



# LIFEinFORESTS

A PIONEER Professional project on  
Natura2000 forests of Hungary

Pál Bódis (WWF Hungary)



PALERMO | 11 NOVEMBRE 2019

**LIFE E RETE NATURA 2000**

Dall'esperienza dei Progetti verso un modello condiviso per la Gestione Forestale

**LIFE AND NATURA 2000 NETWORK**

From Projects experience to a shared model for Forest Management

# The aim of the LIFEinFORESTS project

„Improved communication, cooperation and capacity building for preserving biodiversity in Natura 2000 forests”

- **improving the conservation status** of the Natura 2000 forest sites in Hungary,
- identifying, developing and implementing a set of tools that support skills development,
- **active communication and cooperation** of the key stakeholders in the management and conservation of Natura 2000 forests.
- introduction of **nature conservation forest management** practices
- Enhancing **Natura2000 forests naturalness**
- + **introduction of the Natura 2000 network** and its importance (also for the greater public)

# Natura 2000 forests of Hungary

## Hungarian Forests and Natura 2000

Total forested area is 1,95 M hectares, which is 20,8% of Hungary.

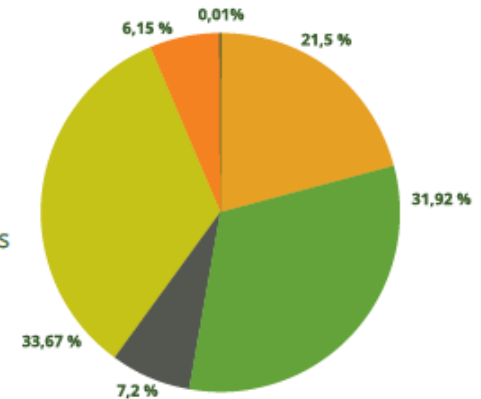
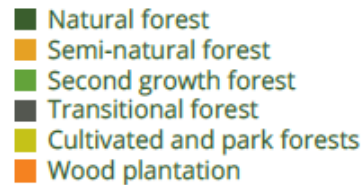
55% state property, and 54% owned by private forest owners, and communities (municipalities)

389,7M br. m3 living tree biomass stock.

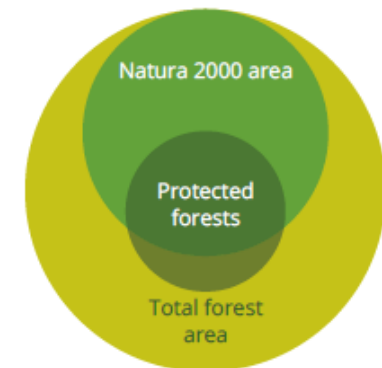
Annual Growth 13M br. m3

Annual harvest 7,8M br. m3

### Naturalness of Hungarian forests



### Distribution of Natura 2000 and protected areas



# The project in numbers

**Total budget: 1.190.753 (EU Contribution 588.378) (total spending: 1.178.342 )**

**8 project consortium members 4+1 year (2014.07.01-2019.03.31.)**

**30 actions, with numerous sub-actions**

**Around 35 employees, and lots of external experts worked on the project**

**15 study trips**

**Around 50 trainings for different target groups**

**More than 2000 participants**

**More than 10 publications (scientific studies, handbooks, training materials)**

**Project films 2+5, and animation film series 6 episodes**

**2 national wide media campaigns over 2 M reach**



# Our project consortium



PILISI  
PARKERDŐ ZRT  
PARKERDŐ AZ EMBERÉIÉRT

## Relevant high level sectoral organisations:

- Hungarian Forestry Association
- Association of Hungarian Private Forest Owners
- 3 National Park Directorates
- Professional On-line communication partner

# The perfect project consortium



PILISI  
PARKERDŐ ZRT  
PARKERDŐ AZ EMBERÉIÉRT

**Crucial and vital!**

- To show credibility
- to strengthen active communication among actors
- to mobilize key actors and experts
- To reach the most important professional target groups

