



Communication about grasslands in the era of global insecurity - Experience of Latvian Fund for Nature



Together for Nature: Highlights from around Europe
Rīga, Latvia. 25-26 September 2025

Grassland situation – THE FACTS

- Semi natural grasslands in Latvia are disappearing - less than 1% of the territory
- This is the most species rich ecosystem in our region – the loss is immense
- This ecosystem, is linked to human actions and thus directly dependent on landowners' decisions and agricultural policy



60
thousand hectares
or **0.9%** of the territory
of Latvia or **3.4%** of the
agricultural land of Latvia*



The most species-rich ecosystem
of Latvia – more than
50 plant species
can coexist in one square metre of
natural grasslands.



The most endangered habitat
group in Latvia, which is rapidly
disappearing*. Their area has shrunk
by more than 97%
over the past hundred years.



WHO CARES??

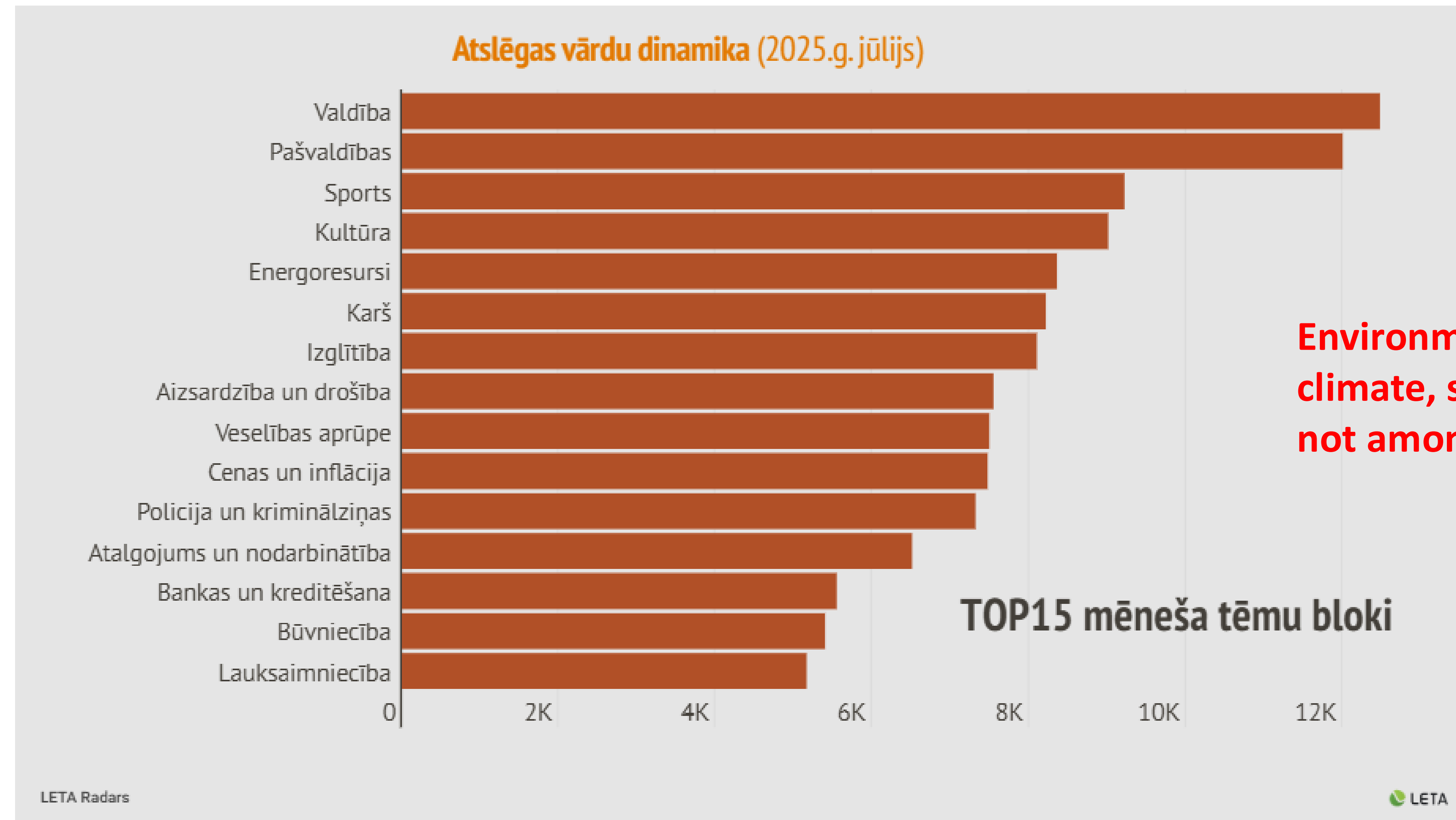
- Problems that people are most concerned about in nature:
- Deforestation 35%
- Waste and environmental pollution 20%
- Climate change 5%
- **Loss of biodiversity 4%**
- Irresponsible human behaviour 3%

