Stakeholder engagement for a common cause of species conservation: rewarding or exhausting effort?

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Communication is conservation ?

Šyša: beautiful meadow – problemic site

Territorial situation:
- Mixed ownership, small privately owned land parcels
- Annual floods and water pumping issues
- Eutrophic meadows abandoned and overgrown with bushes

Territorial challenge:
- **40 %** of national Aquatic warbler population

Communication approach

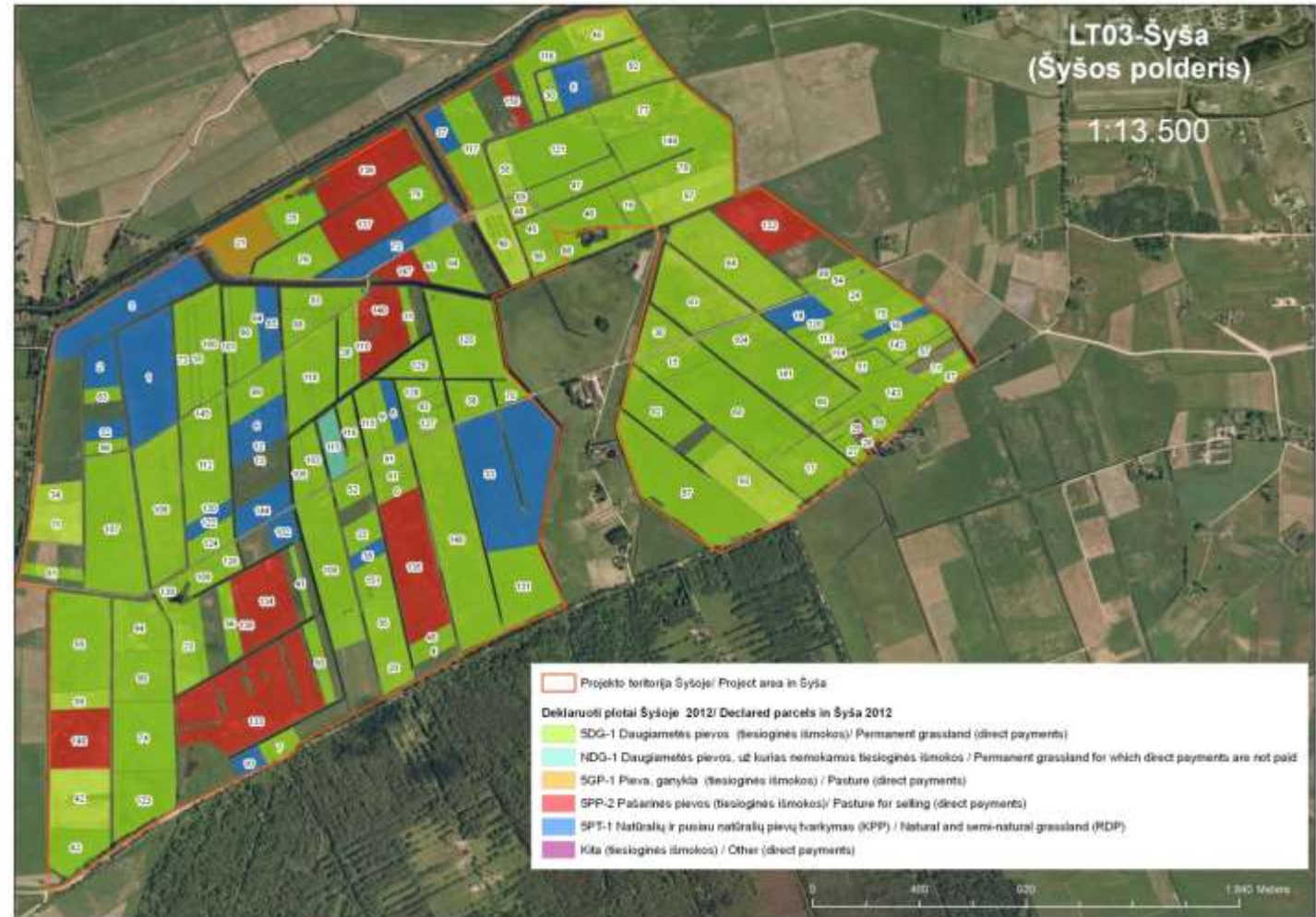**Aquatic warbler is a star and a farmer is a hero**

