

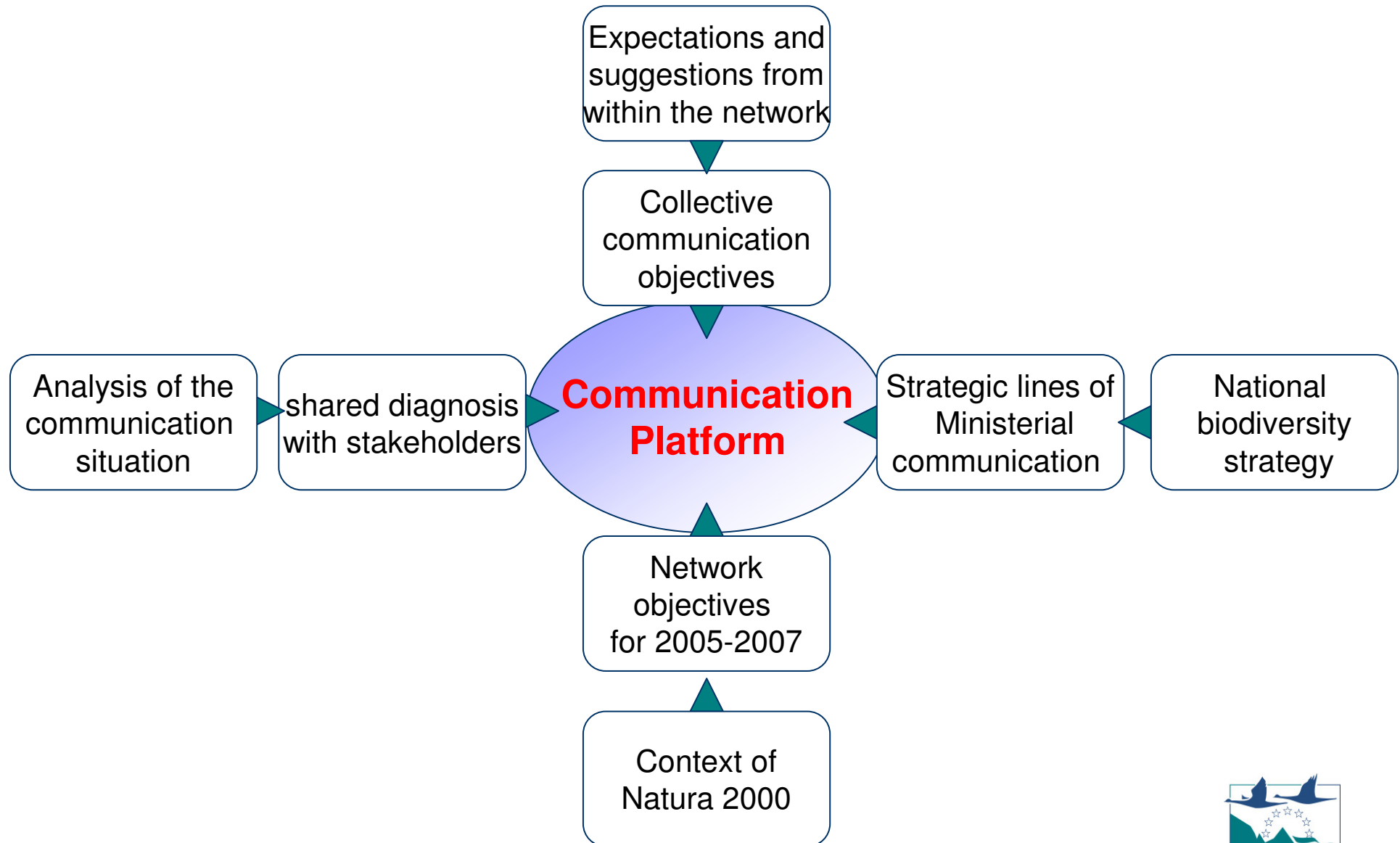


- **The communication and promotional platform of the french N2000 network ;**
- **Results of the study ;**
- **Who are the users of the Natura 2000 web sites in France ?**

