



LIFE Activa Red Natura 2000 - Natura 2000: Connecting People with Biodiversity  
LIFE11 INF/ES/000665



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#### Project description:

##### Background

Almost 30% of 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 negative factors impacting 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 of the Natura 2000 network nor the opportunities and benefits for the rural population are known by those directly affected – i.e. those people that are responsible for the long-term conservation of the sites. In addition, many people are misinformed about Natura 2000. Most people in Spain know about national parks and nature reserves, yet few know the meaning of Natura 2000. In fact, there are some important social sectors, such as agricultural professional organisations, business or hunting associations, which believe that the declaration of an area as part of the Natura 2000 network limits social or economic development.

##### 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. Targeted actions will achieve this objective. The project also aims to provide training for key actors in the conservation of the Natura 2000 network 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. This will be 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 the comments and stories of 'virtual' travellers;
- The celebration of a 'European Natura 2000 Network Day' in at least four-to-six countries;
- The collection of positive experiences of conservation and development in areas that form part of the Natura 2000 network;
- A publication in Spanish and English of case law concerning the Natura 2000 network that will be of great use throughout the EU;
- Widespread press and media coverage of all aspects of the Natura 2000 network;
- An interactive game about the Natura 2000 network for social networks (similar to 'Farmville' on Facebook);
- An online pack educating secondary school pupils about the Natura 2000 network;
- Promotional space for products with the Natura 2000 network label. (This display area would be obtained in a high-profile location for these products, such as the shop floor of a supermarket chain);
- 30 participatory workshops to increase knowledge among the fishing industry of marine Natura 2000 sites;
- A PR campaign carried out by the EFE Agency, comprising 84 sectoral or thematic news items, 36 interviews and/or long format news items and 12 shorter radio items;
- A high-quality legal publication for lawyers, barristers and judges;
- A manual on the obligations and powers of local authorities in the Natura 2000 network;
- A methodological guide for environmental impact assessments of projects that could affect the Natura 2000 network;
- A guide for journalists on how to write about the Natura 2000 network;
- Five telephone surveys of the general public and one postal survey of journalists;
- Annual reports on the impact of the project in the press and broadcast media (newspapers and magazines, online media, radio and television), as well as on the project website;
- Creation of specific profiles, each with the project's own image and messages, for the social networks: Facebook, Twitter, YouTube and Tuenti;
- A popular format report and summary video in three languages of the main results of the project; and
- A free phone line for the public to answer question on Natura 2000.

#### Results

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Environmental issues addressed:

Themes

Information - Governance - Awareness raising - Information

Keywords

protected area, public awareness campaign

Natura 2000 sites

Not applicable

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Beneficiaries:

Coordinator	Sociedad Española de Ornitología (SEO/BirdLife)
Type of organisation	NGO-Foundation
Description	The coordinating beneficiary, Sociedad Española de Ornitología (SEO/BirdLife), is Spain's main bird conservation charity. It was founded in 1954 and is the country's main representative in the BirdLife International partnership.
Partners	Agencia EFE, S.A.

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Administrative data:

Project reference	LIFE11 INF/ES/000665
Duration	03-SEP-2012 to 02-MAR -2017
Total budget	2,155,453.00 €
EU contribution	1,075,801.00 €
Project location	Galicia(España), Asturias(España), Cantabria(España), País Vasco(España), Navarra(España), Rioja(España), Aragón(España), Madrid(España), Castilla-León(España), Castilla-La Mancha(España), Extremadura(España), Cataluña(España), Comunidad Valenciana(España), Baleares(España), Andalucía(España), Murcia(España), Ceuta y Melilla(España), Canarias(España)

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Read more:

Project web site	<a href="#">Project's website</a>
Project web site - 2	<a href="#">Project's Facebook page</a>
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