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**Giving Voice to Nature**

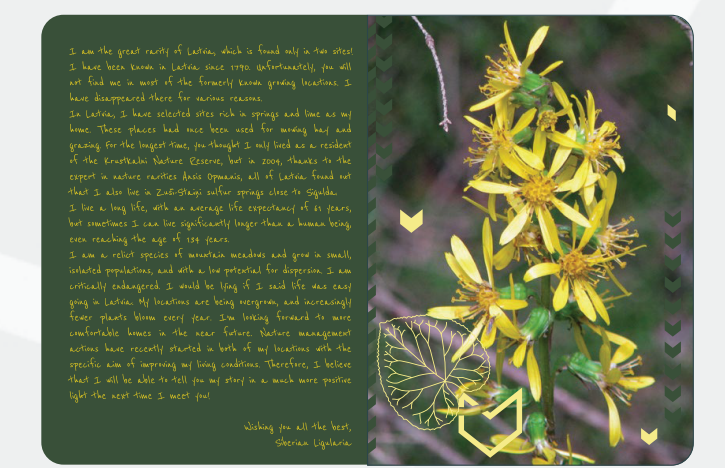
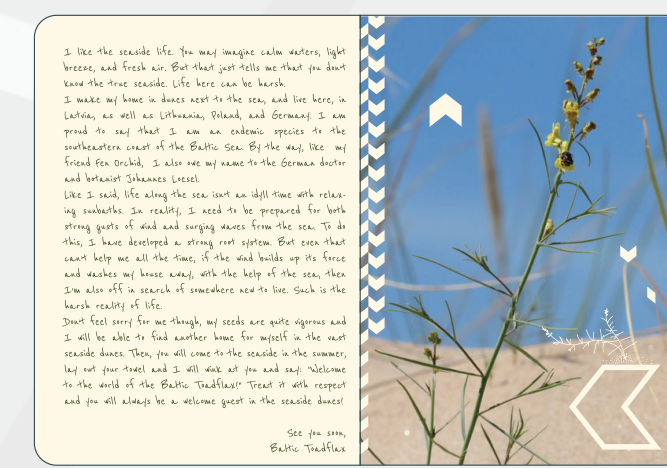
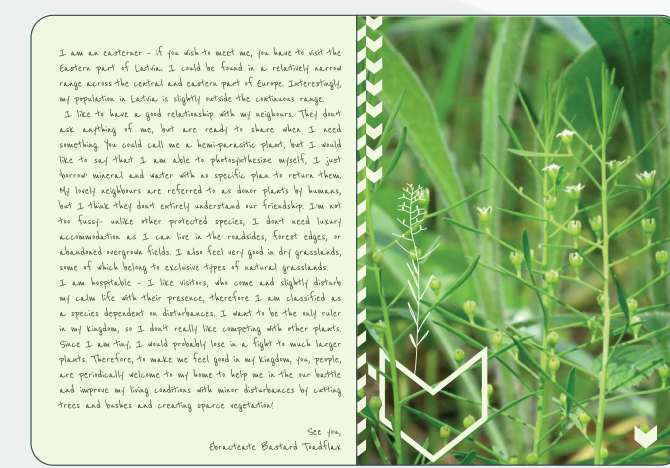
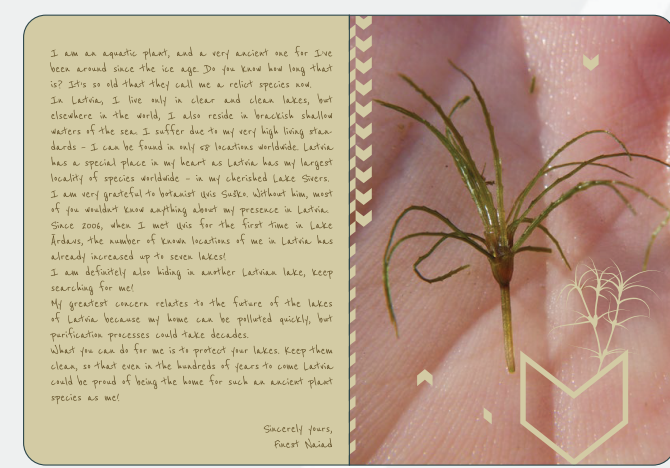
