

News and information activities

1. Dissemination of information via Internet resources

Each event within the project was covered on the official websites of the organizations and on social media, namely:

KNPP website <https://karpatskyi-park.in.ua/>

In the "International Cooperation" section - <https://karpatskyi-park.in.ua/collaboration/4795/>

In the "News" section - <https://karpatskyi-park.in.ua/mizhnarodnyy-proiekt-unep-informatsiyno-prosvitnytska-roboty-iz-zapobihannia-minimizatsii-ta-pererobky-plastykovykh-vidkhodiv-u-krainakh-skhidnoi-yevropy-kavkazu-ta-tsentralnoi-azii/>

On Facebook:

(KNPP): <https://www.facebook.com/CarpathianNNP/> (11,000 subscribers) and [Instagram https://www.instagram.com/carpathian_nnp/?hl=en&utm_source=chatgpt.com](https://www.instagram.com/carpathian_nnp/?hl=en&utm_source=chatgpt.com)

ECO Initiatives: <https://www.facebook.com/groups/389055904935863>

Environment of the Carpathian Region: <https://www.facebook.com/groups/123439581624874>

Clean Yaremche: <https://www.facebook.com/groups/204734019888195/>

Chemical Safety Agency:

https://www.facebook.com/ChemSafety.Ukraine/?locale=ru_RU

In addition, information about the project was disseminated by numerous private Facebook users.

2. Article in the newspaper "Life of the Carpathian Region"

The active information and educational activities of the Carpathian National Nature Park in conjunction with the Chemical Safety Agency as part of the UNEP project attracted considerable public and media attention.

Journalists from regional and national publications showed keen interest in the project, repeatedly attended events, interviewed participants and experts, and recorded real stories that testify to changes in society's attitude towards the problem of plastic waste.

The online publication Golos-Info prepared the following articles:

- Carpathian National Nature Park held an eco-educational training for children on plastic recycling – <https://www.golosinfo.com.ua/karpatskyj-npp-proviv-ekoosvitnij-trening-dlya-ditej-pro-pererobku-plastyku/>
- Carpathian National Nature Park and partners are fighting plastic in the Yaremcha region as part of the UNEP project – <https://www.golosinfo.com.ua/karpatskyj-npp-ta-partnery-v-ramkah-proyektu-unep-boryutsya-z-plastykom-na-yaremchanshhyini/>

As a result of this fruitful cooperation, the first article was prepared and published under the title "**Carpathians without plastic: how the Carpathian National Nature Park and its partners are raising environmental awareness**" (<https://kurs.if.ua/society/karpatskyj-npp-zapustyv-prosvitnyczku-kampaniyu-proty-plastyku/>).

The publication not only reflected the results of the information campaign, but also demonstrated the high level of involvement of the journalistic community in promoting environmental issues.

The material was published in the popular regional newspaper **Zhizn Prikarpattya** with a circulation of **4,000 copies** and was also posted on the publication's official Facebook page, which ensured additional distribution among the online audience <https://www.facebook.com/CarpathianNNP/posts/pfbid035eJJTZme1UcQeBjrZ7BfvWGoQQJGSJA9sUtuerZzVjYDGQfAe32c7yf7a6Ww5vAol>

The newspaper's editorial staff noted that such initiatives generate positive public response and raise awareness among the region's residents about sustainable development, waste recycling, and environmental responsibility.

Thus, cooperation with the media has become an integral part of the successful implementation of the UNEP project, allowing key campaign messages to be conveyed to the general public and strengthening the image of the Carpathian National Nature Park as an active participant in international environmental programs.

Overall, the outreach of the project's information and awareness campaign is as follows:

Direct beneficiaries: 1,546 people.

Indirect beneficiaries: at least 20,000 people.