*Wally Rosell*  
*Chargé de la communication Natura 2000*



# The communication and promotional platform



# The objectives of the proposed communication strategy

- To propose a **standard procedure** as a framework for all communication
  - ✓ A share diagnosis
  - ✓ The issues of Natura 2000 in France
  - ✓ Joint decisions regarding communication lines and objectives to ensure a coherent approach
  
- To enable all those involved **to elaborate their own communication strategy**
  - ✓ Suggestions for communication operations
  - ✓ A clear official government line
  - ✓ A method that can be adapted to each situation and each different player
  
- **To publicise facts and actions, without preaching or scaremongering !**
  - ✓ Do what we say and say what we do
  - ✓ Inform, listen, raise awareness, increase the positive facts.
  - ✓ Stay clear of propaganda and marketing.

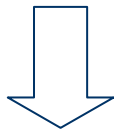


# ◆ Strategic lines

**Gain  
public support**

Public

6 objectives

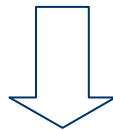


Win support  
Raise awareness  
Educate

**Inform and  
involve the  
people concerned**

People concerned  
by a site

10 objectives



Inform  
Clarify  
Reassure  
Share  
Convince  
Emphasise responsibility

**Maintain  
partner  
motivation**

Partners &  
network players

7 objectives

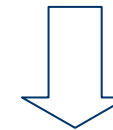


Involve  
Motivate  
Increase professionalism  
Support  
Coordinate  
Relay information

**Infuse life  
and enthusiasm  
into the network**

All the  
Natura 2000 networks

7 objectives



Coordinate  
Listen  
Exchange  
Maintain interest  
Highlight value  
Promote  
Encourage mutualism  
practices

# ◆ A study that complements the actions taken by the Environment Ministry

**Support individuals and promote the network**

- 1- **Increasing professionalism amongst all players involved**
- 2- Funding for projects
- 3- **Web information system** : National portal, extranet, standard website made available to operators

- 10- **Interregional meetings**
- 11- **Network newsletter**
- 12- **Regular information releases**

**Provide common tools and procedures**

- 4- Resources zone
- 5- **Communication guidelines**
- 6- Graphic identity
- 7- **Language elements**
- 8- **Presentation supports**
- 9- Symbol guide

- 13- **Directory of those involved**
- 14- **Scientific/technical library**
- 15- **Themed case study files**
- 16- **Presentation of Natura 2000 to elected representatives and general public** (paper documents and video)

**Linked with communication**

**Linked with Natura 2000**

*Support Operations*



## ◆ The context of the study taken onboard

- The **communication platform** for the **Natura 2000 network**
- **Natura2000 as a complex and innovative project** (scientific, methodological, sociological, etc.)
- The (very difficult) **french historical background** : political, scientific, budgetary, legal, EU sentences for French Lateness, ...
- The **diversity** of the contributors : administrators, COPIL (1700 Steering Committee) and 1700 operators on sites, stakeholders networks
- The **target audiences**: general public, site visitors, elected representatives, stakeholders,...
- To provide **tools to increase** “communication professionalism” for those working ‘in the field’ (scientists, operators, etc.)

