



STELLAR Rights - Project 101142964

Deliverable D10.3 – Communication channels utilized in Slovenia

1. **Press releases / Press invitations** in national language

We extended **1 press invitation** to our training.

2. Contact at least **5 media / journalists**

We contacted **33 media houses and 15 journalists** that cover environmental topics regarding our events.

3. **4 news articles** in national language by each partner on own website

We made **6 news articles** on our webpage regarding training and conference:

<https://zagovorniki-okolja.si/2025/05/28/obnovljivi-viri-energije-varstvo-okolja-in-clovekovih-pravic/>

<https://pic.si/obnovljivi-viri-energije-varstvo-okolja-in-clovekovih-pravic/>

<https://zagovorniki-okolja.si/2025/06/26/obnovljivi-viri-energije-varstvo-clovekovih-pravic-in-okolja-gradivo-z-izobrazevanja/>

<https://pic.si/obnovljivi-viri-energije-varstvo-clovekovih-pravic-in-okolja-gradivo-z-izobrazevanja/>

<https://pic.si/nacionalna-konferenca-ali-spreminjamo-okolje-na-bolje/>

<https://pic.si/nacionalna-konferenca-ali-spreminjamo-okolje-na-bolje-povezala-glasove-javnosti-na-podrocju-varstva-okolja-gradiva/>

To promote project findings, we also created content for an online media campaign regarding the role of strategic litigation in the field of climate improving life of individuals from various sub-groups (youth, seniors, farmers, city residents, physical labourers, persons with disabilities, etc.). We prepared additional **7 articles** and published them on own website under a sub-section "PravDA ZA PRIHODNOST" (Eng: "Litigation FOR FUTURE"):

<https://pic.si/pravda-za-prihodnost/> (sub-section)

<https://pic.si/ko-voda-odplakne-otrostvo-pravica-do-podnebne-prihodnosti/>

<https://pic.si/ko-se-ozracje-segreva-se-mi-telo-ugasa-podnebna-kriza-ogroza-zivljenje-oseb-z-nevroloskimi-bolezni/>

<https://pic.si/preden-travnik-postane-trgovsko-sredisce-in-vrocina-neznosna-kako-lahko-ukrepam/>

<https://pic.si/sonce-me-zge-do-kosti-podnebne-spremembe-na-plecih-delavcev/>

<https://pic.si/take-vrocine-in-to-junija-ne-pomnim-drzava-mora-zascititi-starejse-pred-ekstremno-vrocino/>

<https://pic.si/hisni-ljubljenski-in-nevzdrzna-vrocina-je-drzava-odgovorna-za-njihovo-zascito/>

<https://pic.si/tudi-kmetje-ze-obcutijo-podnebne-spremembe-kdo-je-saul-luciano-lliuya-in-zakaj-je-lahko-zgled-slovenskim-kmetom/>

4. **1 journalistic feature article** by each partner on own website

Project results were reported by **several (at least 9) national media outlets**. We gathered links on our website:

<https://pic.si/wp-content/uploads/Reports.pdf>

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<https://pic.si/preden-travnik-postane-trgovsko-sredisce-in-vrocina-neznosna-kako-lahko-ukrepam/>

<https://pic.si/sonce-me-zge-do-kosti-podnebne-spremembe-na-plecih-delavcev/>

<https://pic.si/take-vrocine-in-to-junija-ne-pomnim-drzava-mora-zascititi-starejse-pred-ekstremno-vrocino/>

<https://pic.si/hisni-ljubljenski-in-nevzdrzna-vrocina-je-drzava-odgovorna-za-njihovo-zascito/>

<https://pic.si/tudi-kmetje-ze-obcutijo-podnebne-spremembe-kdo-je-saul-luciano-lliuya-in-zakaj-je-lahko-zgled-slovenskim-kmetom/>

5. **10 social media posts** by each partner

In total, we made **51 social media posts** for promoting the project outputs.

