LIFE PROGNOSES online survey “Communication and awareness-raising on old growth forests and the value of their ecosystem services “

Results presentation, 15.11.2021, Maren Michaelsen (CANG)

PURPOSE

Data base for the elaboration of a handbook as toolkit for communication and awareness-raising about old-growth forests and the value of their ecosystem services

SURVEY DESIGN

1. Existing tools and activities
2. Evaluation of tools and activities
3. Target groups
4. The value of old-growth forests
5. Expectations for the handbook

PARTICIPATION

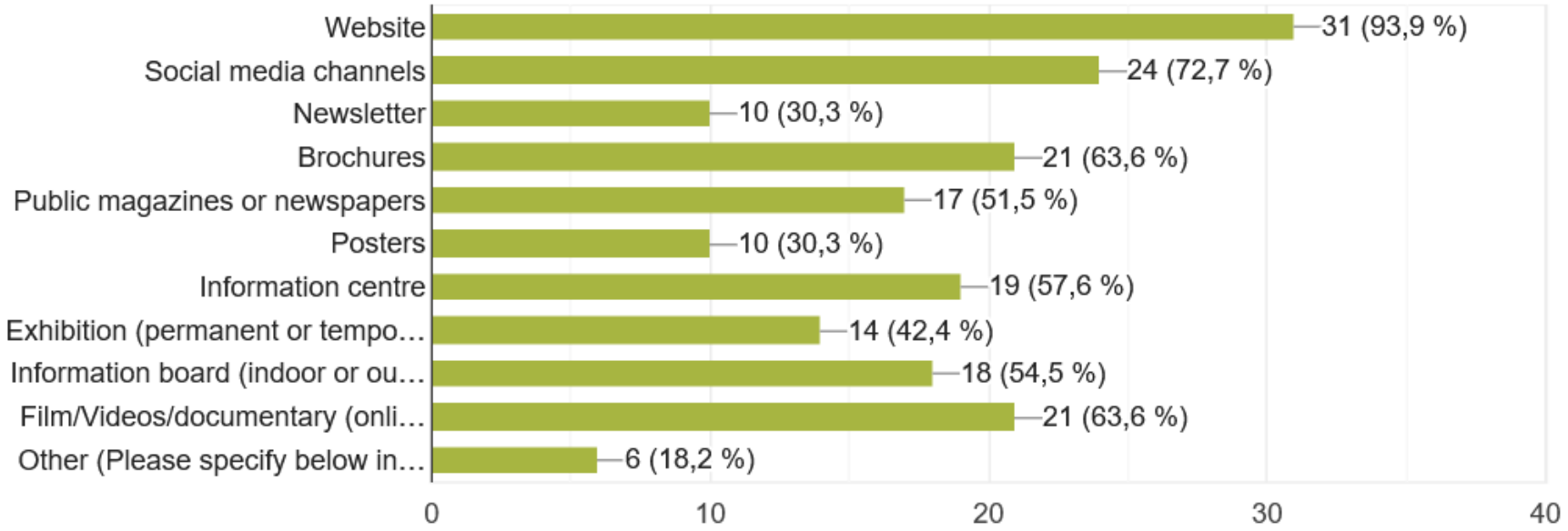
- n = 34
- 31 organizations: national parks, faculties/universities, state nature conservancies, ministries, municipalities, NGOs, public enterprise, educational institutions)
- 15 countries: Austria (3), Belgium (3), Bosnia and Herzegowina (1), Bulgaria (1), Croatia (3), Czech Republic (1), Germany (5), Spain (2), Italy (5), Montenegro (1), Northern Macedonia (1), Poland (2), Slovenia (3), Slovakia (1), Ukraine (2)

RESULTS

1. EXISTING TOOLS AND STRUCTURES

1.1. Which of the following tools are you using to communicate the topic of old growth forests? (Multiple answers are possible.)

