



Information & Communication **LIFE** PROJECTS 2011



LIFE *Information
& Communication*

Environment



LIFE+ Information & Communication 2011: Commission funds 13 innovation projects in nine countries with €7.2 million

The European Commission has approved funding for 13 new environmental awareness projects in nine countries under the LIFE+ Information & Communication programme 2011. These projects will either raise the profile of environmental issues, or provide training and awareness-raising for the prevention of forest fires. The projects are led by 'beneficiaries', or project promoters, based in Austria, Cyprus, Denmark, France, Italy, Poland, Romania, Spain and the United Kingdom. They represent a total investment of €16.2 million, of which the EU will provide some €7.2 million.

LIFE Information & Communication in 2011

LIFE+ Information and Communication projects disseminate information, raise the profile of environmental issues, and provide training and awareness-raising for the prevention of forest fires. Of the 203 proposals received in 2011, the Commission selected 13 projects for funding. These projects will be carried out by a range of public and private sector nature and/or environmental organisations located across nine Member States.

Eleven of the 13 projects are concerned with raising awareness about issues related to nature and biodiversity, with five focused specifically on promoting the Natura 2000 network of protected areas. The remaining two projects concern water quality and waste electrical and electronic equipment. Together, they represent a total investment of €16.2 million, of which the EU will provide €7.2 million

Background

LIFE is the EU's financial instrument to support environment and nature conservation projects throughout the EU, and in certain non-EU countries. Since 1992, LIFE has co-financed some 3 700 projects, contributing approximately €2.8 billion to the protection of the environment. LIFE+ is the European financial instrument for the environment with a total budget of €2 143 billion for the period 2007-2013. During this period, the Commission is launching one call for LIFE+ project proposals per year. LIFE+ Information & Communication is one of three

thematic components under the LIFE+ programme. The other two components, LIFE+ Nature & Biodiversity and LIFE+ Environment Policy & Governance, focus respectively on improving the conservation status of endangered species and habitats; and on supporting pilot projects that contribute to the development of innovative policy ideas, technologies, methods and instruments.

More information on each LIFE+ project is available at: <http://ec.europa.eu/environment/life/project/Projects/index.cfm>

Contact details for the relevant national authorities can be found at: <http://ec.europa.eu/environment/life/contact/national-contact/index.htm>

Index of Information & Communication projects selected in 2011

Location	Project number	Title of project
AUSTRIA	LIFE11 INF/AT/000902 Saving Danube Sturgeons	Joint actions to raise awareness on overexploitation of Danube Sturgeons in Romania and Bulgaria
CYPRUS	LIFE11 INF/CY/000863 BIOforLIFE	An awareness-raising campaign in Cyprus for appreciating biodiversity in our life
DENMARK	LIFE11 INF/DK/000891 SMART Natura	Smooth Methods of communication, cooperation and Awareness Raising Tools of the Natura 2000-plans
FRANCE	LIFE11 INF/FR/000730 COLLECT+	Collection of used batteries, accumulators and WEEE through public awareness campaigns on better waste management
ITALY	LIFE11 INF/IT/000253 Safe Haven for Wild Birds	A safe haven for wild birds: Changing attitudes towards illegal killing in North Mediterranean for European Biodiversity
POLAND	LIFE11 INF/PL/000467 Roads for Nature	Roads for Nature – campaign promoting trees in Poland's rural landscapes, as habitats and ecological corridors
	LIFE11 INF/PL/000478 N-M	NATURA mission
	LIFE11 INF/PL/000480 AGROSAFE	Strengthening the awareness of Polish farmers to reduce the eutrophication impact from agriculture
ROMANIA	LIFE11 INF/RO/000819 EME Natura2000	Efficient Managers for Efficient Natura 2000 Network
SPAIN	LIFE11 INF/ES/000665 Conéctate a la Red Natura	Natura 2000: Connecting People with Biodiversity
	LIFE11 INF/ES/000672 BIGTREES4LIFE	The key role of big trees and mature forests in biodiversity conservation
	LIFE11 INF/ES/000683 INFONATUR 2000	Natura 2000: an opportunity for everyone
UNITED KINGDOM	LIFE11 INF/UK/000418 Securing the stone-curlew	Securing the future of the stone-curlew (<i>Burhinus oedipnemus</i>) throughout its range in the UK

Joint actions to raise awareness on overexploitation of Danube Sturgeons in Romania and Bulgaria

Project background

The "Action Plan for the conservation of sturgeons (*Acipenseridae*) in the Danube River Basin" was adopted by the Council of Europe in 2005:

- Objective 3 of the Action Plan plans to ensure that legislation on sturgeon fisheries and trade is being effectively implemented at national, regional and international levels throughout the Danube River Basin (including the Black Sea) and that gaps and/or obstacles to implementation are identified and addressed;
- Objective 4 of the Action Plan aims to reduce – and ultimately bring to a stop – illegal harvesting of sturgeons by strengthening the implementation and enforcement of fishery legislation and inspection controls at national level;
- Objective 5 of the Action Plan intends to improve the socio-economic conditions for local-community stakeholders involved in sturgeon fishing; and
- Objective 6 of the Action Plan aims to reduce significantly, and eventually to eliminate, illegal international, national and regional trade in sturgeon products.