We disseminated and promoted the event and its contents on social media before and after the event on all our social media channels (Facebook, Instagram and LinkedIn). We made The posts included a general post regarding the event and its topic. Furthermore, we also promoted all the speakers in order to stimulate interest for the event. For the conference, we promoted each part of the conference and the speakers in it, due to the large number of speakers. We utilised paid promotion to increase its reach. We made **24 social media posts** for promotion of our events:

FACEBOOK:

<https://www.facebook.com/PICPravnicenter/posts/pfbid0L6f9bQc4TZkCwDgouXPWkuLDv1kP9HLRrH8PCMAJuezgEX3BwicF8rHAun4F5VqNI> -

<https://www.facebook.com/PICPravnicenter/posts/pfbid0uHVCxfSxp75iZo9Gtyb2UHKHZvK6bABB9k1u3QNB5frcLo2kqSFe7RQHvz2C7JEtl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid0wXLZ7dpzeDLumotZhbq96vK9xG1Y21S1FkHqxcZP8PKzsW57q54QyATZ1LxxC41Jl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid0efUFUwvz28WmR5ZeWCjDs12u8bRWLwkcsN2JGSrg3E1yQtZq1hx4iU5f5RmfRgFgl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid02PqsnXHsdZ2uznvBAKPdAUKPCKPmHWBSzR28uoZPMNcaAFrpybwZp7HZAzngr8yryl>

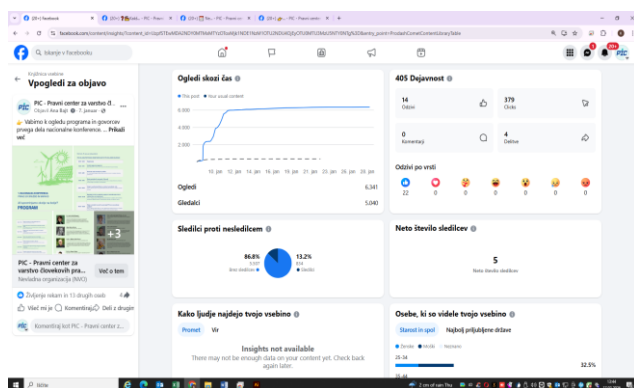
<https://www.facebook.com/PICPravnicenter/posts/pfbid02Hpd5kPsUU8mtXAEQCVt6AGBL6m8d68NqBpH9z9demhU2FRojfdFFqyBiDDGs5FLJl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid0KefcVAyhWQ7LFb57hExEwWDes3kELgatomBHIQ9ZprenE4q5cdCDp6GxEKYkVozzl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid02sDuBtHUUyVwDRaSJelcxBJ7FGvMuU7MKQW8s6rywNUSDx1y46MUKRaG9WMD1WR6l>

<https://www.facebook.com/PICPravnicenter/posts/pfbid02885qvTENSafAXAehmZnfefDmboU1MYQb416BY6mHk69QctrkUNzzpCgHSWshHTDl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid02bg9p4rdPRoc1SWigeUohDV4LoV8begW4VuwNte9fGzAEDmJfwtX9SGTKSfrLnNFl>



<https://www.facebook.com/PICPravnicenter/posts/pfbid045wFf9yjSZ55j4QYV95qGmte7K5CQxoGzmooYgrwv66taaiMpEN8hL7vQsYePZuCl>

<https://www.facebook.com/PICPravnicenter/posts/pfbid02UEfSc7fqSVLNyVfY6v6nazsEM818C4jo4z82sBdHCMNStAW2d2RUizheBF6Rwrmal>

INSTAGRAM:

https://www.instagram.com/p/DKq54SnRa7G/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ

https://www.instagram.com/p/DSr_TH8FF-0/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ

https://www.instagram.com/p/DTNWwhMikV9/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ

https://www.instagram.com/p/DTQQL5XiDBO/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ

https://www.instagram.com/p/DTckZhl3nc/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ

https://www.instagram.com/p/DTfYVITDu0D/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ

LINKEDIN:

<https://www.linkedin.com/feed/update/urn:li:activity:7432712282154876929>

https://www.linkedin.com/posts/pic-legal-center-for-the-protection-of-human-rights-and-the-environment_obnovljivi-viri-energije-varstvo-okolja-activity-7338136148768169986-4uNx?utm_source=share&utm_medium=member_android&rcm=ACoAADTYu2YBdh6az_SLKVDYnaKowC06gzi7o_8

https://www.linkedin.com/posts/pic-legal-center-for-the-protection-of-human-rights-and-the-environment_na-izobra%C5%BEevanju-obnovljivi-viri-energije-activity-7338487312504254465-6YFB?utm_source=share&utm_medium=member_android&rcm=ACoAADTYu2YBdh6az_SLKVDYnaKowC06gzi7o_8

https://www.linkedin.com/posts/pic-legal-center-for-the-protection-of-human-rights-and-the-environment_pravnik-s-pic-legal-center-for-the-protection-activity-7338832503199182848-Dc1H?utm_source=share&utm_medium=member_android&rcm=ACoAADTYu2YBdh6az_SLKVDYnaKowC06gzi7o_8

https://www.linkedin.com/posts/pic-legal-center-for-the-protection-of-human-rights-and-the-environment_%F0%9D%90%92%F0%9D%90%A8%F0%9D%90%9D%F0%9D%90%9E%F0%9D%90%A5%F0%9D%90%A8%F0%9D%90%AF%F0%9D%90%9A%F0%9D%90%A7%F0%9D%90%A3%F0%9D%90%9E-%F0%9D%90%A3%F0%9D%90%9A%F0%9D%90%AF%F0%9D%90%A7%F0%9D%90%A8%F0%9D%90%AC%F0%9D%90%AD%F0%9D%90%A2-activity-7339203646376570881-X1_i?utm_source=share&utm_medium=member_android&rcm=ACoAADTYu2YBdh6az_SLKVDYnaKowC06gzi7o_8

https://www.linkedin.com/posts/pic-legal-center-for-the-protection-of-human-rights-and-the-environment_predstavljam-%C5%A1e-zadnje-strokovnjakinjo-activity-7340284053750779904-Tsge?utm_source=share&utm_medium=member_android&rcm=ACoAADTYu2YBdh6az_SLKVDYnaKowC06gzi7o_8

We also prepared a publication on the results of our events on all our social media channels **(6 social media posts)**:

<https://www.facebook.com/PICPravnicenter/posts/pfbid0jbbnzhhQWgFtdxsdsHp6Rht7SmPP Ey1NJpaehxkuFchf7TkMLHMmrcwyTrBwLwY3l>

https://www.linkedin.com/posts/pic-legal-center-for-the-protection-of-human-rights-and-the-environment_%F0%9D%90%8E%F0%9D%90%9B%F0%9D%90%A7%F0%9D%90%A8%F0%9D%90%AF%F0%9D%90%A5%F0%9D%90%A3%F0%9D%90%A2%F0%9D%90%AF%F0%9D%90%A2-%F0%9D%90%AF%F0%9D%90%A2%F0%9D%90%AB%F0%9D%90%A2-%F0%9D%90%9E%F0%9D%90%A7%F0%9D%90%9E%F0%9D%90%AB%F0%9D%90%A0%F0%9D%90%A2%F0%9D%90%A3%F0%9D%90%9E-activity-7344273355824345088-llz4?utm_source=share&utm_medium=member_android&rcm=ACoAADTYu2YBdh6az_SLKVDYnaKowC06gzi7o_8

https://www.instagram.com/p/DLZZHf0BPjS/?utm_source=ig_web_copy_link&igsh=NTc4MTlwNjQ2YQ==

