

The CNR activities for NBFC Spoke 7 "Biodiversity and society: communication, education and social impact"

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Promoting a more responsible behaviour and enhancing a more sustainable management of biodiversity

Public engagement and awareness

Communicating biodiversity through:

- Theatre and art** Art-science exhibitions «Biodiversity on stage»
- Gamification** Board games and Escape room «Paladins of biodiversity»
- Comics** «Delphy - The guardian of biodiversity» and «The Turtle in a sea of plastic»
- Sound** Sound installation «Deeping waves»
- History** Communicating Paleo-biodiversity

Initiatives on territory

- Walking routes «Rete LTER-Italia -Cammini per la biodiversità»
- Field exercises «Face to face with biodiversity»
- Itinerant festival #BiodiversityFestivalOnTheRoad
- Camp-lab «Biodiversity snacks»
- Walking routes Birdwatching: biodiversity in the sky
- Navigation NBFC Expedition



Enhancement of the Public Administration

- Use of land management and protection actions (Contratti di Fiume) to guide the definition of next action plans
- Focus group with Green Managers for a better strategy of communication for the biodiversity protection

Enhancement of the industrial and economic world

- ❖ Organization of a Hackathon for challenges
- Researchers, entrepreneurs and citizens collaborate to stimulate innovative ideas for the development of a shared biodiversity and ecosystem management

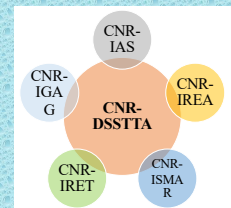
Outreach: young people, schools, universities

New educational projects

- Itinerant school-lab on urban biodiversity
- Publication of series of manuals addressed to teachers «Nature goes to school»
- Artistic installation "Josefa Najam: Swell of spæc(i)es"
- Exhibition "ARSMar – The Art of Marine Science: biodiversity"

New educational paths

- Teaching the biodiversity of the coasts
- Transdisciplinary Residential Laboratory «Rethinking the diversity of living»
- Teaching Geodiversity and Paleo-biodiversity



Outreach: society, behaviours and widespread awareness

- Enhance the agri-food biodiversity of local products: creation of a booklet on local food and its health properties
- SCAMP - Citizen Sciences in Marine Protected Areas - Monitoring Surveys on Marine Protected Areas