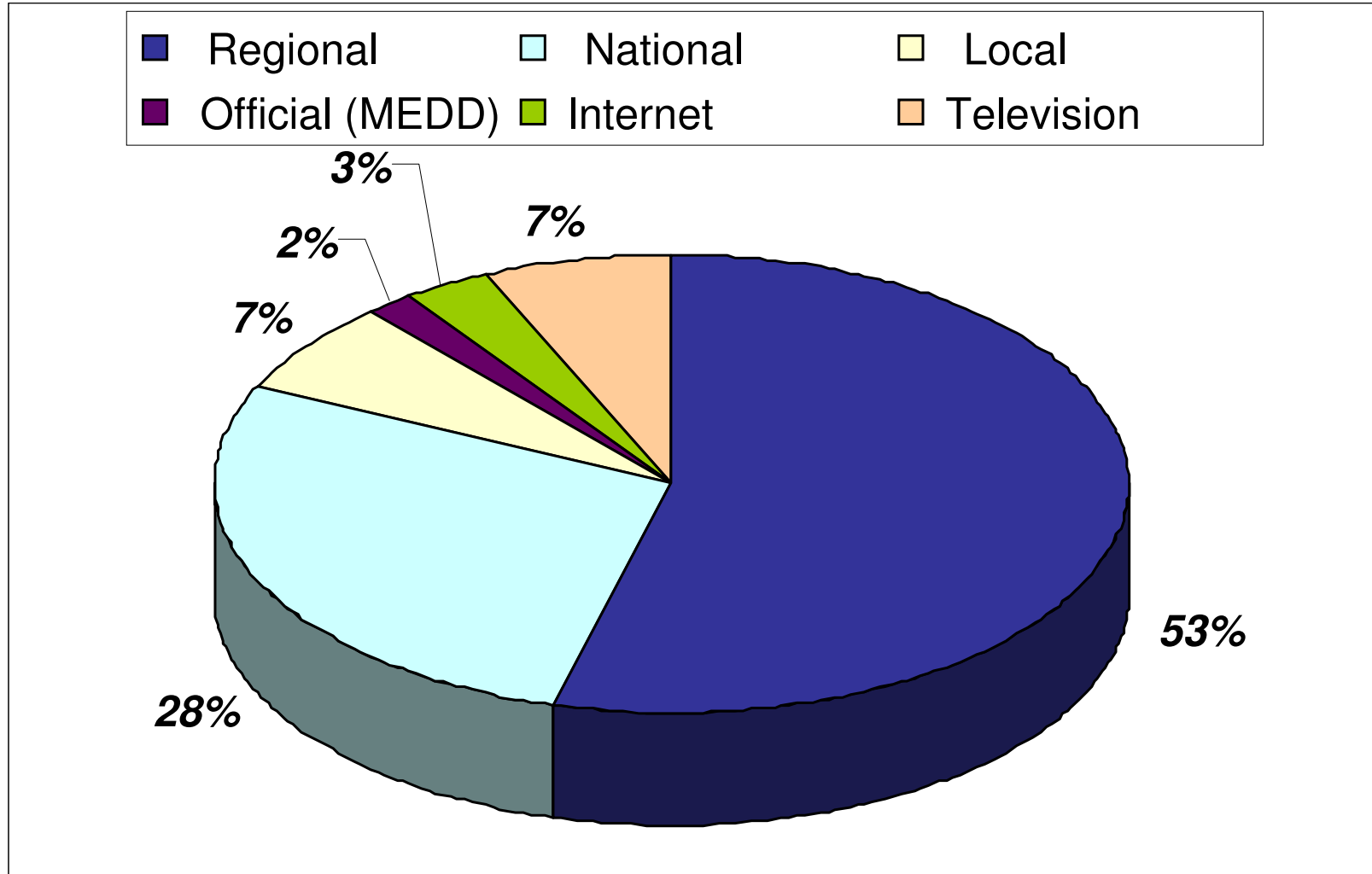


## ◆ The aim of the 2004 press analysis

- To analyse press coverage of Natura 2000 and set the record straight: the little coverage that Natura 2000 gets tends to be negative
- To analyse the documents released by Natura 2000 network issuers : national and regional administrations, local operators, etc.
- **To notice the gap between these two pictures : Are the users to the sites getting the message that we are actually trying to get across ?**
- To offer advice and good practices guidelines to the local operators and managers of the 1700 sites