4%

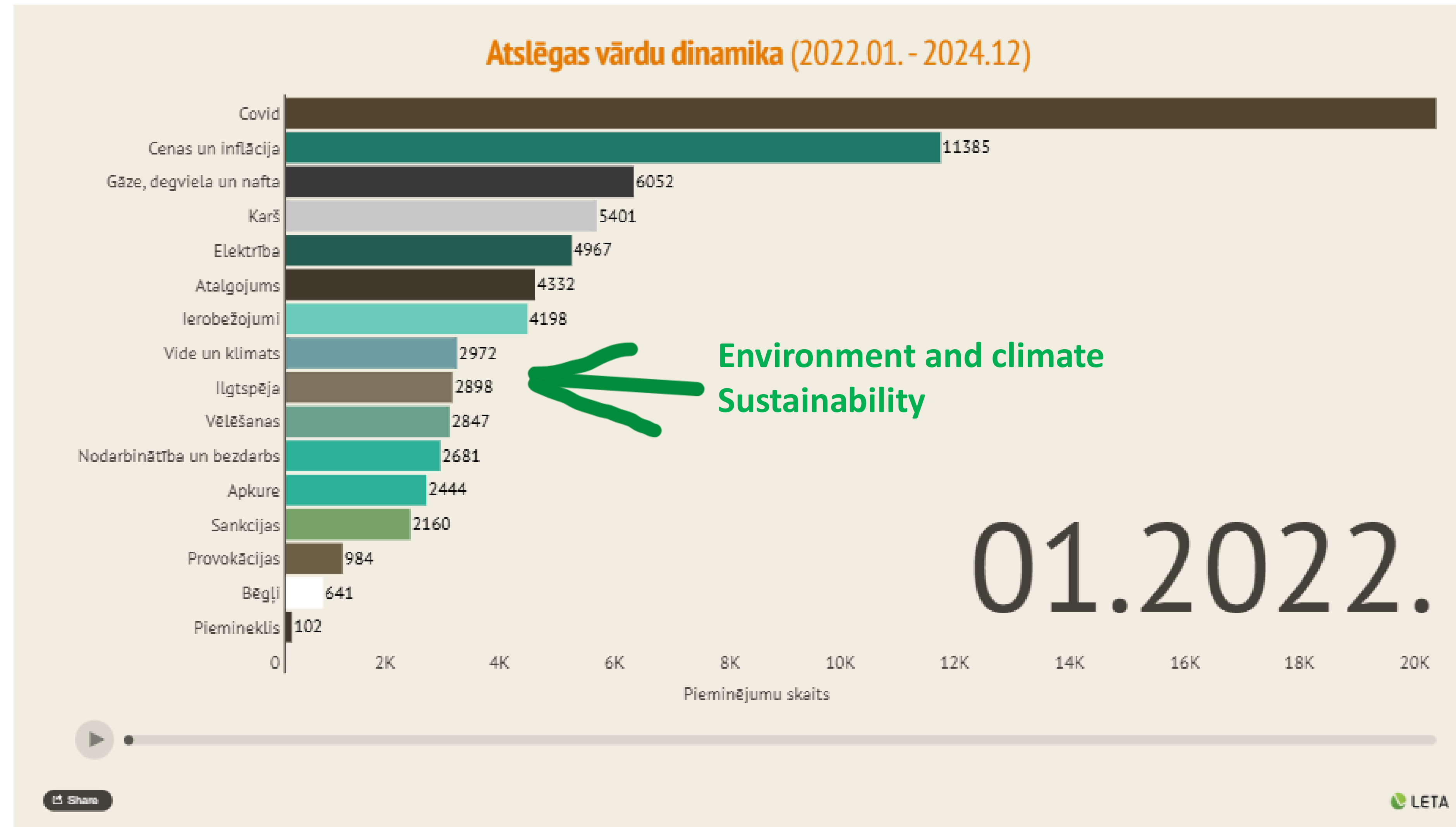
0,9%



Top 15 keywords in Latvian media discourse in July 2025



When the grass was greener...



What has happened?

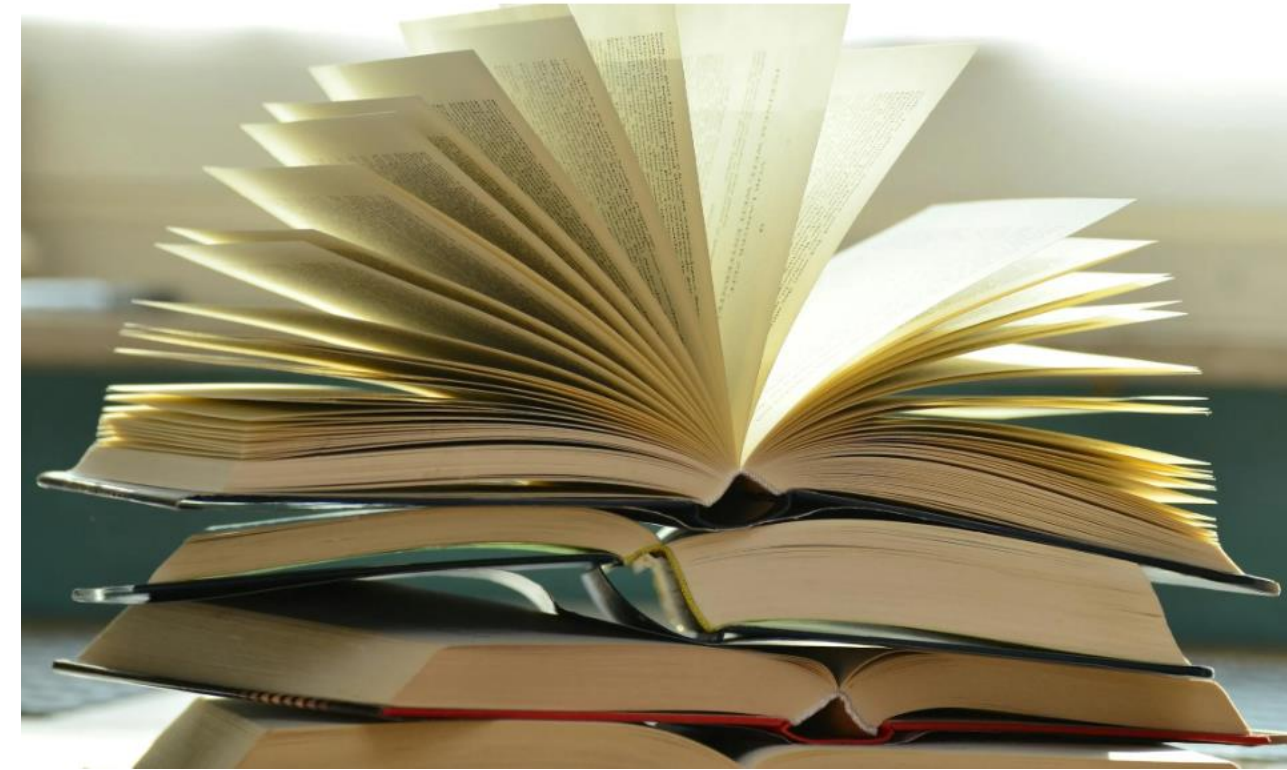
- If **COVID-19** was a time when nature re-emerged in public consciousness—seen as a place of refuge and consolation—the **current geopolitical situation** has drastically shifted priorities.
Today, the focus lies on **defence, security, and economic stability**.
- In times of war, people turn their attention to **conflict** and to **entertainment** as a distraction from hardship. Nature is not among their concerns.
- At the same time, the **shift away from the Green Deal** at the EU level and the changing positioning of environmental issues are reshaping public perception.
- Are grasslands merely a “nice-to-have”? A luxury we can afford only when we feel safe and prosperous?
- Yet we know that **stable ecosystems form the very foundation of our existence**—and thus of security itself. Still, immediate threats inevitably take precedence.

