



# deliverables

## Awareness



### Protection of Biodiversity of the Sava River Basin Floodplains

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## Protection of Biodiversity of the Sava River Basin Floodplains

### Communication Strategy

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## 1. Introduction

One of the main challenges for the management of the Sava River is to reconcile economic development with sustainable use and protection of the landscape and biodiversity along the river. To secure integration of the protection of landscape and biodiversity along the Sava into the management of the Sava river basin, IUCN and Wageningen International have jointly initiated the development of the project "Protection of the biodiversity of the Sava Basin Floodplains". The project aims to support the Sava Basin countries in identifying, designating and managing the ecological and landscape diversity and in supporting the implementation of the EU Birds and Habitats Directive. One of the key objectives of the project is *'Raising awareness of all stakeholders on the biological values and landscape functions along the Sava River'*. In frame of that objective this Sava Biodiversity Protection Communication Strategy has been developed.

## 2. Project objectives

The communication strategy is of course closely linked to the overall project goals. The overall and specific objectives of the project have been formulated as described below.

### Overall and specific project objectives

The overall objective of the project is to protect and manage the unique landscape and biodiversity along the Sava River, (i.e. manage the unique landscape and biodiversity of the Sava Floodplains). The project aims to achieve that objective by supporting Bosnia and Herzegovina, Croatia, Serbia and Slovenia to:

1. identify (current status and threats), protect and manage floodplain areas of importance for the landscape and biodiversity applying the criteria of the Birds and Habitats Directives;
2. design a coherent transboundary ecological network of the core areas, buffer zones and corridors;
3. identify floodplain areas capable of storing floods
4. (re-)introduce and sustain land use practices (e.g. grazing by domestic animals) that support the protection of the landscape and biodiversity;
5. support the development of the rural tourism;
6. raise awareness on the need to protect and manage the unique landscape and biodiversity along the Sava through transboundary co-operation;

To be able to reach these objectives involves extended communication with different stakeholders and stakeholder groups. Still, transferring a message to different stakeholders and/or stakeholder groups and for communication to be effective, a communication strategy is needed. Such a communication strategy needs specific communication objectives, which are of course closely linked to the overall project objectives as described above and, maybe more important, they are developed to address specific target groups. The communication strategy tries to support achieving the goals of the project by focusing on the contribution of communication in increasing people's knowledge, enhancing people's skills or even contribute to adapting the behaviour of people in





River springs in Slovenia and runs through Croatia for 510 km constituting the border with Slovenia for 2 km, and with Bosnia-Herzegovina for 311 km and discharges into the Danube in Serbia. The most important landscape characteristics are found in the central Sava Basin with a mosaic of natural floodplains and cultural landscapes formed by traditional land-use patterns in the past typical to the river valleys of the whole Central Europe. The PEBLDS has listed the Sava floodplains as a river corridor of European importance for preserving Europe's biological heritage. For the Sava River floodplains, four Ramsar sites have been designated, i.e. Lonjsko and Mokro Polje Nature Park in Croatia, Obedska Bara and Zasavica Special Nature Reserves in Serbia, and Bardača Wetland in Bosnia and Herzegovina. Lonjsko Polje is one of the largest alluvial wetlands in Europe including floodplains of seasonally flooded lowland woodlands, marshes, meadows and fishponds. Apart from the four Ramsar sites, there is a number of protected landscapes along the river, such as Odransko polje or Gajna. Finally, one of the largest and most valuable complexes of the Common Oak forests at European level is situated along the Sava River, spanning Croatia and Serbia.

## **Situation analysis**

From the social and economical point of view it is important to stress that during the 1990s the Sava Basin, especially the bordering areas of Bosnia-Herzegovina and Croatia were under the strong pressure that resulted in decreasing population growth and migrations, economic development was hindered or even stopped, factories closed. Still there are many effects that can be felt – poverty, low incomes, high unemployment rate, lack of cross border cooperation and a difficult political situation in Bosnia and Herzegovina. All these effects led to the misuse and illegal usage of natural resources that is certainly an important element to take into account when working in the area.