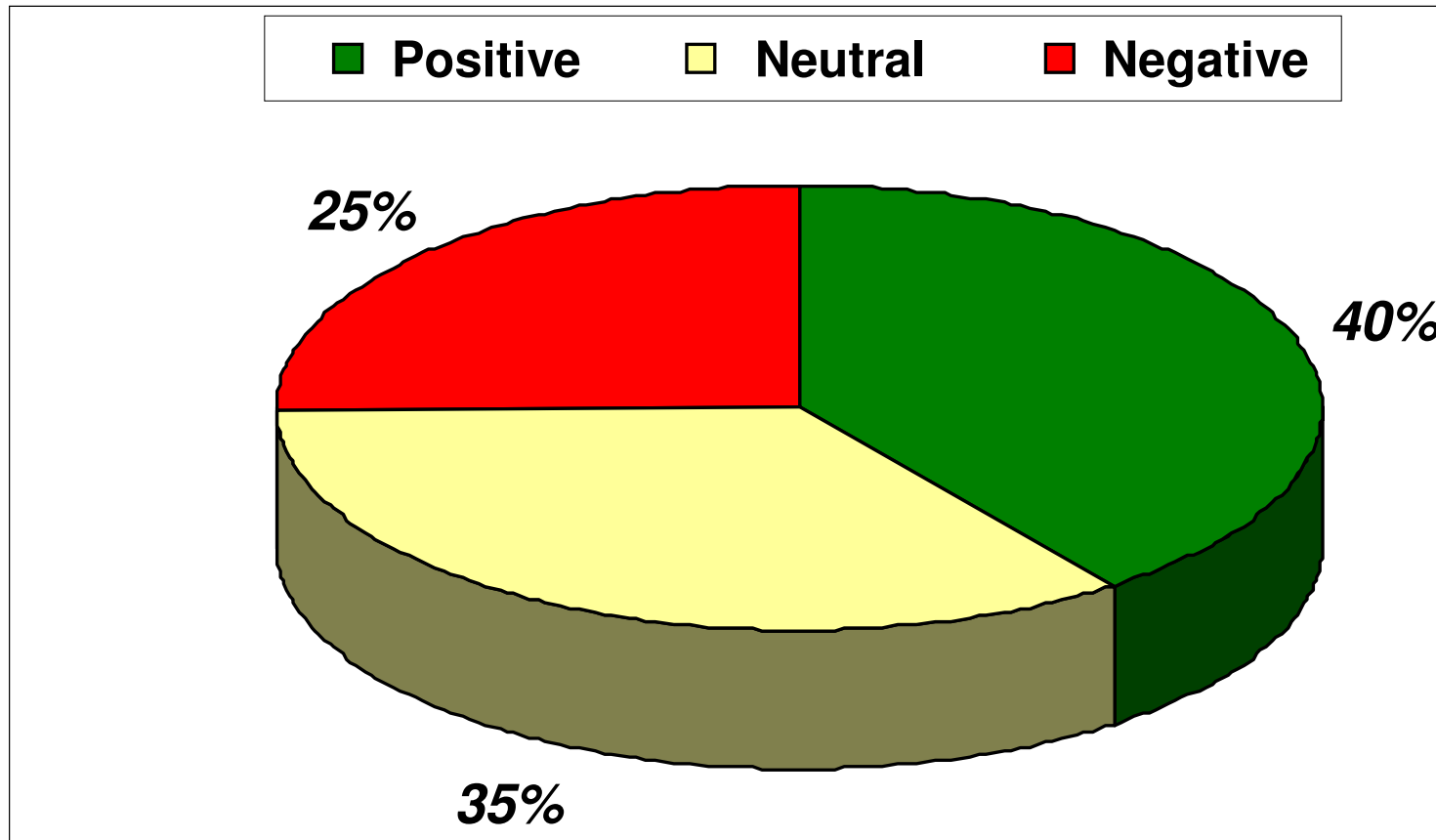


◆ **261 articles collected and analysed in 2004**





## ◆ Quantitative analysis



The regional press (in touch with the action 'in the field') features more positive or neutral articles than the national press which is mostly negative

