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WOODMEADOWLIFE

„Restoring and promoting a long term sustainable management of Fennoscandian wooded meadows in Estonia and Latvia“

LIFE20 NAT/EE/000074

Deliverable E

WoodMeadowLIFE communication action plan for 2026

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EXECUTIVE SUMMARY

Tabel 1. Detailed quarterly action plan for 2026

Organi-sation	Time	Activity	Target group	Channel	Suggested Media Outlet	Communication theme
	Q1 2026					
UT	Feb 19	LIFE project GrassLIFE2 annual seminar	International audience (scientific, farmers)	Seminar	Seminar presentation	Practical overview on ecosystem services.
LFN	Feb	Press release	Landowners and general public	Regional media	Regional media	What has been accomplished in the project - a story about wooded meadows, their restoration, real examples, as well as a final call for landowners to apply for restoration.
EKA	Feb	Presentation of video games and wooded meadows as potential World Heritage Tentative List (WH) site at Tourest	Visitors of Tourest 2026; tourism sector and visitors	Tourism Fair Tourest 2026	Tourest.ee Artun.ee EKA and Tourest newsletters, social media	Promotion of wooded meadows as WH site, presentation of video games to by EKA students to younger visitors of the Fair.
EFN	Feb	Nature conservation holidays theme year announcement	General public	Social media and media work	EFN webpage, FB, Insta, press-release, radio and news outlets	Estonian islets as semi-natural habitats, wooded meadows that everybody can visit and help during 2026.
EFN	March	Nature conservation holidays theme year introductional activities	General public, nature conservationalist	TV programme (ETV)	Osoon	Value and visibility of wooded meadows. Short segment showcasing restoration work and biodiversity; include interviews and visuals from project sites with added value action.
	Q2 2026					
LFN	April 17	Wooded meadow conservation work event	LFN members and employees	Event		LFN members and employees will help at the Lejzemnieki field base, where wooded meadows have been restored - removing

		in Bird boxes workshop Ziemeļgauja, Lejzemnieki				debris from the spring floods, mowing shoots, etc.
LFN	April 18	Bird boxes workshop in Lejzemnieki	Families with children	Event, social media before and after	Press release for Regional media, event will take places restoration places in nature – Ziemelgauja and surroundings	Promotion of the uniqueness of the landscape through public engagement and education, highlighting the importance of wooded meadows. Special attention is given to cavity-dwelling animals as a way to communicate the ecological value of old trees.
LFN	April 19	Training for farmers in Ziemeļgauja	Landowners	Event	Social media	Landowners from other Natura2000 areas will visit wooded meadow restoration sites in Ziemeļgauja.
LFN	April 20-30	Wooded meadows conservation work events in WML restoration areas (clean-up after spring floods etc.)	Students and local residents	Event	Invitation for the local schools and residents	Promotion of the uniqueness of the wooded meadow landscape through public engagement.
EB	April 22	One Nature LIFE Project Final Conference	International audience	Conference	www.jednapriroda.cz www.facebook.com/Jedna Priroda keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	Presentation: “From Landowners to Conservation Partners: Lessons from the WOODMEADOWLIFE Project”.
EFN	April	Promotion of value added working group	Landowners, HoReCa sector, food providers and chefs	Webpages, direct marketing	Webpage, social media and direct marketing	Wooded meadows provide quality food.
LFN	May 16	Landscape reading tour about cavities in old	General public	Event, social media before and after	Regional media	To educate participants about the importance of old trees in forest

