

# Interreg - IPA CBC

Italy - Albania - Montenegro



LASPEH



# LASPEH

## Low Adriatic Species and Habitat



### AWAIRENESS CAMPAIGN ON STEAKHOLDERS

Public enterprise National parks of Montenegro



nacionalni parkovi  
**CRNE GORE**



**AKZM**  
AGENCIJA KOMBATIRANJE  
I ZONAVANJE ZEMLJOPRIVREDE



Parco Naturale Regionale  
**Dune Costiere**  
da Torre Canne a Torre San Leonardo



RESERVE NATURALI  
REGIONALI LITORALI  
E ADRIATICHE ORIENTALI



Comune di Ugento



Comune di Guardiagreia



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## 1. INTRODUCTION

The campaign plan is drawn up based on predefined guidelines and sets out a framework for achieving the objectives of the LASPEH project, detailing information and visibility activities and measures.

As a key document that elaborates particular communication activities within specific objectives, the Campaign Plan also defines target groups, an indicative timeline of activities, management and implementation mechanisms, and monitoring of implemented activities.

Continuous control of timely and quality implementation of all defined communication activities is ensured through regular communication and coordination and organizing project team meetings.

The project team is aware of a wide range of stakeholders and target groups that need to be actively involved in project implementation, not only for the recognition and visibility of the project but also for ensuring the quality of project results, their adaptability to end-users and their long-term sustainability.

The activities under this Campaign Plan will be implemented throughout the project and developed as appropriate to make the campaign more successful.

The plans and activities of the campaign plan are aimed at achieving the goal of informing the stakeholders and successfully designing, visibility and realization of the project.

## 2. TARGET GROUPS

LASPEH projects multiple target groups that require different approaches, tools and frequency of communication activities based on PPs knowledge of them. All those target groups that have an impact on the LASPEH project, directly or indirectly, are recognized as the target groups of the campaign plan. Having in mind the need for CP to be an effective and stimulating lifelong relationship with the target groups, they are defined as follows.

### ***Local public authorities:***

- *Lovćen National park;*
- *Municipalities of Cetinje;*
- *Municipalities of Budva;*
- *Municipalities of Kotor.*

### ***National Public Authorities:***

- *Public Enterprise for National parks of Montenegro;*
- *Ministry of Agriculture and Rural Development;*
- *Ministry of Sustainable Development and Tourism;*
- *Environmental Protection Agency.*

### ***Interest groups including NGOs:***

- *NGO Green Home;*
- *NGO Parks of Dinarides;*
- *NGO CZIP;*
- *NGO Equilibrium etc.*

### **Higher education and research:**

- Forest Administration;
- Faculty of Biotechnology;
- Independent researchers;
- Students;
- Faculty of Natural Sciences and Mathematics;
- Institute of Forestry;
- Highs School “Slobodan Škerović”;
- High chemical school “Spasoje Raspopović”.

### **General public:**

- Consumers;
- Citizens;
- Local public who live within National Park Lovćen;
- Tourists;
- Tourist guides;
- Nature lovers;
- Photographers.

### **3. CAMPAIGN PLAN OBJECTIVES**

The objectives of the Campaign Plan will change according to the phase of the project.

At the beginning of implementation, campaign activities will be focused on the promotion of strategic goals and priorities, and at a later stage, the accent will be placed on project results.

The campaign plan sets the stage for motivation and involvement of the interested public in further conservation processes.

The stated goals will enable the necessary changes in action and awareness of the general public about the importance of preserving the natural heritage. Consequently, the most important target groups will be important, in which the media, visitors and the local community stand out. The local community, therefore, plays a key role because their involvement is important to ensure the success of the project.

All activities within the campaign plan will be carried out according to the same principle:

- ***Refining the informations clearly, easily and easily and***
- ***Delivering relevant messages to target groups.***

### 3.1. CAMPAIGN PLAN GENERAL OBJECTIVE

The main objective of the campaign is to inform the general public through the target groups about the importance of preserving natural heritage through raising awareness of the importance of the endemic pine *Pinus heldreichii* and preserving its habitat in Lovćen National Park.

### 3.2. CAMPAIGN PLAN SPECIFIC OBJECTIVES

The specific objectives of the campaign are defined to achieve the general goal.

