Nature education trends in Latvia
How to work with youngsters?

Area – 64 589 km²
1,9 million inhabitants
Land use:
38.5% agriculture
44.4% forests
9% mires
8.1% rest
Specially Protected Nature Territories of Latvia
Specially Protected Nature Territories of Latvia - Categories

- **4** Strict Nature Reserves
- **4** National Parks
- **9** Protected Landscape Areas
- **42** Nature Parks
- **261** Nature Reserves
- **7** Marine Protected Areas
- **1** Biosphere Reserve
- **355** Nature Monuments

In Latvia also established Microreserves
Gauja National Park
Ķemeri National Park

Ķemeri 秣lis. Foto © J.Vītiņš, DAP arhiņs
Rāzna National Park

Foto © DAP arhīvs

Nature Conservation and Nature Education
Nature/environmental education by 2009

Nature Conservation and Nature Education
Nature Conservation Agency
contribution - interpreting, involving
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Promoting nature education
as efficient mean of
awareness raising
ESTLATRUS/2.1./ELRI-156/2011/24
"People with nature"

Nature Conservation and Nature Education
Nature Conservation Agency contribution - interpreting, involving
Nature Education Centre «Forest House»

- Outdoor classes for schoolchildren
  - in Ķemeri National Park
  - in schools
- Nature education events
- Participation in events organized by other institutions
- Mobile exhibitions
- Tourism infrastructure (nature trails, etc.)
- Sustainable tourism
- Public involvement
- Junior ranger movement
- Other activities
Where do we reach youngsters the most?

- Outdoor classes for schoolchildren
- Nature education events
- Participation in events organized by others
- Junior ranger movement
- Internships
- Public involvement
Outdoor classes

- Bog
- Natural forest
- Water world
- Coast
Nature education events
Other events
Other events
Other events
Other events
Other events
Other events
Other events
Other events
Other events
Junior Ranger movement
The model of the program

8-15 participants per meeting
8-10 meetings per year
• 1-2 days meeting during the school season (2-day meeting in the autumn & spring holidays)
• 2-3 days meeting during the summer holiday

2-4 meetings together with other junior ranger groups
Participation in international camp
No common topics
Non-regularity
Activities of the program: Discovering and enjoying the nature
Exploring in scientific level
Exploring cultural heritage
Working for nature
Working for nature
Supporting educational activities/public events

• Leading creative workshops
• Working on participants’ registration
• Explaining the games etc.
Adding the value for the park in other ways
Promoting junior ranger movement/nature conservation
Camping
Always included: nonformal and fun activities

- Icebreakers
- Team works
- Night orienteering
- Boating
- Swimming
- Cycling
- Quizzes
- Games
- Etc.
International perspective
Success example

- Project «Junior Rangers in specially protected nature areas – awaking nature awareness »
- Money – Administration of Latvian Environmental Protection Fund
- Managed by Kemeri National Park Foundation

- 4 events in 4 different nature areas
- Including:
  - Knowledges about nature values in the territory the event is held
  - Working for nature
  - Interactive lessons held by field experts
  - Non-formal education methods (games, orienteering, hiking, boating, cycling etc.)
  - Cultural heritage
Success example

Results of the project:

- **70 participants** in total
- Each event – 25-35 participants
- **11 KNP & 13 GNP** Junior rangers in all 4 events
- New junior ranger experience for **46 youngsters** (12-16 years old)
- New junior ranger group at **North Vidzeme Biosphere Reserve**
- Activities also held in the **nature reserve «Lubans Wetland complex»** (NGO)
- Some new participants joined existing JR groups
Now we have 4 groups

Since 2018 at North Vidzeme Biosphere Reserve
Since 2018 at Nature Park Pape
Since 2015 at Kemeri National Park
Since 2004 at Gauja National Park
Public involvement initiatives

https://lv100.lv/dizosanas/ (proud of ancient, very old and large trees)
Dizosanas.lv

Digital opportunity (online tool) to mark your own specially protected tree
Right now - 2725 trees registered (photo and information) using tool
Instruction on how to measure the tree etc.
Kurē ir tavas miljākais gada daiks?

- Pavašana
- Vasara
- Rudens
- Ziemas

Tālāk
Later data – on official state data system
Involvement of public in practical habitat management

www.darudabai.lv
Involvement of public in practical habitat management
Involvement of public in practical habitat management
But still need to increase number of youngsters in nature processes...

How do they find us?

- Mass media (parents, teachers, themselves) – depends on age
- www.daba.gov.lv
- Information at schools (reaching teacher audience)
- Word-of-mouth advertisement (schoolmates, classmates, friends)
- Facebook (parents) and e-mail marketing (parents, themselves)
- Public events (personal communication)
How to reach them?
Sociālo portālu lietošana

- Instagram vispār izmanto 73% respondentu
  Katru dienu izmanto 54%
  14% respondentu Instagram izmanto vairāk kā trīs stundas dienā

- Snapchat izmanto 57% respondentu
  Katru dienu izmanto 57% respondentu
  11% respondentu lieto Snapchat vairāk kā trīs stundas dienā

- Facebook izmanto 69% respondentu
  Tikai 24% respondentu
  Facebook izmanto katru dienu

- draugiem.lv izmanto 41% respondentu
  Tikai 7% respondentu draugiem.lv lieto katru dienu

- vk.com izmanto 34% respondentu
  Respondentiem, kuri mājas pamatā sarunājas krievu valodā, tas ir populārākais sociālās portāls – vispār izmanto 72% mērķauditorijas pārstāvju, 57% – katru dienu
  30% bērnu un pusaudžu, kuri mājas sarunājas pamatā krievu valodā,
  vk.com izmanto vairāk kā trīs stundas dienā
Yesterday. Today. Tomorrow?

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