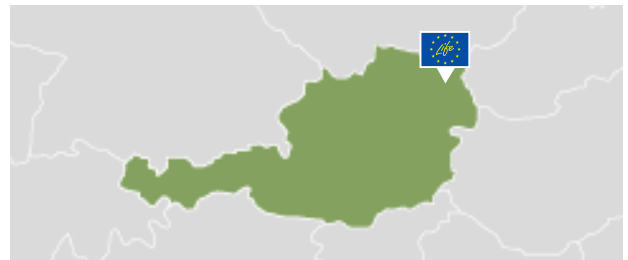
Project objectives

The 'Saving Danube Sturgeons' project aims to stop the overexploitation of the "critically endangered" Danube sturgeons in Bulgaria and Romania and thus to ensure the long-term survival of these species with their high natural and economic value. The project will form a major pillar in achieving Objectives 3, 4, 5 and 6 of the "Action Plan for the conservation of sturgeons (*Acipenseridae*) in the Danube River Basin".

The specific aims of the project are as follows:

- For targeted fishing communities in Bulgaria and Romania to cease illegal fishing activities. This goal will be supported by a commitment from targeted companies to stop illegally sourcing sturgeons/caviar;
- For decision-makers and targeted agencies to implement the effective enforcement of national and EU policy and regulations, leading to first-time seizures of illegal caviar in Bulgaria and Romania;
- To significantly increase understanding among target audiences of the effects of overexploitation of sturgeons, and to effectively disseminate the outcomes of the project to regional and international stakeholders; and
- To develop amongst stakeholders a shared strategy for the sustainability of the project.

LIFE11 INF/AT/000902
Saving Danube Sturgeons



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Jutta JAHRL

Duration of project:

39 months (01.07.2012 - 30.09.2015)

Total budget in euro:

768,286.00

EC contribution in euro with %:

384,143.00 (50.00%)

Theme: Information-Communication-Awareness raising - Information / Species-Fish

Expected results

- A total of 600 fishermen will receive targeted information about the impact of overexploitation of sturgeons;
- There will be a 60% increase in knowledge about sturgeons and the effects of overfishing, as well as a commitment to stop illegal fishing amongst targeted fishing communities in Romania and Bulgaria;
- Levels of awareness, information and coordination amongst targeted enforcement officials will increase by 50%;
- The annual sturgeon fishing ban introduced in 2011 in Bulgaria will be extended and the decennial moratorium in Romania continued until 2016;
- A media campaign will generate at least 20 press releases, five press conferences, four press trips and 100 press clippings, in addition to the impact of the project website;
- Information boards at attractive sites in key fishing villages will communicate the content and aims of the project to the public;
- The project will facilitate a stakeholder agreement for a long-term strategy to ensure the sustainability of its actions.

An awareness-raising campaign in Cyprus for appreciating biodiversity in our life

Project background

Protection measures for biodiversity are poorly understood and implemented in Cyprus. The most recent Eurobarometer survey conducted by DG Environment (June 2011) shows that although 100% of the Cypriots surveyed consider environmental protection to be personally important to them, only 31% chose biodiversity loss as one of the five most important issues. This low awareness of biodiversity permeates not only the public at large, but also key stakeholders such as politicians and public servants, the judiciary/law enforcement, farmers, hunters, fishermen and rural landowners.

Indifference towards nature and biodiversity is manifested in direct threats to biodiversity:

- Failure to control the continuing illegal practice of trapping and killing well over one million migratory birds every year;
- Uncontrolled use of illegal poisons targeting pest species in the countryside, which causes significant damage to predator populations;
- Expanding building zones in rural areas and frequent relaxations of restrictions, allowing villages to sprawl and houses to spring up in the open countryside;
- The overconsumption of natural resources such as water;
- The intensification of farming in the lowlands and its abandonment in the uplands; and
- The absence of a clear strategy or practices counteracting the spread of invasive alien species.

Project objectives

In accordance with the targets set out in the EU's 2020 biodiversity strategy (EU COM (2011) 244 final), the project's objective is to conduct an awareness-raising campaign focusing on aspects of biodiversity. It aims to make the concept of biodiversity better understood, in particular by policy-makers or actors whose decisions/actions have an impact on biodiversity protection (e.g. the judiciary/law enforcement, politicians, government departments, tourist industry and hunters). This targeted campaign towards specific audiences will be underpinned by a media campaign aimed at the general public, which will have the following goals:

- Increasing understanding of biodiversity and the need to protect species and habitats;
- increasing acceptance of the Natura 2000 process and its importance for the lives of Cypriots; and
- More effective integration of biodiversity into land-use (territorial) decisions.

