

## BRIEF | MARKETERS



### One liner. Brief in a tweet

As a landowner, express your interest in protecting your land's value and helping restore the landscape.  
#vracímeŽivotDoKrajiny

### Background

**30%** of Czech citizens **own agricultural land**, yet most of them don't know where their land is, who farms it, or whether it is losing value. Many inherited their land and see it as a **passive investment**, with their only concern being the amount of rent they receive annually. Lease agreements with mainly large agricultural enterprises last for decades, leading landowners to perceive their role as largely passive.

On the other hand, **municipalities want to implement landscape adaptation measures** to protect against droughts, floods, loss of biodiversity and soil erosion.

**Municipalities lack the capacity to identify and contact landowners.**

Large-scale agricultural enterprises resist change – either because they fear disrupting their established systems or because they benefit from the status quo.

Although farmers are often seen as decision-makers regarding land use, the final say lies with landowners.

And lastly, the state's approach is also ineffective - the government tries to buy land for adaptation, but this process is slow, costly, and inefficient.

The result?

Landowners assume that farmers make the decisions.

Farmers claim that landowners have no interest in change.

Municipalities lack the tools to reach landowners.

The state's approach is slow, costly and ineffective.

### Challenge

Most landowners rarely think about what happens to their land. They may **not realise intensive farming can deplete the soil and reduce its value over time**. Many are unaware they have **alternative options** to manage their land **while maintaining full ownership and control**. They also don't know where to seek guidance if they want to explore these possibilities. On top of that, fear of bureaucracy holds them back—they assume that any involvement will lead to complicated paperwork.

**We want to break this deadlock!**

Our goal is not to encourage uncoordinated, chaotic negotiations between landowners and municipalities but to ensure that the entire process is structured, professional, and well-facilitated.

We want to **connect landowners who want to protect their land with municipalities, who, on the other hand, are lacking lots on which they will be allowed/be able to implement the necessary landscaping.**

We want to help landowners understand the true value of their land and explore sustainable and meaningful ways to manage it.

We want to provide municipalities with ready-to-use landscape adaptation projects that can be implemented, as our main activity as an NGO is designing landscape adaptation studies for whole cadastres.

We hope to negotiate with agricultural enterprises to ensure a smooth transition for all involved parties.

Landowners can simply express a non-binding willingness to allow their land to be considered for adaptation projects and we take care of everything else.

## Target Audience

### Older Landowners

Often restituted from the 1990s who regained family land after the fall of communism.

See land as heritage and a legacy for their children and grandchildren.

Not tech-savvy, requiring clear, simple, and straightforward information.

Resonate with values such as ancestral wisdom, traditional common sense, and preserving land for future generations.

### Younger Generation of Landowners / Family Decision-Makers

The middle generation (30-50 years old) typically handles practical decision-making about land in families.

View land as an investment and are interested in its value and long-term use.

Comfortable with digital tools and expect an easy-to-navigate solution.

Resonate with values such as investment in the future, maintaining land value, and fostering relationships with local communities.

### Shared Characteristics

Neither group has time for complicated bureaucracy.

They need a simple, clear campaign, and easy to act upon.

Social Recognition- A landowner who allows sustainable measures on their land will be seen positively within their local community.

## Campaign Objective

Develop an engaging call-to-action campaign that motivates landowners to take action and participate in landscape adaptation efforts.

A comprehensive landowner database will be developed in order to facilitate systematic planning and collaboration with municipalities, as well as encourage landowners to provide essential contact information and, ideally, cadastral codes and property ownership numbers (List Vlastníků).

### 1. Activate Landowners to Take Action

Show them that they have control over their land and can protect it.

Compare land to an apartment: "You keep an eye on your tenant—why not on your land?"

Help them protect their land's value and prevent degradation - if farmland is overexploited, its price and fertility will decline.

Motivate them to take the first step - fill out a simple online form and check what is happening with their land.

### 2. Explain that Land Adaptation Measures Are Not a Commitment or a Complicated Process

Landowners should understand they do not need to transfer ownership, change land titles, or deal with complex bureaucracy. They only need to express non-binding consent to the possibility of implementing nature-based adaptation measures on their land.

