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Prepared by	Antonia Caola, Carlo Maiolini (MUSE), Nanni Villani, Irene Borgna (PNAM)
Translated by	James Beauchamp (PNAM)
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LIFE12 NAT IT 000807 LIFE WOLFALPS

“Wolf in the Alps: Implementation of coordinated wolf conservation actions in core areas and beyond”

COMMUNICATION STRATEGY



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1. INTRODUCTION

LIFE WOLFALPS project is funded by the European Commission's Directorate General for the Environment, under the **Life Plus 2010 Programme - Nature Biodiversity**, designed to carry out projects that contribute to the development and implementation of policy and law relating to the environment, facilitating, in particular, the integration of environmental concerns into other policies and, more generally, contributing to sustainable development. The ultimate goal of the LIFE WOLFALPS project is to coordinate and implement conservation actions of the Alpine population of wolves in 'core areas' (ie key areas particularly important for the species) and the entire ecosystem of the Alps, from west to east, to facilitate the establishment of a regime of **coexistence between stable wolf populations and economic activities** in the areas of natural re-colonization of the predator.

One of the main aims of the project is to address the lack of **coordinated management at Alpine level**. The first objective is to support the conservation of wolves in the Alps, so setting up an extended organisation for the WOLFALPS Project, built on a shared and coordinated programme, implemented by the Italian and Slovenian administrations and supported by other Alpine countries, was a priority.

At the same time, to be particularly effective and concrete, **conservation measures** will be adopted initially in the core areas, distributed across the Alps from west to east. A spatial model, based on one of the core areas, was developed previously by the eConnect Project. It identifies the **key areas** of importance for the long-term survival of the wolf population in the Alpine ecosystem: these areas are already occupied by wolves in the Western Alps and territories have recently been recolonized by some animals in the Central and Eastern Alps.

1.1. Objectives of the LIFE WOLFALPS project

The key objectives of the LIFE WOLFALPS project are the implementation and coordination of conservation actions for the Alpine population of wolves in the core areas and the entire ecosystem of the Alps, to facilitate the establishment of a regime of **stable coexistence between wolf and economic activities** Alps. To fulfil these, important coordinated conservation actions must be implemented, having as their main objectives:

1. Reduction in the level of poisoning and poaching;
2. Decrease in the impact on domestic livestock through prevention;
3. Increase the knowledge of wolf biology and behaviour, the manner of coexistence between wolf and human activities, through the implementation of communication activities (in the press, site lifewolfalps.eu, exhibitions), information campaigns in the media ,



educational activities for school children and students, meetings for those directly affected by the return of the wolf (hunters, farmers, local communities, administrators) and the general public.

4. Detection and control of the dog-wolf hybridization;
5. Maintenance of long term genetic variability in wolves.

1.2. Partners

The project partners are:

- Alpi Marittime Nature Park
- Corpo Forestale dello Stato
- MUSE - Science Museum of Trento
- Marguareis Nature Park
- Alpi Cozie protected areas
- Ossola protected areas
- Val Grande National Park
- Lombardy Region
- Veneto Region
- University of Ljubljana
- Triglav National Park

1.3. Actions

The project involves the construction of five types of actions as follows:

- A: Preparatory actions, elaboration of management plans and / or action plans
- C: Concrete conservation actions
- D: Monitoring the impact of project actions
- E: Public awareness and dissemination of results
- F: Overall project running and progress monitoring

The following main coordinated conservation actions fall under these five categories. They are suited to each core area, in relation to local priorities:

- - Formation of two working groups: the **Wolf Alpine Conservation Group** and the **Wolf Alpine Communication Group**, to improve the coordination of conservation measures and disseminate best the results achieved (A1, A2, A12, E9);
- - Development of reliable surveys to assess the **conservation status of the wolf before and after** the implementation of the project and identification of the **characteristics of the conflict** in order to achieve the best possible actions (A4, A6, A7, A8, A11, D1, D2, D3) ;