The most important ingredient:

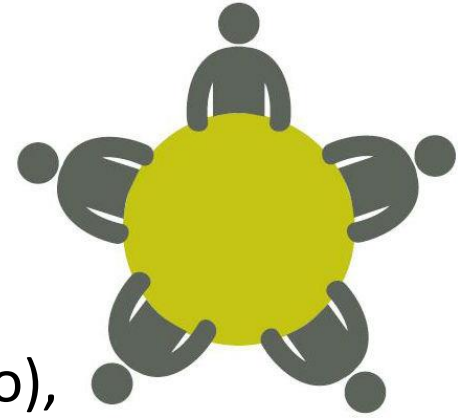
**„green people”**

Working on the same „material”, curious on others work



# Target groups

- State forestry experts and decision makers
  - Private forest owners,
  - Private forest managers (could be owners also),
  - Licenced forest managers
  - Authorities
    - forestry,
    - nature conservation,
  - Science
    - (institutions and experts)
- The next generation of experts  
(greater public)





# Support of the work in Natura 2000 forests

## Background for the work:

- Educational and training materials
- Science studies (ecology, economy, and sociology)
- Natura2000 forests handbook
- Information brochures
- Policy booklets



# Cooperation of the key stakeholders

## Strengthen the communication of the key stakeholders

- Roundtables
- Workshops
- Info days
- STUDY TRIPS

**Personal involvement!**



# Support of the work in Natura 2000 forests

- Common learning activities, shared experiences
  - Field trainings, seminars (subsidy system, natural values, management)
  - Study trips
  - Conferences



# Best practices

- Relevant professional publications related to Natura 2000 sites
- Promotion of the best private forest owners - Local hero campaign based on the project film (five episodes)
- Introduction of Marteloscope method in Hungary
- Addressing the next generation
- Professional layman communication (press trips, online and offline communication)



**2.000.000+ media reach in a nature conservation project targeting forestry sector**



# Extra activities

- More than 400 students were educated on Natura 2000 (via lectures and field visits)
- Sopron University  
- Faculty of Forestry
- 4 Hungarian vocational schools of forestry



Kiegészítő képzések erdészeti szakirányítók számára



Előadássorozat szakközépiskolai diákoknak



Egyhetes tanulmányút természetvédelmi mérnök hallgatóknak



Előadássorozat egyetemi hallgatóknak

# Communication

## Difficulties and challenges

- Reaching the target audiences can be tricky
- Target group not responding to call
- Motivated and interested professional press is hard to find
- Grabbing the mainstream media's attention is not always easy

LIFE WITHOUT  
INTERNET



There is no life.....

## Successes

- Promotion of the best private forest owners
  - International conference
  - Press trip
  - Addressing the next generation
- + Creating a trustful atmosphere where all actors felt confident to tell their point of view, raise questions and share difficulties



## And the secret is...

- Detailed communications plan and target audience analysis +sticking to them
  - Reliable and active project partners
  - Personal press connections
  - Flexibility and creativity
- + Creating a trustful atmosphere where all actors felt confident to tell their point of view, raise questions and share difficulties





# A little about project management

- **Creativity and flexibility** (LIFE is a good environment for this)
- Partner coordinators: **„daily” contact, and friendly approach**: appropriate environment or RAISE and SOLVE the challenges
- **High level expertise**: not just on project management but in the Forest management nature conservation, and forestry policy
- **Experience** on project administration,

A little about project management:

Something like mountaineering



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You have the goal



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You have the goal

You can follow good people, and work together



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You can follow good people, and work together