As mentioned above Sava Basin still holds a unique mosaic of natural, semi-natural, cultural and anthropogenic` altered areas; and still it is seen as a huge development potential for all Sava countries, mainly in hydro potential, navigation, irrigation, industry and tourism. The fact that Sava Basin still holds natural landscapes and huge biodiversity can be thanked to the past political and social circumstances because of which it was under much less economical pressure as the rest of the European rivers.

Luckily the importance of floodplain areas for flood protection was recognized long time ago, and many floodplains have been conserved as such till now.

The Sava area, like river areas in general do, always attracted people and human settlements were established in the basin. Several urban centres occur, like Ljubljana, Zagreb and Belgrade, and many rural ones, from which many of them managed to conserve their identity throughout decades. Traditional agriculture can still be found in the rural areas, as well as traditional handicrafts, and breeding of traditional cattle is still important (e.g. 'Turopolje' pig, 'Mangulica' pig and the 'Posavina' horse).



In the second half of 20<sup>th</sup> century intensive agriculture was very strong in the area, and served as one of the development triggers for the countries, but nowadays many agricultural fields are abandoned, especially as a result of the situation in the '90s. A similar situation was faced by industry that also collapsed during the '90s.

Currently the Sava area is facing huge environmental pressures: urban waste water, the oil industry, hydroelectric power plants (in Slovenia), sediment extraction and intensive construction, intensive agriculture, and plans for restoration of the navigation route along the Sava with the plan to build a Sava-Danube Canal which could eradicate the biggest *Quercus* forest in the area (Spačva).

It is important to mention that in 2002, the Sava countries signed a Framework Agreement regarding the Sava River Basin. All countries agreed on a common management of the river and established the International Commission on Sava River Basin ([www.savacommission.org](http://www.savacommission.org)), which should ensure integrated and sustainable management of the river in the future.

The agreed management of the river by the four countries is a huge step forward, still there is a need for recognizing natural and cultural values and the actual valuation of these cultural and natural resources. Especially the economic valuation of resources and the functions that the Sava provides, is a must as to ensure the river's sound future management. Besides, promotion of the functions and benefits of the Sava to all levels of society is pivotal for a better ecological and economical and thus social situation in the area. A healthy river basin depends upon all inhabitants and users of the River Sava and its floodplains.

## **The stakeholders of the Sava River Basin**

There is a wide variety of stakeholders that have an interest or impact on the management of the river Sava and the basin as a whole. A comprehensive list of stakeholders has been elaborated within this Sava Biodiversity Protection project.

The project as a whole and in particular the Communication Strategy will as much as possible try to address all stakeholders identified but some stakeholder groups have been identified as key stakeholders in the frame of this project. These 'priority' stakeholder groups to be addressed are:

- People living along the river Sava (i.e. farmers, cattle/horse/pig breeders, school children and their parents and other inhabitants);
- Resource managers: Forestry, water management and agriculture sector;
- Decision makers: national, regional and local government;
- International organisations: International Sava River Basin Commission, International Commission for protection and sustainable use of the river Danube.

It is assumed that the priority stakeholder list as mentioned above will have most effect in terms of reaching the project's objectives. For the successful implementation of the communication strategy addressing this priority list of stakeholders will as well be most effective.



## 4. Target group of the Communication Strategy

As stated above the list of key stakeholders that should be addressed for the successful implementation of the project will also form the target group of the communication strategy. To be successful and effective, the communication strategy should be focused as much as possible on the needs of the identified target groups. Representatives of the target groups have to be chosen carefully to be able to have a sustainable spin off of the communication efforts.

These target groups were chosen based on their direct or indirect impact on the biodiversity of the project area, namely the Sava river and its floodplains. This impact could be positive or negative. Because of this impact these groups are selected as main target groups of the communication strategy.

Chart 1 showed how the target group, their activities and needs on the one hand and the overall project objectives on the other hand are 'shaping' the formulation of the objectives of the communication strategy.

Also to be able to identify the main message that in frame of the project needs to be delivered to the target groups, it is necessary to be aware of their needs, interests, their activities and/or specific field of work. Identifying their needs and activities will also illustrate the impact each group has or may have on the river Sava and its floodplains. For the target groups as identified earlier, their needs, interests, activities and /or fields of work have been described below.