- - **Exchange and transfer of knowledge** from west to east (A3), through the training of technical personnel who will be involved locally in the anti-poison action (A5) in the evaluation of the parameters of the wolf population (A4, D1) and the identification of good management practices at local and Alpine level (A7, A9, C1, C2, C3, C5, E9);
- - **Control of poaching** activities, particularly those related to the use of poisons, including through the implementation of new strategies coordinates (A5, A6, C1);
- - Adoption of **preventive** measures in the areas of recent colonization (A7, C2, D2);
- - Development, testing and implementation over the whole Alps of **new and specific prevention strategies** to reduce wolf attacks on domestic livestock (C3, D5);
- - Implementation of **management plans** for reconciling human activities with the protection of the species, and to protect breeding sites from habitat loss (A9). The implementation of the plan also provides for the development of **eco-tourism** linked to the presence of the wolf (C4, D4);
- - Identification and monitoring of cases of **wolf-dog hybridization** and coordination of **wildlife areas** in the Alpine and Italian (A4, C5, D1, E5);
- - Assessment of the **genetic status** of the new Alpine population (A4, A10, D1);
- - Eco-tourism campaigns for the promotion of sustainable wolf-friendly tourism (C4);
- - Organisation of **information campaigns** with different targets (the general public, farmers, hunters, pupils and students) about how coexistence between wolf and human activities; production of **educational activities, meetings and website lifewolfalps.eu** (E1, E2, E3, E4, E5, E6, E7, E8, E11);
- Development of **best practice guidelines** for managing the Alpine wolf population and increase of relative know-how through **thematic workshops** (E9).

2. COMMUNICATION STRATEGY

The ultimate objective of the communication strategy is to maximize the positive effects of conservation actions of the LIFE project WOLFALPS on the quality of human-wildlife coexistence in the Alps through communication actions.

In particular, the communication strategy aims to:

- **Provide guidelines** useful to differentiate between the form and content of the communication activities according to different recipients;
- **Coordinating products** from the LIFE WOLFALPS communication, both in terms of **public image** (corporate image) and interactions with the other actions of the project (communication plan);



- Set a '**modus operandi**' of the project to respond to external events, both positive and negative regarding the threats to the conservation status of the wolf (press office).

In other words, the communication strategy LIFE WOLFALPS says

- WHAT TO SAY: *key messages* of the communication
- WHO TO: the *target group* of the actions of information and awareness
- WHY: aims to be achieved through communication
- HOW to communicate: the most suitable tools to reach each target and *visual identity* project
- WHO should communicate: the press office and emergency unit

The definition of the communication strategy is one of the priority and initial actions of the project: it is covered by action **A12 'Preparatory actions, elaboration of management plans and / or action plans'** and is designed to immediately become the instrument for provide maximum information on the LIFE project WOLFALPS, to make possible an optimal dissemination of project results, with support for information campaigns, awareness-raising and educational measures for the project's coordinated conservation and to respond timely to emergencies about the wolf that can occur in the course of the project that require communication.

The specific actions of communication are covered under the category **E 'Public awareness and dissemination of results'**, as follows:

- E1: Public awareness and information campaigns / awareness of the wolf at the national and local
- E2: Promoting coexistence of wolves and agricultural activities
- E3: Promoting coexistence between wolves and hunters in the areas of presence of the predator
- E4: educational campaign aimed at schools and educational activities
- E5: Information campaign / awareness on the conservation of wolves and hybrids through the centers faunal
- E6: Website www.lifewolfalps.eu
- E7: Traveling exhibition starting at the MUSE
- E8: Thematic Conference annual itinerant
- E9: Guidelines for the management of the Alpine population of wolves and workshops on these good practices
- E10: Layman report
- E11: Congress on wolves in the Alps



The content of the specific actions of communication are derived from the results of the actions C1, C2, C3, C4 and C5.

The communication strategy LIFE WOLFALPS involves all partners and is coordinated by MUSE - Science Museum of Trento. It is divided into two main areas to ensure the effectiveness of actions at the local level of communication: the western sector, where the wolf has been back for twenty years, and the eastern sector, where recolonization is ongoing. In the Western Alps communication is coordinated by the Maritime Alps Nature Park, in the Central and Eastern Alps by MUSE

2.1 The general objective of the communication strategy, specific objectives and approach

The overall objective of the communication strategy is to pass on the following key message:

LIFE WOLFALPS aims to build up knowledge in order to maintain a long-term viable wolf population in the Alps, minimizing conflicts between predator and human activities, over the whole Alps.

Specific objectives:

1. To communicate knowledge on the biology and behaviour of wolves

- To communicate knowledge about the size of the Alpine wolf population
- To communicate knowledge about the historic and current population dynamics of Alpine wolves
- To communicate knowledge on hybrids
- To provide information regarding the risk of attacks on persons
- To provide information regarding the impact of wolves on domestic livestock
- To provide information regarding the impact of wolves on the availability of game

2. Communicate a culture of respect for wild animals

- Deconstruct the double stereotype of the wolf (Disney / demonizing)
- Build 'respect' for wild animals (not to get close, not to touch, understand and respect at a distance)
- Raising awareness of farmers, animal rights activists, and Czechoslovakian wolfdog owners



3. Communicate knowledge about the **conflict between people and wolves** and the **practical solutions available**

- Inform about the techniques of prevention of damage to livestock
- Inform about the possible management of the wolf population, including hunting

