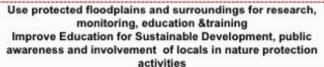
Communication Strategy for the Conservation of Flood-plain Forests in the Amudarya River Basin, Uzbekistan

Elena Kan1, Inna Rudenko2, Jens Wunderlich3 1NGO KRASS (Khorezm Rural Advisory Support Service), Uzbekistan ²Urgench State University, Uzbekistan 3Michael Succow Foundation for the Protection of Nature, Germany



DEGRADATION OF TUGAI ECOSYSTEMS

- reduced natural flood regime
- water deficit and soil salinization
- unsustainable wildlife management & overpopulation of deers
- loss of woody biomass...
- intensive land use and landscape changing activities
- unsustainable resources use (illegal logging, poaching, forest fires, overgrazing, farming and excessive irrigation)...









Raise visibility

Raise environmental awareness Enhance identification with PA

Support resource-saving standards Involve in planning & conservation

- → Functioning Visitor Center
- → Information points
- → External communication, media campaigns

Enable to carry out environmental education & communication Capacity building

- → Advisory work
- → Build capacities
- → Foster commitment



Transfer know-how Build capacities on sustainable practices Mitigate impacts of current practices Foster well-being

- →Demo sites & Community trainings
- > Training of Trainers & Extension materials
- → Media coverage

Raise awareness on Sustainable

Development and Education for Sustainable Development

Enhance identification with PA

- → Teachers ' training
- →Development of education materials
- →Educational events (mobile exhibitions,

contests, nature tours, green classes)

Share knowledge Strengthen scientific work & cooperation

Enhance identification with PA

- → Internships & applied research
- → Workshops & conferences
- → Public sharing & media coverage

Attract financial means for PA Foster commitment of PA staff

- → Develop nature tours
- → Set up infrastructure and equipment
- → Train staff
- → Target group oriented promotion & networking'











KRASS

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