

# Information & Communications

Projects 2008

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# LIFE+ Information & Communications 2008: Commission funds 17 innovation projects in 12 countries with €10 million

The European Commission has approved funding for 17 new information and communication projects in 12 countries under the LIFE+ programme's Information & Communications component for 2008. 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 Belgium, Czech Republic, Estonia, Germany, Greece, Italy, Poland, Portugal, Romania, Slovakia, Spain and the United Kingdom. They represent a total investment of €21 million, of which the EU will provide some €10 million.

### LIFE Information & Communications in 2008

LIFE+ Information and Communication projects disseminate information and raise the profile of environmental issues, or provide training and awareness-raising for the prevention of forest fires. Of the 98 proposals received, the Commission selected 17 projects for funding from a range of public and private sector nature and/or environment organisations. The projects are situated in Belgium, Czech Republic, Estonia, Germany, Greece, Italy, Poland, Portugal, Romania, Slovakia, Spain and the United Kingdom and represent a total investment of €21 million of which the EU will provide €10 million.

### Background

LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU and in certain non-EU countries. Since 1992, LIFE has co-financed some 3104 projects, contributing approximately €2.2 billion to the protection of the environment. LIFE+ is the new European financial instrument for the environment with a total budget of €2.143 billion for the period 2007-2013. During this period, the Commission will launch one call for LIFE+ project proposals per year.

LIFE+ Information & Communications 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?fuseaction=home.home&cfid=656029&cftoken=cab1cf8091752717-4430206A-E1CB-E45B-8C0A15178EBFFE27>

It is also possible to contact the relevant national authorities:

<http://ec.europa.eu/environment/life/contact/nationalcontact/index.htm>.

# Awareness through Scientific Knowledge about Climate Change and the sustainable use of resources

## Project background

Climate change is a global challenge that can be addressed effectively only through a global effort and with actions taken at all levels. To achieve this, every single decision-making level needs to be informed. Although climate change is increasingly mentioned in all mainstream media, the scientific information and the complex linkages between different human activities, climate change and the availability of natural resources is not necessarily clearly explained to or understood by young people. This understanding is essential in order to enable effective actions at all levels in the longer term.

## Project objectives

The project's objective is to trigger actions and behavioural changes that will help to tackle climate change by making reliable international documents on climate change available to young people (15-19 years old) in a reader-friendly way. This will help young people grasp the complex linkages between climate change and human use of resources (water, energy, agriculture, forests) at a stage in their life where they start to build their own perception of the world.

### Expected results:

The project aims to reach some 250 000 young people in Belgium, the Netherlands, France, Luxembourg and the UK, using several communication channels:

- "ASK about Climate Change": an interactive website presenting information on at least 10 issues related to climate change and the use of natural resources;
- Quarterly newsletters: 12 + newsletters drawing on input from youth networks and information on and results of the call for initiatives;
- Conventional media targeting young people: 50 articles published in the youth and/or scientific press; and
- Non-conventional media targeting young people: Facebook, NetLog and YouTube.

As a result of the project, at least 20 different concrete initiatives will be taken up by youth networks and youth groups. These initiatives will show young people how they can be actors in the battle against climate change and how they can act as multipliers by showing the way to people who are less aware of climate change.

LIFE08 INF/B/000049  
ASK about Climate Change



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

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#### Name of contact person

Mark Dubrulle

### Duration of project:

42 months (01/01/2010 – 30/06/2013)

### Total budget in euro:

789,475.00

### EC contribution in euro with %:

393,612.00 (49.86%)

# Increase awareness to curb horticultural introductions of invasive plants in Belgium

## Project background

The spread of invasive alien species (IAS) is widely recognised as one of the main drivers of biodiversity loss in Europe. Damage caused by the expansion of IAS can be significant and therefore requires the implementation of control actions aimed at reducing their population. The horticultural industry in Europe and elsewhere in the world has made a vast array of diverse plant species available to the public. In Europe, some 17 000 taxa (12 000 species plus subspecies, varieties and hybrids) are grown in gardens and new species are constantly sought. Some of these plants have proved to be invasive and to affect native biodiversity. In fact, ornamental horticulture is the main pathway of plant invasion worldwide. In Belgium, almost all 'black list' plants have been introduced as ornamental plants. A survey conducted in 2006 showed that 25 out of the 28 black list species were present in horticultural catalogues. When informed about the risks of biodiversity loss caused by some commercialised species, nursery professionals were found to be responsive to the issue and concerned by the detrimental impacts of these IAS.