4. Communicate the idea that the **discussion regarding human-wolf coexistence** should be **open and shared** and that stakeholders can and should play an active role

- To promote dialogue between all stakeholders
- To bring together all the stakeholders around the idea of a management approach

5. Communicate the **objectives** and, as they are achieved, the **results of the LIFE WOLFALPS project**

- Highlight the added value and innovativeness of the idea, the tools and the design results
- Communicate in a coordinated and uniform manner through a shared visual identity

6. Communicate the importance **of conservation and environmental protection** for the sustainable development of a civil society

- To strengthen the international network of the LIFE program through the experience of the project
- To publicize the European Commission funding and what it is doing for territorial development and its citizens

The approach of the strategy is **cooperative** because it engages immediately in dialogue with all stakeholders and **diversified** because it addresses different target groups in different ways and with different tools.

2.2. Recipients of the communication actions

target	sector interests	objectives of the communication LIFE WOLFALPS obiettivi della comunicazione LIFE WOLFALPS	position with respect the return of the wolf
1. Farmers	Contain economic damage / deterioration in quality of life, economic compensation for damage, information and financial support to implement preventive measures, elimination of predators	Provide all possible information on prevention Promote the distribution of prevention systems to deserving farmers. Identify positive cases of cohabitation to take as examples. Highlight the protection status of the wolf.	impacted
1.bis. Farmers' association	Contain economic damage / deterioration in quality of life, economic compensation for damage, information and financial support to implement preventive measures, elimination of predators	Provide all possible information on prevention Promote the distribution of prevention systems to deserving farmers. Identify positive cases of cohabitation to take as examples. Highlight the protection status of the wolf	impacted
2. Hunters	No competition with hunting (Using data supplied by the hunters to show that the return of wolves does not implicate a reduction in hunting.	impacted
2.bis. Hunters' association	No competition with hunting (Using data supplied by the hunters to show that the return of wolves does not implicate a reduction in hunting	impacted
3. Locals in recolonized areas	Peace of mind	To do away with the concept of wolves as a threat to inhabitants and walkers in the mountains. Explain that the wolf is a tourist attraction. Explain that the wolf represents an added value in terms of ecology.	impacted → neutral
4. Tourism stakeholders in recolonized areas	A positive economic return from the presence of wolves	To do away with the concept of wolves as a threat to inhabitants and walkers in the mountains. Explain that the wolf is a tourist attraction. Explain that the wolf represents an added value in terms of ecology.	impacted → supporting
5. Administrators/politicians	According to their party line: 1. contain or eradicate wolves / 2. minimise the economic damage and transform wolves into an economic resource	To provide administrators with all the necessary knowledge to manage wolves. To pre-empt or contrast the use of wolves in political debates.	impacted/governing



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	Politicians: use wolves in their electoral strategy		
6. Pre-school and school children in recolonized areas	Understand what wolves are, what they do, what they don't do and why	To do away with the concept of wolves as a threat to inhabitants and walkers in the mountains. Deconstruct the stereotype of the wicked wolf/Disney wolf. Develop a culture of respect for wild animals Use wolf biology to form a scientific basis for its fascination. Explain that in terms of ecology wolves are an added value.	impacted (open minded)
7. Pre-school and school children in urban areas	Scientific accuracy and the appeal of wild animals	Deconstruct the stereotype of the wicked wolf/Disney wolf.	neutral/supporting (open minded)
8. Technicians	Long term conservation and co-habitation with human activities.	Information about project actions and results and transfer of best practices.	neutral
9. People in urban areas/public opinion	To understand the dynamics and problems of the wolf's return, the appeal of wildlife, information and reassurance regarding the use of recolonized areas.	To do away with the concept of wolves as a threat to inhabitants and walkers in the mountains. Convey the message that in terms of ecology wolves are an added value. Deconstruct the stereotype of the wicked wolf/Disney wolf. Develop a culture of respect for wild animals Use wolf biology to form a scientific basis for its fascination.	supporting
10. Environmentalists	To have the available information and means to give content to arguments to support environmental protection	Spread research results.	supporting
11. Researchers	Shared management strategy based on concrete, objective data.	Spread research results.	supporting
12. Project partners	Constant updates on project activities and sharing results	Constant updates on project activities and sharing results	supporting
13. European Community	Monitor target results (conservation and management goals, wolf-human cohabitation at Alpine level) through project activities, check efficiency of project resource use	Constant update on project activities. Information for the public regarding the LIFE programme and the LIFE WOLFALPS project.	supporting/governing
14. Media	Create news items, even when there are discrepancies with the facts provided	Provide the necessary information promptly to enable a correct rendering of wolf related topics. Guarantee maximum visibility of project actions. Raise awareness of	neutral/supporting/ impacting