Target Group	Needs/Interests/Activities/Field of work
<b>People living along the River Sava: Farmers</b>	They need a farm land that they could use. The farm land is private owned or state owned also it could be given to the farmers to use it for a symbolic fee. The organic farming is developing activity in the area and it should be encouraged more by the states. What is more important are the traditional agriculture practices being practiced in the Sava floodplains for centuries in more or less non altered way. However, some farmers need knowledge on those practices (counts mainly for BiH), experience sharing and forming of cooperatives to make them competitive on the market.
<b>People living along the River Sava: Horse/cattle breeders</b>	They need an area for grazing (the bigger the area the more chance they have securing income); they see privatisation of pastures as a huge problem and they should be kept in state ownership; they are very dependant as well on the water regime and they see a necessity in conserving present <i>natural</i> water regime; there is a huge need of incorporating their work in present tourism activities, also involving other interested stakeholders in the activity – strengthening of trading, cooperation and knowledge/experience sharing.
<b>People living along the River Sava: School children and their parents</b>	They need new knowledge and skills so it could lead to change of behaviour and awareness of their families as well. Different events like workshops, field trips and school in nature could be the useful means of transferring the messages. It is useful as well to provide them many information and promotion materials.



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<p><b>People living along the River Sava:</b> Other inhabitants of the Sava floodplains</p>	<p>People that live in the Sava area and are not directly depending on land use as such want to have increased living standards by improved economical possibilities and have their livelihood, that could lead to stop or decreasing migration trend from the area. They need to get more knowledge and awareness about the area, and be supported and give the idea for income generating activities. Tourism is an option here.</p>
<p><b>NR managers:</b> Forestry sector</p>	<p>Primarily state owned forests and forest companies. As an economical sector they want to continue conducting forestry activities in the area so they need to preserve the current forested area or to increase it in size and conserve the quality of forest compounds and wood mass. To conserve the floodplain forests an adequate water regime of periodical floods and conserved river dynamics is needed. At the same time the forests benefit from species diversity.</p>
<p><b>NR managers:</b> Water management sector</p>	<p>State company. Their duties involve: water regulation, floodplain protection, water purification and water allocation. As a company they want to keep conducting excavation of the sediments as it is a highly profitable activity and there is a high demand for sediment as construction material; above that as a regular activity they perform regulation of the river for the purpose of river bank protection, river bed maintenance and flood protection, which is highly related with improvement and maintenance of the Sava waterway and inland waterway purposes for navigation.</p>
<p><b>Decision makers:</b> local, regional and national government</p>	<p>One of their main goals is to become an EU member. In addition they want to succeed in implementing sustainable (economic) development process in their area or country (to see everyone/all stakeholders/their voters pleased). Of importance also is the implementation of national and international laws on all state levels.</p>
<p><b>International organisations:</b> International Sava River Basin Commission (ISRBC)</p>	<p>Their main goal is to improve navigation for the Sava to an IV or even V category. They are obliged to produce a River Basin Management Plan as required by the EU Water Framework Directive and for that they need water, economy, society and biology related data from all the countries – they are benefiting from strengthened cooperation between countries and sectors, and the results of this project are very valuable for the preparation of IRBM plan.</p>
<p><b>International organisations:</b> International Commission for the protection and sustainable use of the Danube (ICPDR)</p>	<p>They are mainly oriented to conservation and sustainable use, and they want to improve the water management practices in our countries, successful implementation of Water Framework Directive and conducting good public participation practices.</p>



## 5. Objectives and outputs communication strategy

### Overall and specific communication objectives

By the end of this project the Communication strategy has '*Raised awareness of all stakeholders on the biological values and landscape functions along the Sava River*' and specifically:

- a. Increased the understanding of the need for biodiversity conservation along the river Sava and within the Sava basin in general;
- b. Enhanced the understanding of different stakeholders (including broader public) about river and floodplain functions and the need for linking and connecting natural areas and ecosystems within the Sava basin;
- c. Enhanced the knowledge of people on the concept of a 'river basin' and why the basin is used as a unit for protection and conservation;
- d. Enhanced the understanding of different stakeholders on the importance of cross-boundary and cross-sectoral communication and cooperation for achieving the goals as mentioned above;
- e. Improved transboundary cooperation on nature protection and sustainable use of the water resources along the Sava;
- f. Promoted and increased the interest towards a traditional way of living along the Sava (including the wise/sustainable use of resources) adapted to the current trends;
- g. Enhanced the understanding of [national, regional and local government] on the need for a continued monitoring of the status of biodiversity in the Sava Basin (especially the Sava floodplains);

### Challenges

Although there will be many factors supporting the implementation of the communication strategy (e.g. events already organised in the region in support of safeguarding traditional practices, the existing interest in small scale and 'sustainable' tourism initiatives etc.) and reaching its objectives, we cannot neglect that there will also be challenges that need to be faced. The challenges to reach the set communication objectives are described below in correspondence with the communication objectives a. to g. as mentioned above.

Ad. a, b and c:

- The attitude of different stakeholders (including the possible lack of interest of the public towards nature conservation and therefore it will be extra challenging to successfully explain the benefits of safeguarding river and floodplain functions);
- How to best communicate the benefits of increased biodiversity conservation of the Sava basin to all stakeholders;

Ad. d and e:

- The International Sava River Basin Commission (ISRBC) is supporting the enhancement of transboundary cooperation but yet the focus of the Commission is on the economical aspects. This communication strategy focuses on the ecological and social aspects of transboundary cooperation in the Sava River Basin, which is often more challenging regarding the support of different stakeholder groups.

Ad. f:



- To be able to respond to the rural migration to the urban areas. However, in Croatia, Bosnia and Herzegovina and Serbia, people do have a preference for having their livelihood in their place of birth. Most important will be to organise an event showing the options for alternative sources of income while benefiting from the traditional way of life. At the same time the communication strategy needs to build the appreciation of especially urban communities towards saving the traditional way of life along the Sava and promoting the support for the cultural values in each of the countries.

Ad. g:

- Regarding a continued monitoring the challenge lies rather in whether the government will see this as a priority on their agenda.

Related to the target groups, communication objectives and the challenges identified, the following main messages need to be transferred. These main messages, combined with objectives, challenges and target groups will then lead to concrete outputs and activities as described below. Below first the main messages will be described, followed by the outputs of the communication strategy and the activities necessary to obtain the outputs.

## Main messages

The main messages that the Sava Biodiversity Protection Communication Strategy will try to get across to different stakeholders are as follows:

1. The Sava River needs concrete and appropriate biodiversity conservation.
2. The Sava basin can provide services like flood prevention, mitigation of droughts and reduce the impacts of climate change
3. The Sava river needs enhanced implementation of sustainable land use practices
4. The Sava river needs increased cross boundary and cross sectoral communication and cooperation between all stakeholders especially regarding the ecological and social aspects but linked to the already existing economical perspective
5. The Sava basin water resources sustain people and local economies and therefore need to be sustainably used: the Sava river has limited resources that are under huge economic development pressures (navigation, sediment extraction, industry and domestic waters pollution) and environmentally friendly management practices should be adopted
6. Protected areas in the Sava basin need to be increased in number and functional network of protected areas should be established; protection in existing protected areas needs to be enhanced.
7. The Sava river has unique cultural values (Sava basin architecture, handicrafts, arts) that need to be *conserved* as they might be alternative sources of income (tourism) and significantly support the local economy
8. Traditional agriculture and land use can support local economy and a protection of biodiversity in the Sava river basin.



## Outputs of the communication strategy

Concrete outputs of the communication strategy have been described below in correspondence with the target groups, the communication objectives a. to g. as formulated above, the challenges faced and the main messages to be transferred.

- Slogan (see section below)
- Mascot (see section below)
- Efforts and initiatives showing that the importance of biodiversity conservation in the Sava floodplains are understood; in the third place, acceptance and implementation of certain land use activities.
- Because the project aims for a detailed analysis of the biodiversity status along the Sava river, especially in Serbia and Bosnia-Herzegovina, the communication strategy needs to result in an initiative of [...] showing continued monitoring of the biodiversity status and assigning new protected areas in the near future.

