



Merging science and arts to communicate nature conservation

Dr. Silvija Nora Kalniņš

Director, "Dabas koncertzāle" association

EUROPARC Conference 2016 «We are communicators»

20 October 2016

NEEDS

- ▶ **Musicians** looking for inspiration
- ▶ **Scientists** improving communication with public
- ▶ **Educators/project managers** wanting to stimulate action

RESPONSE

- **Thinking** sustainably
- **Acting** locally
- **Improving** nature protection and environment





IN 10 YEARS COVERING TOPICS



→ popularization of less-known species and natural treasures

→ protection of specific habitats

→ educating on simple environmental indicators

→ positive interaction between human activity and nature

→ preservation



WATER QUALITY



AIR QUALITY

FOSSILS



GEOLOGICAL FORMATIONS



MEADOWS



BALTIC SEA



MANOR PARKS



AGRICULTURE

How?

- Viewing nature through a **concrete 'hero'**;
- Establishing empathy through **visualization and music**;
- Building understanding through **interactive work stations**;
- Heightening interest through **diversity in location** - 17 concert spots in 10 years.



WHY DOES IT WORK?

- High professionalism in all aspects;
- Close-up and real look;
- Integration and conformity with the natural surroundings;
- Universal language of music and pictures;
- High adaptability and innovative thinking of team;
- Large numbers of enthusiastic volunteers.



NEW COMPOSITIONS
EACH YEAR



MORE THAN 10 SPECIALLY
CRAFTED WORK SHOPS



VOLUNTEERS
FROM KEY
UNIVERSITIES

NATURAL SITE ATTACHMENT THROUGH A "HERO"



Dabas koncertzāle



One's home

LATVIA

MULTIPLE ARRAY OF "WIN-WIN"

INPUT

- ▶ In-kind support from municipalities
- ▶ Expert knowledge from scientists
- ▶ Sponsorship support
- ▶ Government financing
- ▶ Public attendees

RECEIVE

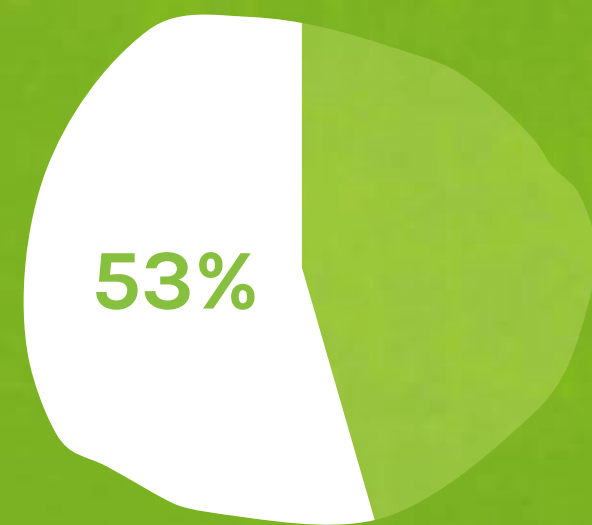
- Interest from 'foreigners' to the area, 'gift' for their constituency
- Increased popularity of their favourite topic/species
- Community-conscious and socially responsible company
- Over 10,000 audience
- For no fee receive entertainment, education, information, motivation



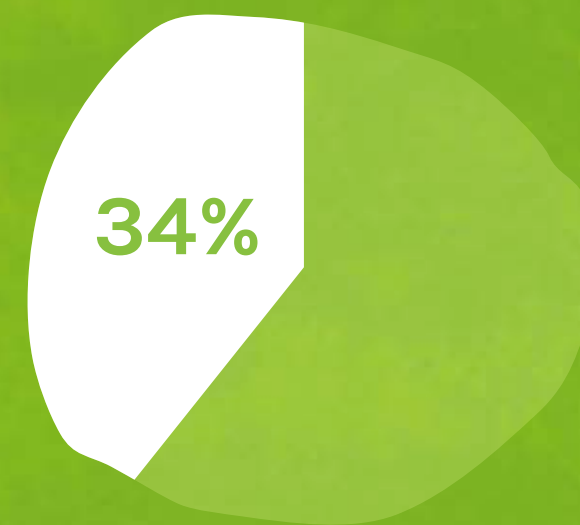
MAIN RESULTS OF RESEARCH CONDUCTED IN 2013