Bird – famous
Farmer – part of ecosystem, front row
player
Environmentalist – motivator

Collecting data and stories

- Mapping landowners
- Marking capacities
- Collecting stories

Old and new communication

- Aquatic Warbler welcome festivals in the region
- Individual and group consultations
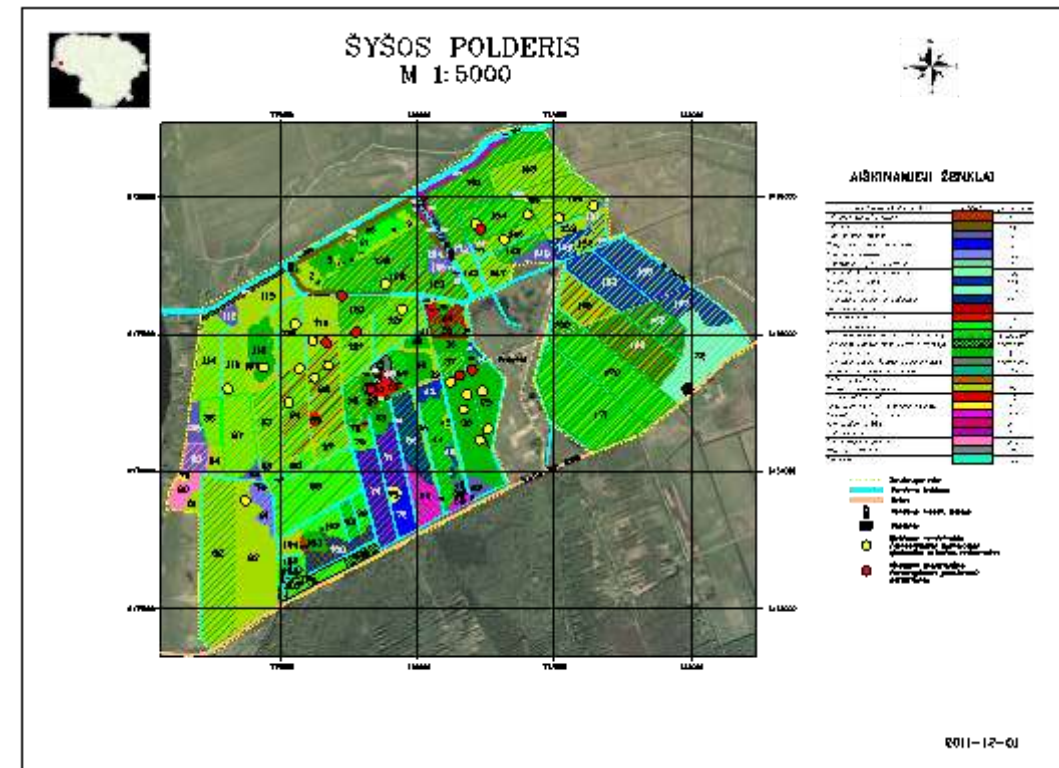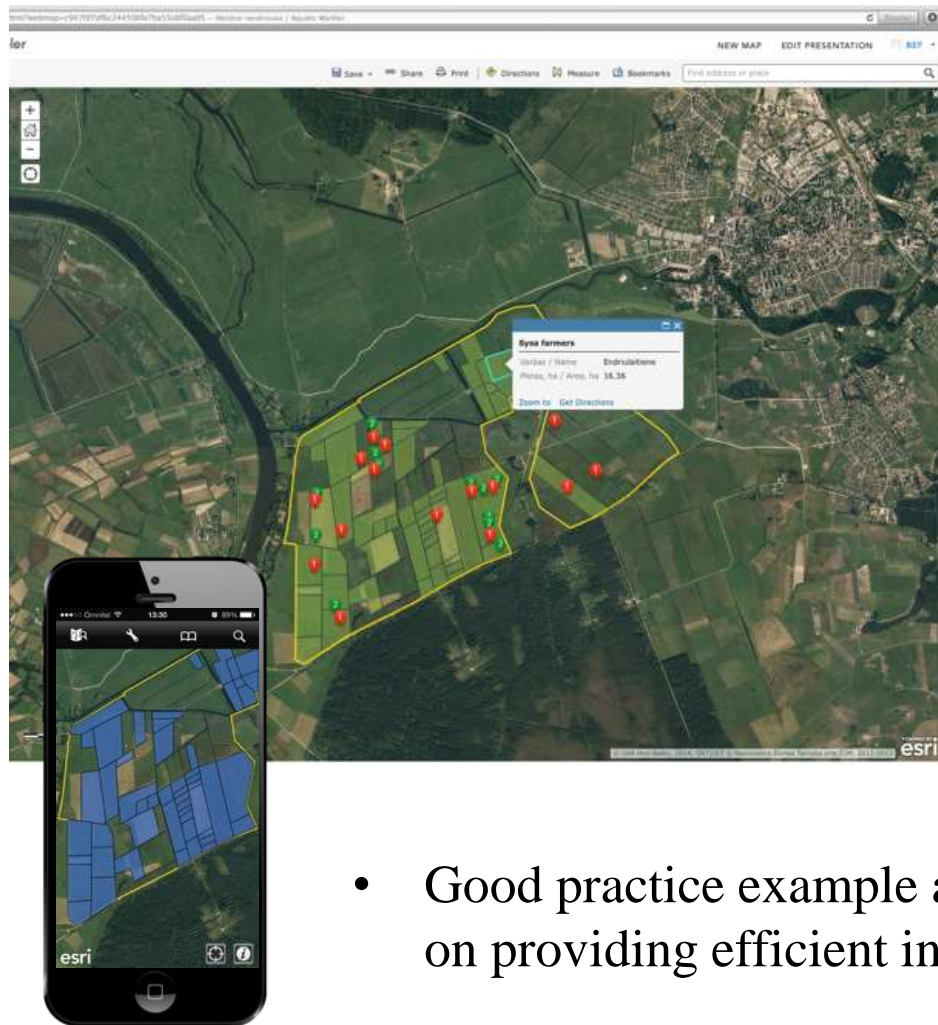- Using post-mail to transfer message