You have to react to the environment and changes



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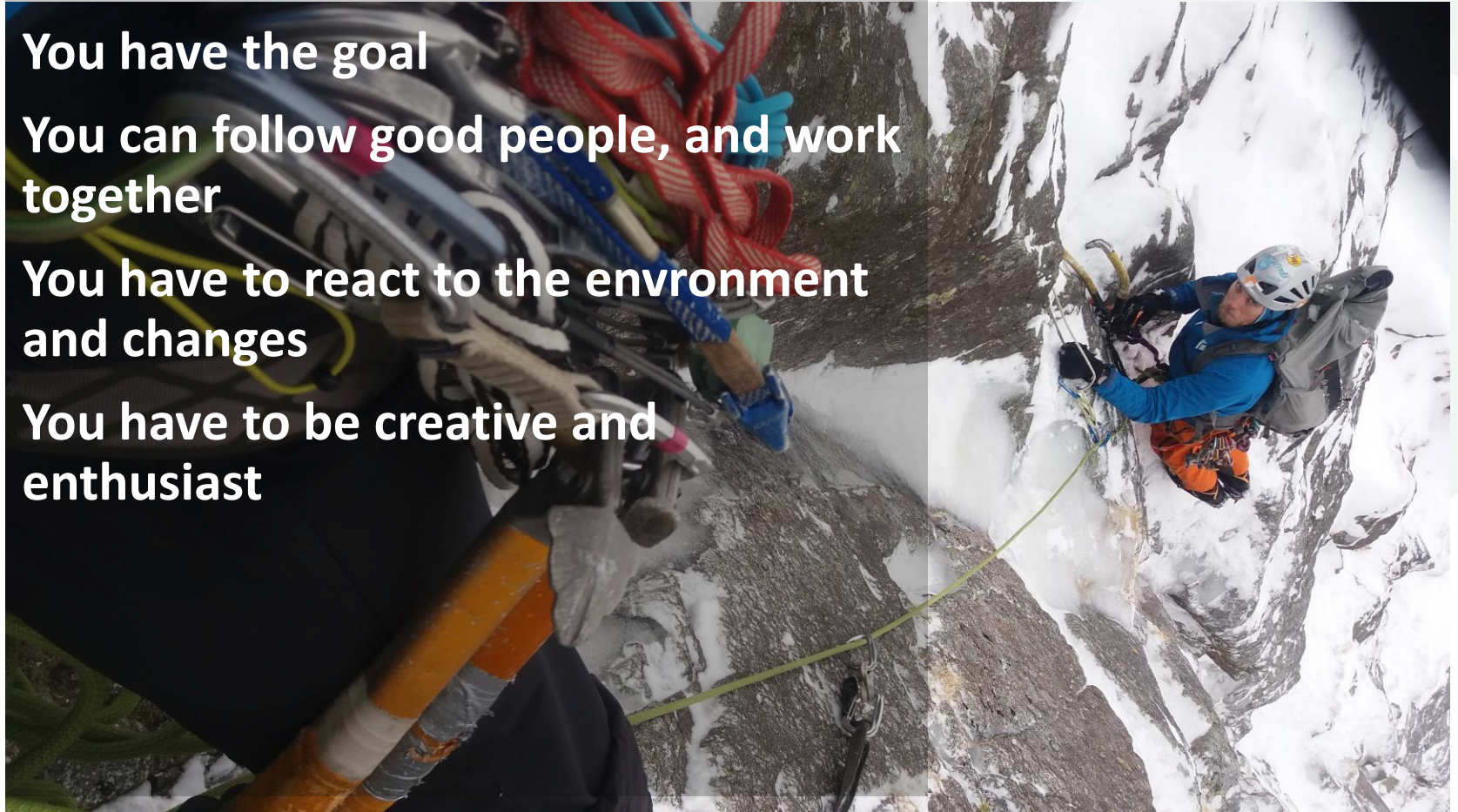
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You have the goal