LIFE11 INF/CY/000863
BIOforLIFE



Beneficiary:

Type of beneficiary

Large enterprise

Name of beneficiary

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Duration of project:

36 months (03.09.2012 - 15.09.2015)

Total budget in euro:

1,394,614.00

EC contribution in euro with %:

679,370.00 (48.71%)

Theme: Information-Communication-Awareness raising - Information

Expected results

- More than 300 000 individuals/yr will be reached through the media campaign;
- More than 1 000 policymakers and persons in positions of influence will be reached, yielding a better understanding of biodiversity through 10 conferences and 11 training workshops for specific audiences;
- The tourism industry will be engaged in vocally promoting biodiversity through its representatives and in publicly condemning destructive actions such as trapping birds and uprooting tulips;
- There will be at least a 10%/yr increase year in positive responses towards biodiversity in the Eurobarometer opinion survey;
- An info pack for 12-17 year olds will be produced and circulated to some 40 000 pupils of target age (including 20 000 after-LIFE); and
- There will be a 10% reduction in mortality rates for turtles and raptors.

Smooth Methods of communication, cooperation and Awareness Raising Tools of the Natura 2000-plans

Project background

In Denmark, the national Natura 2000 plan contains 246 Natura 2000 partial plans. Once the Danish Nature Agency has finalised these plans, affected municipalities will have one year to prepare and agree action plans for the Natura 2000 areas. The Danish Nature Agency will prepare action plans for state-owned forests and private forests with a forest reserve.

In October 2010, VFL carried out a study that showed that some 200 of the 246 Natura 2000 plans will affect local agricultural interests. In addition, the Natura 2000 plans for forests will have an impact on forest owners and the forestry and forest products industries.

Most Natura 2000 areas are owned by many different types of landowners, with a wide range of different interests. With so many conflicting interests the question is; how to implement the Natura 2000 plans in the most suitable way? The state encourages the implementation of the action plans on a voluntary basis. However, many landowners find the issues surrounding biodiversity and Natura 2000 difficult to understand and often find them irrelevant to their individual farms.

Some landowners may even see increased biodiversity and Natura 2000 as a potential threat to their daily operations and their potential for increasing production. This attitude can easily turn into an environmental problem, since it will be difficult to persuade these landowners to enter into the necessary voluntary agreements.

Project objectives

The overall objective of the project is to ensure a smooth and cost-effective implementation of the Natura 2000 plans.

The specific objective of the project is to involve landowners in the implementation of the Natura 2000 action plans. It also aims to ensure that the positive impact of the Natura 2000 areas spreads to surrounding areas – e.g. by creating ecological connections and corridors to other natural habitats. Finally, the project aims to bring about a higher level of strategic thinking in Natura 2000 planning, so that the landscape is not further fragmented by poor implementation.

Expected results

- A model will be developed and tested in two pilot areas: comprehensive plans will be developed in cooperation

LIFE11 INF/DK/000891
SMART Natura



Beneficiary:

Type of beneficiary

Development agency

Name of beneficiary

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Name of contact person

Cammi Aalund KARLSLUND

Duration of project:

36 months (01.07.2012 - 30.06.2015)

Total budget in euro:

598,054.00

EC contribution in euro with %:

299,027.00 (50.00%)

Theme: Industry-Production-Agriculture - Fisheries / Information-Communication-Awareness raising - Information, Land-use & Planning-Sensitive & protected areas management

with municipalities, advisors and landowners; 10-15 partial plans will be developed at landowner level and five landowners will sign cooperation agreements;

- 75% of the landowners involved in the project will have their awareness and sense of ownership raised in relation to Natura 2000 and biodiversity issues;
- The beneficiary will disseminate an effective communication, cooperation and awareness-raising tool for the Natura 2000-plans, which will be used by a minimum of 10 municipalities and advisory centres;
- Project results will be documented and disseminated to other municipalities, advisory centres and farmers in Denmark through a targeted communication strategy; and
- At least 100 people from municipalities and 100 people from the advisory service will be introduced to the concept of the Natura 2000 network by the end of the project.

Collection of used batteries, accumulators and WEEE through public awareness campaigns on better waste management

Project background

EU legislation is promoting the collection and recycling of waste electrical and electronic equipment (WEEE; Directive 2002/96/EC), as well as the collection and recycling of batteries and accumulators (Directive 2006/66/CE). The directives require the implementation of collection schemes, whereby consumers return their waste free of charge. Despite this, only one-third of electrical and electronic waste in the EU is reported to be collected separately and treated appropriately. Part of the remaining two-thirds is potentially still going to landfills and to sub-standard treatment sites in or outside the EU.

Project objectives

The 'COLLECT+' project aims to target communications campaigns on improving waste management (WEEE and batteries and accumulators) among customers of Casino, a French supermarket chain. The project plans to encourage all types of consumers to collect waste and deposit it in the appropriate boxes at the participating Casino stores. Consumers will also be informed about the impact of this behaviour on both the environment and their health.

Specific objectives are:

- To promote better waste management for more efficient use of resources;
- To increase consumer awareness in the area of waste management. The messages developed and tested during the campaigns will be accessible to all customers at participating stores. In the long term, the project aims to change consumer behaviour, encouraging the systematic collection of waste and its return to the appropriate boxes;
- To increase collection of waste batteries and accumulators, ink cartridges and small electronic items through the project's information campaign, and the installation of sorting bins in the 400 stores participating in the project.

