



Ministry of Environment  
and Food of Denmark  
Nature Agency

# Communication and public awareness

Examples from Ramsar site Lille  
Vildmose

Peatland Conservation and Wise  
Use in the Context of Climate  
Change  
11-14<sup>th</sup> September 2016  
Peter Hahn



Ministry of Environment  
and Food of Denmark  
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# Project area Lille Vildmose



# Targeting stakeholders

- In many restoration projects a stakeholder analysis is necessary to target the information in the right way using the right communication platforms.
- **One-way communication**
- Specific targeted information
- Dissemination and education activities
- Stakeholder analysis
- **Broad public, public outside project area, general information**
- Newsletters, advisory boards, local focus groups
- Guided visits, Facebook, film shows, public arrangements



# General information



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- In many restoration projects a stakeholder analysis is necessary to point out ambassadors for the project and target the information in the right way using the right communication platforms.
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# Local focus groups and public meetings



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# Visitor centre





# Facebook and Youtube



# TV spots

## Elgene er sluppet løs i Lille Vildmose



**MICHAEL ENGBERG**  
Naturguide, Lille Vildmosecentret

I Lille Vildmose blev fem elgkalve i dag sluppet ud i det store mellemområde, hvor de skal være naturplejere. Men elgene er gode til at gemme sig og ikke sådan lige at få øje på.

Den store dag er kommet. De fem elge i Lille Vildmose er sluppet løs.

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- Aalborg
- Natur



# Public facilities



**Disseminate information about the importance of keeping our peatlands wet to a broad audience needs a range of platforms to communicate from.**

**So, a stakeholder analysis is an important part of a restoration project.**