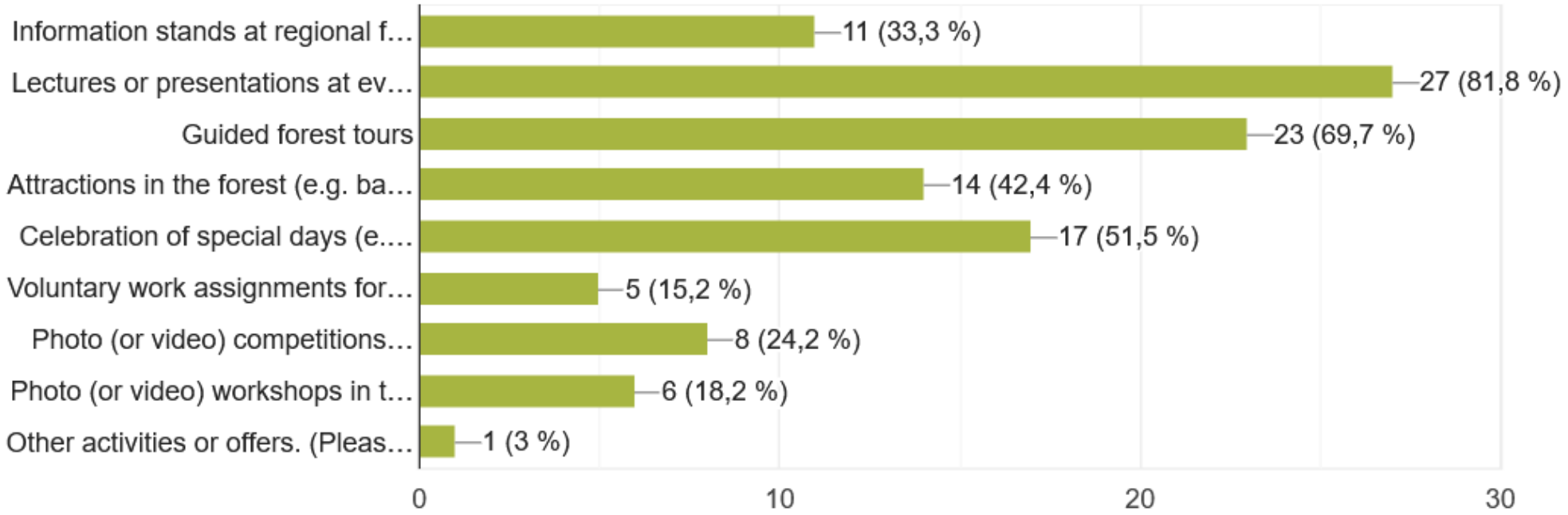
33 respuestas



RESULTS

1.2 Do you use one or more of the following activities to communicate on old growth forests? (Multiple answers are possible.)

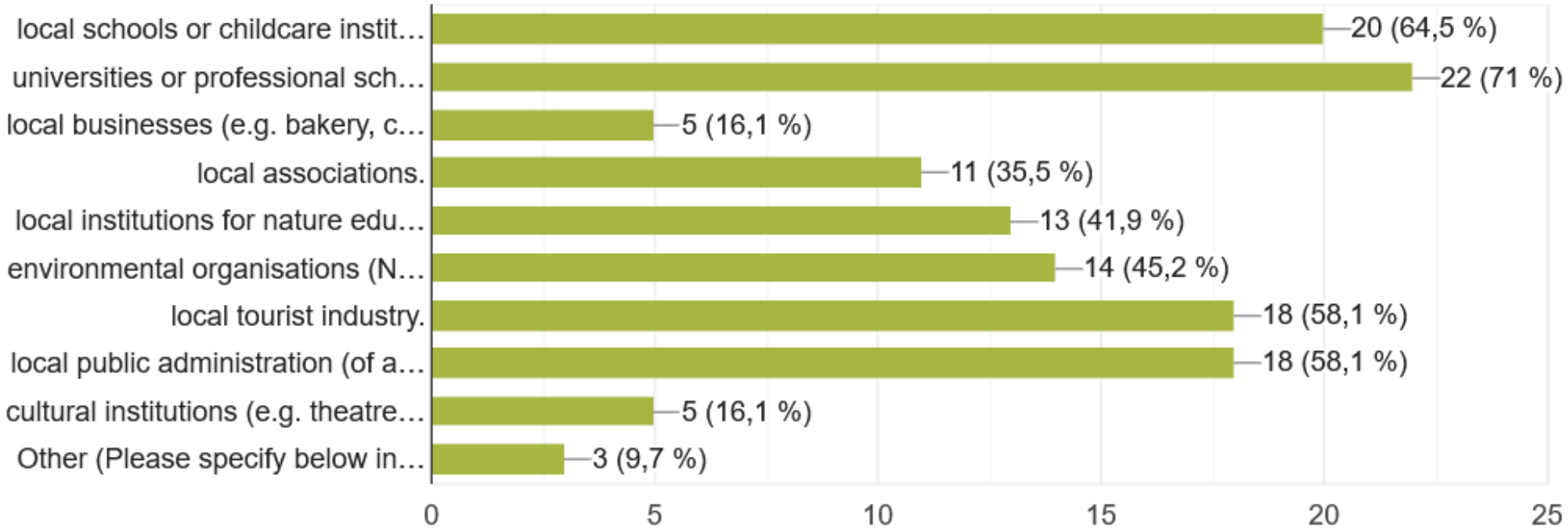
33 respuestas



RESULTS

1.3 Please indicate if you have a cooperation with any other institution in communicating on old growth forests. (Multiple answers are possible.) Cooperation with:

31 respuestas

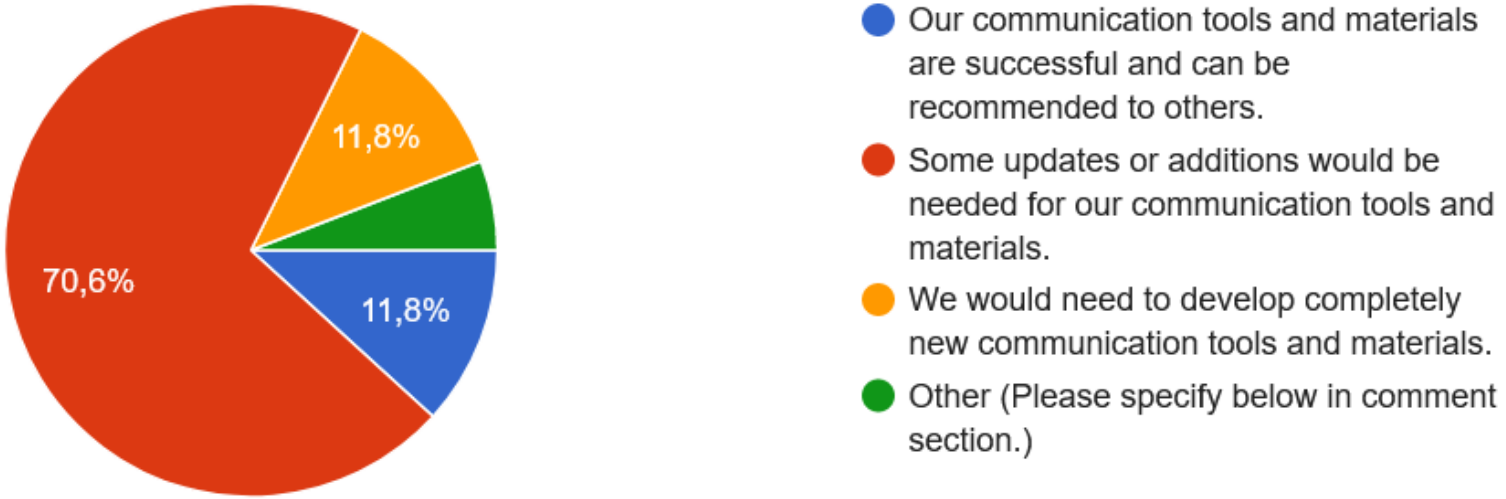


RESULTS

2. EVALUATION OF USED TOOLS AND STRUCTURES

2.1 How do you evaluate the tools and work materials that you currently use to communicate on the topic of old growth forests?