These specific objectives are defined as follows:

- *Implementation of information, promotion and media campaigns;*
- *Production and distribution of educational material;*
- *Organizing promotional events and conferences;*
- *Information and promotion activities on social networks;*
- *Strengthening the visual identity of the LASPEH project through the use of a unique logo;*
- *Organization of educational workshops on the importance of the project;*
- *Research, analysis and evaluation of activities carried out.*

### 4. CAMPAIGN PLAN AND VISUAL IDENTITY

The Campaign Plan is a key document by which information, communication and visibility activities for the project during its implementation are recognized. It is also the main guideline for defined project activities to achieve a high level of communication with key actions and target groups.

Visual identity is crucial for identifying and linking all documentation and promotional materials and for recognizing the Project among all target groups.

## 5. COMMUNICATION TOOLS

The website ([enter link pages](#)), as the main source of information on the LASPEH project, contains key information on project implementation, information events, evaluation activities and other project implementation segments. Regular updates of the site are made in relation to news announcements, event details, as well as publication of a list of workshops.

LASPEH Project's [Facebook page](#) also serves as a good tool for promoting the project by all partners.

Promotional material and video are essential for the successful spreading of key messages and perform an important role in communicating with the target groups, in order to present the LASPEH project and events in an appropriate and successful way to ensure the visibility of its results and its long-term sustainability. It is necessary to put an accent on the design of promotional materials.

The development of promotional materials will take into account the rules laid down for the visibility of projects co-financed by the European Union.

The promotional video will be shown at events and in several stages of implementation. It will provide all target groups with an insight into the current state, state during the project implementation and the final state of the project area.

Organization of promotional events In order to maintain a high level of information and communication and to encourage continuous dialogue with all target groups at all levels (local, national, regional and international), information events (conferences, LASPEH project presentations, round tables, the involvement of interested media) will be organized.



Media and information campaigns, advertising on television, written media and web portals will be carried out with the aim of raising awareness of the importance of the LASPEH project and its results.

The educational material will be produced in English.

The educational programs aim to inform all target groups the knowledge about the importance of the *Pinus heldreichii* and its habitat, as an endangered species in the Lovćen National Park, and thus to warn and educate the population and all those directly or indirectly involved in nature protection. The content and level of presentation will be provided with all target groups (youth, students, foresters, the scientific community and other target groups).

Quotes/Posters, illustrated from interviews with individual project members, to inform a clear and pointed message on social networks.

## 6. CAMPAIGN ACTIVITIES

The activities of the campaign are presented in the following tables and are divided into activities that have been implemented so far and activities that will be implemented by the end of the project.

### 6.1. INFO DAY

#### **About**

During the info day organized on 24th June of 2019, PE National Parks of Montenegro informed all representatives institutions dealing with the protection of nature and the environment about the LASPEH project and its goal in the area of the NP Lovćen. It was pointed out that the project was an interregional one, involving Italy, Montenegro and Albania with five partners. The idea of the project is the conservation and to protection of habitats in the territories of these countries. Montenegro is represented by PE National Parks in this project.

#### **Objective**

Raising awareness on the endangered species *Pinus heldreichii* in the National park Lovćen.

#### **Indicator**

The Info Day was attended by representatives from the Ministry of Agriculture and Rural Development, the Environmental Protection Agency, the Institute of Forestry, the Biotechnical Faculty, the Forest Administration, Ministry of education, Inspection Directorate as well as the representatives of the NGO sector. A large number of media also attended, which adequately conveyed to the public the purpose of this project and its benefits to the environment.

#### **Result**

Introduction of project ALSPEH, its activities and goals.

## 6.2. A DAY WITH VOLUNTEERS

### **About**

The LASPEH project team from the National Parks of Montenegro has monitored the general health status and other orographic and ecological conditions of *Pinus heldreichii* on the slopes of Jezerski vrh in the National Park Lovćen. On the field visit organised on 18th September of 2019, experts from PENPMNE were accompanied by interns as well as students of the Faculty of Sciences and Mathematics, Department of Biology from Podgorica.

### **Objective**

Raising awareness of interns and students about the endangered species in National park Lovćen as well as monitoring health status of *Pinus heldreichii*.

### **Indicator**

Students and interns actively attended.

### **Result**

Students and interns attend in these activities and raised their knowledge and awareness of preserving *Pinus heldreichii* as endangered species.

### 6.3. HIKING DAY

#### **About**

During the hiking day organized on 21st September of 2019, The attendees learned about the importance of the endemic species as well as the challenges faced by the species in this area. The area where *Pinus heldreichii* is located was affected by forest fire during summer of 2017 and today we are witnessing the numerous of consequences of this fire. In order to raise awareness of visitors and locals about the important conservation of the site as well as preventative measures, representatives of NP Lovcen and NPMNE held a presentation about appropriate behavior in national parks in order to suppress the human factor in causing fires.

