

## 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.

## WEDNESDAY, 12 JUNE 2024 - PROGRAMME

**Palazzo Lombardia, Sala Marco Biagi**  
Via M.Gioia, 37 - Milan, Italy  
Ingresso N4

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

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

8:30 am *Registration of participants*

9.00 am *Greetings and official welcome*- Roberto Laffi, Direttore Generale DG Territorio e Sistemi Verdi di Regione Lombardia

9.30 am **Climate crisis communication** - Simona Re, Climate Media Center Italia

10:00 am **Non-native species: an impossible communication challenge?** - Andrea Monaco, Institute for Environmental Protection and Research ISPRA

10:30 am **Communicating coexistence** - Cassiopeia Camara, Center for Human Carnivore Coexistence, Colorado State University

11:00 *Coffee break*

11:20 am **Crisis communication** - Ilaria Salvi, Dipartimento Nazionale Protezione Civile

11:50 **Communication strategies of environmental organizations** - Giancarlo Sturloni, Greenpeace Italia

12:20 **Conservation Optimism and Positive Communications** - Jon Taylor, Conservation Optimism Director

12:50 *Final discussion and conclusion of the morning session*

13:30 *Light lunch*

### **Afternoon session** (in presence)

2:30 pm *World caffè for all in-presence participants to share valuable expertise and work on selected issues.*

4:30 pm *Final discussion and workshop "take-aways"*