The project aims to develop simple and universal messages in order to share information and good practices with consumers on:

- The potential effects on the environment and human health of the substances present in used batteries, accumulators and in WEEE;
- The benefits of not disposing of this type of waste in household bins but in the appropriate locations to facilitate treatment and recycling;
- The collection and recycling schemes available;

LIFE11 INF/FR/000730
COLLECT+



Beneficiary:

Type of beneficiary

Large enterprise

Name of beneficiary

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Duration of project:

19 months (01.06.2012 - 20.12.2013)

Total budget in euro:

955,624.00

EC contribution in euro with %:

477,811.00 (50.00%)

Theme:

Waste-Waste from Electrical & Electronic Equipment (WEEE)

- Their role in contributing to the recycling of used batteries, accumulators and WEEE;
- The meaning of the crossed-out wheellie bin symbol; and
- The correlation between waste and resource efficiency.

Expected results

- The project message will reach some 8 million people each year. This is the annual number of cash transactions at the participating stores;
- Casino's customers, who represent all the different socioeconomic and cultural categories of the population, will be informed about the importance of participating actively in the collection of waste. They will thus become aware of the recycling process and the role they play in this process, as well as of the impact of WEEE and waste batteries and accumulators on the environment; and
- There will be a 25% increase in the collection rate of batteries and accumulators, ink cartridges and small electronic items at all stores participating in the project.

A safe haven for wild birds: Changing attitudes towards illegal killing in North Mediterranean for European Biodiversity

Project background

Illegal killing of wild birds is a significant threat affecting the viability of populations. Hunting in the EU is regulated according to the provisions of the Birds Directive (2009/147/EC). The term 'illegal killing of wild birds' refers to any form of deliberate action, such as catching, trapping, injuring, removing or persecution of birds and their eggs, outside the legal regulations of the aforementioned law. The urgent issues to be addressed are illegal killing of wild birds outside the legal hunting season, namely during the return of migratory birds to breeding grounds; illegal killing or capturing of wild birds using indiscriminate methods of trapping; illegal killing of species that must not be hunted. Awareness and the capacity of law enforcement agencies must be increased in order to mitigate such problems.

Project objectives

The overall objective of the 'Safe Haven for Wild Birds' project is to reduce illegal killing of protected wild birds in three EU Mediterranean countries: Italy, Greece and Spain.

The specific objectives are:

- To raise awareness in key stakeholder groups (local communities, local authorities, hunters and the general public) about the migratory flyways of the species affected by illegal activities and the effects of illegal bird killing on local and European biodiversity;
- To change socio-cultural attitudes towards illegal killing in the younger generation; and
- To improve law enforcement, through increased awareness and better coordination amongst law enforcement authorities.

Expected results

The main quantifiable expected results are:

- The project will conduct surveys at its beginning and conclusion on the awareness level of target groups and their acceptance of bird crime;
- There will be increased capacity and awareness amongst local authorities and law enforcement agencies; and
- A media campaign will be conducted in the three target Member States that will reach more than 3 million people in Italy, 2 million people in Spain and 1 million people in Greece. Media to be used include the Internet, radio, TV, magazines, newspapers and email campaigns.

LIFE11 INF/IT/000253
Safe Haven for Wild Birds



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

Elena D'ANDREA

Duration of project:

42 months (01.08.2012 - 31.01.2016)

Total budget in euro:

780,855.00

EC contribution in euro with %:

377,893.00 (48.39%)

Theme: Species-Birds

Roads for Nature – campaign promoting trees in Poland’s rural landscapes, as habitats and ecological corridors

Project background

Rows of trees growing alongside roads and in fields have been a hallmark of European rural landscapes for centuries. They have contributed to the biodiversity of cultural landscapes, serving as habitats and green infrastructure. In the last fifty-plus years, however, the development of transportation infrastructure and land consolidation has led to a dramatic loss of trees in Europe’s rural landscapes. This results in a loss of biodiversity, including a loss of EU priority species, and cultural values. Reversing the decline of roadside trees in rural areas can be helped by ensuring that decision-makers, local communities and the general public are aware of their importance. Another necessary task is to improve the tree planting and tree maintenance skills of road authorities. The proposed project is a continuation of a pilot project ‘Roads for Nature’, which has been carried out in some Polish regions since 2008. Thanks to LIFE+ support the project will now be able to cover the whole territory of Poland.

Project objectives

The main objective of the project is to preserve and restore tree avenues, which play an important role as habitats and components of the traditional European landscape. In particular, the project aims:

- To prepare and implement local campaigns leading to the restoration of trees in rural landscapes and to reverse the trend of tree removal in 66 selected municipalities;
- To create positive attitudes among public administration officials and the general public towards open landscape trees and roadside trees; and
- To mobilise citizens to become actively engaged in biodiversity conservation through tree protection and planting.