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		project actions. Raise awareness as to the need for sober, fact-based communication.	
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2.3. Key messages

1 The preservation of a viable wolf population in the Alps is compatible with most activities and uses of mountains, specifically with livestock activities

- The return of the wolf is compatible with a sustainable use of mountains
- The return of the wolf is an added value for the region in terms of eco-tourism

2 We need a co-ordinated large-scale management of human-wolf coexistence in the Alps

- The coordinated management of the Alpine wolf population requires a large-scale approach that goes beyond individual regional and national jurisdictions
- The general strategy of management involves adaptations to local situations
- The wolf is an umbrella species: its conservation and the preservation of the integrity and connectivity of its habitat act as a positive side effect on the conservation of many other species

3 There are problems caused by the return of the wolf and concrete solutions to the problems

- The presence of wolves is a cause of conflict
- Coexistence requires compromise
- There are real-world examples and satisfactory practical solutions to conflict, solutions are found only if there is the will to address the problem without prejudice

4 Conservation of the wolf and support for farmers are not necessarily in conflict

- The return of the wolf is neither the only, nor the main problem for livestock farmers in the mountains
- Wolf conservation implies the development, field testing and implementation of tools for the prevention of attacks for shepherds
- Shepherds are in some respects obliged to update and improve the techniques of high mountain farm management because of wolves

5 Poaching and poisoning are illegal and immoral actions, which create serious environmental damage

- Killing a wolf is a crime



- It is not true that killing wolves eliminates the problems of co-existence once and for all
- Poisoning is a cruel practice and dangerous for people too, it kills many animals indiscriminately, and has a negative effect on the ecosystem and biodiversity

6 The colonization of the Alps by wolves is a natural, spontaneous process

- Wolves were not introduced in the Alps
- The natural expansion of the species has its explanation in wolf behaviour and biology, as well as in the changing environmental conditions in the Alps
-

7 The wolf is a wild carnivore and as such should be respected

- The wolf is a wild animal and as such should be respected: at a distance, without interference
- Is not a dog, it is neither a pet nor can it be tamed: it's a wild, elusive animal which is difficult to spot, although it may come close to inhabited areas
- It does not constitute a real threat to walkers in the mountains
-

8 The return of the wolf is an added value in several aspects

- Ecological
- 'Ethical' (pride) to live in areas of high ecological value
- Economic: ecotourism

9 Only a cross-party group that represents all stakeholders can be credible and authoritative when dealing with institutions

- A cross-party group in which representatives of all stakeholders is best suited to dealing with administrators and getting them to invest resources and promote best management practices (prevention, compensation and active management of the species)
 - - You get results by mediating and showing a united front



3 COMMUNICATION PLAN

3.1. Roles of the leader and the project partnership

The project leader (Parco naturale delle Alpi Marittime) is responsible, along with MUSE in consultation with the other partners of the project, for the definition of the Strategy and Communication Plan. As regards the implementation of actions, it is expected that PNAM will intervene mainly in the Western Alps, while MUSE will concentrate its efforts mainly on the Eastern and Central Alps. This subdivision has founded structural motivations, starting from a shared strategy and action plan: interventions are differentiated depending on whether the area has been recolonized for twenty years or if it is an area where colonization is recent or ongoing.

The implementation of the actions envisaged by the Strategy and Communication Plan includes both the participation of external entities and the intervention of the partners in the activities that directly affect them.

3.2. Coordinated project image: *visual identity* LIFE WOLFALPS

The specific objective of the coordinated LIFE WOLFALPS image is to make sure that people can instantly recognise each project product.

The fact that a large number of activities, communication products, services and objects are recognisable as products under LIFE WOLFALPS disclose to the public the sense of quantity, complexity and effectiveness of the measures implemented.

The visual identity consists of a series of graphical elements that represent the project and at the same time characterise it:

1 logo and colors

logo (positive and negative)

institutional colour palette

font and rules of use (size and font formatting)

2 Stationery

letterhead with graphics for professional printing and letterhead for internal printing from file;

continuation pages with graphics for professional printing and continuation pages for internal printing from file

envelopes, administrative envelope, small envelope bag and large envelope bag;

business card;

badge (the badge is in the format of the business card and allows the insertion of the name);



invitation card

administrative adhesive (to be used for letterheads envelopes, padded envelopes, shipping packages via mail or courier);

stamp;

folder;

adhesive;

3 Publishing

2 fold brochure;

3 fold brochure;

3 fold brochure 12 pages;

tear-off pad (A5 cover and back)

poster (50x70 and 70x100)

A3 and A4 posters

Cd cover and cd layout

4. web

5 merchandise

bag;

water bottle

mug;

T-shirt;

...