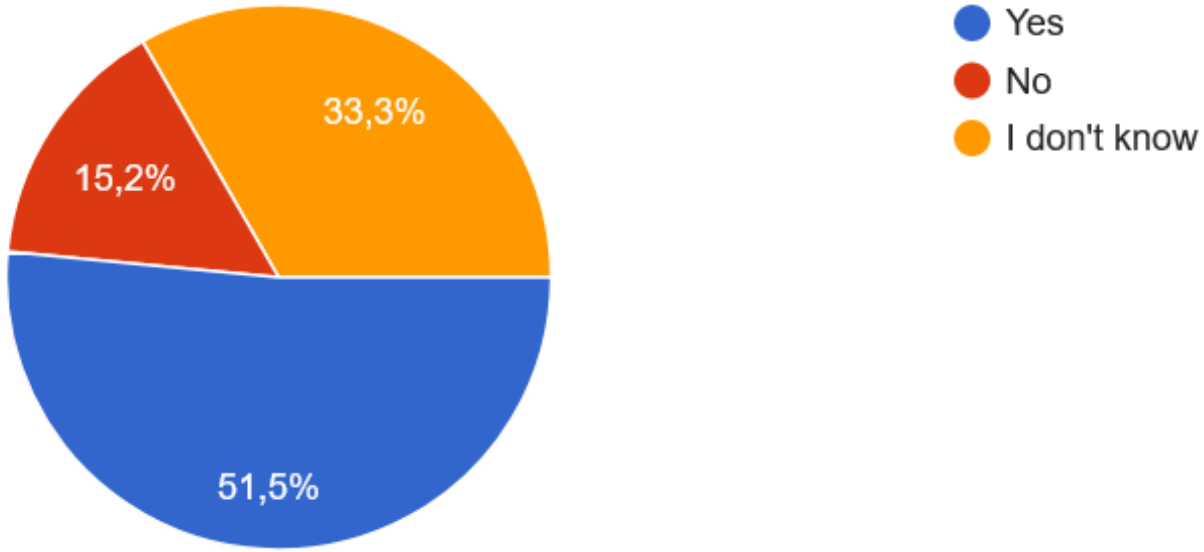
34 respuestas



RESULTS

2.2 Do you have a communication tool or activity, which can be shared as successful or best-practice example?

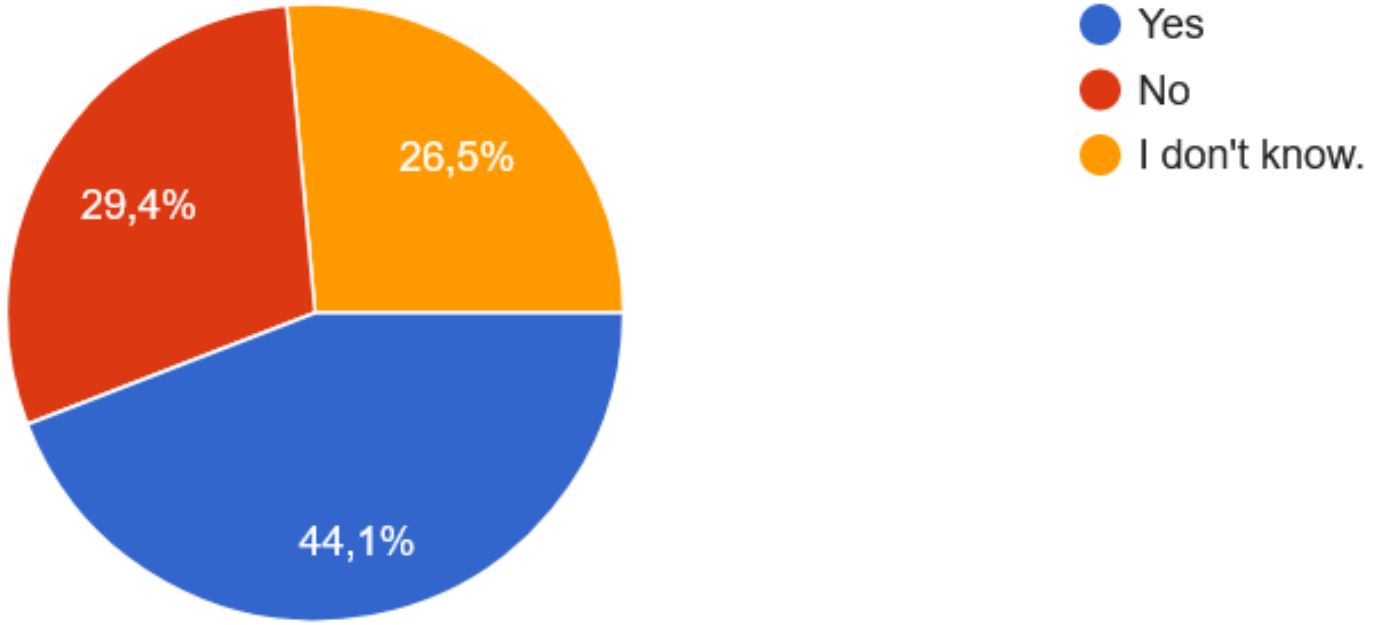
33 respuestas



RESULTS

2.3 Does your institution have a communication concept that you follow?

34 respuestas

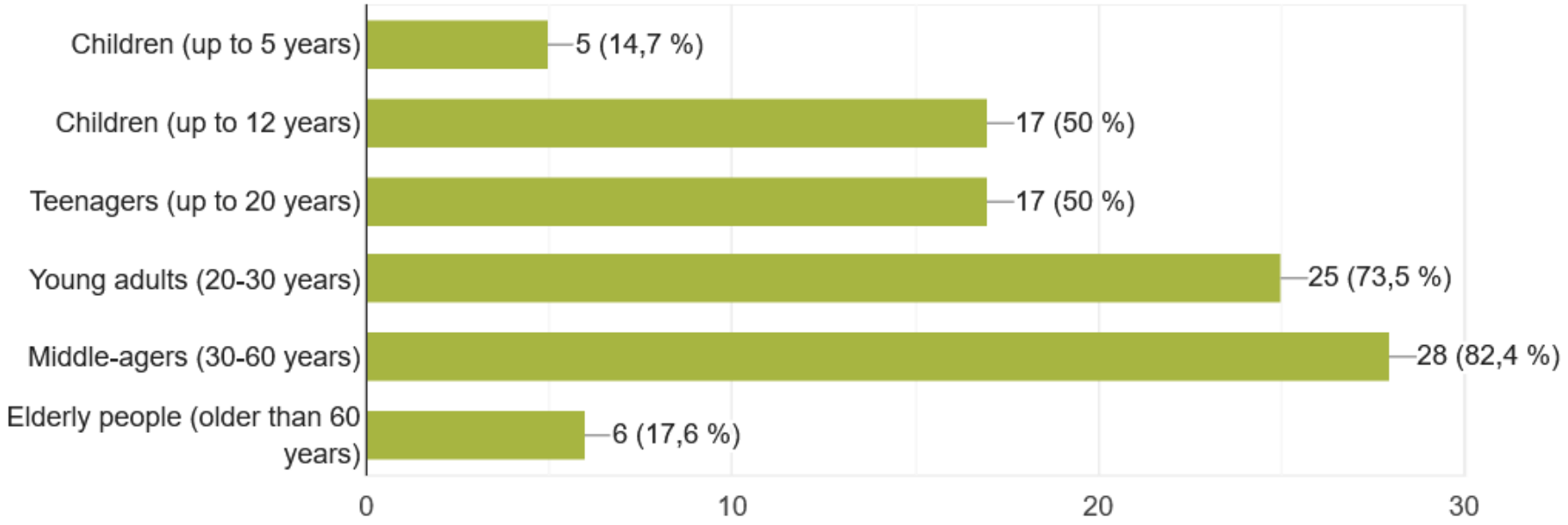


