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Communicating the International Year of Biodiversity in Hungary

1. Field trips for political decision-makers

Objective:

- **Raise awareness** towards the importance of biodiversity among decision-makers in Hungary

Activities:

- Organize 5 **field trips** with the involvement of 5 **local nature conservation NGOs**. For these events we are going to invite representatives from local authorities, mayors as well as Hungarian Members of the European Parliament. During the field trips representatives of the local NGOs will talk about the local natural heritage and its important role in supporting human well-being.
- Ensure a wide range of **media echo** of the series of the events, e.g. publish articles in local magazines, make interview in local television channels, etc.

Outcomes:

- Biodiversity issues are more **integrated** in local as well as European decision making processes
- Biodiversity is more widely **known** due to the wide media echo.

2. “Why does biodiversity loss matter? – Answers for Ministers and Children”

Objective:

- **Raise awareness** towards biodiversity concerns and towards the interlinkages between different sectoral problems

Activities:

- **Translate** the most popular publication, titled “Why does biodiversity loss matter? – Answers for Ministers and Children”
- **Launch** the publication in the framework of a press conference on the 22nd May on the International Biodiversity Day in Hungary

Results:

- Hungarian decision-makers are more aware of the interlinkages between different sectoral problems and of the **underlying causes of biodiversity loss**
- Hungarian decision makers **integrate** biodiversity concerns in their decision-making processes

For more information: contact Veronika Kiss, project coordinator, kiss@ceeweb.org