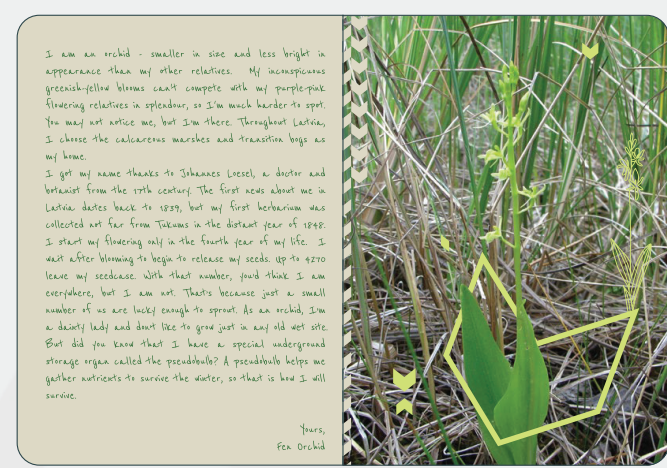
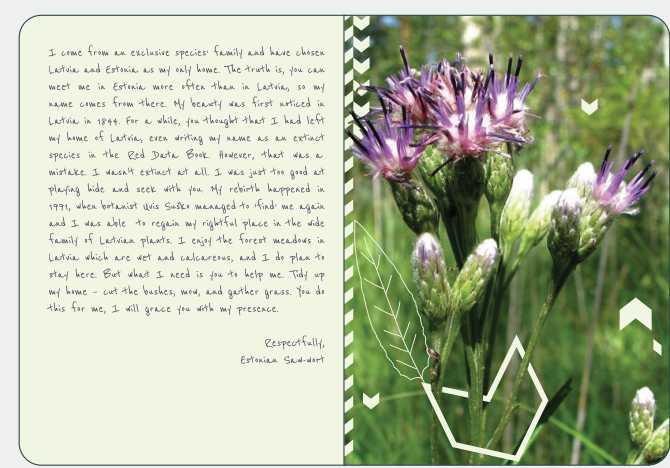
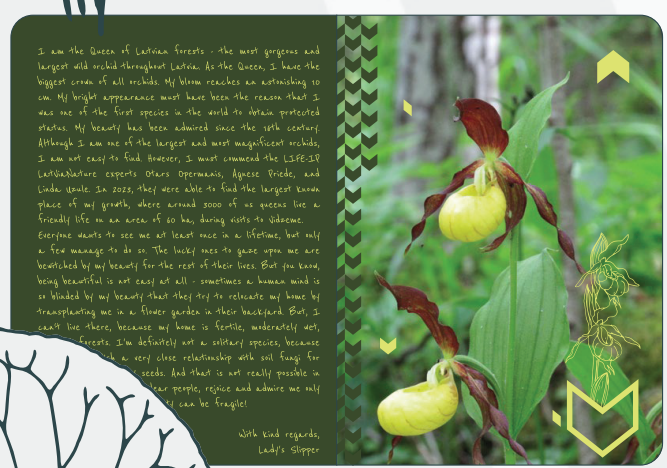
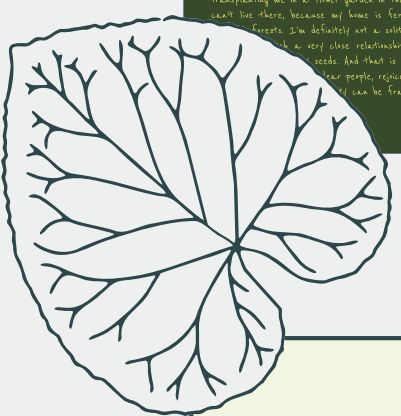
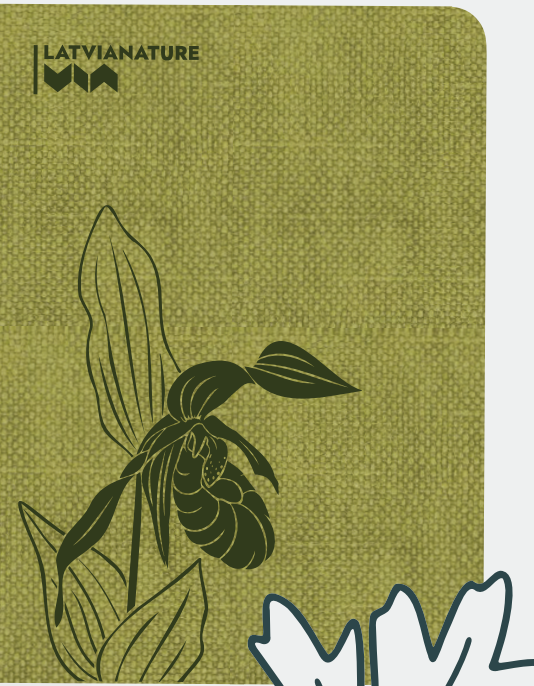
**Personal Letters from Plant Species listed in the EU Habitats Directive**

