

**Title:** Giving Voice to Nature: Personal Letters from Plant Species listed in the EU Habitats Directive

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**Abstract** (<400 words):

Effective communication strategies are essential for enhancing public awareness and support for species protection. In the poster we will present a novel approach developed by LIFE-IP LatViaNature to increase recognition of protected plant species listed in Annex II of the EU Habitats Directive. The initiative, entitled “Letters from the EU Habitats Directive’s Plants,” personifies these unique plant species through personalized letters. Each letter, written in an engaging and relatable manner, highlights the distinctive features and ecological significance of the plant it represents.

The primary goal of this initiative is to foster a deeper connection between the public and the rare plant species found in Latvia, thereby promoting conservation efforts. 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 preserving these species but also inspires a sense of stewardship and responsibility.

To date, the plant letters have reached a significant audience within Latvia, with total social media engagement reaching 3166. The success of the project in the Latvian language <https://ej.uz/zieduvestules> has prompted the initiative to expand its reach by translating the letters into English [https://ej.uz/letters by plant species](https://ej.uz/letters_by_plant_species), aiming to engage a broader international audience. This expansion is expected to further enhance awareness and support for the conservation of these species across Europe and beyond.

By showcasing this innovative communication technique, the poster will aim to provide valuable insights into effective methods for raising public awareness and support for species protection. It will demonstrate how creative storytelling and personification can serve as powerful tools in conservation education and advocacy, ultimately contributing to the preservation of biodiversity.

**Key words:** (3-5)

Awareness raising; EU Habitats Directive; protected plant species.