Expected results

- An end to the net loss of trees in rural landscapes in selected municipalities;
- Development of local tree protection strategies in 66 municipalities;
- Some 700 civil servants, mayors and schoolteachers will take part in training sessions and study visits highlighting the importance of trees;
- Production of a guidebook on good practices in tree resources management;
- Some 100 000 people (1 500 per participating municipality) will be involved in the project’s activities or exposed to its results;
- More than 9 000 trees will be planted along roads and in open landscapes;

LIFE11 INF/PL/000467

Roads for Nature



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Piotr TYSZKO-CHMIELOWIEC

Duration of project:

54 months (01.07.2012 - 31.12.2016)

Total budget in euro:

2,006,613.00

EC contribution in euro with %:

1,003,306.00 (50.00%)

Theme: Information-Communication-Awareness raising - Information

- Production and distribution of an educational film on roadside trees conservation;
- Some 1 300 people will be trained in tree valuation and proper maintenance;
- 75 people will attend a study visit to become acquainted with tree planting and tree maintenance practices in Mecklenburg-Pomerania (Germany);
- A total of 600 people will participate in 20 regional seminars;
- A total of 240 people will participate in three national and international conferences;
- A nationwide audience (some 1 million people) will be provided with information on protecting roadside trees through various media; and
- Some 40 project co-workers will improve their skills in tree conservation and conducting educational campaigns.

NATURA mission

Project background

Implementation of the Natura 2000 network is one of the main requirements of European Union environmental legislation. In Poland, the selection and designation of Natura 2000 sites has frequently led to public discontent and objections caused by a fear that the designation would stunt economic growth. A survey by the country's General Directorate for Environmental Protection found that the majority of consulted municipalities were against including their territories in the network.

Negative attitudes persist: according to a survey of institutions involved in setting up the network, conducted by FWIE, the general public has a lack of knowledge about Natura 2000 and a poor understanding of the network's objectives and principles. In many cases, there has been a lack of public consultation prior to designation of Natura 2000 sites. Currently, management plans are being drawn up across Poland for Natura 2000 sites. The process requires the participation of local authorities and other stakeholders, and thus provides an opportunity to conduct a comprehensive information and education campaign on Natura 2000.

Project objectives

The main objective of the project is to raise public awareness and knowledge of the Natura 2000 network, whilst at the same time contributing to the better implementation of EU environmental legislation in Poland. In particular, the project aims to:

- Increase local communities' awareness and knowledge of the Natura 2000 network, and of the possibilities for performing economic activities on the protected sites;
- Develop efficient public consultation procedures and increase local community participation in the preparation of conservation plans;
- Improve the quality of conservation plans, thus reducing the number of complaints and protests against Natura 2000 sites;
- Improve the knowledge of Natura 2000 site managers and, as a result, improve the quality of the management and monitoring of these sites and their protection; and
- Promote other EU Member States' good practices as well as model solutions for various social and economic problems encountered on Natura 2000 sites.

Expected results

The main result of the project will be increased awareness and better understanding of the Natura 2000 network.

LIFE11 INF/PL/000478

N-M



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

Barbara DRAUS

Duration of project:

45 months (01.09.2012 - 31.05.2016)

Total budget in euro:

1,970,931.00

EC contribution in euro with %:

985,465.00 (49.80%)

Theme: Information-Communication-Awareness raising - Information

This will result in fewer local-scale conflicts over Natura 2000 sites and other protected areas.

Specific results will include:

- Training sessions will be held across all 16 voivodeships (regions) of Poland, involving some 350-400 stakeholders. As a result of these sessions, a report will be produced on the most difficult and pressing issues related to the functioning of Natura 2000 sites;
- A 12-part TV series called 'Mission: Nature' will be produced and broadcast on the public television channel TVP2. The series is expected to attract 12 million viewers;
- A list of 10 model procedures for public consultation and solving local conflicts in Natura 2000 sites will be drawn up in collaboration with representatives of various interest groups and then applied in 10 selected sites;
- A Natura 2000 Information Centre will be set up; and
- An online e-learning platform will be created to educate users about the Natura 2000 network and other nature conservation designations.

Strengthening the awareness of Polish farmers to reduce the eutrophication impact from agriculture

Project background

Agriculture is considered to be one of the major sources of water pollution in rural areas. It is associated with the loss of nitrogen and phosphorus to water bodies and the leaching of nutrients and their runoff to ground and surface waters often adversely affect human health, living resources and aquatic ecosystems. Reducing water pollution and eutrophication caused by agricultural sources is the main objective of the EU Nitrates Directive and an objective of the EU Water Framework Directive, which aims to achieve good ecological status for waters. The magnitude of the nutrient losses is determined not only by climatological or soil factors, but also by farming practices.

Project objectives

The main objective of the 'AGROSAFE' project is to inform farmers about eutrophication and other environmental consequences of agricultural practices. This should lead to wider implementation of good farming practices, a reduction in the use of fertilisers and an improvement of the aquatic environment, most notably in the area covered by the project.

In the long term, the project will improve the quality of the environment, particularly soil and water, as well as reducing air pollution caused by farms. Overall it will help to fulfill the recommendation of HelCom, set out in the Baltic Sea Action Plan, and reduce the Polish contribution to Baltic eutrophication.

Expected results

The project is expected to increase farmers' ecological awareness and to broaden their knowledge of good farming practices related to fertiliser use. As a result, the total amount of nutrient run-off will be reduced and the quality of the aquatic environment will improve.