This initiative personifies 8 unique EU Habitats Directive’s\* plant species through personalized letters, distributed both - digitally and as pages in a pocket-size notebook. Within 8 months, the letters have reached a significant audience in Latvia, with social media impressions reaching 55,000 and a total of 40,000 accounts.

Included species are:

***Cypripedium calceolus*, *Pulsatilla patens*, *Saussurea esthonica*, *Liparis loeselii*, *Najas tenuissima*, *Thesium ebracteatum*, *Linaria loeselii*, *Ligularia sibirica***

Council Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora

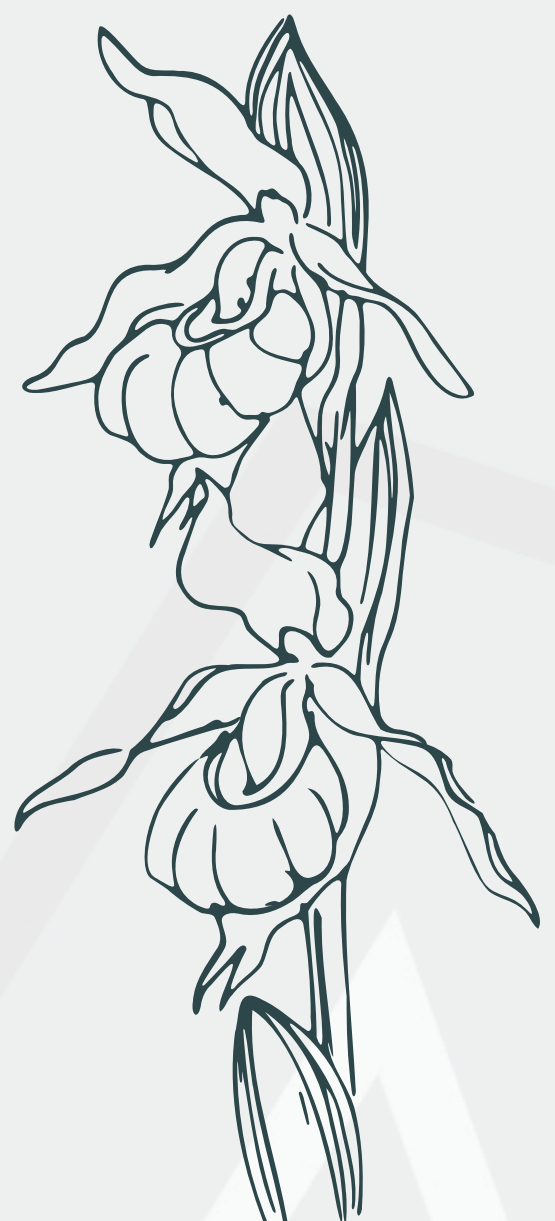


I come from an exclusive species' family and have chosen Latvia and Estonia as my only home. The truth is, you can meet me in Estonia more often than in Latvia, so my name comes from there. My beauty was first noticed in Latvia in 1844. For a while, you thought that I had left my home of Latvia, even writing my name as an extinct species in the Red Data Book. However, that was a mistake. I wasn't extinct at all. I was just too good at playing hide and seek with you. My rebirth happened in 1991, when botanist Uvis Salsko managed to find me again and I was able to regain my rightful place in the wide family of Latvian plants. I enjoy the forest meadows in Latvia which are wet and calcareous, and I do plan to stay here. But what I need is you to help me. Tidy up my home - cut the bushes, mow, and gather grass. You do this for me, I will grace you with my presence.

Respectfully,  
 Estonian Saw-wort

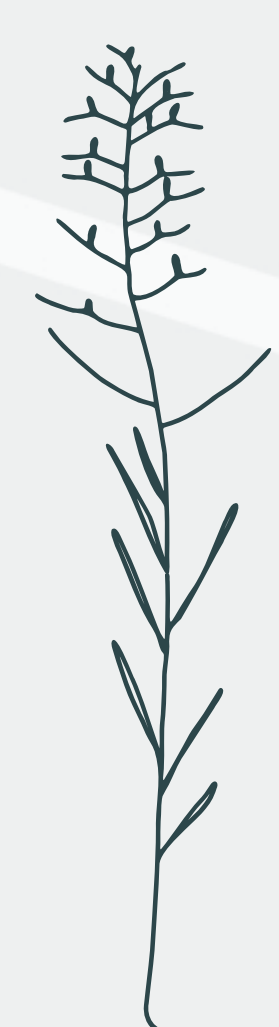
By giving these plants a "voice," the letters transform abstract concepts of biodiversity and conservation into tangible and relatable narratives.

This approach not only educates the public about the importance of protecting these species, but also inspires a sense of stewardship and responsibility.



*“My greatest concern relates to the future of the lakes of Latvia because my home can be polluted quickly, but purification processes could take decades. What you can do for me is to protect your lakes. Keep them clean, so that even in the hundreds of years to come Latvia could be proud of being the home for such an ancient plant species as me!”*

Sincerely yours,  
 Finest Naiad



Scan



to read letters from the plant species

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