

## INTERNATIONAL WORKSHOP

### *Dealing with complexity - From large carnivores conservation to biodiversity loss: exploring tools for effective communication*

Establishing contacts and exchanging knowledge, pilot experiences and communication strategies among projects, institutions, associations or professionals are crucial aspects to develop effective wildlife conservation and communication approaches.

In the framework of the communication initiatives of the LIFE WolfAlps EU project, this workshop, organized by the project partners Regione Lombardia and Aree protette Alpi Marittime, aims to enhance our collective understanding and communication strategies regarding large carnivores.

The **morning session** of the workshop will be dedicated to different communication strategies that can be applied to a large variety of environmental issues. International experts will present their experience, difficulties and solutions. Topics will cover different environmental issues, including climate crisis, invasive alien species, communication about coexistence with large carnivores, and different communication approaches like crisis communication, NGO campaigns and positive communication.

The **afternoon session** will actively involve all (in presence) participants in a “world café” setting. This will provide an opportunity to share valuable expertise and work on selected issues. Our aim is to foster greater awareness and understanding of large carnivores by collectively improving our communication efforts.



Regione  
Lombardia



Aree Protette  
Alpi Marittime

## WEDNESDAY, 12 JUNE 2024 - PROGRAMME

Palazzo Lombardia, Piazza Città di Lombardia 1 - 20124 Milan, Italy

### Morning session (in presence and streamed on-line)

*How different communication strategies can be applied to a large variety of environmental issues*

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| 8:30 am  | <i>Registration of participants</i>  |
| 9:00 am  | <i>Greetings and official welcome</i>  |
| 9:30 am  | <b>Climate crisis communication</b> - Simona Re, Climate Media Center Italia   |
| 10:00 am | <b>Non-native species: an impossible communication challenge?</b> - Andrea Monaco, Institute for Environmental Protection and Research ISPRA |
| 10:30 am | <b>Communicating coexistence</b> - Cassiopeia Camara, Center for Human Carnivore Coexistence, Colorado State University                      |
| 11:00 am | <b>Crisis communication</b> - Ilaria Salvi, Dipartimento Nazionale Protezione Civile   |
| 11:30    | <b>Communication strategies of environmental organizations</b> - Giancarlo Sturloni, Greenpeace Italia                                       |
| 12:00    | <b>Conservation Optimism and Positive Communications</b> - Jon Taylor, Conservation Optimism Director  |
| 12:30 am | <i>Final discussion and conclusion of the morning session</i>  |
| 1:00 pm  | <i>Lunch break on site</i>   |

### Afternoon session (in presence)

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|---------|---|
| 2:30 pm | <i>World café for all in-presence participants to share valuable expertise and work on selected issues.</i> |
| 4:30 pm | <i>Final discussion and workshop “take-aways”</i>   |



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