**Tuesday the 14th of March at 4-5.15 pm (GMT) / 5-6.15 pm (CET)**

**TITLE:**

Communicate to conserve the lynx – carrying out communication, and science-based activities to raise awareness

**SUMMARY:**

Human tolerance is a key factor in the conservation of large carnivores. In Europe, where human settlements and large carnivore habitats are intertwined in a mosaic landscape, the involvement of local communities and key stakeholders (hunters in the case of the Eurasian lynx) is essential. Recognizing the importance of communication, it is carefully planned and integrated into all concrete conservation activities of the LIFE Lynx project. Exploring people's attitudes, their knowledge of the species, and especially the influencing factors, gives good insight into the social acceptance of the species and its dynamics. The LIFE Lynx project uses both a research and an implementation approach to communication. The survey of the views and knowledge of the species by different stakeholders was carried out prior to the planning of the Lynx introduction itself and has provided an important theoretical framework. During the implementation of the project activities, repeated surveys are used to monitor the dynamics of social acceptance and the contribution of the project's communication activities. In parallel, a number of concrete communication and education activities are being carried out to reach as wide an audience as possible: hunters (individual meetings, dissemination at events), local public (local consultative groups), younger generations (preparation of teaching materials and training for teachers, adopt-a-Lynx program for schools), the general public (social media, lectures and presentations, thematic learning trail, art camps).

**PRESENTERS NAME and SHORT BIO:**

**Maja Sever – LIFE Lynx project communicator, Slovenia Forest Service**

The professional path first took her to limnology and freshwater benthic invertebrates. After 10 years, her path turned and she joined a large carnivore group at Slovenia Forest Service to work on large carnivore communication. It gives her great joy, to work in a group, where she can contribute with my positive energy, resourcefulness, and creativity. Lynx conservation is of great importance and she is delighted to have the opportunity to contribute to this goal.

**Vesna Mihelič Oražem – PhD, project associate, Slovenia Forest Service**

She is a biology teacher by profession. Her strong interest in researching the attitudes and knowledge of large carnivores among younger generations, and especially effective teaching approaches that can contribute to more positive attitudes, has led her down the path of scientific research. In addition to the LIFE Lynx project, she is also involved in the LIFE WolfAlps EU project group, where she carries out various educational activities.

**RELATED RESOURCES:**

General communication:

LIFE Lynx webpage: <https://www.lifelynx.eu> and other social media (find the links on the webpage)

Lynx ambassadors: <https://www.lifelynx.eu/category/news/lynx-ambassadors/>

Communication with various interest groups:

Communication with the local public – local consultative groups :

<https://www.lifelynx.eu/e-1-promotion-through-consultative-groups/>

<https://www.lifelynx.eu/category/news/local-consultative-groups/>

Educational campaign: <https://www.lifelynx.eu/e-1-promotion-through-consultative-groups/>

Report on public attitude research:

[Assessment of public attitudes toward lynx and lynx conservation in Slovenia, Croatia and Italy – 2022 – intermediate report (EN, pdf)](https://www.lifelynx.eu/wp-content/uploads/2022/02/D.4-Assessment-of-public-attitudes-toward-lynx-and-lynx-conservation-in-Slovenia-Croatia-and-Italy_intermediate-report-final.pdf)