6 other products

power point template

project organisation charts (diagrams redrawn)

core areas (maps redrawn)

The *visual identity* concludes with a list of 'don'ts', actions that lessen the communicative efficacy of the *visual identity*. All the products developed and produced for the project are made available to all partners.



3.2.1 LIFE WOLFALPS. logo and colours

The logo is inspired by the silhouette of a running wolf, to convey the ideals on which Life Wolfalps is based. It was drawn from images of animals in motion and some key concepts: 'the wolf is a magnificent animal and has the right to exist', 'the wolf is not a pet it is wild and lives free,' 'the wolf is not a threat to humans and is an elusive animal: running away from those who try to get close,.' 'the wolf is a hunter and as such is useful to the ecosystem,' 'the wolf is naturally re-colonising the Alps moving from West to East.'

To get closer to the subject of the alpine environment, the lines that make up the figure of the wolf are more angular. The illustration background leaves room for a stylisation of light and dark typical of rock walls.

The logo uses colours typical of the mountain slopes and wolf hair. So it is darker in the upper part, and lighter below, like animal fur. The bottom of the illustration has a warmer colour, taking up the colours of the alpine environment of Life Wolfalps.

The logo was chosen from among the various proposals made, and will be used in all documents produced in the course of the project activities, in promotional and informative material under this communication strategy. The project logo will be used with the LIFE and Natura 2000 logos in all communication and information activities.

3.2.2. Template

The templates for the coordinated image are divided into: stationery (letterheads, continuation sheets, business cards and badges), publishing (material distribution) and website (graphics site). Each template incorporates and combines in a logical and coordinated way the logo, colours and graphic elements of the *visual identity*. The agency BIGFIVE has produced the guidelines for the visual identity LIFE WOLFALPS (Annex 4).

3.3. Channels and tools of communication and dissemination

In order to achieve the objectives of the communication strategy, eight different channels of communication have been selected:

What	Who for-targets identified (1-13) in the communication strategy
Press releases for local and national media (daily and weekly newspapers, radio and TV)	Through national and local media (14) to reach recipients 1,1bis, 2, 2a, 3, 4, 5, 9, 10, 11 ,
Scientific support action	Local and national media (14)
Articles and short texts (box)	Through their journals, target:1, 2, 4, 8, 9, 10, 11
Printed and online material (brochures, posters, handouts, guidelines, reports)	Depending on the product: 1, 1a, 2, 2a, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 stakeholders, the general public, scientists and technicians involved in the project
Merchandise	Depending on the product: 4, 6, 7, 9, 10, 12

Web site	All recipients (1-14) identified in the communication strategy
Travelling exhibition	Potentially all recipients (1-13) identified in the communication strategy
Wildlife enclosures	Targets: 3, 6, 7, 8, 13
Events (launch conference, conferences, specific meetings, meetings open to the public, summer schools, evenings, laboratories, schools activities)	Depending on the event: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 – stakeholders, wider public, technicians and researchers involved in the project

The idea behind diversification of communication channels is that only different, specifically designed instruments can effectively convey key messages (§ 2.3) to the targets identified (§ 2.2).

LIFE WOLFALPS (**Wolf Alpine Communication Group**), is responsible for co-ordination of the communication actions across the Alps, whose complex structure is shown in Annex 1.

As part of the communication strategy, the press office has set up a protocol of action shared between all partners (Annex 2), which provides guidelines for the compilation of online press reviews, the criteria for activating the Crisis Unit and the general guidelines on how to respond to media requests.

In general, the task of the press office is to write press releases and the specific content of material identified in the communication plan during the implementation phase of the project in close collaboration with the Project Coordinator, the Scientific Coordinator and Project Assistant that will provide the reference elements depending on what message needs to be communicated.

The www.lifewolfalps.eu will be used to distribute of press releases, for advertising newsworthy events and initiatives and will host the newsletters, which are able to reach not only the specialist target, but also the general public.



The Crisis Unit (CU) is composed of 4 representatives and acts in real time to respond to events and cases that require an immediate response (within one day after the fact). The contact persons are delegated by the other project partners to make decisions about the content to be transmitted promptly to the media and act in a coordinated and joint manner. The composition of the Crisis Unit, the case studies and the mode of action have been defined in a separate Protocol (Annex 3)

3.3.1. Press Releases

Press releases respond, as appropriate, to two different cases: some are born as a reaction to something from the media (articles in which the project is mentioned or there is some comment concerning wolves in the Alps, and problems related to their presence), others are produced to tell people about what has been done or about an event in the calendar that has yet to take place.