## ◆ about *Natura 2000* ?

- **“*Natura 2000*” is indivisible** : it’s a proper noun, a logo
- **It’s rarely used correctly and is always associated with**
  - **A space**: network, zone, site, reservation (land set aside for a people), perimeter,...
  - **The Nature** : natural, biotope, biodiversity, habitats, birds, species, etc.
  - **A project** (intervention) or **a regulation** : directive, DOCOB (document listing objectives), protection, steering committee, contract,
- **The project (N2000) itself is no longer in doubt, it is how it is being applied !**
- **The history of the project must be emphasised at each Natura 2000 site (both for sites of community importance and special protection areas)**
- **The example is set by results in the field, i.e. local press coverage...**



## ◆ *Issues ?*

- *Diversity of contributors : National, regional, local*
- *How to use complementary tools : monthly publishings, correspondence, webzines, brochures, meetings, events*
- *Over 130 acronyms used and just as many words used regularly. + 2,000 to 4,000 species and habitats...*
- *Schizophrenia:*
  - *Texts : “Human being” at the heart of the project*
  - *Picture : Nature before mankind, the idea of over-protecting nature (opponents’ view)*

**The site administrators’ fear of the press**  
due to the absence of strategy or of the “prefect” fear ?

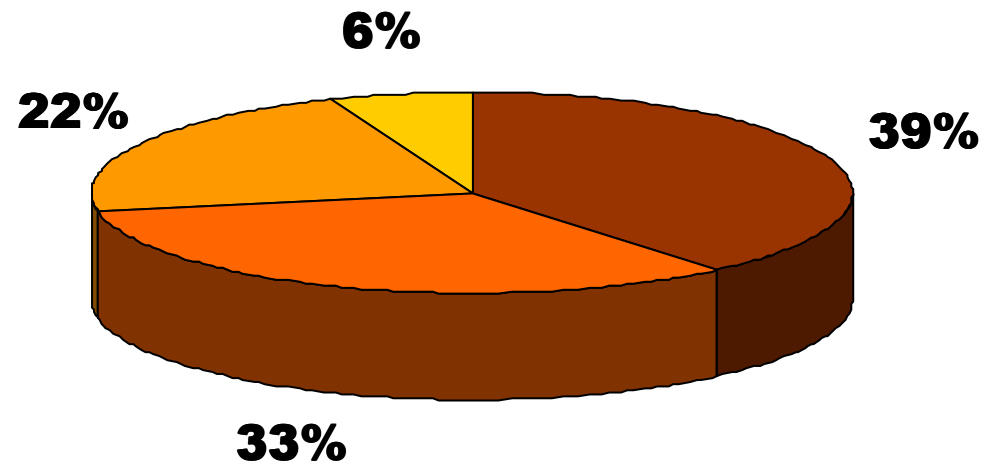


## ◆ So ...

- **Explain what really goes on in a site :**
  - to manage the Natura site life (empty time / full time)...
  - to manage, the guarantee of the debate, the controversy ;
- **How much does an article (tv, radio report) or a brochure (periodic) cost ?** (same target)
- **Encourage others to speak on our behalf :** The same information is judged to be more credible when it is distributed by the 'independent' media or a neighbour (geographic or sociologic).
- **The many contacts of local stakeholders and opponents** versus the empty address books of operators or local administrations
- **Anticipate crises through regular contact**