#### **Objective**

Raising awareness of locals and tourists about the endangered species in National park Lovćen

#### **Indicator**

In order to reach target groups of managers of protected areas and park authorities NPMNE made this activity in cooperation with representatives of NP Lovcen. Visitors of the NP Lovcen who are nature explorers and recreational hick-hikers also participated in this activity.

#### **Result**

Tourists, park managers and locals attend in these activities and raised their knowledge and awareness of preserving *Pinus heldreichii* as endangered species.

### 6.4. TRAINING AND MARKING OF BLACK PINE AND *PINUS HELDERICHII*

#### **About**

Training of rangers was organised on 22nd September of 2019. It was held in National Park Lovćen and its goal was to educate and raise awareness of employees of NP Lovćen. An associate for flora and vegetation gave a presentation about *Pinus helderichii* and *Pinus nigra* on Jezerski vrh. The same day, marking of *Pinus nigra* was realized on the slopes of Jezerski vrh.

#### **Objective**

Raise awareness of employees of the NP Lovćen about the endangered species in the NP Lovćen.

#### **Indicator**

Attendance of employees of NP Lovćen.

#### **Result**

A training was organised for the employees of the NP Lovćen on the importance and conservation of Bosnian Pine as well as marking of *Pinus helderichii* and black pine at the site.

### 6.5. A TEA PARTY IN NP LOVČEN

#### **About**

A tea party was organized in collaboration with the Department for Protection of Natural and Cultural Heritage and Sustainable Development on 29th February of 2020. Associates met youth of the Primary School of Cetinje in the National Park Lovcen, on the slopes of Jezerski vrh, and involved them in several activities aimed for raising awareness on the importance of conservation of *Pinus heldreichii* and concrete actions carried out to preserve this species thanks to LASPEH project.

#### **Objective**

Raise awareness of youth from Primary School about the endangered species in the NP Lovcen.

#### **Indicator**

Attendance of youth from Primary Schools of NP Lovćen.

#### **Result**

Organizing a short educational walk through the park, and afterwards home-made tea was served in front of the visitor center in NP Lovćen. Also, with the help of educators from the Park, activities were organized to highlight the need to preserve and protect the *Pinus heldreichii* and to outline the goals and activities undertaken within the Laspeh project.

## 6.6. INFO FLYERS

### **About**

Although we are living in the digital marketing era, designing and printing info flyers (leaflets and brochures) is still crucial for promotion today. In this way, it seeks to raise awareness and emphasize the impact of changing environmental policy.

### **Objective**

Raise awareness about the endangered species and their protection.

### **Indicator**

Informational flyers will be printed as additional promotional and info material with the main goal to inform the public about LASPEH project and its activities.

## 6.7. PROMOTIONAL VIDEO

### **About**

A promotional video will be created and tailored to the target audience. video is a powerful form of promotion, so if it sends a well-directed message, it is a really good presentation to inform the public.

### **Objective**

Increase knowlede about the endengered species and their protection.

### **Indicator**

Three short videos will be made in order to inform the public about *Pinus heldreichii* the Laspeh project and its goals and also to pomote the protec-tion of the endangered species.



## 6.8. EDUCATIONAL WORKSHOP

### **About**

Educational workshops will be organized in the municipality of Cetinje, in the Primary School, and in this way, the youth raising awareness is of the importance of nature, in this case of the *Pinus heldreichii* habitat, by promoting and learning about the ecological values of the responsible society. Working with children is very important to us because they are the future leaders and decision-makers in the field of nature and environment protection. Through this workshop, we want to make them aware of the importance of their protected area, to connect with it and become its guardians. At the same time, we want the protected areas to be recognized as educational centers, which will be visited not only by children but also by students and anyone who wants to learn about their natural values interactively and creatively.

### **Objective**

Changes in the behavior of the local population and competent institutions in protecting this habitat and species.

### **Indicator**

Organizing educational workshops for students and locals to get acquainted with the activities of the Laspeh project and the need to conserve the endangered species *Pinus heldreichii*.

## 6.9. FINAL CONFERENCE

### About

A final conference will be organized that will systematically present all achievements within the project. All decision-makers and stakeholders who are directly or indirectly involved in the management of *Pinus heldreichii* will be invited to the conference.

### Objective

Organising the final conference with all target groups and media, informing and promoting all of LASPEH project achievement.

### Indicator

Informing all of target groups about all activities realised through LASPEH project and its achievement.



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Comune di Ugento



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