HOW CAN WE LET OTHER PEOPLE TO KNOW AS WELL?



What can we do?

More information and education!



The age of information **overload**... The age of post-truth...

With modern communication instruments increase awareness of nature crisis!



Alarmism – **people are tired** of apocalyptic news and disregard the alarmism messages...

Let's show them the beauty of nature!

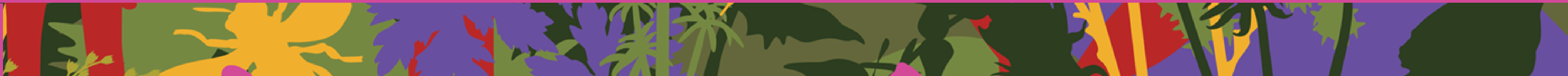


Yes, nice, but **we need to eat** first.

It is not really working
WE NEED

*Something familiar
Something positive
Something relatable*

SOCIAL PRACTICE APPROACH



What is social practice?

- Everyday, routinized ways of doing things that are socially shared.
- Social practices are shaped by infrastructure, norms, values, routines, habits.
- **What people *do* together, day after day.**
- **INCLUDING PRACTICES CONNECTED WITH NATURE**



GrassLIFE2: Midsummer wreath weaving competition



Lai jānuzālu meklējumi vainagojas!

IEPAZĪSTI LATVIJAS DABISKO PĻAVU AUGUS UN VAINAGU VĪŠANAS TEHNIKAS

Konkurss

1.

Uzpin vainagu

2.

Dalies ar bildi

3.

@lvdabasfonds
Ietago LDF

4.

Saņem dāvanu

VAINAGS #1

Kronis vasarai

KRONIS, AR KO ROTĀTIES GANDRĪZ VISU VASARU. VIEGLI UZPĪT, JO AUGUS VAR ATRAST ĢAN DABISKAJĀS PĻAVĀS, ĢAN TĪRUMOS UN CĒĻMALĀS.

●○○
Sarežģītības pakāpe: zema



VAINAGS #2

Svētku rota

VĪTS NO AUGIEM, KO IESPĒJAMS ATRAST, NEDAUDZ IESPRINGSTOT. BIEŽĀK TIE SASTOPAMI DABISKAJĀS PĻAVĀS, BET, JA PAVEICAS, TOS IESPĒJAMS ATRAST ARĪ CITUR.

●●○
Sarežģītības pakāpe: vidēja



VAINAGS #3

Pļavas karaliene

VEIDOTS NO AUGIEM, KAS IR TĪKPAT NEATKĀRTOJAMI KĀ VASARAS SAULGRIEŽĪ. UZPĪT IESPĒJAMS TĪKAI TAD, JA AUGUS PLŪC DABISKAJĀS PĻAVĀS.

●●●
Sarežģītības pakāpe: augsta



Project GrassLIFE2: Restoring EU priority grassland habitats and building a new narrative for their management





Ilustratīvs foto.

