audience for communication activities***

	<b>Audience</b>	<b>Relevant goals</b>	<b>Type of information</b>	<b>Level of information</b>
i.	Engaged stakeholders - already identified and involved in the project. Stakeholders are defined in the Communication & Advocacy Strategy.	1, 8	A, B,C, D, E	In depth
ii.	Individuals represented by stakeholders groups (e.g. individual farmers represented by NFU Wales).	3, 8	A,B, D, E	Summary and/or In depth
iii.	Decision makers, including elected representatives, policy makers, grant holders, interest groups etc.(especially those not involved during the project as active stakeholders)	3,8	A, B,C, D, E	Summary and/or In depth
iv.	Natura 2000 site managers/owners	4,8	A, B. C, D, E	Summary and/or In depth
v.	General public and taxpayers	6,8	A, B, D, E	Summary
vi.	Others working in the conservation sector, especially those running or planning to run similar projects.	6,8	A,B, C, D, E,F	In depth
vii.	NRW internal staff – both those engaging in the project as stakeholders and those who will inform others about it e.g. by answering calls, attending events or meetings.	1, 4, 8	A,B, C, D, E,F	Summary and/or In depth

### **Priorities**

The main priority is to ensure clear and consistent communication with stakeholders, ensuring they feel genuinely engaged and involved. As the project is about planning – rather than practical work – there is little interest here for the public in general. So we can keep our focus on stakeholders and interest groups.

### ***Key messages to be communicated***

#### Aims

The project aims to make significant improvements to the condition of N2K species and habitat features, by producing a strategic, costed and prioritised programme of action for the management and restoration of N2K sites in Wales, for the period 2014-2020 and beyond.

The programme will create a platform for obtaining increased levels of financial support for the management of N2K sites and help to integrate the needs of N2K into existing grant schemes and other financial instruments.

NRW will work in close collaboration with stakeholders to ensure maximum support for the programme and to enable early and effective implementation. Stakeholders will be invited to attend a series of workshops and meetings, provide information, and contribute their expertise and opinions to devise mutually-acceptable outputs.

### Objectives

The project will gather, collate and appraise evidence on risks to N2K features, current and potential management mechanisms and funding sources. The team will use this evidence to produce Action Plans which will describe costed and achievable actions for specific sites and themes.

Information in the Action Plans will be drawn together to create the prioritised programme for Wales. A newly developed database will ensure the results can be easily accessed, interrogated and updated.

### The N2K Sites

N2K sites are the cornerstone of nature conservation in Wales. The 92 Special Areas of Conservation and 20 Special Protection Areas represent the best examples of natural habitat and contain some of the rarest and most threatened species in Europe.

These sites act as strongholds from which wildlife can spread in to the wider countryside. They contribute to our own survival by storing carbon, cleaning and regulating the water supply, boosting populations of pollinators and supporting commercial farms and fisheries. They provide great opportunities for enjoyment and recreation, and add to the Welsh economy through tourism.

Many sites are already managed to high standards by a range of managers including farmers, voluntary organisations and public bodies, but a significant proportion are not in favourable condition due to a range of environmental and human pressures. The sympathetic management and restoration of these sites is essential if they are to cope with climate change and to continue to be a key part of Wales' natural heritage in the long-term.

### Script for leaflet and similar material

- Help us develop a programme for managing and restoring wildlife sites of European importance. The project is about working closely with all interest groups in the public, private and voluntary sectors so that the programme develops with a broad consensus.
- NRW will work hard to ensure all relevant parties get involved and become signed up to the management plans so that we can then move forward swiftly to seek sources of funding to get the work started.
- The project covers all European sites – 20 SPAs and 92 SACs in total. They are the best examples of our natural habitats, strongholds from which wildlife can spread into the wider countryside.
- The end result will be a costed and prioritised programme to ensure that Special Areas of Conservation and Special Protection Areas are cared for in ways that achieve favourable conservation status.

- The practical work will happen between 2014–2020 (assuming funding bids are successful).
- European sites are not just important for wildlife. They contribute to our own survival by storing carbon, cleaning and regulating the water supply, boosting populations of pollinators and supporting commercial farms and fisheries.
- Well managed European sites will be in a better position to cope with climate change and to continue to be a key part of Wales’ natural heritage in the long-term.
- Around 40% of European sites are currently in favourable or recovering conservation status. Some good work is already being done – this is our opportunity to build on this.
- URL will be consistently and frequently promoted to show how stakeholders can find more detailed information on our website.
- We will always acknowledge that the project is part funded by LIFE.