In order to respond effectively to external communications a protocol has been established (Appendix 2) shared by all the partners that has the dual purpose of

- a) gathering all the information at all levels in the media related to LIFE WOLFALPS and the Alpine population (and, if particularly relevant European) wolf in order to assess whether to react quickly;
- b) constructing a collection of press releases destined to become a useful updated archive of publications on LIFE WOLFALPS / wolf in the Alps.

On the basis of the above Protocol, any member of the Communication Group is required to report the items that it considers relevant to the project to its Head of Communications, who will decide whether to insert the article in the press archive. If so a scanned copy is saved (if it is printed article) in the shared folder 'Articles' (taking care to insert the date in the file name, the head and the Page n°) shared on Google Drive and filing the article in a separate worksheet: taking care to fill in all the fields known. Once the article is loaded, the head of communications decides whether the crisis unit should intervene according to the protocol (Appendix 3). If the article does not merit immediate reaction, an email simply reporting the article to all the other heads of communication is sent proposing - if deemed appropriate - a response in WOLFALPS' name that will be evaluated by MUSE and PNAM in consultation with all the partners and any third parties involved (eg parks or institutions that do not belong to the consortium, etc ...), otherwise the Crisis Unit intervenes in accordance with its procedures.

In the case of press releases (both 'reaction' and 'information') the communication platform offered by www.lifewolfalps.eu and the newsletter linked to the site, which are able to reach not only the specific target, but also the general public.



3.3.2. Share of scientific support

This initiative takes the form of a 'one-off' action, destined to each editorial office (in the person identified as the most appropriate) of the print and on-line media once only: it is a communication, telling the newspaper about LIFE WOLFALPS, taking the opportunity to declare the availability of Communication Group and the Scientific Coordinator Representative of LIFE WOLFALPS for any advice on issues related to wolves in the Alps, stressing the importance of correct and objective information as a valid media tool for the concrete resolution of conflicts between shepherds and wolves, which in turn is a necessary part of long-term conservation of the Alpine population of wolves.

3.3.3. Articles and other texts devoted to industry publications

The press office, in collaboration with the Conservation Group, will develop articles and short communications for specialized publications: magazines on hunting, herding, environmental, and others, in order to spread correct information about the Alpine wolf population, to inform stakeholders about the LIFE WOLFALPS project and to involve stakeholders in the project.

3.3.4. Handouts (Action E1)

The members of Communication Group have the task of drafting the texts of panels, leaflets, brochures, posters, documentary films and any other handouts to be distributed as part of the LIFE project WOLFALPS. All materials will be published in accordance with the visual identity of the project. The Communication Group as a whole and in particular the press office collaborate on the revision of the texts produced by each partner. Similarly, the scientific coordinator shall ensure the systematic rereading of the content to ensure that the information and data published are the most up to date and reliable information available.

In particular, the documentary film is primarily aimed at media events (press conferences, public meetings, ...), to be shown on television, at exhibitions, museums, educational activities, libraries, wildlife areas and on the website.

The project merchandise will be produced in accordance with the LIFE WOLFALPS visual identity, these are in effect vehicles of communication, distributed to the partners and intended to be distributed in places (visitor centres, parks, wildlife areas, ...) in ways deemed appropriate by each institution.

The guidelines for the management and conservation of the Alpine population of wolves (action E.9), are a fundamental tool for the transmission of knowledge acquired during the project, carried out under the supervision of the Italian Ministry of Environment and intended to have a big impact in the long term. These will be produced with the



contribution of each partner and with the support of organisations in France, Austria, Switzerland and Germany which may also be external to the project.

At the end of the project, a short **report** will be drawn up (5-10 pages) aimed at a non-specialist public presenting a clear and accessible synthesis of everything that was created as part of the LIFE WOLFALPS project (action E.10) .

3.3.5 Website

The website (action E.6) www.lifewolfalps.eu is one of the main communication tools. A preliminary version has been designed, which went online February 28, 2014 to support the start-up phase of the project. It contains information on the project, which was replaced in May 2014 with a final version of the site. The website was designed by the same company responsible for defining the LIFE WOLFALPS *visual identity* This has ensured an appreciable high level of consistency. From the graphical point of view, the site focuses on originality and attractiveness: a lot of space is left for large images, selected with the express purpose of showing the complexity of the challenge of human-wolf coexistence. Consequently have been chosen not only and not so much images of wolves in the wild, but also images of scenes of life in the mountain pastures.