## Project objectives

The overall objective of the InvHorti project is to reduce the introduction of invasive alien plants (IAPs) by raising awareness about the environmental risks among the whole ornamental horticulture supply chain in Belgium, from growers to gardeners. The project aims to promote best practices for preventing the release and spread of IAPs and to promote adherence to a Belgian voluntary code of conduct developed by the project on IAPs and horticulture.

Three awareness campaigns will be carried out using a wide range of channels and tools. These will target some 2 500 ornamental horticulture professionals (including nurserymen, garden centre managers, wholesalers, garden contractors, landscape architects and managers of open spaces), as well as 100 horticulture teachers and 400 000 amateur gardeners.

At the end of the project it is expected that:

- at least 20% of the horticultural professionals and 60% of the public green space managers targeted will have endorsed the voluntary codes of conduct,

LIFE08 INF/B/000052

InvHorti



### Beneficiary:

#### Type of beneficiary

University

#### Name of beneficiary

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#### Name of contact person

Grégory Mahy

### Duration of project:

42 months (01/01/2010 – 31/12/2013)

### Total budget in euro:

1,010,804.00

### EC contribution in euro with %:

501,482.00 (50.00%)

leading to a reduction by at least 20% of the use of invasive plants by professionals;

- IAP-related training will be organised on an annual basis by at least 50% of the horticultural schools in Belgium;
- Gardeners will be more aware of IAPs, with at least 10% aware of the code of conduct and knowing that invasive plants may be substituted by harmless alternative plants.

# Unified information and communication system for nature conservation in NUTS II Moravia-Silesia

## Project background

The Natura 2000 network has not been well received by municipalities, landowners and land administrators in the Czech Republic. There are 40 sites of Community importance (SCI) and four Special Protection Areas (SPA).

## Project objectives

The general project objective is to enhance development of effective communication as well as to support targeted dissemination of information as a means of addressing problems related to nature conservation and landscape protection in NUTS II Moravia-Silesia.

The project aims to:

- Eliminate conflicts and identified problems during Natura 2000 implementation (in relation to communities and landowners);
- Improve communication and information exchange between key participants of nature protection and increase the number of involved institutions from the public and non-profit sectors;
- Enhance awareness of nature conservation and landscape protection among priority target groups in order to reduce the frequency with which nature conservation laws are broken.

Expected results:

- Communications will be targeted at some 50 communities and hundreds of owners and tenants of the lands where the protected territories are located;
- More than 300 organisations will be included in information flows and more than 10 organisations will be involved in cooperation schemes;
- A 30% decrease in comparison with 2008 in unauthorised tree felling, in flora and fauna biotope damage in small-scale protected areas, and in disturbance of animals and erosion as a result of illegal motocross.

LIFE08 INF/CZ/000443  
INFOMS



### Beneficiary:

#### Type of beneficiary

Regional authority

#### Name of beneficiary

Moravskoslezský kraj

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#### Name of contact person

Tomáš Kotyza

### Duration of project:

48 months (01/01/2010 – 31/12/2013)

### Total budget in euro:

788,400.00

### EC contribution in euro with %:

356,500.00 (45.22%)

# Raising awareness for forest fires and training of forest fire agents and volunteers in Estonia

## Project background

Some 52% of mainland Estonia - 2.26 million ha - is covered by forests. Half of this is private forest. In the last 10 years, some 8 900 ha of forest has been burnt down as a result of forest fires. Environmental impacts as a result of forest fires include loss of biodiversity, loss of forests as a carbon sink, and greenhouse gas emissions. From an economic point of view, forest fires cause considerable damage to the stock in forests and incur fire-fighting costs. Most Mediterranean countries have introduced some forest fire prevention activities, and now in Estonia the Private Forest Centre is aiming to raise awareness and train different stakeholders in forest fire prevention with a focus on the local conditions, vegetation and landscape.