#### Possible negative PR issues

By being aware of potential negatives, we can address them constructively and provide clear, well thought out answers. These can be included on the FAQ sheet, which should be updated as required. Staff should be provided with this to enable them to deal with potentially difficult issues.

### ***Channels for communication***

The nature of the project is planning and administrative which does not lend itself easily to communication via mass media. Therefore, this strategy will focus on informing and engaging stakeholders via more specialist channels and outlets.

It is intended to use the following channels for information dissemination:

- Internet – NRW website and YouTube videos
- Paper and electronic publications and bulletins produced by the project – e.g. leaflet, layman’s report, information sheets, e-newsletter
- Specialist publications – e.g. farming, wildlife, fishing magazines and periodicals
- Stakeholders own newsletters
- Presentations
- Notice board
- Events such as the Royal Welsh Show, conferences etc
- Technical documents (outputs of the project) e.g. Action Plans, reports etc
- NRW internal information dissemination systems e.g. Ffenest intranet, Ffynnon
- Response to enquiries for information

- Newspapers and radio – limited to one or two media releases over the life of the project

Information will be disseminated at two broad levels:-

**Summary Information** – material will be presented in a succinct, attractive manner in accessible language for those audiences only interested in high-level summary of the information relating to and created by the project. Such material is generally produced specifically for communication and publicity purposes. Summary materials should point the way to further sources of information for those wanting a higher level of detail.

**In-depth information** – this is material is technical and relatively lengthy. The project will occasionally produce in-depth material specifically for communication purposes, such as a detailed article for a specialist publication. However, in most cases this material will be a planned output of the project, such as the Action Plans and should be well signposted from communication products such as the website, layman’s report etc, and easily accessible (ideally downloadable from the website). In-depth information also includes raw data in the form originally collected by the project

## ***Policy and Standards***

### Welsh Language

All publicity materials will be produced in both English and Welsh in accordance with NRW’s Welsh language policy. Both languages will be given equal prominence.

Technical reports, data and other material produced as part of project outputs and subsequently made available to third parties e.g. via the website, will only be available in English. However, wherever appropriate a summary in Welsh will be included.

### Acknowledgements

The support of NRW, Welsh Government and LIFE must be acknowledged in all communication output including media releases, publications, presentations, media interviews etc.

- NRW and Welsh Government logos
- LIFE and Natura 2000 logo and statements

Full obligations are described in the Common Provisions. All communication materials must clearly reference LIFE financial support and include the LIFE and Natura 2000 logo, which can be accessed from the following webpage:

<http://ec.europa.eu/environment/life/toolkit/comtools/resources/logos.htm>



For audio-visual material, the credits at the beginning or at the end shall include an explicit and readable mention of the LIFE support (e.g. “With the contribution of the LIFE financial instrument of the European Community”).

The use of the LIFE logo shall be restricted to dissemination activities.

The project’s importance in terms of establishing the Natura 2000 network must also be described.

Details of publicity activities must be given in each project activity report.

### Accessibility

Publicity material will comply with NRW policies and standards on accessibility (for example, for the visually impaired). The NRW website is compliant with relevant accessibility standards and all new pages are obliged to use the standard template. All publications will be approved by the Publishing Manager with regard to colour, layout and point size.

### Access to Information/Sensitive Information

The project shall work in accordance with all relevant ‘access to information’ legislation, including the Freedom of Information Act and Environmental Information Regulations, Data Protection Act and Re-Use of Public Sector Information Regulations.

In particular all information, raw data, project board papers, internal documents, records and emails etc created or collated by the project shall be made available on request within 20 days, and permission shall be granted to permit re-use (including commercial re-use) if required, unless specific exceptions apply. Wherever appropriate material should be made available online for easy public access.

However, where exceptions to free access to information apply, the project will withhold information from publication and release, and maintain confidentiality through appropriate measures. In particular, this includes information about the detailed location of species or habitat on NRW’s Sensitive Features List, third party information provided with access and use restrictions, and personal data as defined by the Data Protection Act.

## ***Partnerships***

The LIFE N2K project team will work closely with NRW communications specialists as described in the implementation boxes.