The site map is designed to achieve more goals, mainly: **to inform, engage, educate**. Its main headings on the home page:

LIFE WOLFALPS	Progress	NEWS	Wolves in the Alps	Newsletter	Press office	Contacts
Project (LIFE projects in general and the LIFE project WOLFALPS)	Illustrated running timeline	Multieditor section: blog, by all the communication officers	Updated information on the presence of the species in the alpine environment, basics of biology and ethology. Reference to. www.centrograndicarnivori.it	Form for subscribing to the newsletter	Mediakit download, press releases and press kits. Contact for journalists: comunicazione@lifewolfalps.eu	Space for writing to info@lifewolfalps.eu
Areas of intervention						
Partnership						
Downloadable application form			FAQ			



To make the site more accessible to the public, with a particular attention to reaching stakeholders directly involved in the return of the wolf effectively, it was decided to present the project on the home page, not in accordance with the complex structure characteristic of LIFE projects, but through six thematic areas: **Prevention** (access of most interest to breeders), **Ecotourism** (access maximum interest for those working in the tourism sector in areas recolonized), **Information 360 °** (access maximum interest for schools and the general public) **Monitoring** and **Anti-poaching** (access maximum interest for researchers, professionals in charge, technicians, hunters), **Coordination** (access of most interest to the whole project team from partners to supporters).

Then there is a clear and concise presentation of the LIFE project, a summary of the project LIFE WOLFALPS, the description of the intervention areas (cartography) and the presentation of the project partners. And those who want to appreciate the full complexity of the project and its wealth of activities can download the project original files in the appropriate section.

The timeline reflects the need to show in an accessible and easy way the development of the project actions over time.

The news section allows an immediate update on the latest newsworthy actions and publicizing the events calendar through relaunching on various social network channels of individual members.

It was decided not to set up a page dedicated to the project on the social fb because it has been assessed, in the meeting of the Communication Group, that experience has shown that posting on the institutional pages of each LIFE WOLFALPS partner and supporter is a more effective way of spreading and promoting events and project news.

The newsletter allows regular thorough addressed to the widest possible spectrum of contacts.

The Wolves in the Alps section is designed to supply scientific information and objective information on wolf biology and the process of re-colonisation of the Alps.

The Contacts section allows users to get in direct communication with the communication group and then interact with the project.

A final section, linked to the development of Web GIS (Action A11) at Alpine level provided for in the project, will allow for further involvement of users, allowing them to enter their observations of tracks or animals in the area.

All texts have been prepared by the Communication Group, under the supervision of the Scientific Coordinator.

3.3.6 Travelling Exhibition

A powerful communication tool is the travelling exhibition (action E.7) dedicated to the wolf and designed to provide a guided tour that leads visitors to get rid of their preconceptions



and prejudices, to embrace an objective and scientific assessment of the animal wolf. The exhibition, developed and implemented by the Science Museum of Trento, is destined to travel a long way through the Alps, visiting the various project partners.

3.3.7 Events and initiatives for the general public (shares E.1, E.2, E.3, E.4, E.5, E.8, E9)

The first important moment at the level of media coverage of the LIFE WOLFALPS project is the **launch press conference**, scheduled within the first half of 2014.

The project relies on the communication addressed to stakeholders, as well as the dissemination of informative material and publications in professional journals, including at **ad hoc meetings** designed specifically for farmers, breeders (Action E.2) and hunters (Action E.3) to be held in all core areas.

Linked to the LIFE project WOLFALPS, if not provided within it, is the **forum** sponsored by Alpi Marittime Nature Park open to all representatives of the associations of categories of stakeholders involved in the return of the wolf (environmentalists, farmers, delegates from the Region of Piedmont), in order to work together to strengthen the results of the project and to ensure even more effective action.

Specific attention is then devoted to **teaching** (action E.4): there are a number of activities designed for schools, these vary according to the characteristics of the target (age, territorial context). For smaller children and young people the aim is to convey both a less approximate scientific knowledge of the animal on the one hand and on the other an understanding of what wildlife is, of which there is a great lack. These two objectives are functional to the transmission of the key message of the LIFE project WOLFALPS that cohabitation between people and wolves is possible, if addressed and managed in a coordinated way across the Alps.

Specifically, the actions are:

1. An illustrated book for children (5-8 yrs) to “reposition” wolves from being a “wicked” animal to a “wild” animal, and as such to be respected as an important part of the Alpine environment. A functional message to the more general acceptance of the return of large carnivores in Europe.
2. Set of proposals for schools:
 - Laboratory and research experiences varied according to the target age group at school;
 - Educational for teachers (refresher courses on the wolf and the large carnivores in the Alps and on WOLFALPS LIFE);

- informal learning moments ('tea with the teachers') experts discuss scientific issues related to wolves with the teachers, in an informal style '5 o'clock tea';
- Summer school for teachers and organised preferably by the local park;
- Programming with local schools, scheduling educational activities related to wolves.

