



What was your best CEPA activity in this triennium?

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<p>Your Position/Role and Country:</p>	<p>Assistant of project manager BROZ (Regional Association for Nature Conservation and Sustainable Development), Slovakia.</p>
<p>Title of your CEPA activity/product</p>	<p>2 interactive travelling exhibits on life in the wetlands of the Danube region, one focused on the Danube birds, and the second one on root voles, both targeted not only at the species presented but also at conservation of wetlands as their primary habitat.</p>
<p>Other collaborators – please identify other organizations that assisted you or were your partners</p>	<p>Pisztráng Kör (Hungary), Szite (Hungary)</p>
<p>Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)</p>	<p>School-age children, students, general public</p>
<p>What was your key message?</p>	<p>To communicate the unique biodiversity of wetlands and importance of their protection.</p>
<p>When did this event take place/when was your product launched?</p>	<p>Since 2009 – still in place.</p>
<p>Brief description of your product/ activity / material you used</p>	<p>Two interactive travelling exhibits created as a part of projects focused on conservation of wetland birds, root voles as well as their natural habitats. They present an excellent means of conveying the message of importance of wetland protection to the general public, especially school-age children. Thanks to their mobile nature, the exhibits target a wide audience and help promote broad public awareness on the issue. Since launching, the exhibits have attracted a total of 22,451 visitors in 34 places across three different countries (Slovakia, Hungary, and Austria).</p>
<p>What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; volunteer help with a wetland project; newspaper article; fund-raising etc)</p>	<p>To raise public awareness about the issue of conservation of wetlands and their biodiversity.</p>
<p>What kind of impact did this activity/product have on the target audience?</p>	<p>The participants' feedback has been more than positive. The interactive, hands-on nature of the exhibit accompanied by expert commentary effectively help to the retention of the information received during the visit. The participants reported improved understanding of the importance of wetland conservation.</p>
<p>Is there a follow-up activity/product planned, if yes briefly describe</p>	<p>Presentations and guided excursions for public, publishing of promotional materials and products; launch of an educational trail and panels in the project areas; a movie about life of root vole etc.</p>
<p>Why do you identify this as your best CEPA intervention? What makes it stand out?</p>	<p>It's a highly effective means of raising the public awareness on the issue of wetland protection.</p>
<p>What was the source of your funding?</p>	<p>Both exhibits were financially supported through European Commission's LIFE + programme.</p>