You can follow good people, and work together

You have to react to the environment and changes

You have to be creative and enthusiast



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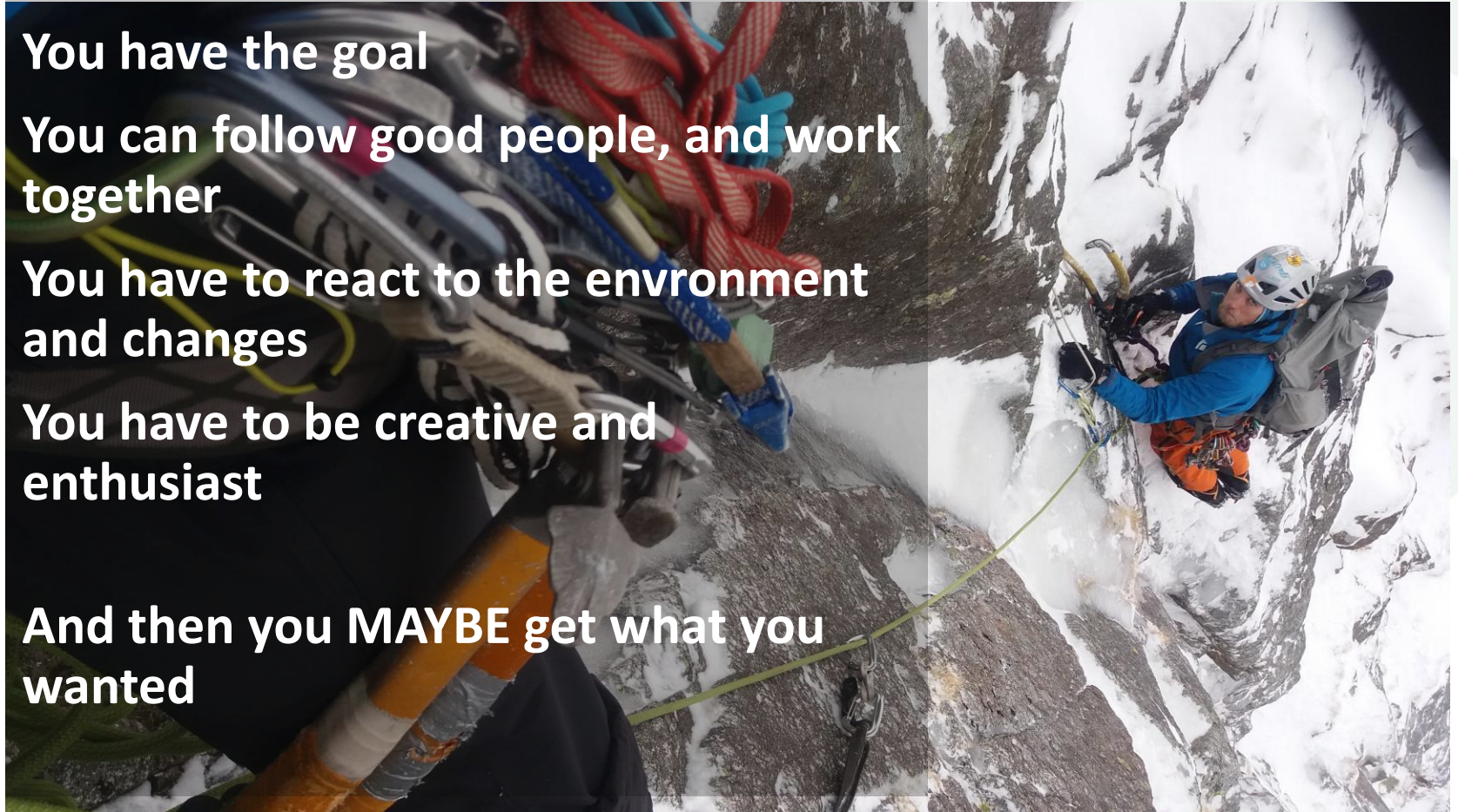
You have the goal

You can follow good people, and work together

You have to react to the environment and changes

You have to be creative and enthusiast

And then you **MAYBE** get what you wanted



# Thank you for the attention!

lifeinforests.eu

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