Specific results will include:

- Educational and media campaigns to attract public attention to the problem of eutrophication; the campaigns will produce and distribute two educational films, eight billboards, brochures and posters;
- A project website focusing on the problems of eutrophication, with interactive features for the exchange of ideas;
- Workshops for farmers focused on the consequences of eutrophication and on desirable agricultural practices regarding fertiliser use. The other most important interventions that will be discussed are: i) land use and crop rotation; ii) animal waste and fertiliser use; iii) manure storage; iv) grazing systems and management; v) soil phosphorus management and erosion control; vi)

LIFE11 INF/PL/000480
AGROSAFE



Beneficiary:

Type of beneficiary

Training centre

Name of beneficiary

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Name of contact person

Barbara KOWALKOWSKA

Duration of project:

42 months (01.09.2012 - 29.02.2016)

Total budget in euro:

527,008.00

EC contribution in euro with %:

263,504.00 (50.00%)

Theme: Industry-Production-Agriculture – Fisheries / Information-Communication-Awareness raising - Information

groundwater level control (drainage); and vii) irrigation management;

- 10 practical demonstrations in various regions of Poland, showing appropriate and inappropriate farming practices, accompanied by outdoor events for farming families;
- 10 roundtable discussions involving farmers, agriculture experts and other stakeholders, organised in various regions of Poland, to address the practical problems of nutrient reduction;
- Educational activities designed for farmers' children aged 6-10;
- An improvement in the agricultural practices of 50% of farmers participating in the project;
- An improvement in the farming practices of 2 000 farmers within five years of the project's end;
- A 20% reduction in the amount of fertilisers used on areas covered by the project; and
- A 15% reduction in the total nitrogen load discharged to waters on two selected catchments covered by the project.

Efficient Managers for Efficient Natura 2000 Network

Project background

Territorial plans, as well as other strategic planning documents in Romania, do not reflect biodiversity concerns. Conservation measures are not properly integrated into strategic planning and economic activities. As a result, very often economic interests prevail to the detriment of the objectives of Natura 2000 sites, biodiversity and ecosystems services.

Natura 2000 site managers in Romania lack the skills and knowledge needed for the integrated and participatory management of these areas. Efforts to maintain the “favourable” conservation status of species and habitats of Community interest often fail because the objectives and benefits of Natura 2000 are not properly communicated, and in most EU countries there is still a low level of support for the network amongst stakeholders (e.g. those who live or work within the site boundaries).

Project objectives

The main objectives of the project are to improve the capacity of Natura 2000 site managers in Romania, by providing comprehensive training programmes (including communication on Natura 2000), and to support improved territorial planning that incorporates biodiversity concerns. The project specifically relates to the implementation of target 1, Action 3 of the EU Biodiversity Strategy (2011): “Increase stakeholder awareness and involvement and improve enforcement”.

Expected results

- Online publication of a Biodiversity and Natura 2000 Toolkit for Key Economic Sectors and of Guidelines on Territorial Planning and Biodiversity. The target audiences will be experts from the four key economic sectors and authorities responsible for territorial planning on biodiversity issues;
- Increased awareness amongst territorial planning experts of biodiversity concerns;
- At least 100 representatives of relevant institutions, organisations and companies will be informed about a territorial planning methodology that considers biodiversity concerns and Natura 2000;
- Brasov’s County Territorial Plan will be modified to incorporate biodiversity concerns and coordinating authorities in Brasov county will have an increased capacity to develop territorial plans in a participatory manner, which properly reflects biodiversity concerns and Natura 2000 management objectives;

LIFE11 INF/RO/000819
EME Natura2000



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

ProPark - Foundation for Protected Areas

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Name of contact person

Tiberiu CHIRICHES

Duration of project:

36 months (01.08.2012 - 31.07.2015)

Total budget in euro:

510,524.00

EC contribution in euro with %:

254,129.00 (49.78%)

Theme: Information-Communication-Environmental training
- Capacity building

- Natura 2000 management teams’ training needs will be identified by interviewing at least 300 people. At least eight priority topics will be identified;
- At least 20 best practice examples from at least 20 countries will be collected and disseminated;
- A Natura 2000 Communication Training Programme will be produced for Natura 2000 managers; and
- As a result of training programmes, there will be an increased capacity for Natura 2000 management in at least 15 management teams and an increased capacity for Natura 2000 coordination in at least 15 institutions with responsibilities in this domain; as well as improved ranger skills for at least 15 Natura 2000 rangers; and increased knowledge and capacity for implementing activities in specific domains for at least 360 Natura 2000 site staff.

Natura 2000: Connecting People with Biodiversity

Project background

Almost 30% of the Spanish territory – some 14 782 211 ha – is part of the Natura 2000 network. For 20 years, SEO/BirdLife has been implementing and managing Natura 2000 sites in Spain. However, its analysis shows that Natura 2000 is still not widely known and that this lack of knowledge is one of the main factors impacting negatively on the conservation of the network.

In Spain, the designation of Natura 2000 sites was undertaken without first informing the people who live in and use these sites. Thus, neither the restrictions imposed by the Natura 2000 designation, nor the opportunities and benefits for the local populations are known by those directly affected – i.e. those people who are responsible for the long-term conservation of the sites.

