



LIFEGENMON Newsletter

Communication and Dissemination Activities 2016/1

LIFEGENMON COMMUNICATIONS AND DISSEMINATION - A 360° APPROACH

The LIFEGENMON communication and dissemination strategy aims to reach different stakeholders in order to **raise awareness and promote knowledge on forests, forestry, forest genetics, environmental (climate) change and forest genetic monitoring**.

The goals of the strategy are:

1. Raising general awareness of the importance of forests, their ecosystem services and biodiversity for a healthy and sustainable environment - **General communication and dissemination**
2. Raising the understanding of forest genetic monitoring (monitoring of the changes in genetic diversity of forests) and its importance in target audiences (experts, policymakers, scientists, etc.) to ensure the conservation and utilization of long-term adaptability potential of forest tree populations to environmental changes - **Target communication and dissemination**



TWO YEARS OF COMMUNICATING LIFEGENMON

The LIFEGENMON team has been actively communicating with the project's stakeholders since its beginning in July 2014. **Over 4000 people in Europe, Africa, North America and Asia** have taken part in activities organized or co-organized by LIFEGENMON thus far. Special emphasis has been placed on working with children and their educators - **almost 2000 children and over 200 teachers** have received education in the first two years of the project.



The project has been receiving attention from the mainstream media from its beginning, appearing in **six TV and two radio broadcasts and 23 print publications** in Slovenia, Germany, Greece, Croatia, Bosnia and Herzegovina, Belgium (EU) and even the Republic of South Africa.

One of the main focuses of the project is publishing. In addition to several print (project leaflet, newsletters, general pamphlets) and digital (news, blogs, etc.) publications, two monographs on the genetics of silver fir and penduculate oak have been published within the project's framework by the *Silva Slovenica* Publishing Centre. In September 2016, the highly-anticipated manual for teachers titled: **"Manual for Learning through Play in the Forest"** is going to be published.

To **receive free digital and printed copies of our publications**, please visit our website and subscribe to our e-news. You will also receive news and updates on the LIFEGENMON portal, a computer game and children's books and cartoons, scheduled to be released in 2017.



SELECTED LIFE GENMON EVENTS

In the last two years, the LIFE GENMON team has organised and co-organised over 100 events for different stakeholders. Below are a few examples:

Forests Have Many Faces in Bavaria, Germany

In June 2016, during the Bavarian Forest Week, the Bavarian Office for Forest Seeding and Planting organized an event for children with the aim of allowing them to discover forests with all of their senses. After an educational presentation by the LIFE GENMON team, it was up to the children to let their imagination run wild. With clay, leaves, berries and cones the children gave life to the trees of a nearby forest and created imaginative families by sculpting their faces. **"My tree is in love," said six-year-old Clara, and pinned a heart-shaped piece of clay above her tree face.**



LIFE GENMON Christmas Event, Thessaloniki, Greece

The LIFE GENMON project team organized an open day for the general public in December 2015 with the aim of **decorating a Christmas tree with wishes and educating and raising awareness about forests and forest ecosystems.** A silver fir Christmas tree was put up next to an educational kiosk, where visitors could learn about forests and the LIFE GENMON project. The visitors filled in Christmas cards and placed them on the Christmas tree, while the project team gave them gifts and educated them about the importance of forest ecosystems.

LIFE GENMON Workshop with Forest Managers in Trnovo and Snežnik, Slovenia

In April 2016, the project team co-organized two educational workshops for foresters and forest managers from the Slovenia Forest Service together with the LIFE ManFor CB.D project. The workshop consisted of visits to experimental plots, where the foresters learned about the consequences of different management styles for beech-fir forests, a lecture on the topics of forest genetics, forest seed stands and forest genetic monitoring, and a LIFE GENMON portal-establishing workshop. "Active participation of forest managers and field foresters in our project is crucial for its success. For successful implementation, forest genetic monitoring will need two-way discussion and support in forestry practice," says Prof. Dr. Hojka Kraigher, LIFE GENMON Project Coordinator.



VISIT US

If you are interested in our project and would like to know more, please visit our website <http://www.lifegenmon.si/> and social networks:

 facebook.com/lifegenmon  twitter.com/lifegenmon  linkedin.com/company/lifegenmon

Slovenia:



GOZDARSKI INŠTITUT SLOVENIJE
SLOVENIAN FORESTRY INSTITUTE

Slovenian Forestry Institute
(coordinating beneficiary)



ZAVOD za GOZDOVE
SLOVENIJE

Slovenia Forest Service



Zavod Center za informiranje,
sodelovanje in razvoj nevladnih organizacij

Centre for Information Service, Co-operation
and Development of NGOs

Greece:



Aristotle University of
Thessaloniki, Faculty
of Forestry and
Natural Environment



Hellenic Republic -
Decentralized Administration
of Macedonia & Thrace
General Directorate of Forests
& Rural Affairs

Germany:



Bavarian Office for Forest
Seeding and Planting

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