RESULTS

3. TARGET GROUPS

3.1 Which age-based target groups are mainly reached by your communication activities? (Please choose up to three groups.)

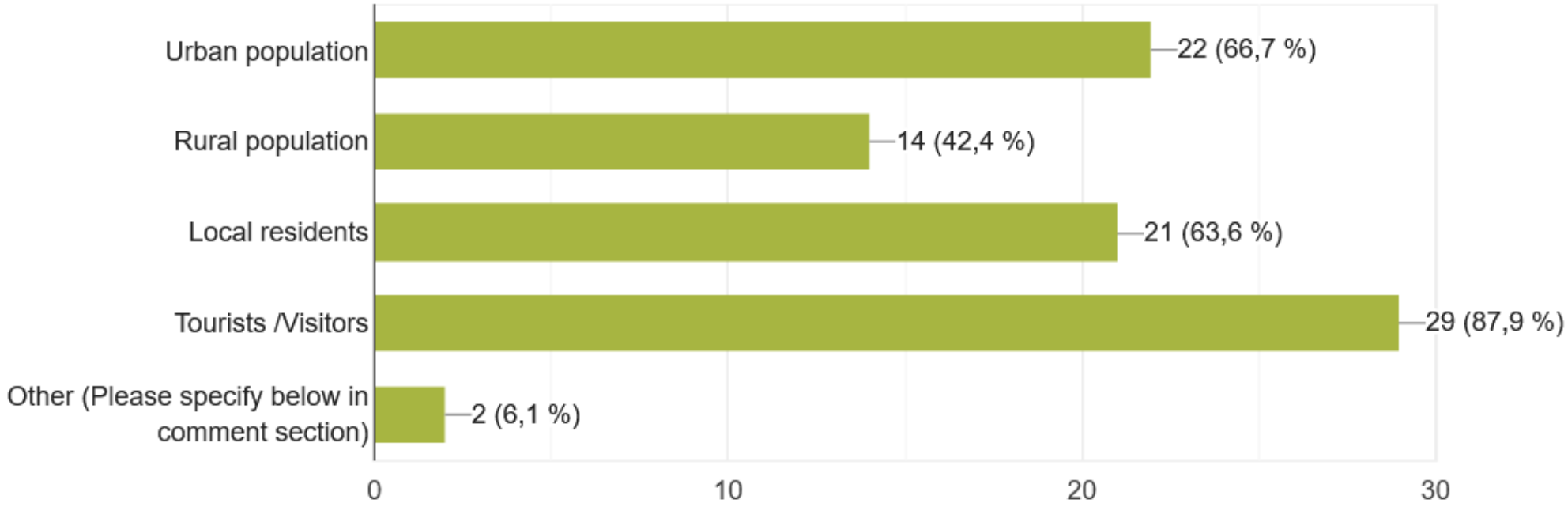
34 respuestas



RESULTS

3.4 Which of the following demographic groups are mainly reached by your communication activities? (Please choose up to three groups.)

