



Built Environment
leArning for Climate
AdaptatiON



The adaptation to climate change communication experience in Navarre through LIFE-IP NAdapta-CC project

M.Á. GONZÁLEZ MORENO ¹, I. ALMÁRCEGUI ARTIEDA ¹, I. BAUTISTA SANZ ¹, J. DOZZI ²,

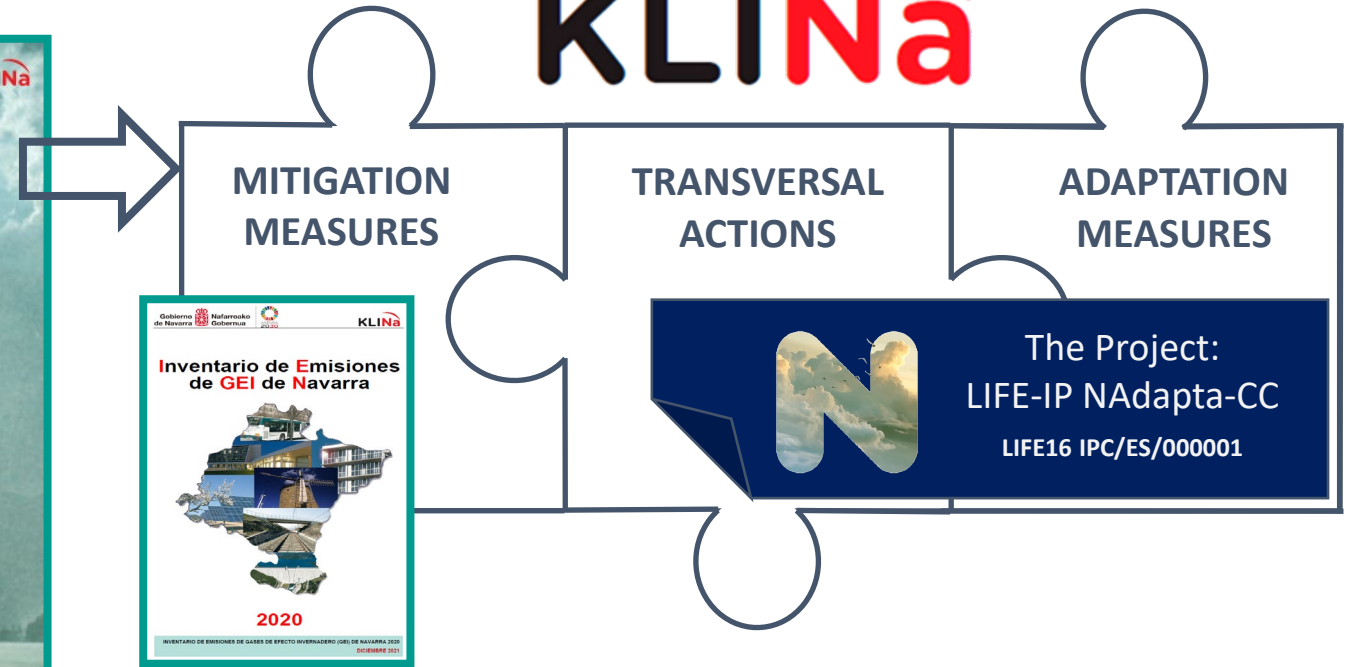
¹ Circular Economy and Climate Change Service. Department of Rural Development and Environment of the Government of Navarre. Pamplona (SPAIN).

² Gestión Ambiental de Navarra – Nafarroako Ingurumen Kudeaketa (GAN-NIK). Pamplona (SPAIN).

