

Environmental agency aiming to raise the awareness of people about the environment

T. Cegnar

Environmental Agency of Slovenia, Ljubljana, Slovenia (tanja.cegnar@gov.si, +386 1 4784074)

If properly sensitised, the public can do a great deal for the protection of our environment. The Environmental agency pays particular attention to awareness raising concerning the environment and related issues. In perusing this aim the agency is using several approaches, which are tailored to reach and involve specific target groups. The website is the Environmental agency of the Republic of Slovenia's main tool to communicate with general public and journalists. Special sectors of the website are designed on purpose for the media. Press conferences are organized whenever an issue of general interest emerges. Monthly bulletins are published including environmental data and trends, but also reporting about interesting domestic and international events related to environment, and in particular to climate change. Also flyers and booklets related to environmental issues are published, most of them are available in printed and in electronic version. On request we organize guided visits at the agency or give presentations in the premises of interested schools.