## THE PROFILE OF THE 200,000 WEBSITE VISITORS (/year)

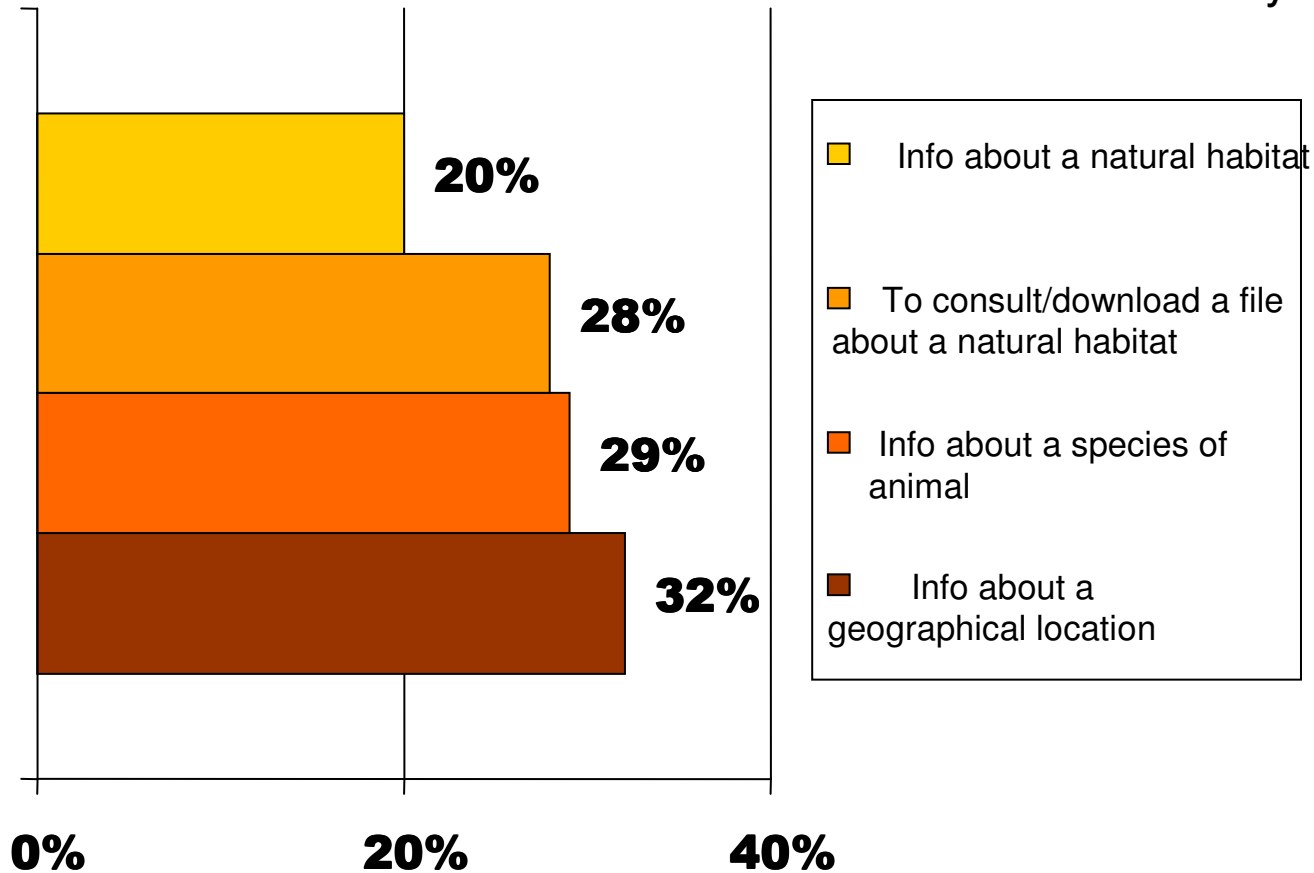


- Pupils, students, researchers, ...
- I'm using your web site for my work
- Leisure, associations, tourism
- Natura2000 site inhabitants



## MOST SOUGHT AFTER INFORMATION

67% of visitors found the information that they were looking for  
77.5% of visitors are satisfied with the information that they found



# NATURA 2000 INFORMATION SYSTEM

Environment Ministry (MEDD) – Department of Nature and Countryside (DNP)

ecologie.gouv.fr

DNP IS

Natura 2000 Information System (IS)

Natura 2000 Portal

Commissioned national project sites:  
Natura 2000, ATEN, CNASEA, MNHN

Regional level:  
Natura 2000 rubrics in the DIREN sites (Regional Divisions of the Environment Ministry)

Steering Committee

Editorial Committee

**French département level:**  
**Agriculture and Forestry**  
**Dept. rubrics -**  
**Prefectures**  
**Local level:**  
**Local Natura 2000**  
**rubrics and sites**

Partners' sites

Natura 2000 Portal Charter