<https://www.facebook.com/PICPravnicenter/posts/pfbid034eGCe7RJQsjf55VFyWQmjaNBYUqmkN3B4G54EQp5NSVo53z8GRujGMCs5UmtsLSPi>

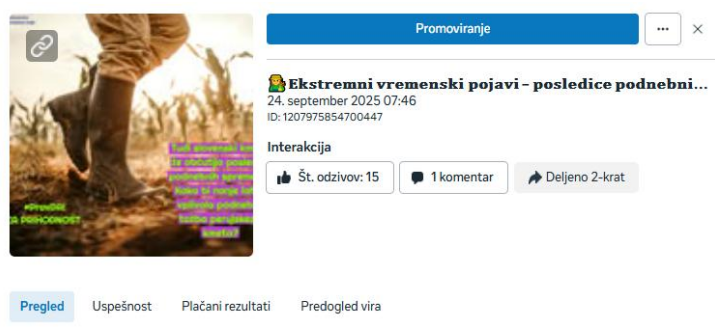
<https://www.linkedin.com/feed/update/urn:li:activity:7422208581082435585>

<https://www.instagram.com/p/DUDF0EbjZE6/?igsh=MXpscWk4ZTB6cWQ1>

Additionally, we led an extensive social media campaign regarding the role of strategic litigation in the field of climate improving life of individuals from various sub-groups (youth, seniors, farmers, city residents, physical labourers, persons with disabilities, etc.). We prepared social media posts on all of PIC's social media channels (Facebook, Instagram, LinkedIn – in total **14 social media posts and 7 Instagram stories**) and activated paid promotion to increase reach of the Facebook posts:

FACEBOOK

<https://www.facebook.com/PICPravnicenter/posts/pfbid02kuzB8s4XMXjgcx1AoroV4VcWY9UW9BKsYiUTYHxyUrSWsREV93HXzpsWa6JqEKUcl>



The screenshot shows a Facebook post titled "Ekstremni vremenski pojavi – posledice podnebni..." (Extreme weather events – consequences of climate change...). The post is dated 24. september 2025 07:46 and has an ID of 1207975854700447. It features a video thumbnail showing a person in a field. The post has 15 reactions, 1 comment, and has been shared 2 times. Below the post, there are tabs for "Pregled", "Uspešnost", "Plačani rezultati", and "Predogled vira".

Uspešnost

Pregled			
Ogledi	Doseg	Interactions	Kliki povezave
5.249	3.090	19	93

<https://www.facebook.com/PICPravnicenter/posts/pfbid02YNsARW34GgXSHhxSowJaZnuHMdqW6oZKTsMMSV1Gr79rnU6c1pZeqrhpgfAb8RJl>



The screenshot shows a Facebook post titled "Kdaj bom lahko šel spet na sprehod," bi, če bi govoril kat..." (When will I be able to go for a walk again, if I could talk to anyone...). The post is dated 17. september 2025 12:35 and has an ID of 1202092475288785. It features a video thumbnail showing a dog. The post has 20 reactions, 2 comments, and has been shared 1 time. Below the post, there are tabs for "Pregled", "Uspešnost", "Plačani rezultati", and "Predogled vira".

Uspešnost

Pregled			
Based on insights from your original post and combined ads from Facebook and Instagram.			
Ogledi	Doseg	Interactions	Kliki povezave
4.744	3.154	20	73

<https://www.facebook.com/PICPravnicenter/posts/pfbid021sLNGuhsjo7iB4AYsJRkXeHFMkojEbdZsEvFzSm3u21VHsfTQPSnWqnzozUzDapGI>