		trees and bats + bat cage workshop				ecosystems, highlighting that many birds, bats, and other forest species depend on natural tree cavities. Participants will learn about cavity functions and biodiversity, and gain hands-on experience creating artificial cavities as alternative habitats to support local species and promote old-tree conservation.
UT	May 18-22	6th ESP Europe Conference	International scientific audience	Conference	Conference presentation: https://www.espconference.org/europe2026/home	Results on monitoring of different organism groups and ecosystem services in abandoned and restored wooded meadows.
SERE	May 26	Webinar on best practices for restoring wooded meadows	SERE experts, direct marketing	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	To share experiences and best practices.
EB	May	An article on the topic „Discover our species-rich wooded meadows.“	General public	Article	Journal *Eesti L*oodus keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	Introducing the unique landscape and the value of wooded meadows, highlighting their natural features, recreational opportunities, and guiding information boards.
EB	May	Study tour at Saaremaa	General public	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud visitsaaremaa.ee Saarte Hääl https://life.envir.ee kaitsealad.ee keskkonnaharidus.ee	Promotion of the unique landscape in society, education about the importance of wood meadows, focusing on trees. The event is part of Nature Conservation Month.

EB	May	An article on restoration activities and a survey conducted among restorers	Direct marketing: owners and maintainers of heritage meadows	Newsletter	oodusrikaseesti.ee/et/maaomanike-nousta mine-0 keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	To present primarily to landowners and restorers the results of the restoration of wooded meadows under the WML project, as well as the survey conducted among the target group.
EB	May	Call for the photo contest of the journal „Eesti Loodus“	General public, photography enthusiasts	Call to action	Journal *Eesti Loodus* keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	Direct to notice the heritage associated with wooded meadow.
EFN	May	Promotion of summer activities and conservation holidays on wooded meadows	General public, nature enthusiasts, hikers, families, photographers, city dwellers	EFN webpages, social media (organic and paid), e-mail marketing	Online media	Wooded meadows are hotspot of Estonian biodiversity.
EB	Jun 6	Study tour on Nedrema wooded meadow	General public	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud https://visitparnu.com/ https://elurikkus.ee/lvm	Promotion of the unique landscape in society, education about the importance of wood meadows, focusing on plants. Event is part of the 24-hour Nature Observation Marathon.
EB	Jun 16 to 19	Networking event	Ecologists and other conservation professionals from England	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	Introducing the activities of the WoodMeadowLIFE project and sharing experiences on wooded meadow restoration.
EFN	Jun	Wooded meadows promotion - focus on biodiversity, photo and video stories	General public, nature enthusiasts, hikers, families, photographers, city dwellers	EFN webpage, social media	Online media	Wooded meadows are hotspot of Estonian biodiversity.

EB	Jun	Call to action: Notice the most common wreath flowers	General public	Social media	FB: Eesti pärandniidud keskkonnaharidus.ee	To encourage noticing the most common wreath plants in wooded meadows.
UT	Jun	Popular-scientific article	General public	Media	Master´s thesis overview https://novaator.err.ee	Summary of master's thesis results: „Functional plant diversity and dark diversity in abandoned and restored wooded meadows”.
	Q3 2026					
EB	Jul 25	Estonian Open Farm Day at Iganõmme wooded meadow	General public	Event	https://avatudtalud.ee/ Märjamaa Nädalaleht keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud kaitsealad.ee	Promotion of the unique landscape in society, education about the importance of wood meadows, focusing on heritage and plants.
EFN	Jul	Summer school in Palupõhja	General public	EFN webpage, social media, TV programme (ETV)	Traditional media (online, TV Maahommik, radio)	Mowing meadows with scythe.
EFN	Jul	Value added working group event in Pärnu	General public, landowners, HoReCa sector, food providers and chefs	EFN webpage, social media, TV programme (ETV)	Traditional media (online, TV Maahommik, radio)	Quality food comes from wooded meadows.
EKA	Summer	Book launch and related activities	Communities around the meadows, experts, general audience	Event Press releases interviews	EKA media	Promotion of the book and the process towards WH nomination.