Communications will be regularly on the agenda of the Project Steering Group (project board) and Project Management Group, allowing group members to contribute to the strategy and steer progress and outputs.

Stakeholder organisations will be encouraged to use their own media e.g. magazines, newsletters, email lists, etc to communicate about the project and its findings.

Relevant stakeholders will be informed prior to the issue of press-releases and other communication activities, if it is likely that they could generate a significant public response.

## ***Measures for Evaluation and Revision of the Strategy***

The Public Awareness & Dissemination Strategy will be presented to the Project Steering Group (project board) for formal approval in September 2012. Progress on implementation will be reported to subsequent PSG meetings, and group members will evaluate the quality of the output and progress against stated timetables. Any problems or issues will be raised in the meetings and methods of resolution determined.

The Programme Manager will review this Strategy on a regular basis and add, amend and update it as the dissemination activities progress.

All written material produced will be assessed as to determine whether the Key Messages were included and other standards laid out in the Strategy were conformed to.

Feedback from stakeholders demonstrating an understanding of the Key Messages will be assessed on an ongoing basis.

NRW use a press and media monitoring service (pressdata) which will pick-up any articles printed in the general or specialist media which relate to the project. These will be forwarded to the Programme Manager. These can be used to record and evaluate the success of press releases.

### **Summary of activities to be undertaken and materials produced**

	<b>Name</b>	<b>Action</b>	<b>Staff time</b>	<b>Budget</b>	<b>Timetable</b>
A	Awareness & Dissemination Strategy	E.2	4 days	£0	30 Sept 12
B	Web pages	E.2	8 days	£0	31 Dec 12
C	You Tube videos	E.2		£5,074 for contractors (30 days)	31 Oct 14
D	Newsletter – electronic, 5 issues	E.3	19 days	£0	28 Feb 13 31 Jul 13 31 Dec 13 31 May 14 30 Nov 14
E	Layman's report	E.3		£8,119 for printing	31 Dec 14
F	PowerPoint presentations	E.3		£0	
G	Project leaflet	E.3		£0	30 Nov 12
H	FAQ sheet	E.3		£0	30 Nov 12
I	Project media launch	E.4	9 days	£0	30 Nov 12
J	Media releases	E.4		£0	
K	Attendance at media events	E.4		£0	
L	Major articles - 3	E.4		£0	31 Mar 13 31 Mar 14 31 Dec 14
M	Notice board	E.5	1 day	£ 304	31 Jan 13
N	Intranet		½ day	£0	30 Nov 12
O	Information sheets		1 day	£0	As required
P	ATI enquiries		2 days	£0	On request

Details plans for these activities and materials are outlined in Annex A: Implementation Plans.

Annex 12

LIFE N2K PROGRAMME GANTT CHART FOR PUBLIC AWARENESS AND DISSEMINATION ACTIVITIES																															
Sep-12																															
		Staff days	Contractor days	2012				2013												2014											
				Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Action				[Grey bar]				[Grey bar]												[Grey bar]											
E.1	Public Awareness & Dissemination Strategy	4.0		[Teal bar]																											
E.2	Create & maintain project website	2.5		[Teal bar]	[Teal bar]	[Teal bar]	[Teal bar]					[Teal bar]																			
E.2	Create YouTube videos	2.5	30																												
E.3	Bulletins & briefings - newsletter	5.5								[Teal bar]																					
E.3	Bulletins & briefings - Layman's report	6.5																													
E.3	Bulletins & briefings - Powerpoint presentations	1.0		[Teal bar]	[Teal bar]	[Teal bar]	[Teal bar]																								
E.3	Bulletins & briefings - Leaflet	2.5		[Teal bar]	[Teal bar]	[Teal bar]	[Teal bar]																								
E.3	Bulletins & briefings - FAQ sheet	1.0					[Teal bar]																								
E.4	Press & media - Publicity launch	1.5					[Teal bar]																								
E.4	Press & media - Media releases	2.5																													
E.4	Press & media - Attendance at events	1.0																													
E.4	Press & media - Articles	4.0																													
E.5	Notice board	1.0																													
(E.2)	Intranet & fflynnon	0.5																													
(E.3)	Information sheets	1.0																													
(E.3)	Access to information enquiries	2.0		[Teal bar]																											

From the spreadsheet LIFE N2K Programme Gantt chart, DCT-12-284075