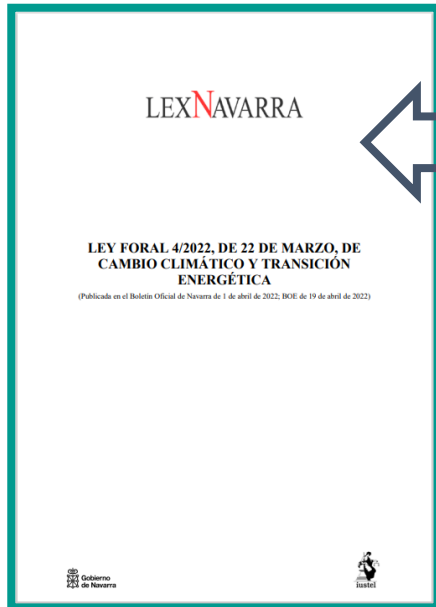
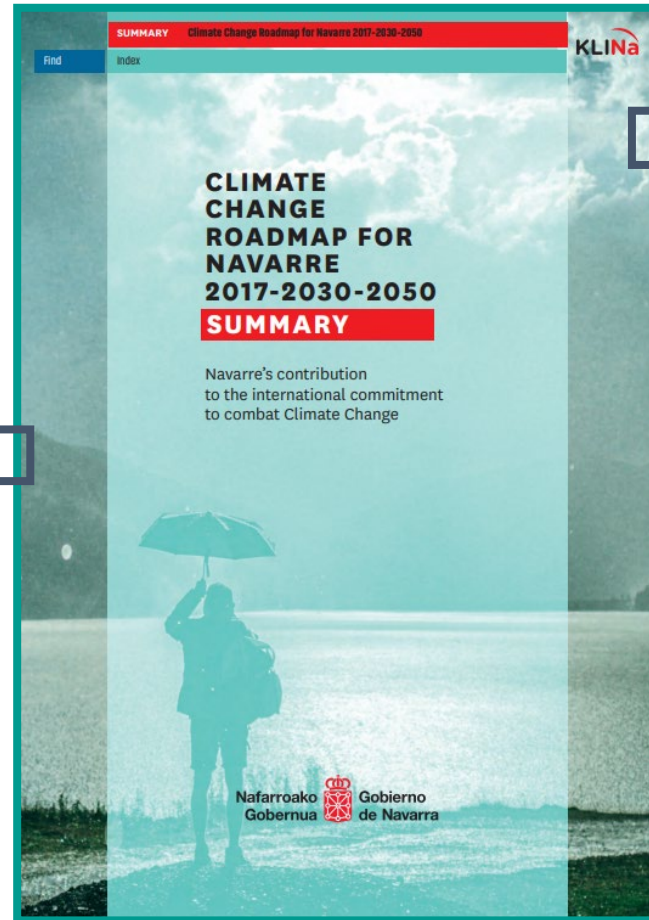


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Erasmus+ Programme
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Contextualization in Navarre



<https://klina.navarra.es/>



LIFE-IP NAdapta-CC Project



- Monitoring and local level
- Agriculture and livestock
- Water
- Health
- Forestry
- Infrastructures and territorial planning
- Transversal and horizontal actions

LIFE16 IPC/ES/000001 CONSORTIUM



Universidad Pública de Navarra
Nafarroako Unibertsitate Publikoa

Communication strategy

The objective of the project, as well as of the Climate Change Roadmap for Navarre (HCCN-KLINA) of which it is a part, is **to prepare citizens to tackle the effects of climate change**. To carry out the purpose of a good project communication, it has been using different formulas:

Official press releases



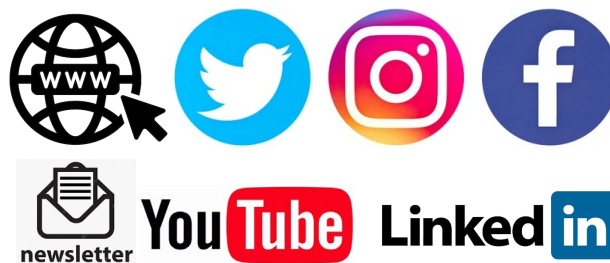
<https://www.navarra.es/es/noticias>



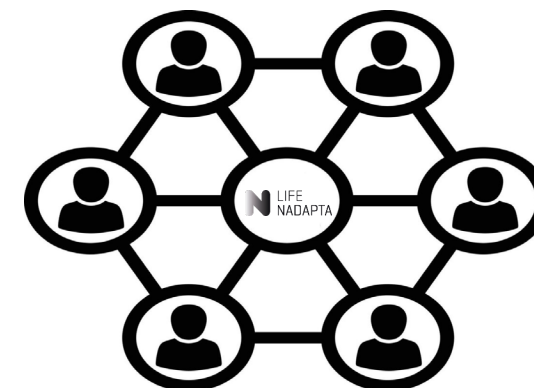
News on mass media