UT	Jul	Popular-scientific article	General public	Media	Master´s thesis overview: https://novaator.err.ee	Summary of master's thesis results: „Socio-economic factors affecting wooded meadow managers".
ESCCA	Jul	Mowing of Puhtu wooded meadow, presentation on wooded meadows + LIFE project	General public	Event	ESCCA webpage	Promoting wooded meadows and hands on activity for volunteers.
EB	Jul	Construction of a barn in Saaremaa	Owners, maintainers of heritage meadows and experts	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud Saarte Hääl	Promotion of the heritage associated with wooded meadows and raising awareness of their values.
UT	Aug 24-28	15th European Conference on Ecological Restoration (SERE2026)	International scientific audience	Conference	Conference presentation: https://sere2026.scienceconf.org/	Results on monitoring of different organism groups and ecosystem services in abandoned and restored wooded meadows.
ESCCA	Aug	Restoration and botany workshop	General public, landowners, meadow restoration partners	Event	Local newspaper	Addressing project partners (restoration training + best practices sharing); promoting knowledge on plant species.
EFN	Aug	Nature conservation working camps promotion, islet camps promotion (Hanikatsi, Vareslaid)	General public, vacationers	Social media	Possible summer reporters from local news outlets, Maaleht	Islets as unique meeting point for nature, history and people.
LFN	Aug/ Sept	Photo exhibition	General public	Event	Opening of the WoodMeadowLIFE photo exhibition	Promotion of the uniqueness of the wooded meadow landscape through public (artist) engagement and education (scientific and historical).

	Q4 2026					
EB	Sept 9	Study tour on Haavakannu wooded meadow	Nordic-Baltic LIFE Platform meeting attendees	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud https://life.envir.ee/	Promotion of the unique landscape in society, education about the importance of wood meadows, introducing restoration work.
EB	Sept	Networking event for landowners and restoration practitioners	Owners and maintainers of heritage meadows	Event	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud https://life.envir.ee/	To share experiences and best practices.
EB	Sept	Television program of project objectives, restoration work and additional activities	General public	TV program (ETV)	Osoon	Value and visibility of wooded meadows: short segment showcasing restoration work, biodiversity and additional activities like birds, insects and bats boxes, and sowing seeds.
EFN	Sept	Editing and distributing materials – value added group work conclusion	General public	Webpage, direct marketing	Oma Maitse	Recipes from wooded meadows.
LFN	Sept-Oct	Landscape reading tour about mushrooms in wooded meadows in Ziemeļgauja	General public	Event	Press release for Regional Media, Social Media	Promotion of the uniqueness of the landscape through public engagement and education, highlighting the importance of the wooded meadows.
EB	Oct	Launching the wooded meadow video	General public	Video	keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud EB YouTube channel	Video will give an overview of project objectives and best practices of restoration wooded meadows.
EFN	Oct	Looking back on islet year. Preparing reports		Social media, webpage, lists		To be specified.
LFN	Oct/ Nov	Press release	General public	Press release	Regional media	What has been accomplished in the project - a story about wooded meadows, their restoration, real examples, etc.

EFN	Nov	Preparation of reports	Project partners	Webpage		
EB	Nov	Award ceremony of the „*Eesti Loodus*“ photo competition	Participants of the photo contest	Article	Journal *Eesti Loodus* keskkonnaamet.ee/woodmeadowlife FB: Eesti pärandniidud	Recognising winner of wood meadow category.
EFN	Dec	Concluding wooded meadow work EFN did, sharing interesting findings	Project partners, general public	Social media, webpage, lists	Maaelublogi	
EFN	Dec	Event for Volunteers	Project partners, general public	Social media, webpage, lists	Maaelublogi	Volunteers are important part of preserving wooded meadows and other habitats.
UT	During year	News	General public	Media	Webpage: https://landscape.ut.ee	News on project activities.

Abbrevientions:
EB – Environmental Board
EFN – Estonian Fund for Nature
EKA – Estonian Academy of Art
ESCCA - Estonian Seminatural Community Conservation Association (PKÜ)
LFN – Latvian Fund for Nature
SERE - Society for Ecological Restoration Europe
UT – University of Tartu