

What was your best CEPA activity in this triennium

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Your Position/Role and Country:	Environmental education specialist, Mala Fatra National Park, Slovakia; State Nature Conservancy of the Slovak Republic
Title of your CEPA activity/product	EKOPLAGÁT '11 - THE INTERNATIONAL EXHIBITION AND CONTEST OF ISSUED POSTERS ON THE TOPICS OF CONSERVATION OF NATURE AND ENVIRONMENT
Other collaborators – please identify other organizations that assisted you or were your partners	The Ministry of Environment of the Slovak Republic, The self – governing region of Žilina, Museum of Arts in Žilina, The Carpathian Wetland Initiative
Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)	General public, schools, designers, designer studios, government and other environmental organizations
What was your key message?	To present, confront and stimulate the international production of posters on the environment and nature; to encourage the public to take an active part in solving the environmental problems in the world. We dedicated the 2011 exhibition to the celebration of the 40 th anniversary of the Ramsar Convention.
When did this event take place/when was your product launched?	From 3 rd November to 4 th December 2011 with a possibility to other installations
Brief description of your product/ activity / material you used	The Triennial exhibition EKOPLAGÁT has been organized since 1978. In 2011 it was dedicated to the 40 th anniversary of the Ramsar Convention. Based on the decision of the International Committee, the best works were awarded with a prize - Grand Prix, 1st Prize, 2nd Prize, 3rd Prize and a Special Prize of the Carpathian Wetland Initiative. A catalogue of the posters was printed at this occasion available at www.npmalafatra.sk . There were several site events such as Poster of the Public (voting of the visitors of the competitive exhibition for the best poster in the showrooms of the Gallery of Arts in Žilina and on-line voting), the Show of the winner of the Grand Prix, exhibition of the collection of posters from previous years installed at the Ministry of Environment of SR during the Open Day and during the 7 th European Regional Ramsar Meeting in Trnava in September 2011.
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)	Altogether, there were 73 authors from 21 countries of Europe, Asia and America, who registered 180 posters in the 12 th triennial of the competitive exhibition EKOPLAGÁT 2011. On 5 th October 2011, the committee chose 126 posters from 62 authors and 18 countries out of all the registered posters.
What kind of impact did this activity/product have on the target audience?	Interest in the event was reflected by substantial participation of the artists, who still feel the need to express their opinion on nature and environment protection. High number of exhibition visitors (972 per month) shows that the posters addressed the public.
Is there a follow-up activity/product planned, if yes briefly describe	EKOPLAGÁT is held once in three years. 13 th triennial will be held in 2013.
Why do you identify this as your best CEPA intervention? What makes it stand out?	The event has been held for 30 years already. The last time there were 20 artists registered from Iran. Exhibition of the posters encourages the discussion, contemplation and re-evaluation of the unsustainable life style.
What was the source of your funding?	City of Žilina – event advertising Kofola Rajec s.r.o. - part of the refreshment Conservatory in Žilina - cultural programme The organisation of the exhibition and making of the catalogue has been made possible by the support of The Carpathian Wetland Initiative and the Ministry of Environment of the Slovak Republic.