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Report on implementation of media event at Agsu and Yevlak pilot sites and preparation of site signs for the pilot sites.

Location: Agsu and Yevlakh cities, Azerbaijan

Prepared by: Sevinj Sarukhanova, Partnership and Communications Manager



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This project is co-financed and implemented by the WWF Germany in collaboration with the South Caucasus partner organizations

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Media event at Agsu and Yevlak pilot sites

Dates: 15-16 June, 2013

Aim and objectives:

On 15-16 June, 2013, WWF Azerbaijan organized media events within the “*EU ENRTP Caucasus - Increasing the resilience of forest ecosystems against climate change in the South Caucasus Countries through forest transformation*” project in Agsu and Yevlakh cities. The aim of the events was to present the project, upcoming activities and expected results to large community via Mass Media.

The director of WWF Azerbaijan office Elshad Askerov has informed participants about the project, its aim, future activities, expected results and the role of the site adjacent communities. He mentioned that 75ha monoculture forest area was identified in each pilot site and fenced. There will be planted different local tree species in order to restore the natural forests.

The journalists met with the chairman of Shamakhi and Yevlakh forest Departments at the project sites and were showed the existing problems in monoculture forests, fenced territory and informed that they are going to increase the resilience of forest ecosystems against climate change by transforming monoculture forests to natural forests.



Fenced territory at Agsu pilot site



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Some photos from the events:



Media representatives at Agsu pilot site



Media representatives at Yevlakh pilot site



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Results:

The following articles and video materials prepared by the media representatives after the media events. These media materials allow informing the larger audience about the project, its aim and activities.



Newsletter "Zerkalo"

<http://www.zerkalo.az/2013/novaya-zhizn-starogo-lesa/>

"GreenPen" – eco journalists network

<http://greenpen.az/?p=1228>

http://www.youtube.com/watch?feature=player_embedded&v=tmecd7guRXM



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Interview to ELTV

<http://eltv.az/2013/06/17/yararsz-torpaqlarda-me-salnacaq.html>

http://www.youtube.com/watch?feature=player_embedded&v=V4WXDSvV93I



Newsletter “KUR”

<http://www.kur-yevlax.com/?p=7990>



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List of participation:

The media events arranged at Agsu and Yevlakh sites with participation of WWF Azerbaijan officials, national TV representatives, journalists and local forestry representatives:

- Gulgiz Suleymanova , representative of “Zerkalo” newsletter
- Elchin Sardarov, representative of “GreenPen” eco- journalists network
- Khanim Nasibova, representative of local newspaper “Kur”
- Nikbin Qasimli, ElTV Regional television
- Sattar Sattarov , chairman of Yevlakh forest Department
- Elchin Salahov, chairman of Shamakhi forest Department
- Elshad Askerov, Director of WWF Azerbaijan office
- Sevinj Sarukhanova, Partnership and Communications Manager



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Preparation of site signs for Agsu and Yevlakh pilot sites

Sight signs:

4 sight signs for Agsu and Yevlakh pilot sites designed and printed within the project. They were erected in the project sites – 2 at Agsu pilot site and 2 at Yevlakh pilot site. They are very good visible communication materials to inform the community about the ongoing project.



The sign for Agsu pilot site



The sign for Yevlakh site



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