### 1. A slogan

The Sava Biodiversity Protection Awareness Strategy will make use of a recognizable and returning slogan. For example:

- Life and prosperity along the Sava;
- Healthy Sava for people and nature;
- Healthy Sava for healthy people and healthy nature
- River Sava, spring of life for all
- Sava river, a key for coexistence
- The Sava – a lifeline of our countries
- (The Sava) – Connecting nature, connecting cultures

### 2. A mascot

The Sava Biodiversity Protection Awareness Strategy will make use of a 'mascot' that people easily identify with and that they are proud of the preserve and protect, but is as well representative for whole Sava area or unique. For example:

- The white stork – easily recognizable for people of all ages, Sava is already associated with white storks because of village Čigoč that is European village of white storks
- Posavina horse – Sava Basin autochthon horse, synonym of long rural heritage of the area, resembles safety and pride of locals
- *Marsilea quadrifolia* – not easy to recognize, but easy to draw, threatened in Europe and in Sava countries due to the melioration – good indicator of preserved wetlands



- Turopolje pig – autochthon pig from Croatia, easy to recognize with black spots, a symbol of wetlands along Sava in Croatia
- Mangulica – autochthon pig from Serbia, nice curly pig living in marshlands and forests
- White-tailed eagle (*Haliaeetus albicilla*) – rare kind of eagle, representative for whole river Sava area
- Flagship – old Slavonian oak forests (Common oak), wet meadows, meandering river should be kept

## Means of communication

The following means of communication are to be used for the outputs planned:

1. Official letters to authorities and institutions
2. Press invitations and press releases
3. Face to face (lectures, presentations, meetings, field trips, visits, workshops)
4. Information materials: poster, leaflet, newsletter, sticker, T-shirt
5. Radio and TV transmission
6. Video game and quiz for children
7. Comic (tender for the school children or wider)

## 6. Activities of the communication strategy

**Activities** (the media will be invited to participate whenever possible)

1. Dissemination of general leaflets about the project through the local public institutions – county, municipality, different public places and schools. – **general leaflet**
2. A set of communication materials on conservation of biodiversity, conservation of traditional activities, about autochthon varieties (horse, cattle, pig, geese) - **leaflet, sticker, poster, T-shirt**
3. Leaflets for decision makers – river regulation can have severe impact on the floodplain and life along the river. A number of people can lose their jobs. Presenting of elementary facts. – **scenario leaflet**



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- a. sediments scenario – forest dried out
  - b. navigation scenario (dredging and meandering removal) – adapt shipping to the river not the river to the shipping
  - c. hydropower plants impact (+ sand and gravel excavation) – water level too low, impact on orchards/other agricultural breeds and village wells
4. Having presentations and lectures on different local events – whenever is possible, whoever is available, should have short presentation or even lecture about this project on local fiestas and events (the day of the municipality, different saints, Sava Day, Danube Day). The events are organized by local people who are in the contact with the project management, and invite them to take part in the event. See Annex. - **Attending events**.
  5. Meeting/lobbing the local and regional government – regular meetings with local authorities are one of the main activities to keep them aware of project presence, its goals and results. In future they could use the project results and built another project or start new activity in the region. They are decision makers and their awareness is crucial for the long term benefit of local people and for the conservation of the Sava region biodiversity. The main messages cooperation, sustainable use of water resources. - **Lobbying GOs**
  6. Organizing workshops in schools – school children should be impacted as well. They are eager to learn, and usually have impact on their parents; and one day they will be the decision makers. School teachers should be encouraged for cooperation, and half-day workshops could be organized on specific subjects: river ecology, river dwellers, wetland ecology, wetland dwellers, people and wetlands, floods, etc. Different national and international competitions could be organized for them. – **school workshops**
  7. Organizing field trips for parents and school children– half-day field trips on specific sites in Sava Basin, some good and bad examples should be shown. Boat trip could be useful. – **school field trips**
  8. Interviews on local radios and TV stations – local radio stations are always open for new themes and have more media space for ecology and affirmative themes. This tool should be used as much as possible, as it is a best way to reach wider public. – **media work**
  9. Press releases sent on regular basis to local, regional and national media – as to attract the media as much as possible press releases should be sent in all countries to the media, on all levels (national, regional, local).
  10. Cleaning actions in villages for school children, their parents and everybody who likes to join – very useful and visible activity. Easy to attract many people, get the media coverage. The scuba divers could be involved to clean the river bed. – **cleaning action**
  11. Workshops about traditional handicrafts, products, methods of keeping cattle or agriculture – to promote it, conserve it and use it as a tourist offer (demonstration sites). Use Lonjsko polje as an example. – **traditional workshops**