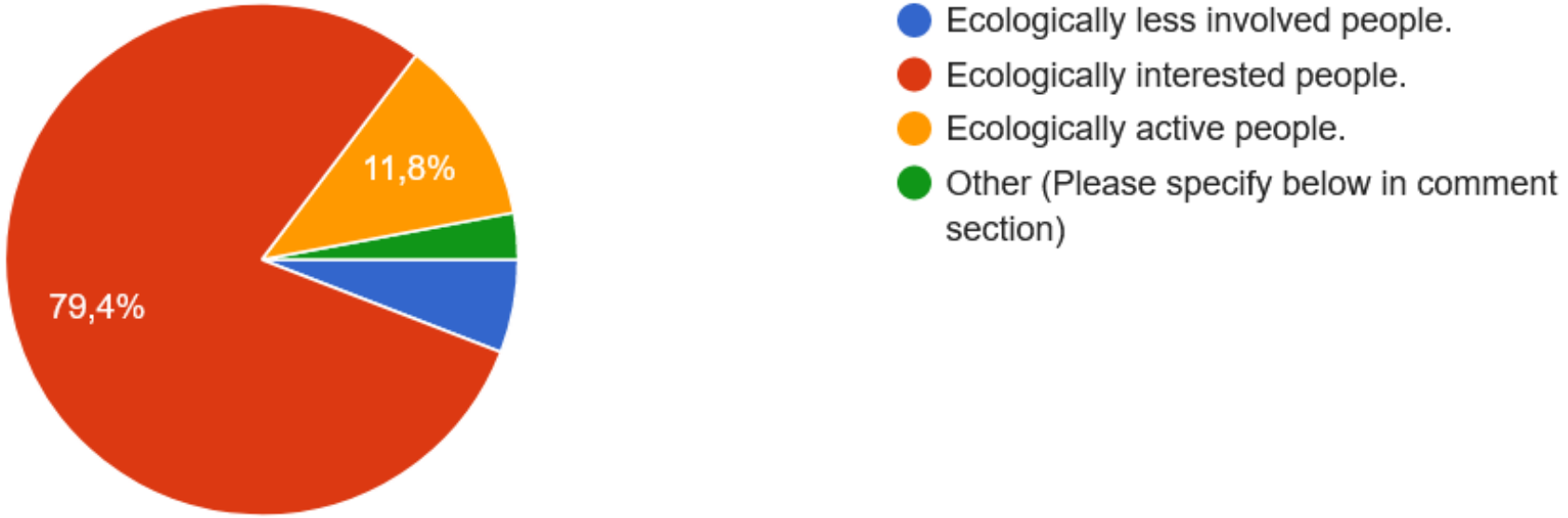
33 respuestas



RESULTS

3.5 According to your opinion, which of the following value-based target groups are mainly reached by your communication activities?

34 respuestas

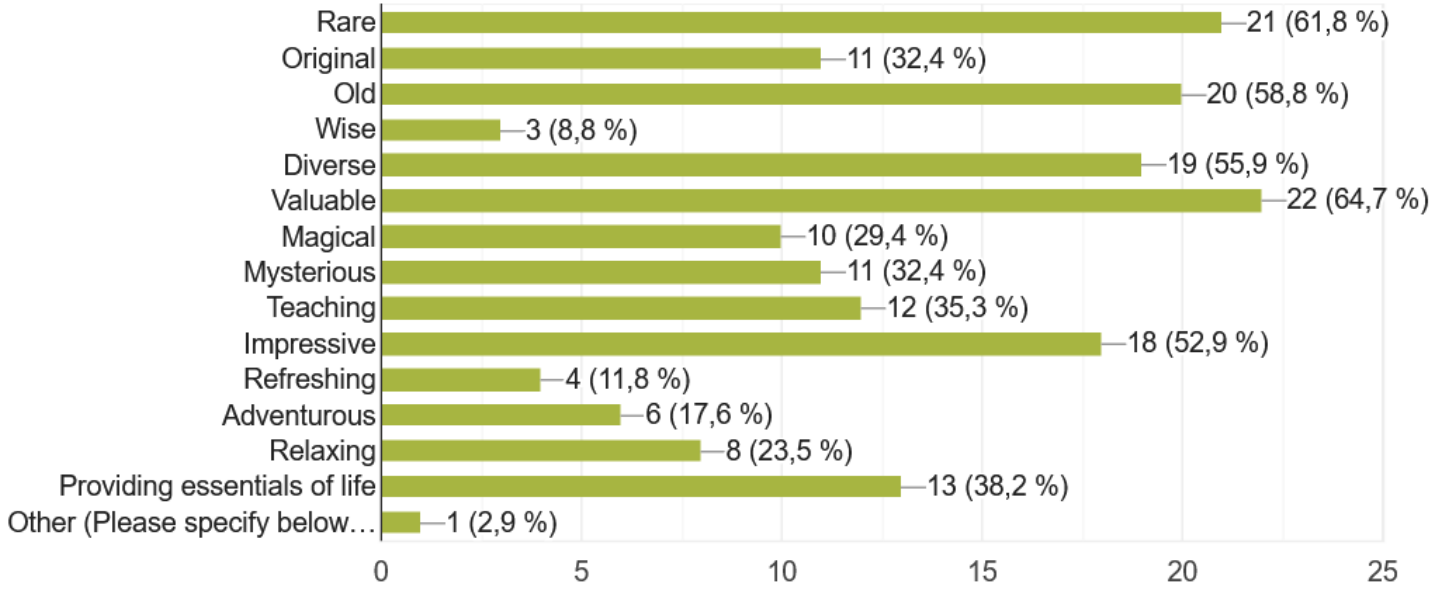


RESULTS

4. THE VALUE OF OLD GROWTH FORESTS

4.1 In order to develop a “brand personality” for old growth forests, which of the following properties best describe the character of old growth forests in your opinion? (Please choose up to five properties.)