3 Updates and educational meetings for project partners and LIFE WOLFALPS: teaching staff

- Educational meetings for interpreters and LIFE WOLFALPS education officers;
- Annual gathering for updating and exchange.

4 Proposals for different schools targets and other groups of children and young people of school age

- Workshops at institutions, parks and wildlife areas, developed according to the pedagogical approach of the Inquiry Based Science Education (IBSE) promoted by the European Commission (see. Rochard Report 2007);

- Moments of encounter and exchange between researchers and pupils / students ..

- **Wildlife enclosures** that host wolves (action E.5) are key sites for the conservation of the species and raising awareness of the general public, they are directly involved in the strategy and communication plan. In particular, at the Wildlife enclosure 'Uomini e lupi' there is an **animator** who acts as a facilitator and as a vehicle for transmission of accurate information to the public on matters as important and delicate, such as, the role of wildlife areas, wolf-dog hybridization, poaching and poisoning, prevention of attacks on domestic livestock.

There is provision for a number of communication events and initiatives aimed at the general public, these are to be conceived and executed by MUSE in such a way as to be later adapted and replicated by the other partners:

- Promotion of a drawing competition: 'The wolf, the way I see it...';
- Production of a play entitled 'In the footsteps of the wolf' that puts on stage the scientific content related to wolves and the LIFE WOLFALPS project and the socio-historical context of the presence of wolves in the Alps;
- Photo Contest 'The gaze of a wolf, the human gaze' and connected photo exhibition, in collaboration with the local newspapers;
- Display of outdoor art installations 'Lupus en plein air'.



- The individual partners within their respective calendars of events, summer or winter will organise events (evenings, afternoons, projections) locally with experts involved in the project giving information concerning wolves and the LIFE WOLFALPS project.
-
- Annual thematic conference with a high-level content, addressed not only to the researchers and technicians directly involved in wolf conservation, but also to the general public, to be held for three consecutive years, in different places and with a specific theme each year:
 - 2015: Lombardy Region, ' Anti-poaching and anti-poisoning strategies for large carnivores in the Alps'
 - 2016: Marguareis Nature Park - Alpi Marittime Nature Park (two days), 'Wolf and eco-tourism in the Alps' (first day) and 'Hybrids and wildlife enclosures' (second day
 - 2017, the Veneto Region, 'Coexistence of wolves with agricultural activities'
-
- Finally, at the end of the project the **Wolf Alpine Congress** will be organised this time addressed to the leading experts in wolf conservation and management at international level,. This high profile event will be very important from the point of view of research and application of the results achieved during the project and will provide a moment of great visibility for LIFE WOLFALPS.

4 METHODS OF MONITORING AND MEASUREMENT OF RESULTS ACHIEVED

The effectiveness of the results achieved by the strategy and communication plan can be assessed through the quantitative analysis of various **indicators**. Depending on the actions, they are:

E.1

no. press releases sent on behalf of the project

no. of articles on the web and print design

Estimated annual report articles supporters / antagonists in the national press about wolves and in particular concerning LIFE WOLFALPS

no. printed and distributed brochures on prevention

no. posters distributed

no. views of the doc on you tube



no. competitors in the art contest
no. competitors in the photo contest
no. spectators of the play

E.2, E.3

no. participants in the meetings

E.4

no. copies of the children's book printed and distributed
no. of school kits distributed
no. children / school-age children involved
no. teachers / educators involved
no. schools involved

E.5

no. visitors at the 'Uominin e lupi' centre

E.6

monthly statistics on single visitors and page views of the site
no. contact newsletter
no. newsletters sent successfully

E.7

no. Visitors to the exhibition

E.8

no. Participants at the annual thematic conference

E.9

no. copies of the Guidelines printed and distributed

E.10

no. copies of the report (both in hard copy and as an electronic download from the site)
distributed

E.11

no. Participants at the Wolf Alpine Congress

Other indicators:



- no. attendance at public meetings dedicated to wolves
- no. Participants at the forum of stakeholders
- no. participating in wolf themed tours
- no. Merchandise sold
- no. Articles that cite LIFE WOLFALPS

5. NETWORK WITH LIFE + PROJECTS AT REGIONAL, NATIONAL AND COMMUNITY LEVEL

The LIFE WOLFALPS project actually plays a complementary role to other LIFE projects. In particular, a close association is active with the following projects LIFE SLOWOLF, LIFE IBRIWOLF, LIFE ANTIDOTE and LIFE ARCTOS.

The project is also in the interests of continuity with respect to the remarkable work done by the regional Project Lupo Piemonte, which ended in 2012.