

# green lps

connecting mountains people nature

## HOW POLICIES CAN ENABLE BIODIVERSITY

Final conference of the greenAlps project

Workshop 03: Beyond the application form –  
towards more performing biodiversity projects

Input and Results



13-15 October 2014

investing in your future

- What is a good project?
- How do we measure that?
- Perceptions are different.



needs

Bedürfnisse



opinions

Sichtweisen



brain

Gehirn



conduct

Verhalten



results

Ergebnisse



<http://www.ion-international.de/>



	Successful projects...	Disappointed projects...
<p><b>Objectives</b></p>	<p>Communicate with a clearly stated goal in mind</p>	<p>Communicate for broadly defined or unclear objectives</p>
<p><b>Target Groups</b> Find more information in Factsheet 3</p>	<p>Communicate to clearly defined groups of people</p>	<p>Communicate without first defining and understanding the people who should listen</p>
<p><b>Messages</b> Find more information in Factsheet 3</p>	<p>Communicate a small number of clear, concise, consistent and memorable ideas</p>	<p>Communicate a large number of different ideas, without sufficient focus, and inconsistently</p>

[http://www.alpine-space.eu/uploads/media/Comm\\_Handbook\\_All\\_Factsheets\\_2012.pdf](http://www.alpine-space.eu/uploads/media/Comm_Handbook_All_Factsheets_2012.pdf)

## Project Tools

Make sure you include all of these key ingredients in your communication plan.

Strategic overview

Situation analysis

Target groups

Objectives

Messages

Tactics

Media

Timeline

Responsibilities



*There are three ingredients for well-planned communication: objectives, target groups and messages.*



*Define your objectives by asking:  
What do I want to happen as a result?*

### **Recommendations to improve project applications:**

- Start preparation ca ½ year before call for projects
- Involve stakeholders in project development
- Create common understanding among potential partners
- Think about better biodiversity indicators
- Detailed internal reference document
- Finance (at least some) activities in advance

## How to communicate project results?

- Personal presentation to donors
- Meetings at DG Environment, coordinated by ASP
- Actively bring results to decision-makers (e.g. Ministries)
- Integrate results into macro-regional strategy for the Alps