

The world's largest network of protected areas

What is Natura 2000?

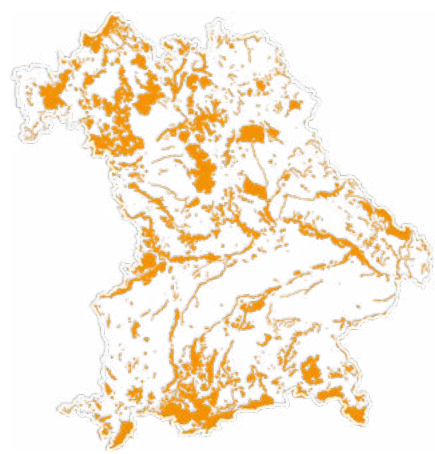
Natura 2000 is a European-wide ecological network of areas protected by the Habitats Directive and the Birds Directive of the European Union. Nature knows no borders. The Natura 2000 sites stretch like a huge network over land and water across every European country. This network of Natura 2000 sites connects and protects habitats and is home to an extraordinary variety of animal and plant species.

Natura 2000 in Bavaria

Most of the Natura 2000 sites in Germany are located in Bavaria: 746 sites, with 800,000 hectares that cover about 11 % of Bavaria's territory. A high amount of biodiversity is found in these sites with more than 60 habitat types and over 250 Natura 2000 plant and animal species. Bavaria has many diverse landscapes with lakes and bogs of the Alpine foothills, breathtaking landscapes of the mountain ranges of the Alps, limestone rocks of the Jurassic or extensive low mountain ranges. They are typical for the whole country and covered by many Natura 2000 areas.

Only an intact nature provides the necessary basis for human life. The Natura 2000 sites cover the most valuable European natural capital and the many attractive landscapes. In most cases, these areas are particularly important for tourism and recreation and contribute significantly to the socio-economic added value of the regions.

**Natura 2000
in Bavaria**



746
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Natura 2000 animal and plant species

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Project sponsor

The Bavarian Academy for Nature Conservation and Management managed the project (running from July 2017 to March 2024) and implemented it in cooperation with the Bavarian State Ministry of the Environment and Consumer Protection, co-financed by the German Federal Environmental Foundation and the Bavarian Nature Conservation Fund.



LIFE living Natura 2000

New ways of the
natura 2000
communication

**It's
in my
nature.**

Natura 2000 as a positive and future-oriented topic

More than 25 million individuals reached

It's in my nature

LIFE living Natura 2000 was a communication project for and about Natura 2000 in Bavaria. The slogan „It's in my nature“ highlights that this unique network of protected areas has an importance and relevance for nature and society.

Targets

The main objective of the project is to spread information about Natura 2000 and to improve the public acceptance through dialogue and a widespread communication and information campaign.

Further objectives were:

- » Dissemination of knowledge and raising awareness of Natura 2000
- » Increasing the willingness to cooperate and implement Natura 2000
- » Building networks on the international, national, and regional scale to exchange information and experiences with regards to the communication and implementation of Natura 2000.

New communication channels and tools

An innovative communication concept was developed. It focused on the two pillars "information" and "balance". Both parts are summarized under the slogan "It's in my nature".

On this basis, several hundred innovative actions have been successfully implemented all over Bavaria, designed for the target groups (Stakeholders and representatives of associations, landowners and land users, policy and decision makers, the young generation, representatives of the media). For example the Natura 2000 ambassador campaign as an unique approach in the field of nature conservation communication: six well-known personalities from the fields of music, culture, science and sport have been recruited. They advertise on a voluntary basis with their personal connection to nature and emphasize the value of Europe's natural heritage to society as a whole.


Project area:
Bavaria

Key project data

Running time: July 2017– March 2024

Total budget: around 3 million euros

Financing: EU share 60 %,
Own share 40 %:
Bayerische Akademie für Naturschutz und Landschaftspflege (ANL), Bayerisches Staatsministerium für Umwelt und Verbraucherschutz (StMUV), Bayerischer Naturschutzfonds, Deutsche Bundesstiftung Umwelt (DBU)

Natura 2000 as a positive and future-oriented topic

Through the LIFE living Natura 2000 project, a comprehensive communication platform for Natura 2000 was established for the exchange of experiences and findings (regional, national, international). A wide variety of communication structures and tools were developed, installed and used for this purpose. A broad, interdisciplinary network was established and strengthened through continuous cooperation. Its members supported the activities with their expertise and their own networks and communication channels.

The network integrates the various administrative units, specialist areas and social groups.



Diverse selection of actions for Natura 2000 in Bavaria: Natura 2000 ambassador campaign, Natura 2000 touring exhibition and Natura 2000 podcast "Bayerns Wilde Winkel".



» **Intensive media work:** around 500 press articles, 15,000 visitors to the website, 245,000 views on YouTube, 900 posts/stories on Instagram, 900 posts/stories on Facebook

» **Natura 2000 ambassadors:** 750 billboards, 215,000 postcards, 6 films

» **Natura 2000 student actions:** Over 60 actions with 112 school classes and around 2,300 pupils

» **Natura 2000 touring exhibition:** More than 87,000 visitors at 16 exhibition venues throughout Bavaria

» **Natura 2000 events:** Almost 3,000 participants on site

» **Natura 2000 sponsorships and partnerships:** Appreciation of more than 230 sponsorships and partnerships with festive events

» **Natura 2000 Oscar:** Awards for 4 outstanding projects in each of the categories of communication and commitment

» **Natura 2000 cycling and hiking tours:** 20 tours in Bavaria (print and web brochure)

» **Natura 2000 main info-boards:** over 80 info-boards in Natura 2000 areas throughout Bavaria

» **Natura 2000 relay:** 5 stages on foot, by bike and on the river

» **Natura 2000 products:** More than 20 products from Bavarian Natura 2000 areas (print and web brochure), presentation at the Bauernmarktmeile 2022 in Munich

» **Natura 2000 hot spots:** 30 outstanding locations throughout Bavaria

» **Award for 4 Natura 2000 communities** in Bavaria