## Project objectives

The overall aim of the project is to raise awareness of how to protect against forest fires and to provide training to improve the implementation of preventative measures.

Specific project objectives are:

- To contribute to fulfilling the overarching EU objective of halting the biodiversity loss by raising awareness about forest fires;
- To reach the targets set as priorities in the EU Forest Action Plan: protection of forests against biotic and abiotic factors via awareness raising and knowledge increase;
- To enhance networking on a regional and local level in line with EU strategic policies;
- To increase awareness of forest fires and how they can be prevented; and
- To enhance the implementation of forest fire prevention measures by increasing motivation through training, seminars and awareness-raising.

LIFE08 INF/EE/000260

FFPE



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

Private Forest Center

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#### Name of contact person

Christiane Herty

### Duration of project:

36 months (01/01/2010 – 31/12/2012)

### Total budget in euro:

300,432.00

### EC contribution in euro with %:

150,178.00 (49.99%)

# European Business and Biodiversity Campaign

## Project background

In its biodiversity communication in 2006, the European Commission identified the engagement of the private sector in partnerships for biodiversity conservation as a key action. It is believed that the engagement of the private sector could help to maintain ecosystem services and goods upon which Europe's sustainable development depends. The Commission, Member States and many stakeholders have highlighted the need for the integration of biodiversity criteria into business decision-making and corporate governance. This was a clear message from the Business and Biodiversity conference held in Portugal in 2007, which was attended by more than 400 decision-makers.

In the "Message from Lisbon on business and biodiversity" (2007) the participants stated: "The primary need is to promote an even greater awareness of the importance of biodiversity throughout the business sector as well as consumers, to make knowledge, information and relevant expertise available to business and assist companies in shaping their commitments to biodiversity." The message also stated that a major focus should be on micro, small- and medium-sized enterprises. Furthermore, the Commission has committed to establishing a technical facility to support the European Business and Biodiversity Initiative, which was launched under the Portuguese Presidency of the EU in 2007.

## Project objectives

The European Business and Biodiversity Campaign launched through this project intends to:

- Improve the awareness and understanding among corporate decision-makers about the impacts of business operations on biodiversity and about business opportunities in relation to biodiversity conservation;
- Promote biodiversity partnerships between businesses, NGOs and other stakeholders;
- Improve the quality of biodiversity partnerships between businesses, NGOs and other stakeholders;
- Provide information about existing Business and Biodiversity Initiatives such as the EU Business and Biodiversity Initiative/Technical Platform, IUCN Countdown 2010, Germany's Business and Biodiversity Initiative and other national and regional initiatives;

LIFE08 INF/D/000022

B+B Campaign



### Beneficiary:

#### Type of beneficiary

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#### Name of contact person

Udo Gattenlöhner

### Duration of project:

36 months (01/01/2010 – 31/12/2012)

### Total budget in euro:

2,162,110.00

### EC contribution in euro with %:

1,079,205.00 (49.91%)

- Disseminate information and demonstrate methodologies and tools that help businesses to assess and mitigate their impacts on biodiversity;
- Interpret at the local level, the global challenge of halting the loss of biodiversity, and motivate and support concrete action by SMEs at local and regional level. For example, assist businesses to adapt to key legislation such as the Habitats and Birds Directives and the Natura 2000 network.

The project also plans to document five business case studies to include in its EMS (Environmental Management System). Four European workshops are planned for EMS-competent bodies and environmental auditors focussing on biodiversity and EMS.



