



FINAL REPORT ON PUBLIC AWARENESS



LIFE for LASCA Project
December 2022





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Picture on the cover: Adult Lasca specimen (*Protochondrostoma genei*). Author: Jurij Mikuletič.



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Preface

This report is the Final report of LIFE for LASCA project on Public awareness. It presents objectives, activities and results achieved under project action E1: “Public awareness”. Further activities regarding public awareness are predicted in After Life plan and Action plan delivered by the project.

Objectives and achievements of project action E1: “Public awareness”

The main goal of E1 action was public awareness focused on key stakeholders. Key stakeholders of the project were locals including anglers, experts and scientists as well as children and youth.

During the action implementation, we achieved following objectives:

- E1.1.1 Notice boards.

Smaller boards (70cm x 50cm; N=6) were set up in February 2018 at headquarters entrance of FRIS, Parco Ticino, FRIS fish farm, Angling Club Ajdovščina, Angling Club Renče and Angling Club Soča – Nova Gorica.



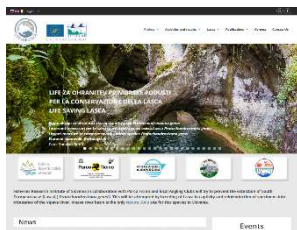
Big boards (150cm x 100cm) were set up in October 2020. The content on the boards has been adjusted according to the space where it stands. The big boards (N=7) were set up in populated places (parks, markets) near Lasca release sites



(N=3; Močilnik, Jovšček, Ozlenšček streams) and near Kožbanjšček stream (N=1; the only original small Lasca population present in Slovenia). They were set up also at Parco Ticino (N=2; Pontevecchio di Magenta and Cassolnovo) and FRIS fish farms (N=1; Kobarid).

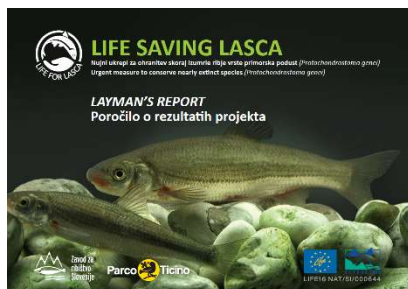


- **E1.1.2 Web site.**



The project web site is active from 30.06. 2018; until 25.12. 2023 we recorded 105.825 visits, 1.960 visits per month.

- **E1.1.3 Layman's report.**



Layman's report was issued in May 2022. In June 2022 it was delivered to all households of Goriška region (N=18.117), as well as to other stakeholders at meetings or personally. It was inserted also in FRIS 2023 New Year gift packages.

- **E1.2.1 Media work.**



120 articles (hard copies: 33, online: 87)
11 announcements in radio broadcasts
13 announcements in national TV station program
40 news on Parco FB page
21 digital issues of newsletters on LIFE for LASCA project

Slovenian national RTV SLO1 invited us to film a segment in the field about the project, which was included in a documentary named Saved before Extinction. The documentary was created in



collaboration with the European Broadcasting Agency presenting encouraging nature conservation stories from 10 EU countries. In Slovenia (RTV SLO1), it was aired in prime time on 20/04/2021 in the week of the Earth Day.





- **E1.2.2 Project promotion.**

Project was actively promoted by using promotional material. We delivered promotional material at any occasions including workshops, events, meetings, New Year gifts. In line with the project proposal and the project reports the further promotional material was prepared:

1.500 brochures on Lasca and other fish species of Vipava valley.



3.000 brochures in Italian and English language on project.

1.270 T-shirts for children, man and woman with Lasca logo in different colors.

500 notepads on Lasca and native game species



250 flaks with project logo.

22.530 Lasca stickers.



2.000 Lasca post stamps.





500 USB-keys with Lasca logo.



500 Buffs with Lasca logo



500 Bags with Lasca logo.

500 locally produced wine bottles with Lasca logo.

Roll-up poster and other posters for the project promotion at events, meetings.