Old and new communication

- Café Scientifique for public involvement
- Children book-toy presentation and artistic concert in local school
- Documentary film production featuring local farmers
- Birdwatching platform nature graphic picturing farmer as a part of Nemunas delta ecosystem
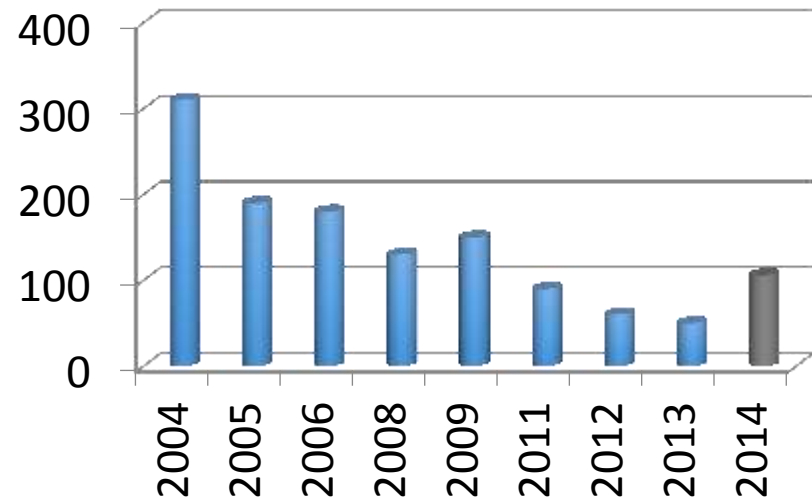- Good practice example study visit for farmers

ESRI ArcGIS platform – on spot communication tool

- Good practice example as recommendation for protected area specialists on providing efficient information for farmers

Communication is conservation

- Aquatic warbler population increase
- Gained regional ownership

- "Door-opener" for further social/political dialogue
- Recommendatory solution for protected area specialists – ArcGIS mapping tool

Communication is conservation

- Farmer is a precondition for Aquatic warbler to survive
- Being nature-conservationists is not enough. We have to become campaigners and entrepreneurs

- Communication is an important tool for species/nature conservation. Only precise communication methods bring success

Thank you

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