# Biotope networks - networks of life: promoting a forest corridor system with a European perspective

## Project background

The loss of biodiversity in the European Union has accelerated dramatically in the last few decades. In Germany, half of the animal species and half of the plant species on the German red list are threatened with extinction, and two-thirds of biotopes are endangered. One major issue is isolation of protected areas, and one of the most important measures needed to reduce the loss of biodiversity is the creation of corridors to facilitate the migration and area-extension of species.

The implementation of 20 000 km of biotope corridors will help to improve and protect biodiversity in 6 million ha of forest biotope. However, in densely populated countries such as Germany, it is difficult to establish such networks. Many conflicting interests related to land use need to be overcome. BUND has developed a model on how to optimally link forest habitats. This provides a basis for planning decisions and, if applied, will contribute to the protection of biodiversity. The majority of federal state and regional spatial plans will be adapted in the next few years, offering a unique opportunity to integrate the planning of corridors to connect protected forest areas.

## Project objectives

The project will raise awareness and increase the acceptance of the necessity of connecting forest ecosystems by creating corridors for migratory species, such as the wild cat. The wild cat is an indicator of biodiversity related to forests. It is popular among the general public and is ideal for communication purposes. The creation of corridors for this flagship species will be an important contribution to efforts to maintain and increase forest biodiversity. The communication campaign will address local authorities and politicians, who are obliged by law to implement the linking of biotopes. Information will also be targeted at the general public, especially people living close to the planned corridors, and at school children and their teachers.

Public appreciation of biological diversity will persuade politicians to take this subject more seriously, and to find better solutions. European and international decision-makers will also be targeted. The project will be measured against the aim of informing at least 300 policymakers, and, by the end of

LIFE08 INF/D/000032  
Netze des Lebens



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

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#### Name of contact person

Mark Hörstermann

### Duration of project:

36 months (01/01/2010 – 31/12/2012)

### Total budget in euro:

1,935,970.00

### EC contribution in euro with %:

965,335.00 (49.86%)

the project, having the prerequisites in place for the creation of 1 000 km of green corridors. The main communication channels will be features in print and broadcast media, Internet communications, distributed brochures and exhibitions.

## Promoting sustainable production and consumption patterns: the example of olive oil

### Project background

Olive oil cultivation and production has been for centuries a key agricultural activity in Greece and other Mediterranean countries, such as Italy, Spain and Portugal. In Greece, olive oil production is concentrated in the southern part of the country, especially in Crete and the Peloponnese. The cultivation and production processes have a number of environmental impacts at many stages. The most important environmental problems related to olive oil production derive from irrigation and insecticide application, the number and location of olive oil mills, the olive milling process, trace toxic constituents in olive oil, and negative environmental and public health impacts resulting from the use of insecticides and fertilizers during olive tree cultivation.

### Project objectives

The INFOIL project will promote sustainable olive oil production and consumption patterns, and will aim to minimise the associated environmental impacts. Through training seminars and information events, the project will:

- Promote lifecycle thinking during the production and consumption processes;
- Promote prevention of environmental impacts;
- Promote the conservation of natural resources, water and energy;
- Promote the implementation of Best Available Techniques in production processes; sustainable waste management; reduction of greenhouse gases, through the use of less energy-intensive practices; and protection of soil, surface waters and groundwater; and
- Promote the production of 'green' products.

The project will set up an information centre, with a target of 20 visitors per day. The information events promoted by the project will reach at least 600 people and result in the training of at least 250 olive oil producers. Web seminars will target at least 1 000 producers from across Europe each year, while an information stand at Athens International Airport will be used to promote Greece's most environmentally-friendly olive oils. The project will also set up a website and an e-library containing studies on sustainable olive oil production, results from previous relevant projects, and the dissemination material generated by the project.