Project objectives

The main aim of the project is to improve awareness of the Natura 2000 network in Spain and contribute to the appreciation of its maintenance. The project also aims to provide training for key actors on the legal obligations that derive from the Birds Directive and Habitats Directive.

More than 8 million people having heard of Natura 2000 represents an ambitious target. To this end, the project intends to send clear and positive messages based on simple concepts. The discovery, appreciation and appropriation of Natura 2000 by citizens, especially in Spain, can change the status of these areas, engendering a sense of ownership and pride. The project should be a catalyst for a new relationship with the Natura 2000 network, facilitating a smoother and more effective implementation of the Habitats and Bird directives and ensuring a better understanding and protection of biodiversity as a whole.

Expected results

- A television programme broadcasting 365 daily 'mini-reports' for one year, complemented by short radio transmissions and an interactive webpage;
- A publication, 'Views from the Natura 2000 Network', which features the collected opinions of local people and 'virtual' travellers;
- A 'European Natura 2000 Network Day' in at least 4-6 countries;
- A publication in Spanish and English of case law concerning the Natura 2000 network;

LIFE11 INF/ES/000665
Conéctate a la Red Natura



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

Sociedad Española de Ornitología (SEO/BirdLife)

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Name of contact person

Asunción RUIZ

Duration of project:

54 months (03.09.2012 - 02.03.2017)

Total budget in euro:

2,151,603.00

EC contribution in euro with %:

1,075,801.00 (50.00%)

Theme: Information-Communication-Awareness raising - Information

- Widespread press and media coverage of all aspects of the Natura 2000 network;
- Other outputs include: an interactive game about the Natura 2000 network, an online education tool for secondary schools, the promotion of products with the Natura 2000 label, a high-quality legal publication for lawyers and judges, a manual on the obligations and powers of local authorities, a guide for journalists on how to write about the Natura 2000 network, a methodological guide for environmental impact assessments of projects that could affect the Natura 2000 network, specific profiles on Facebook, Twitter, YouTube and Tuenti, and a free phone line for the public on Natura 2000.

The key role of big trees and mature forests in biodiversity conservation

Project background

Spanish citizens are unaware that 80% of large trees and mature forests are being lost, or of the consequences of this for biodiversity. Trees play an invaluable role in the preservation of numerous species of birds, plants, fungi and insects. These 'survivors' are also relevant genetic reservoirs that can contribute to the study of climate change, whilst also enhancing Spain's biodiversity.

The Spanish Law 47/2007 of Natural Heritage and Biodiversity has declared some of these trees as Natural Monuments (most of which are included in regional catalogues). Despite this, old trees and forests do not have adequate legal protection, either nationally or internationally.

Project objectives

The general objective of the 'BIGTREES4LIFE' project is to improve the conservation of large trees and mature forests in the Spanish Natura 2000 network and the Spanish Network of Natural Protected Areas. This includes 1 040 municipalities with an overall population of some 17 million (38% of the total Spanish population).

Actions foreseen include a series of communications and information activities aimed at increasing awareness among the Spanish population of the importance of these trees as havens for biodiversity, markers of climate change, creators of landscape, motors for sustainable development of rural economies, and symbols of environmental education. A 'European Network for Knowledge Exchange on Big Trees and Mature Forests and their Protection' is also foreseen, to improve communication and information exchange at EU level.

In addition, the project aims to highlight the risks these trees and forests are facing (genetic erosion, indiscriminate logging, vandalism, forest fires, urban sprawl, agricultural transformation, disease, atmospheric agents, transplants etc.) and thus the need to put in place effective legal measures and sustainable management practices to ensure their protection.

Expected results

- At least 5 million citizens (25% of the target population) will have a basic awareness of the importance of big trees and mature forests as havens for biodiversity and identify them as important elements of the Spanish national heritage;

LIFE11 INF/ES/000672
BIGTREES4LIFE



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

César Javier PALACIOS PALOMAR

Duration of project:

36 months (01.01.2013 - 31.12.2015)

Total budget in euro:

1,116,613.00

EC contribution in euro with %:

558,306.00 (50.00%)

Theme: Information-Communication-Awareness raising - Information

- At least 2.5 million citizens (10% of the target population) will have a basic awareness of the natural importance of big trees and their strategic role in the sustainable development of their area;
- At least 4.6 million citizens will have a basic knowledge of the natural importance of big trees and mature forests as havens for biodiversity and identify them as part of the national heritage of the areas selected for the project;
- At least 50 city councils will pass local legislation to protect their notable trees, create or update their catalogues of notable trees and/or their pledges to conserve them; and
- At least 100 big trees in the Natura 2000 network and the Spanish Network of Protected Natural Areas will have an improved conservation status at the end of the project.

Natura 2000: an opportunity for everyone

Project background

The Natura 2000 network is still not widely known, and this lack of knowledge is one of the main negative factors affecting its maintenance. Neither the restrictions of the Natura 2000 network nor the opportunities and benefits for the rural population are well known by those directly affected – i.e. those who live in and use these sites and who therefore have a role in the long-term conservation of the sites.