Promoviranje

***Poletni vročinski valovi so 77-letnega Pavleta tudi to pol...**
10. september 2025 12:07
ID: 1196129205885112

Interakcija


Št. odzivov: 17 2 komentarjev Deljeno 0-krat

Pregled Uspešnost Plačani rezultati Predogled vira

Uspešnost

Pregled			
Ogledi	Doseg	Interactions	Kliki povezave
4.885	3.245	18	116

<https://www.facebook.com/PICPravnicenter/posts/pfbid02i9Lb2jr3ivNiVwUxQjJWHfCw9FQzEpnZ2MkHXVbZfx9bjRQFVtviewEHJHCmuVgMAI>



Promoviranje

🚗 Ko je v zraku namera, da travnik na obrobju mesta, ki m...
3. september 2025 10:16
ID: 1190431176454915

Interakcija

Št. odzivov: 54 11 komentarjev Deljeno 4-krat

Pregled Uspešnost Plačani rezultati Predogled vira

Uspešnost

Pregled			
Ogledi	Doseg	Interactions	Kliki povezave
7.686	5.159	63	278

<https://www.facebook.com/PICPravnicenter/posts/pfbid0z2RB5GBR2MsZQy8cbK8bPG1hb1ZsT6REdm7emCHhbkcbRZjygfGbBV8gEXZqN1TZI>

Promoviranje



✘ Za ljudi z določenimi kroničnimi boleznimi vročinsk...
27. avgust 2025 13:08
ID: 1185032306994802

Interakcija

👍 Št. odzivov: 22 💬 2 komentarjev ➦ 1 delitev

Pregled Uspešnost Plačani rezultati Predogled vira


Uspešnost

Pregled
Based on insights from your original post and combined ads from Facebook and Instagram.

Ogledi	Doseg	Interactions	Kliki povezave
7.049	4.560	24	150

<https://www.facebook.com/PICPravnicenter/posts/pfbid0gh91nwV5DyypDrHtoqftnCBV7K2JcQihChk3F2ySgQeKaY9BRaM2oAJHqURUPkwNI>

Promoviranje



😞 Delavci opravljajo težaška dela v različnih vremenskih po...
20. avgust 2025 11:15
ID: 1179196387578394

Interakcija

👍 Št. odzivov: 12 💬 8 komentarjev ➦ Deljeno 2-krat

Pregled Uspešnost Plačani rezultati Predogled vira

Uspešnost

Pregled

Ogledi	Doseg	Interactions	Kliki povezave
11.868	6.077	15	73

<https://www.facebook.com/PICPravnicenter/posts/pfbid0iJBiWNsxMVdS5t1tbVFfZSQoyFudKTvfiXqjiJrnW7UTm7TUQjPQkKwn3JR9zH6pl>



The screenshot shows a Facebook post from 'Nemško ustavno sodišče' (Constitutional Court of Slovenia) dated August 13, 2025. The post features a photo of a sign for 'Slovensko otroško sodišče' (Slovenian Children's Court) and a table of performance metrics. The table is titled 'Uspešnost' (Success) and includes columns for 'Pregled' (View), 'Doseg' (Reach), 'Interactions', and 'Kliki povezave' (Link clicks).

Uspešnost			
Pregled			
Ogledi	Doseg	Interactions	Kliki povezave
13.089	7.722	25	283

INSTAGRAM stories:

<https://www.instagram.com/stories/highlights/18067951298137230/>

LINKEDIN

<https://www.linkedin.com/feed/update/urn:li:activity:7376491737021739008>

<https://www.linkedin.com/feed/update/urn:li:activity:7374027882760695808>

<https://www.linkedin.com/feed/update/urn:li:activity:7371537971994415104>

<https://www.linkedin.com/feed/update/urn:li:activity:7368921513263108096>

<https://www.linkedin.com/feed/update/urn:li:activity:7366426997620715523>

<https://www.linkedin.com/feed/update/urn:li:activity:7363894119796039680>

<https://www.linkedin.com/feed/update/urn:li:activity:7361315289461940225>

6. reach **30.000 people** nationally

Our (social media) reach nationally was 43.481.

This report (excluding emails of media and journalists) is published on → <https://pic.si/stellar-rights/>