



Natura 2000 site in Bulgaria (Photo: Emil Enchev)

Natura 2000 in Bulgaria – Green Balkans

LIFE – New Horizons

LIFE 17/GIE/BG/371



LIFEforBgNATURA



Project team (Photo: Zeleni Balkani)



TV activities (Photo: Zeleni Balkani)



Educational activities (Photo: Zeleni Balkani)



Natura 2000 Day (Photo: Zeleni Balkani)

NATURA 2000 in Bulgaria – New Horizons

The project aimed at ensuring public support and contributing to the conservation of rare species and nature by using the tools of PR science in order to achieve a comprehensive change in the public attitude and awareness concerning Natura 2000. To achieve this goal, the project used „flagship“ and easily identifiable species of the Habitats and Birds Directives. Many of the species of protection priority within *NATURA 2000 in Bulgaria* „suffer“ from various „crimes against wildlife“ such as poaching, destruction of habitats, use of poisons in the wild, disturbance, illegal trade, etc. The main reason is the lack of information and awareness among people about the conservation significance of these species and the need to protect them. This practically makes the very establishing and functioning of the Natura 2000 network meaningless.

Outputs – qualitative results

- » We enhanced public awareness concerning Natura 2000 and the target flagship species of at least 65 percent of the citizens in the country.
- » We mobilized civic participation and attracted citizens for direct involvement in activities aimed at protecting „key Natura 2000 species“.
- » We created a positive attitude and contributed to overcoming the negative perception of Natura 2000 and the „flagship Natura 2000 species“ with project messages reaching more than 5.000.000 individuals.
- » We reduced the impact of limiting factors and threats having a negative effect on the populations of the „flagship Natura 2000 species“ (destruction of habitats or individuals, use of poisons in the wild, nest robbing, illegal trafficking, etc.). We urged and involved responsible institutions in the activities for the protection of the target species – more than 136 representatives of 70 institutions participated in the organized expert meetings to communicate important environmental issues.
- » We stirred media interest and encouraged active media involvement to present and report on key Natura 2000 species. In addition to the partner media, the project activities were covered by more than 320 media from all over the country - both regional and national.
- » We raised the awareness of key target groups and stakeholders, who were previously uninformed, such as kites, etc., thanks to the specially organized meetings like the one focused on the responsible outdoor sports practicing.
- » We stirred the interest and encouraged the active participation of more than 200 media in activities aimed at protecting the target flagship species; the competition for green journalism envisaged in the project contributed significantly to this popularity.

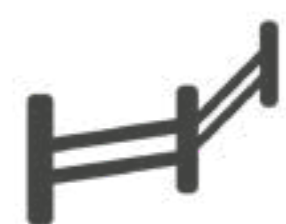
Project partner

- » Green Balkans
- » Darik Radio
- » Economedia (Capital newspaper and Dnevnik.bg)
- » BG Top Music (Hobby TV)

With the contribution of the LIFE Programme of the European Union

More informations:

www.greenbalkans.org/natura2000/newhorizons/en/



Project area

National coverage



Duration

01.09.2018 to
31.08.2023



Project sponsor

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