In addition, many people are misinformed about Natura 2000. Some important social sectors (e.g. farmers, hunters, businesses) remain concerned that the declaration of an area as part of the Natura 2000 network may hamper its social or economic development.

Project objectives

The project aims to further the implementation of the Natura 2000 network. Specifically it aims to:

- Spread knowledge about the Natura 2000 network, its biodiversity and natural resources, through a media campaign;
- Change attitudes among different groups affected by the Natura 2000 network by highlighting the benefits and opportunities for those belonging to these sites, and spreading knowledge about which activities are legally permitted and which ones must be carried out in a different way in order to protect biodiversity and preserve natural resources;
- Create opportunities for the socio-economic development of Natura 2000 sites through sustainable tourism and outdoor activities; and
- Train a new generation of environmentally aware citizens, through activities aimed at schoolchildren.

Expected results

- The widespread promotion of Natura 2000, its values, objectives, resources and socio-economic benefits through a media campaign. This will include the publication of a book, a project website, social media tools, a photo exhibition and targeted education and training sessions. It is expected that the project will generate significant media coverage. A measurable result will be that two out of three people from the project area will have an accurate awareness of Natura 2000 by the end of the project;
- Key national tour operators will effectively promote Natura 2000 sites, with a particular focus on inland tourism, eco-tourism and cultural attractions. A pro-

LIFE11 INF/ES/000683
INFONATUR 2000



Beneficiary:

Type of beneficiary

Regional authority

Name of beneficiary

Junta de Extremadura
Dirección General de Medio Ambiente (DGMA)

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Name of contact person

Enrique JULIÁN FUENTES

Duration of project:

48 months (01.01.2013 - 31.12.2016)

Total budget in euro:

1,822,996.00

EC contribution in euro with %:

907,305.00 (49.77%)

Theme: Information-Communication-Awareness raising - Information

- motional video about the Natura 2000 network will be produced and the tourism service of Agencia EFE will hold a total of 15 meetings with tour operators;
- Some 1 000 technicians from public bodies will receive training on the Natura 2000 network;
 - Fifty-five meetings – open to farmers and other inhabitants of the selected Natura 2000 sites – will be organised, with an expected total attendance of 1 800 people. This will result in a more positive attitude towards Natura 2000 from members of the agriculture and livestock sectors; and
 - 10 000 children (aged 6-18) from 30 localities of Extremadura will take part in environmental awareness activities, including a regional theatre contest, school workshops and a celebration of the World Environment Day.

Securing the future of the stone-curlew (*Burhinus oedicnemus*) throughout its range in the UK

Project background

The stone-curlew (*Burhinus oedicnemus*) is listed in Annex I of the Birds Directive, categorised as “vulnerable” in the IUCN European Red List, and classified by BirdLife International as a “Species of European Conservation Concern”. It occurs across much of Europe, but its total population is comparatively small (46 000-78 000 pairs). The UK currently holds only a small proportion of the European stone-curlew population, with approximately 375 pairs in total. However, it is the only country in Europe where numbers of this species are increasing. Moreover, it will become ever more important for the stone-curlew if climate change proceeds as expected. By 1991, there were only an estimated 168 pairs of stone-curlews in the UK (down from 1 000-2 000 pairs in the 1930s), almost all of which were located in Breckland in eastern England and on Salisbury Plain in south-west England. A recovery project run jointly by the RSPB and Natural England has helped to double the population of stone-curlews since the early 1990s. However, the bird is still dependent on hands-on nest protection work, and it will not be possible for such intensive effort to be maintained over the longer term.

Project objectives

The project plans to deliver a comprehensive, integrated suite of communications actions, aimed primarily at farmers and other land managers, to encourage the adoption of management practices beneficial to the stone-curlew. The overall objective of the project is to secure the future of the species in the UK by making it much less dependent on conservation work than at present.

This species' dependency on conservation efforts is problematic for two main reasons. Firstly, the population is highly vulnerable to any future decreases in conservation effort. Secondly, the scope for the population to grow from its current small size is severely restricted, because only a limited amount of conservation resources can be devoted to this species. The reason that UK stone-curlews are so conservation-dependent is that most of them breed on arable farmland, where their nests are liable to be destroyed by agricultural machinery. The only effective way to minimise such losses is for staff and volunteers from conservation bodies to carry out labour-intensive nest protection work. The project aims to tackle this problem through a comprehensive, integrated programme of advisory, communica-

LIFE11 INF/UK/000418
Securing the stone-curlew



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

The Royal Society for the Protection of Birds

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Name of contact person

Nick FOLKARD

Duration of project:

48 months (01.09.2012 - 31.08.2016)

Total budget in euro:

1,646,064.00

EC contribution in euro with %:

823,032.00 (50.00%)

Theme: Information-Communication-Awareness raising - Information / Species-Birds

tions and awareness-raising actions, designed primarily to increase the amount of safe nesting habitat available to stone-curlews and thus to reduce (and ultimately eliminate) the need for nest protection work.

Expected results

The UK population of stone-curlews is expected to increase during the project period, at a time when the pressure for farm intensification is high. The project is not intended to bring about a major increase in this population in the short term, but is designed to put the species on a much more sustainable footing (and thus to lay the foundations for potential increases in the future).

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