Official and partners websites and social networks

<https://lifenadapta.navarra.es/>

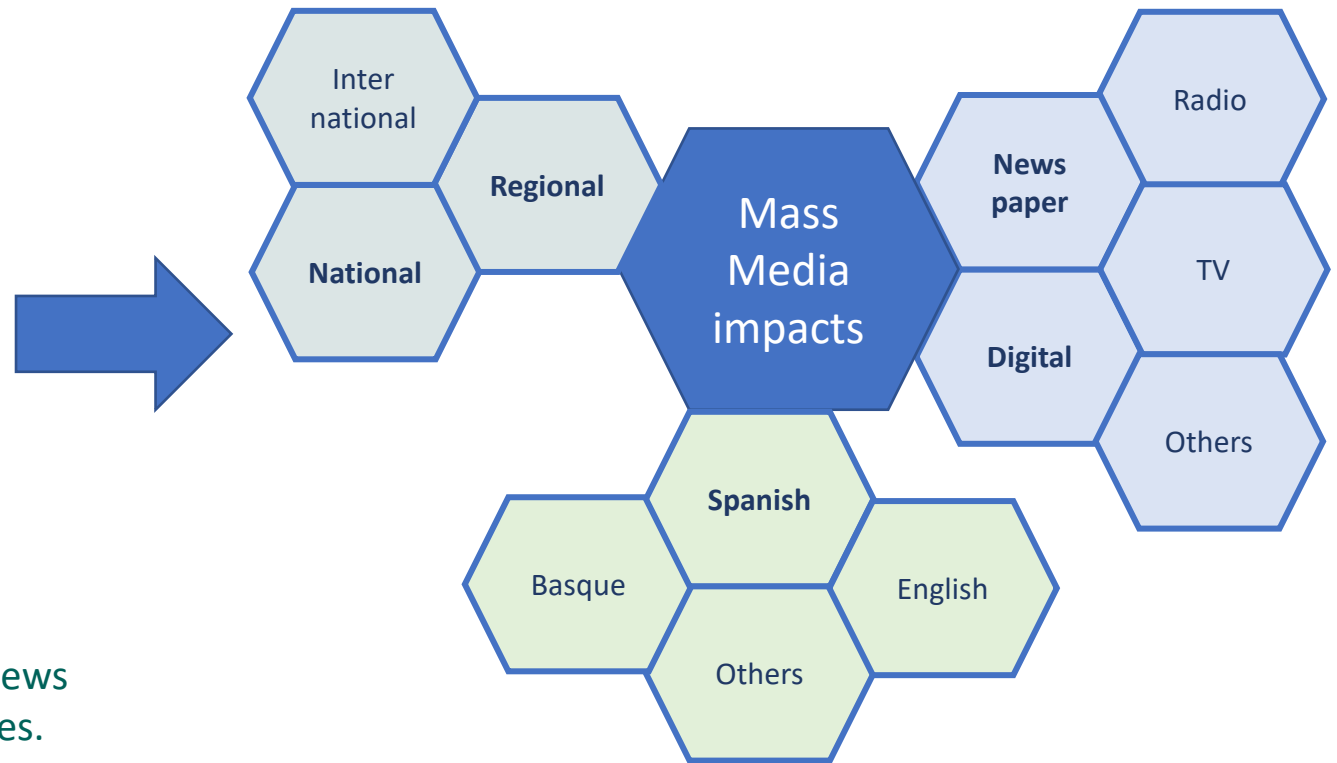
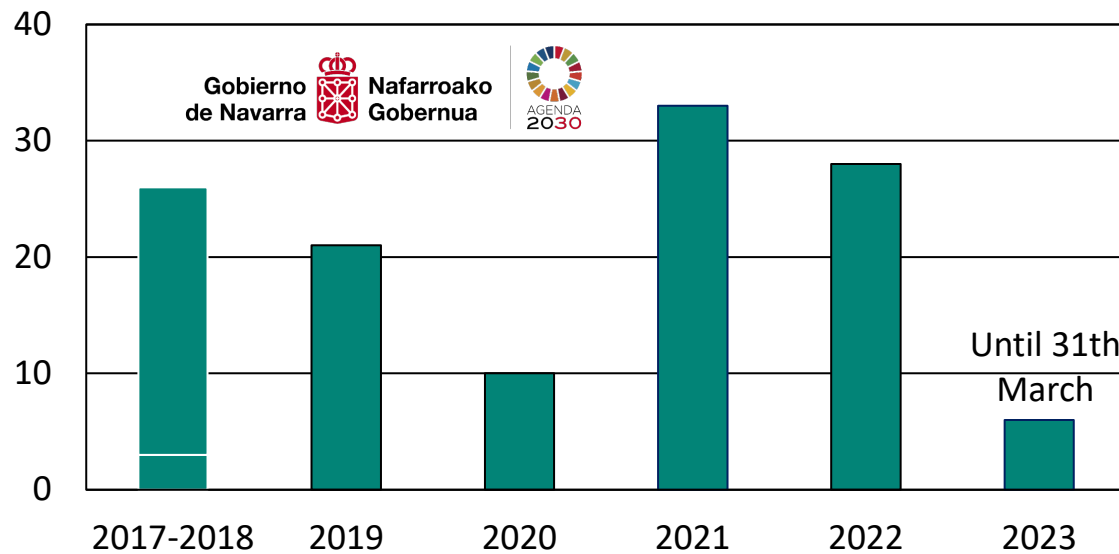