12. Meeting with tourist communities and agencies for involving the natural and cultural (traditional) events and values in the tourist offer (upgrading of current tourist offer). To take part in local events and celebrations. Tourist agencies will keep on promotion of traditional way of life as such. – **tourist agencies meetings**
13. Poster production and dissemination to schools, public institutions, kindergartens – attractive, comic poster for school children and kindergartens, with short and clear message, understandable to children and adults and easy to remember. – **child posters**
14. Tours (boat, bus) along Sava- events in each village and town – **field trips**
15. Policy and lobbying work – International Sava River Basin Commission (ISRBC) and International Commission for Protection of Danube River (ICPDR), ministries, international fora etc. Be present on meeting of Commission; organize special meetings on the scenario leaflet – to make sure it is discussed. – **policy and lobbying work**
16. Organizing meetings with economic sector (forest and water) representatives, inviting them to different events and workshops - **sector meetings**

Table 1. Summed convenient target groups, messages, means of communication and activities

Target groups	Main messages	Means of communication	Activities
Decision makers	all	Official letters, meetings, field trips, leaflet, newsletter, presentations	A.1. general leaflet A.3. scenario leaflet A.5. Lobbying GOs A.12. tourist agencies meetings
The intergovernmental commissions ISRBC and ICPDR	all	Official letters, meetings, field trips, leaflets, newsletter	A.1. general leaflet A.3. scenario leaflet A.15. policy and lobbying



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			work
Farmers	<p>The Sava river needs enhanced implementation of sustainable land use practices</p> <p>The Sava river has unique cultural values (Sava basin architecture, handicrafts, arts) that need to be <i>conserved</i> as they might be alternative sources of income (tourism) and <i>significantly support the local economy</i></p> <p>Traditional agriculture and land use can support local economy and a protection of biodiversity in Sava river basin.</p>	<p>Meetings, field trips, leaflets, brochures, posters, presentations, workshops, lectures</p>	<p>A.2. leaflet, sticker, poster</p> <p>A.4. Attending events</p> <p>A.10. cleaning action</p> <p>A.11. traditional workshops</p> <p>A.14. Field trips</p>
Schools	<p>The Sava River needs concrete and appropriate biodiversity conservation.</p> <p>The Sava basin can provide services like flood prevention, mitigation of droughts and reducing the impacts of climate change</p> <p>The Sava river needs enhanced implementation of sustainable land use</p>	<p>Posters, stickers, leaflets, presentations, workshops, field trips, lectures, video game, tender for comic production</p>	<p>A.6. school workshops</p> <p>A.7. school field trips</p> <p>A.13. child poster</p> <p>A.10. cleaning action</p>



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	<p>practices</p> <p>The Sava river needs increased cross boundary and cross sectoral communication and cooperation between all stakeholders especially regarding the ecological and social aspects but linked to the already existing economical perspective</p> <p>Protected areas in the Sava basin need to be increased in number and functional network of protected areas should be established; protection in existing protected areas needs to be enhanced.</p> <p>The Sava river has unique cultural values (Sava basin architecture, handicrafts, arts) that need to be <i>conserved</i> as they might be alternative sources of income (tourism) <i>and significantly support the local economy</i></p>		
Forest sector	The Sava River needs concrete and appropriate biodiversity conservation.	Leaflets, meetings, lobbying, workshops, field trips, newsletters	A.1. general leaflet A.3. scenario leaflet A.16. sector



