

**Green week 2006 - “Biodiversity is life” in Brussels  
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*Photo by Andris Klepers*

Biodiversity is a capacious term when we are thinking about global trends. But even then we can focus always on local situations and use of this acquired knowledge's and experience in every days work.

The main target for participating in Green Week about was offered discussion about following questions: how to bring the message about importance of biodiversity to the public. How to make believe to the society, that this is linked with themselves and their children's future. How to let them understood better that biodiversity is something, what is strictly connected with everybody from us. Standing oneself aback and lack of initiative is an actual problem in our project, when speaking about landowners and their involving in project activities. How to make people be more responsible? How to get that stakeholders are proud of their status, of having property in specially protected nature areas. This is a small introduction, why this event was thought to be important for our project activities in the future.

Green Week provided a unique opportunity for exchange of experience with other people from different projects and organisations. We got best practice in discussions among non-governmental organisations, businesses, various levels of governance and the public. There was also possible to lead our experience to others or participate in fruitfully brainstorming about best methods, how to manage with this topic and how tell the simple things to the public more clear.

Biodiversity as a global issue in context of Green Week has focused on the global dimension of different EU policies. In particular, using the ecological footprint concept, it has recognised the major impact that industrialised countries including Europe have beyond their own borders. This is absolutely necessary to know and

better knowledge's about global situation are helping to make argumentation in local situations for decision makers.

Biodiversity and society was more discussed in context of social values: ethics, emotions, environment and economics. From theoretically models, that we can make pricing for different landscapes to very practical things about communication methods with public about biodiversity. Exactly the involvement of society as a whole and the role of communication in this process are crucial and have been developed at the end of discussion.

I appreciate the best practice of Green Peace or Birdlife International – how the public awareness specialists have developed different methods of communication with public about biodiversity things. These shown samples were specific, but there is much to learn. Great opportunity to make new contacts and change experience was time between sessions – at the stands from different environmentally linked NGO's.

Thinking about the sessions, where to participate, we always have thought firstly about the benefits from that to the project's situations. Just one example shows it very certainly. There was one session (actually as side event) named “Biodiversity and the City”. The main discussion there was about Natura 2000 territories in larger cities. The same discussion we have at our project site “Lielupe floodplains”, located in forth largest Latvian City – Jelgava. Some ideas and solutions where new and inspiring.

After that event I feel much more motivated to fight further about our ideal mission and have learned new solutions about bringing this message to the public!

Our responsibility for biodiversity extends well beyond our neighbourhood or even Europe. Our lifestyle relies heavily on the import of resources and goods from all over the world, often encouraging unsustainable exploitation of natural resources... and therefore loss of biodiversity. We need to think about ourselves firstly: how sustainable are living we at our every-day life?

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