Events and training activities



Official press releases

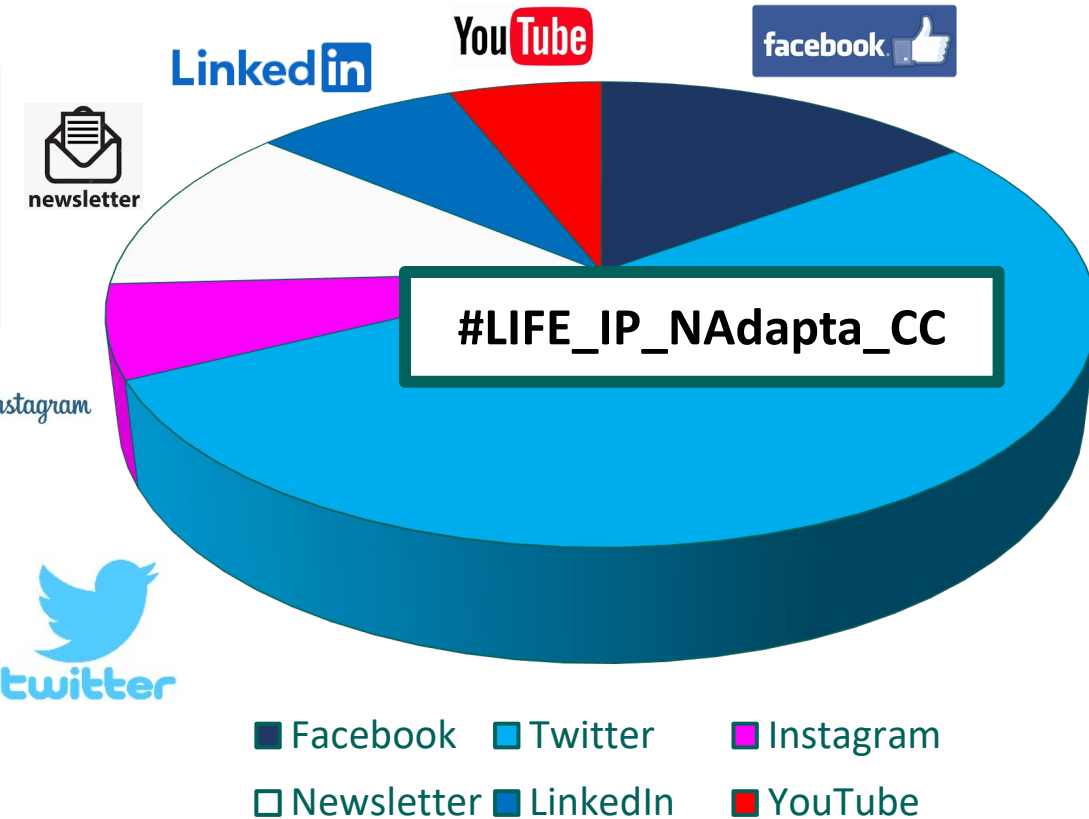
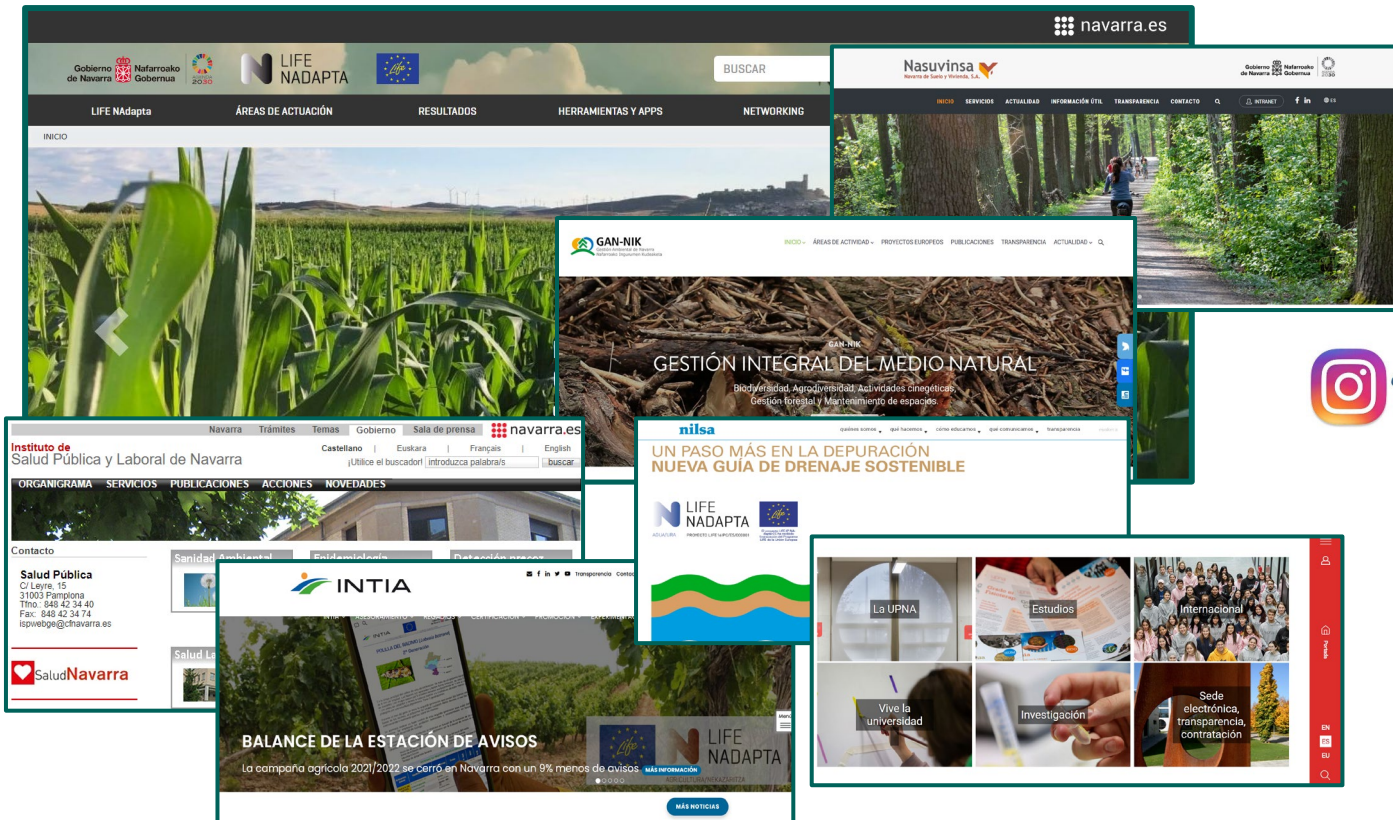
Official press releases from Government of Navarre and their impact got in mass media:



* Occasionally, consortium partners issue “press releases” or news items that may have a similar impact to government press releases.

Official and partners websites and social networks

Official and partners websites and social networks, with very different target audiences:



Events and training activities

Different scenarios:

External events

Own events

Training

TUDELA (NAVARRA)
15-19 SEPTIEMBRE 2021

TERRITORIO PASTOREADO

ARTZAINZ LUR EREMU

2021EKO IRAILAREN 15ETIK 19RA
TUTERA (NAFARROA)

CAMBIO CLIMÁTICO
¿Qué podemos hacer?

KLIMA ALDAKETA
Zer egin dezakegiz?

Itziar Almarcegui Artieda
Miguel Ángel González Moreno

¿Cómo nos adaptamos al cambio climático en Navarra?
Nola maldatzen gara klima-aldaketara Nafarroan?

maiatzak 20 19:00 Sala P1
maiatzak 21 19:00 Sala P1

World Soil Day Navarre

upna

IRNASA

EJP SOIL

ala

LIFE NADAPTA

INRAE

SUSTAINABLE DEVELOPMENT GOALS

World Soil Day 2022

JARDUNALDIA / JORNADA
Larrialditarako Udal Plana uholde arriarkuri aurre egiteko
Tafallako Udala
Plan de Emergencia ante el riesgo de inundación del Ayuntamiento de Tafalla
1/07/2021 19:00

Centro Cultural Tafalla-Kulturgunea,
Calle Hortanco kalea, Tafalla

Edukiera mugatua / Aforo limitado

Pacto de las Alcaldías para el Clima y la Energía EUROPA

Sesión de participación Parte hartze saioa

Plan de Acción para el Clima y la Energía Sostenible Klima eta Energia Jasangarrirako Ekintza Planaren Preperinoino Aurreperinoinoa

Martes 26 de octubre De 18:00 a 19:30h Urriak 26 asteartea 18:00etatik 19:30tara

Enlace para la inscripción Eman ezazu izena hemen

¡Ánimate y participa! Animatu eta parte hartu!

JORNADA DE PRESENTACIÓN DE RESULTADOS DEL PROYECTO LIFE-IP NADAPTA-CC EN EL ÁREA DE BOSQUES

LIFE-IP NADAPTA-CC PROIEKTUA BASOEN ARLOAN IZANDAKO EMAITZAK AURKEZTEKO JARDUNALDIA

upna
CURSOS DE VERANO UDAKO IKASTAROAK

upna
CURSOS DE VERANO UDAKO IKASTAROAK

Emergencia climática: la adaptación como una herramienta eficaz frente al cambio climático

Klima aldatzen da, hiria egokitzen da
El clima cambia, la ciudad se adapta

Krisi klimatikoaren komunikatzea
Comprender para comunicar la crisis climática

Formación | "El castaño: Principales enfermedades, plagas, tratamientos y nuevas oportunidades"
22-10-2021

Formación | "Estado de emergencia climática: ¿Qué es? ¿Qué hacemos?"
19-09-2021

Conclusions

- The results obtained so far are diverse after six of the eight years that the project has lasted.
- Nevertheless, it has been detected that depending on the type of approach, the response of the public or the direct agents involved may be **higher if the subject directly affects** them.
- Furthermore, it has also been perceived that giving **close examples** sharpen attendees' interest and allows them a better understanding of the issue and the possible measures to be implemented.

There is no magic recipe or formula!



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Thank you!

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