34 respuestas



VALUABLE

RARE

OLD

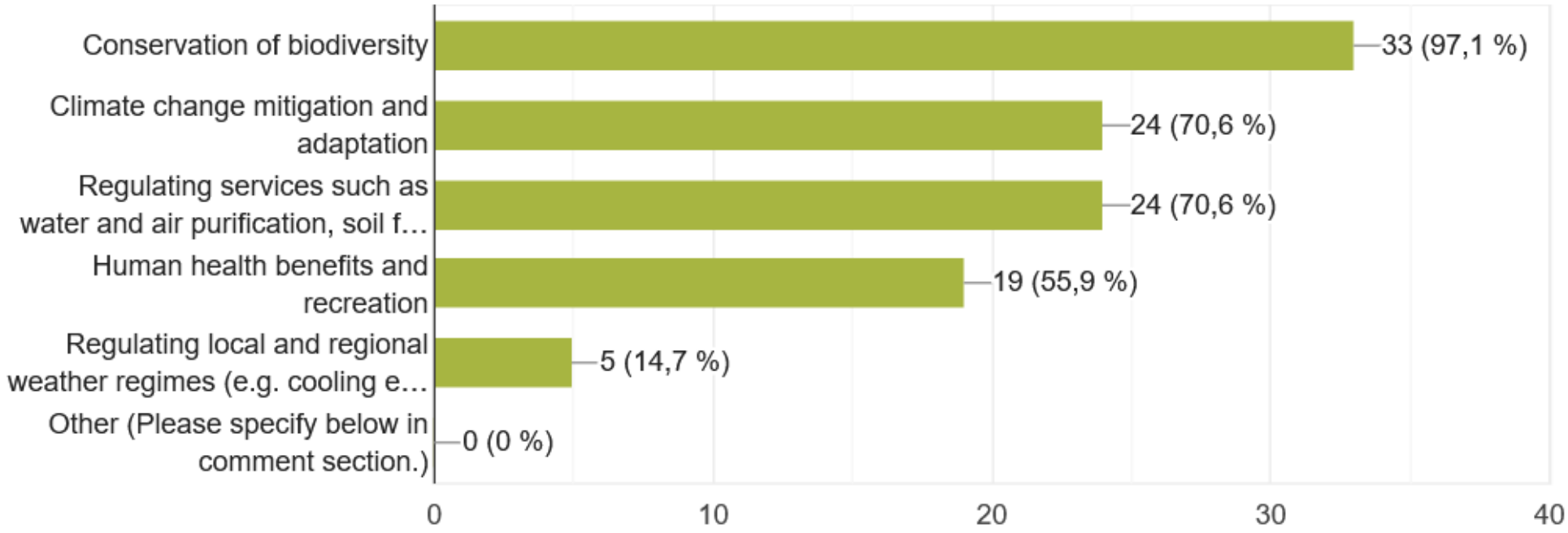
DIVERSE

IMPRESSIVE

RESULTS

4.2 Which of the following ecosystem services are most important for you to communicate? (Please choose up to three services.)