Foto: Shutterstock

Līgo meitas, gatavojamies! Latvijas Dabas fonds izsludina vainagu konkursu un dalās ar labākajām receptēm

Izsludina Jāņu vainagu konkursu, lai pievērstu uzmanību izzūdošajām dabiskajām pļavām

Otrdienā, 18.06.2024. 12:30 Autors: Apriņķis.lv

Share Post Share



Foto: Marta Logina/Momenti

Latvijas Dabas fonds (LDF) šajos Jāņos aicina visus līgotājus darināt vainagus no dabisko pļavu augiem un piedalīties Jāņu vainagu konkursā, informē LDF komunikācijas vadītāja Liene Brizga-Kalniņa.

Novērtē rakstu

Lai piedalītos konkursā, ir jānopin vainags, izmantojot dabiskajām pļavām

Liene Brizga-Kalniņa.

- A +



REplay Latvian Television Latvian Radio

Friday, January 17 Name day: Tenis,

LSM+ Latvian Public Media

IMPORTANT >> Straume/Flow airBaltic Border Rail Baltica War in Ukraine

Try making your own flower crown this Midsummer

Share



https://www.tv3.lv/dzivesstils/darzs-un-maja/pin-vainagu-no-dabisl

SIEVIETEI VESELĪBA ZILONIS STUDIJĀ KULTŪRA CEĻOTPRIEKŠ

Dzīvesstils · Dārzs un māja

Pin vainagu no dabiskās pļavas augiem. Latvijas Dabas fonds izsludina Jāņu vainagu konkursu

ids (LDF) šajos Jāņos aicina visus līgotājus darināt ko pļavu augiem un piedalīties Jāņu vainagu alītos konkursā, ir jānopin vainags, izmantojot n raksturīgos augus, tas jāiemūžina fotogrāfijā un os tīklos, pieminot Latvijas Dabas fondu, vai jāsūta df@ldf.lv, portālu “tv3.lv” informēja LDF pārstāve

5.3 °C P. 17.01 Dravis, Tenis

E-izdevumi Grāmatas Abonēt



SAIMNIEKS UZŅĒMĒJS

JAUNUMI · LAUKSAIMNIECĪBA · DĀRZKOPIĒBA · BUSINESS · MANA MĀJA · TEHNIKA UN TEHNOLOĢIJAS · ZAĻ

Dabas fonds izsludina Jāņu vainagu konkursu

LETA / Latvijas Mediji

5 0 Klaudies ziņu audio formātā

2024. gada 18. jūnijs, 12:30



foto: Lita Krone/LETA

inijā, 17:05

na piedalīties Jāņu vainagu ajiem sola balvas

šajos Jāņos aicina visus līgotājus darināt vainagus no edalīties Jāņu vainagu konkursā.

