

Stakeholders group – summary of discussion

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Knowledge about the environment and its processes should be a common knowledge, available for all (not only the scientists), since decisions on the environment are a common issue too (it's not the scientists who decide). Therefore we need to raise interest and participation in the questions concerning the environment. But how can people be interested? We identified seven key points during the group discussion:

- from the side of the scientists we need a **common language** and more focus on communication,
- the key issue is **local identity**: this can be the most effective (often emotional) background of stakeholder interest,
- turning passive conservationist attitude into an **active attitude** (not just saying no – but providing alternatives, original suggestions),
- identify and use **multipliers** (teachers, NGOs, tourism providers, local media...) and keep in contact with them,
- develop **local curricula** for schools, include local values and problems, aspects of local identity (e.g. use local examples in textbooks),
- initiate **cross-sector communication** on local issues, the aspects of local identity (not just nature conservation – but agriculture, forestry, water management...),
- use **synergies** for outdoor communication, to provide as much useful information as possible.