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	<p>The Sava basin can provide services like flood prevention, mitigation of droughts and reducing the impacts of climate change</p> <p>The Sava river needs increased cross boundary and cross sectoral communication and cooperation between all stakeholders especially regarding the ecological and social aspects but linked to the already existing economical perspective</p> <p>The Sava basin water resources need to be sustainably used: the Sava river has limited resources that are under huge economic development pressures (navigation, sediment extraction, industry and domestic waters pollution) and environmentally friendly management practices should be adopted;</p> <p>Protected areas in the Sava basin need to be increased in number and functional network of protected areas should be established;</p>		meetings
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	<p>protection in existing protected areas needs to be enhanced.</p>		
<p>Water sector</p>	<p>The Sava River needs concrete and appropriate biodiversity conservation.</p> <p>The Sava basin can provide services like flood prevention, mitigation of droughts and reducing the impacts of climate change</p> <p>The Sava river needs increased cross boundary and cross sectoral communication and cooperation between all stakeholders especially regarding the ecological and social aspects but linked to the already existing economical perspective</p> <p>The Sava basin water resources need to be sustainably used: the Sava river has limited resources that are under huge economic development pressures (navigation, sediment extraction, industry and domestic waters pollution) and environmentally friendly management</p>	<p>Leaflets, meetings, lobbying, workshops, field trips, newsletters</p>	<p>A.1. general leaflet A.3. scenario leaflet A.16. sector meetings</p>



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	<p>practices should be adopted;</p> <p>Protected areas in the Sava basin need to be increased in number and functional network of protected areas should be established;</p> <p>protection in existing protected areas needs to be enhanced.</p>		
local inhabitants	all	Media work, presentations, lectures, field trips, posters, leaflet, brochures	<p>A.2. leaflet, sticker, poster</p> <p>A.4. Attending events</p> <p>A.10. cleaning action</p> <p>A.14. field trips</p>

### 7. Time frame

The following timeframe has been proposed to implement the foreseen activities:



Activity	Time	Who	Comment
Leaflet and poster production and dissemination	2009	IUCN, national FPs	Leaflet about project aim and results. To public institutions, schools, tourist offices
Presentations and lectures	2008-2009	IUCN, national representatives, members of WGs	On different events in the countries
Meeting with authorities	2008-2009	IUCN, national representatives, members of WGs	
Workshops in schools	Spring, summer 2009	Local schools, national FPs, NGOs	
Field trips for schools	Spring, summer 2009		
Field trips for media	Spring, summer 2009		
Media work	2008-2009	IUCN, national representatives, members of WGs	
Press releases on national and international level	2008-2009	IUCN, local partners	On regular basis, as much as possible
Cleaning actions	Spring, summer, autumn 2009	Local NGOs, schools, municipalities or counties, public institutions for management of protected areas in counties	With school children and local people



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Workshops on traditional agriculture and handicrafts	Autumn 2008, spring, autumn 2009	PP Lonjsko polje and other PAs, local experts, public institutions for management of protected areas in counties	
Awareness raising tour along Sava – events in villages and towns		IUCN, local partners, schools, Tourist offices	Stands with leaflets, books, posters



## Annexes

### A. Events that could be participated at:

1. International Sava regatta Zagreb-Orašje, (July 2009)
2. "Summer in Novska", (July)
3. Repušac meetings in Lonjsko polje, (June)
4. On bicycle through Lonjsko polje, (May)
5. Earth day in Moslavina, (April)
6. Krapje –Days of construction heritage, (September)
7. Day of European village of storks Čigoč, (June)
8. Regatta in Slavonski Brod, (May)
9. International Sava Day (June 1)
10. Gastro fest Bardaca (September)
11. Wetlands Day (February 2)
12. Water Day (March 22)
13. Mother Angelina Day (August 12)
14. Zasavica Day (second Saturday in June)

Challenge is how to approach and convince that project could take part at the event.

### B. List of media contacts (all countries): to be prepared

Attached for Croatia

### C. List of relevant stakeholders (all countries): to be prepared

### D. List of implementation working group members: to be prepared



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