### 3. Collect Contact Information from Landowners

Use a simple form to gather hundreds or thousands of contacts from landowners.

Allow them to instantly check information about their land via an interactive map (mapy.cz for example).

We need to build a database of landowners and land plots that could be used for landscape restoration in the future. We are talking about small, nature-based interventions that can significantly improve the landscape, like planting trees and shrubs, creating grass strips, restoring wetlands and ponds, swales and retention basins, renaturation of water streams, and agroforestry systems.

Impulsive landowners → Can immediately fill out the form and take the first step.

More analytical landowners → Can dive into additional information before making a decision.

#### 4. Shift the Social Narrative About Land Ownership

Land is not just a passive asset - how it is used determines the future of the landscape.

Landowners can actively shape change - and we will show them how.

We are building a strong community with a voice: landowners who care about their land and are willing to engage in landscape restoration.

#### Key Message

No one would leave their rented apartment unattended for decades - so why do we do it with our land?

Your land is more than just a number in the land registry. It is a valuable asset that can either lose its worth due to unsustainable farming or be a lasting contribution to a healthier landscape.

**Protect your land** from degradation and erosion. Enhance its long-term value **by allowing sustainable landscape measures to be implemented** on your land. Make a **positive impact** - for your community, for nature, for future generations.

Just take the first step: **express your willingness to explore possibilities** - and we will take care of the rest. Your decision today shapes the landscape of tomorrow.

#### Brand Personality/Tone of voice

Živá krajina is a practical, solution-oriented expert initiative that bridges the gap between landowners and municipalities. We are not activists, bureaucrats, or an organisation that imposes changes. Instead, we provide clear, actionable guidance allowing landowners to make informed decisions about their land while ensuring municipalities have the necessary resources to implement landscape restoration projects.

Our communication must be clear, practical, and solution-driven. We speak the language of landowners—without unnecessary complexity, technical jargon, moralising or ideological overtones.

#### Campaign Do's and Don'ts

No moralising or pressure - The campaign should not shame landowners into action but rather offer them an opportunity they may have never considered.

Avoid eco-activist or polarising language - No mention of "climate crisis," "we must act now," or radical environmental statements. Instead, use practical, common-sense reasoning about land management and a win-win approach.

Do not make it sound bureaucratic - The process must appear simple and seamless, without excessive paperwork or red tape.

No direct confrontation with large agricultural enterprises - While some industrial farmers may resist change, the campaign should focus on cooperative solutions, not conflict.

Do not refer to the initiative as a "nonprofit" - Due to widespread disinformation campaigns in the region, terms like "NGO" or "nonprofit organisation" should be avoided.

#### Other Useful Info

The campaign should direct landowners to a dedicated website featuring an interactive map (integrated with cadastral data via mapy.cz). Users will simply click on their land on the online map, and the form will need to know the exact cadastral territory and property ownership No (LV, list **vlastníků**).

If and when the campaign gains widespread attention, a systematic approach will be required to manage the volume of incoming contacts. An ideal scenario would involve securing support from a strategic partner to help manage landowner communications.

Possibility of pilot testing - The campaign could start in a specific region where adaptation projects are already planned and later expand nationwide.

Nice to have: not all landowners will actively participate immediately, but they can still support the initiative financially through regular small contributions: "Maybe you're not ready for a big action yet, but you can still support our work with a symbolic contribution."

## Summary

**GET:** Sustainable landscaping enthusiasts among currently apathetic landowners

**WHO:** View their land as a passive investment

**TO:** Register their interest in protecting and enhancing the long-term value of their land with Živá Krajina

**BY:** Showing that simple action today can prevent land degradation and financial loss in the future.

## Web & Social media channels

**Website** - [www.zivakrajina.info](http://www.zivakrajina.info) (currently under construction)

**Instagram** - [instagram.com/zivakrajina](https://www.instagram.com/zivakrajina)

**Facebook** - [facebook.com/SpolekZivaKrajina](https://www.facebook.com/SpolekZivaKrajina)

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