

### European award to Irish biodiversity campaign

Each year the Green Spider Network of Environmental Communicators presents its best practice award to a member for a successful example of environmental communication. This year, it went to the Irish "Notice Nature" campaign which aims to raise awareness about biodiversity and show how everyone has a part to play in its protection.

#### Explaining a complex topic

While biodiversity is an issue of global importance, it is also complex and difficult to explain. To overcome this challenge, the campaign combines a range of initiatives such as:

- Clear messages
- Strong project brand
- Strong public relations campaign
- Advertorials in trade media
- Sector guidelines
- Campaign website

#### Successful stakeholder involvement

A key element of the approach has been to involve key stakeholders in shaping the campaign. And the success to date shows how this has served to enhance and inspire the work of other organisations.

#### Minister welcomes award

Mr. John Gormley T.D., Minister for the Environment, Heritage and Local Government welcomed the award: *"It is a great honour for Ireland to be recognised in this way. The issue of biodiversity is a complex subject to communicate. The approach we have taken in this campaign and the emphasis we have placed on stakeholder engagement have been well received."*

For more details about "Notice Nature", see the **presentation** from the annual meeting of the Green Spiders or visit the campaign website at:

<http://www.noticenature.ie/>



This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

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[http://ec.europa.eu/environment/networks/index\\_en.htm](http://ec.europa.eu/environment/networks/index_en.htm) to learn more about the activities of the networks and read newsflashes previously released.