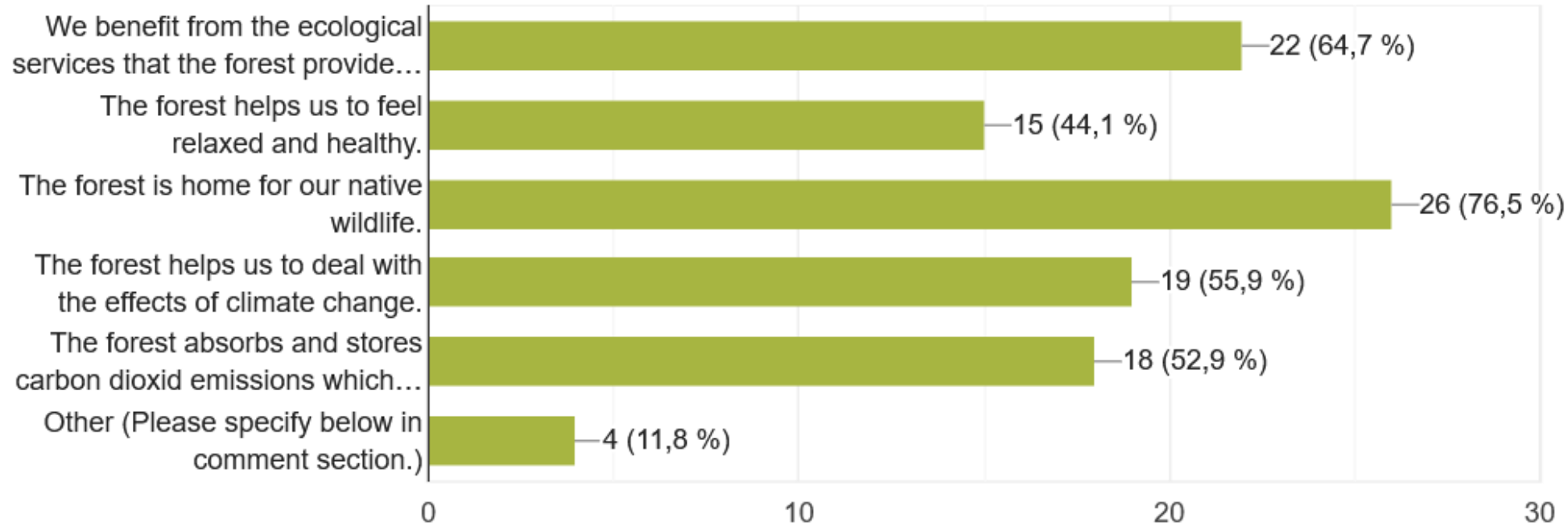
34 respuestas



RESULTS

4.3 Which image would you most recommend to communicate about old growth forests? (Please choose up to three options.)

34 respuestas

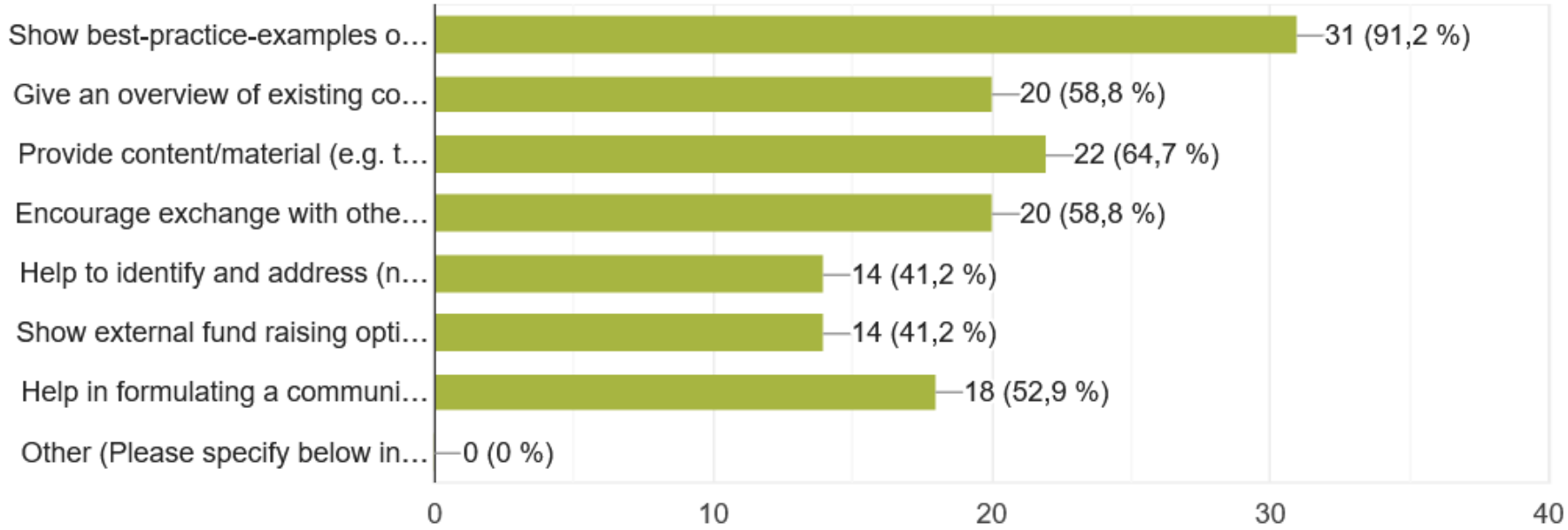


RESULTS

5. EXPECTATIONS FOR THE HANDBOOK

5.1 What are your expectations for the handbook that will be developed within the LIFE PROGNOSES project? (Please choose up to five options.)

34 respuestas



KEY FINDINGS FOR THE HANDBOOK

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- Tools/methods to reach ecologically less interested people