**Below are some of the criteria upon which the case studies will be collected, evaluated and chosen as best practice examples:**

* Thematic offers promoted (to tour operators / to visitors / to partners…)
* Product-market combination
* Information material / Sufficient Information provided; e.g. brochures
* Quality and eye catching level of Info material
* Communication connected to promotion of local products / cultural heritage
* Development of communication strategy / marketing strategy
* Communication of values and benefits of Natura 2000
* Communicating on the Importance of Natura 2000 network
* Communicating the Economic value of the benefits provided by the Natura 2000 network
* Partnership/Cooperation; Communication with local communities
* Partnership/Cooperation; Communication with decision takers and local authorities
* Work with press
* Work with visitors
* Inventive and Creative use of communication