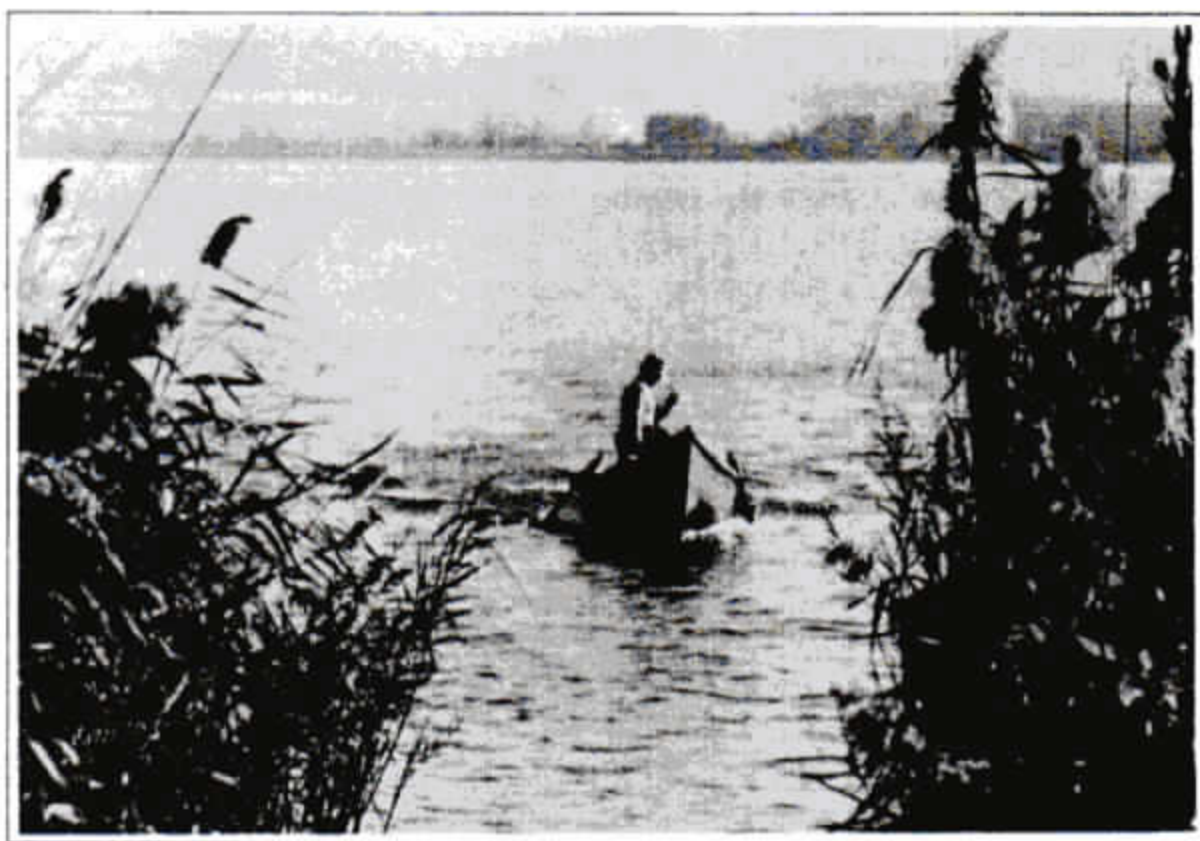


MedWet

RAISING PUBLIC AWARENESS AND INFORMATION WITH REGARD TO LAKES KORONIA AND VOLVI (MACEDONIA, GREECE)

E.T. Koutrakis and G.I. Blionis



December 1995

GREEK MINISTRY OF ENVIRONMENT
ENVIRONMENTAL PLANNING DIVISION
NATURAL ENVIRONMENT
MANAGEMENT SECTION

THE GOULANDRIS NATURAL
HISTORY MUSEUM
GREEK BIOTOPE / WETLAND
CENTRE (EKBY)

Contents

1. INTRODUCTION.....	3
1.1. MedWet.....	3
1.2. The sub-action of Information and Public Awareness	4
2. ANALYSIS	5
2.1 The project	5
2.1.1. Site Selection	5
2.1.2. The Project Team.....	5
2.1.3. Objective	6
2.2. The wetland.....	6
2.2.1. General characteristics	6
2.2.2. Flora and vegetation.....	8
2.2.3. Fauna.....	8
2.2.4. Cultural features.....	9
2.2.5. Human activities	10
2.2.6. Problems	10
2.3. The situation in the communication media	11
3. IDENTIFICATION OF HYPOTHETICAL TARGET GROUPS.....	13
3.1. Identification of the target groups present in the area	13
3.2. Evaluation of hypothetical target groups	13
4. MAIN MANAGEMENT ISSUES	16
4.1. Selection of main management issues	16
4.2. Evaluation of hypothetical target groups' response to the main management issues	16
5. SELECTION OF OPERATIONAL (FINAL) TARGET GROUPS AND THEIR CHARACTERISTICS	18
5.1. Greek decision makers	19
5.2. Fishermen.....	19
5.3. Farmers.....	20
5.4. Teachers/Schoolchildren.....	20
6. DEFINITION OF THE COMMUNICATION OBJECTIVES	21
7. PLANNING OF THE COMMUNICATION CAMPAIGN	22
7.1. Campaign tools and messages.....	22
7.2. Communication campaign priorities and timetable	24
8. PERFORMANCE OF THE COMMUNICATION CAMPAIGN	26
9. THE CONDITION OF THE LAKES DURING THE PROJECT.....	41
10. MONITORING AND EVALUATION OF THE RESULTS	43
10.1. Contribution to the legal protection of the area as a result of the project's proposals and lobbying.....	43
10.1.1. Contribution to the Joint Ministerial Decision (JMD).....	43
10.1.2. Prefecture Decisions restricting water use.....	43
10.1.3. Prohibition of grazing and hunting near the lakes.....	43
10.1.4. The future Management Plan and the Presidential Decree.....	44
10.2. Evaluation of media response.	44
10.3. Review of attitude changes of the target groups.....	46
10.3.1. Decision makers.....	46
10.3.2. Fishermen.....	47
10.3.3. Farmers.....	47
10.3.4. Schoolchildren.....	48

10.3.5. Wider public	48
10.4. Evaluation of tools used in the realisation of the communication campaign	49
11. CONCLUSIONS	52
REFERENCES	54
APPENDIX I	56
The project's outputs	56
APPENDIX II	58
Technical proposals which resulted from the technical meetings.....	58
1. Use of irrigation water	58
2. Use of agrochemicals.....	58
3. Fishery management.....	59
4. Ecotourism	59
APPENDIX III	61
Outline of the permitted activities per each protected zone, in the draft Joint Ministerial Decision (JMD) for lakes Koronia and Volvi.....	61
APPENDIX IV	62
Prefecture decisions introducing restrictions to irrigation water use at the area of lake Koronia.....	62
APPENDIX V.....	64
Games and drawings used in the Environmental Education Package "The suitcase for Volvi and Koronia"	64
APPENDIX VI	71
Photos from the project's meetings and events	71