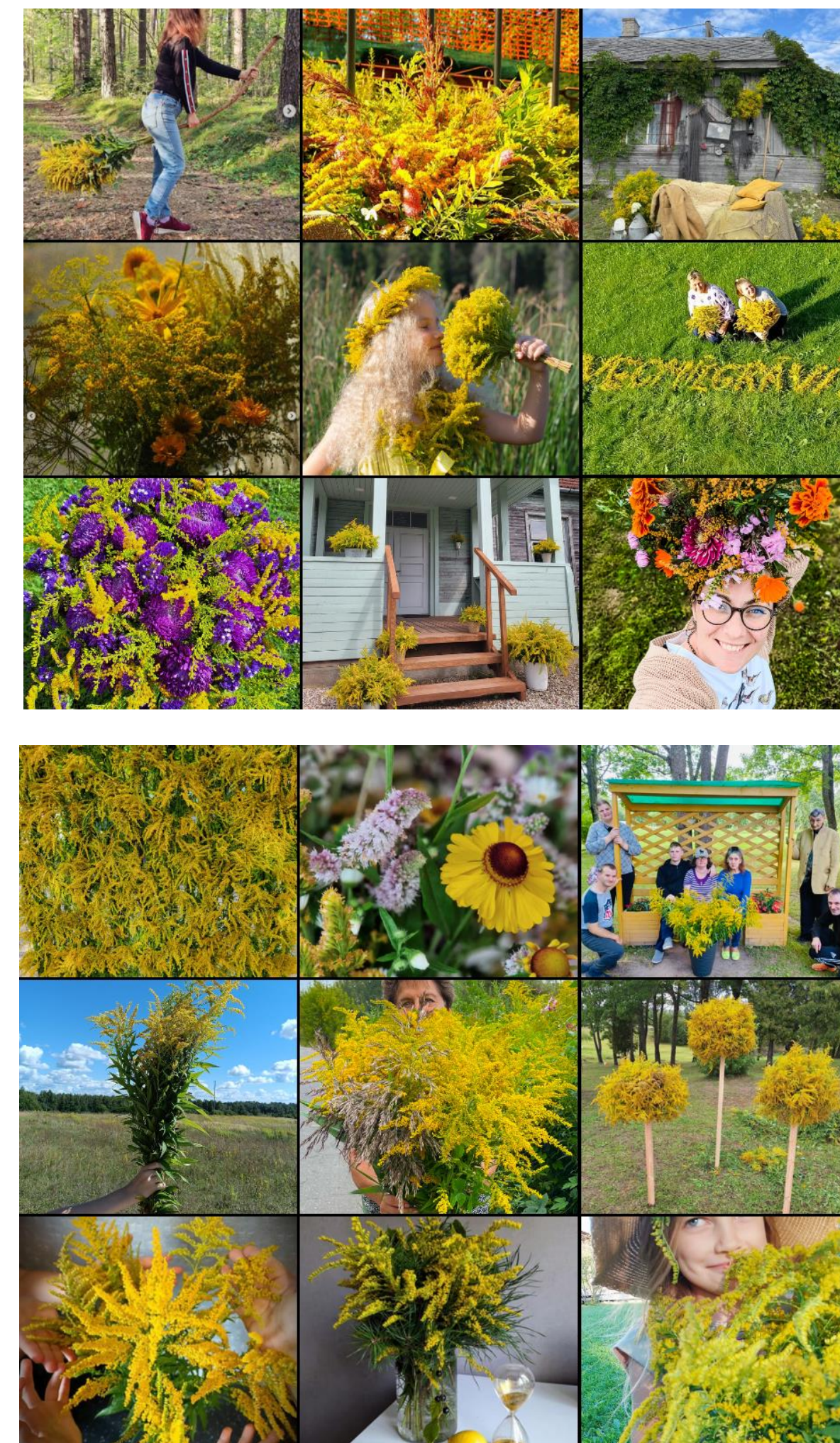
237 593 impressions in social
media

1 000 000 media reach

More than 100 people submitted
the crown pictures



GrassLIFE2: Campaign «With a bouquet for the meadow!»



18 000 reach on FB

20 000 reach on IG

Project «GrassLIFE2: Restoring EU priority grassland habitats and building a new narrative for their management»

WoodMeadows LIFE: Campaign «Leaves belong on the ground» 2024



Reach on social media: 140 916

Media reach: 400 000

LIFE20 NAT/EE/000074) «WoodMeadows LIFE: Restoring and promoting a long-term sustainable management of Fennoscandian wooded meadows in Estonia and Latvia"



Meadow Festival: projects, people and practices come together





Latvijas Dabas fonda

Plavas festivāls

Sestdiena, 26. jūlijs — no 11.00

Dreilīkalna parks — Pļavnieki, Rīga

GRASSLAND PRODUCT LABEL: support for farmers to motivate sustainable management of semi-natural grasslands AND also social practice



Project "Optimising the Governance and Management of the Natura 2000 Protected Areas Network in Latvia" (LIFE-IP LatViaNature), sub-action C.4.3: **Development of business initiatives to motivate sustainable management of semi-natural grasslands**



Thank You
liene.brizga@ldf.lv



grasslife²