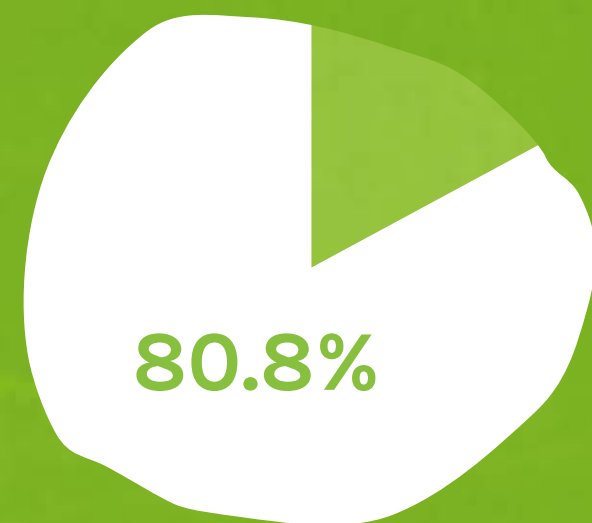
- In a few years the audience of the *Nature Concerthall* reached a level that far exceeds any other nature conservation event organised in Latvia.



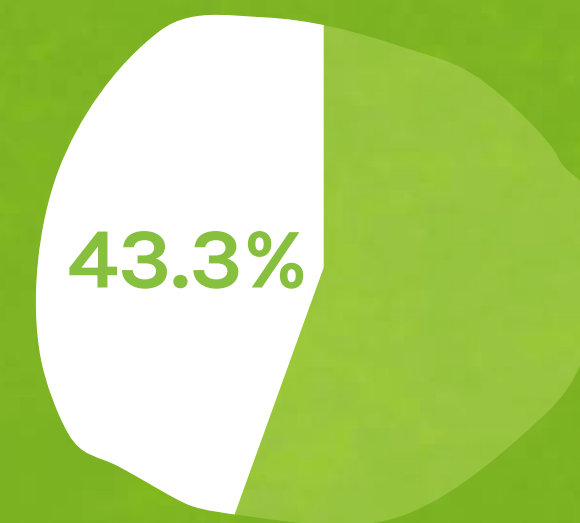
53% of the audience
would not participate...



...and another 34% would ***probably***
not participate if the event **was only**
scientists talking



80.8% (78.7) respondents
indicated that *Nature Concerthall*
has an **impact on acquiring**
knowledge on nature conservation



43.4% (43.9) admitted that the
event has led to them **starting a**
new nature-conservation action or
increasing their current activities

WHAT INFLUENCES THE VIEWS?

- Gender (male ↓)
- Place of residence (countryside ↓)
- Profession (teachers, journalists, etc ↑↑↑, artists, scientists ↓ , other categories ↑)

What influenced the impact on the interest
in nature conservation activities?

- Newly acquired information/knowledge ↑↑
- Age ↑
- Number of *Nature Concerthall* events attended ↑↑




WHAT DO THE MEN ATTENDING OUR EVENT THINK?

Gender proportions (%) in:	Men	Women	Sample size and source
Latvian population census (2011)	45.7	54.3	www.csb.gov.lv
Other popular events without science	50.9	49.1	658 (random photos)
Nature Concerthall	43.7	56.3	970 (random photos)
Returned questionnaires about the event	20.8	79.2	523 (2013 study)

Reported change after Nature Concerthall:

Increased knowledge	73.6	82.8	This study
Increased nature-friendly behavior	45.4	42.8	This study





DABAS KONCERTZĀLE

Nature Concerthall



NATURE IS ALWAYS GOOD!

/P. Brūveris/

WWW.NATURECONCERTHALL.COM