LIFE08 INF/GR/000581  
INFOIL



#### Beneficiary:

##### Type of beneficiary

University

##### Name of beneficiary

Technical University of Crete

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##### Name of contact person

Georgios Papadakis

#### Duration of project:

36 months (01/01/2010 – 31/12/2012)

#### Total budget in euro:

907,574.00

#### EC contribution in euro with %:

453,787.00 (50.00%)

A database will be established covering at least 80% of Crete's olive oil producers. Registered users will be able to participate in an online forum designed for knowledge exchange. Finally, the project will promote environmentally-friendly products through the establishment of an olive oil award scheme, to be promoted in Greece and possibly other countries.

# Promoting the Sustainable Development of Peloponnese (ProSuDePe)

## Project background

Although greenhouse gas (GHG) emissions decreased by 7.9% in the EU-27 between 1990 and 2006, emissions continued to rise in southern Member States (Spain, Portugal, Greece and Italy). Greece's difficulties in complying with emissions targets led to a decision by the UN Compliance Committee (UNFCCC) to exclude it from the Kyoto Protocol for not having fulfilled the commitments of creating adequate mechanisms for monitoring and reporting emissions.

In the Peloponnese Region, the aim is to gradually reduce dependence on the Megalopoli power station, which produces electricity from mined coal and lignite. Air pollution is very high and dumping of spent coal has caused water pollution and damage to natural habitats. Furthermore, according to 2007 data, energy consumption in the Region of Peloponnese has been increasing by 5% and renewable energy sources still only account for a small percentage of total energy production.

## Project objectives

The aim of the project is to change behaviour regarding sustainable development and environmental protection at all levels, and as a result "produce" a generation of citizens who are environmentally-aware when it comes to energy consumption, waste generation and forest fires.

Specific objectives are to communicate and explain:

- The 20/20 by 2020 targets, with the aim of demonstrating that everyone is responsible for contributing to the achievement of these targets, by any action, be it big or small;
- The energy saving targets foreseen by the 2006/32/EC Directive (and corresponding Greek Energy Efficiency Action Plan) and examples of energy efficiency improvement measures. The aim is to educate communities at local (and regional) level to adopt/implement different actions and initiatives that will promote a sustainable future, with a low-carbon, energy-efficient economy;
- The objectives of the Communications for the sustainable management of forests in the EU, since the involvement of local communities is crucial to prevent and control destructive forest fires, which are often caused by human actions.

LIFE08 INF/GR/000589

ProSuDePe



### Beneficiary:

#### Type of beneficiary

Regional authority

#### Name of beneficiary

Region of Peloponnese

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#### Name of contact person

Kalliopi Tsara

### Duration of project:

24 months (01/01/2010 – 31/12/2012)

### Total budget in euro:

1,231,821.00

### EC contribution in euro with %:

592,880.00 (48.13%)

### Expected results:

The following results are expected for each of the three main objectives addressed by the project.

### Energy efficiency and saving:

- Energy savings of approximately 3 700 MWh/yr in the Peloponnese Region;
- Reduction of approximately 6 660 tonnes CO<sub>2</sub>/yr;
- An increase of about 6% in the use of energy saving techniques in households;
- The adoption of green entrepreneurship practices by some 550 companies.

### Waste:

- A reduction in solid waste of about 2 500 tonnes/yr;
- An increase in waste recycling by 1 750 tonnes/yr;
- Production of 430 tonnes/yr of home compost.

### Fire prevention:

- Reduction of forest fires by 5%;
- Increased awareness among 100 000 people of forest fire prevention techniques and practices through two fire prevention weeks, road signs, a short film and other dissemination activities;
- The organisation of 20 fire prevention related activities as part of at least three local campaigns.

## Water against climate change. Sustainable water management in urban areas

### Project background

Sustainable water consumption patterns remain important for growth and prosperity in Europe. Climate change continues to threaten the availability of water and effective tools are required to ensure that society as a whole can best respond to concerns regarding the quality and quantity of water supplies. Many water management bodies have developed specialist techniques for maintaining water supplies. The remit of these bodies now needs to extend and encompass appropriate communication actions that are capable of informing customers about options and actions to promote more sustainable water consumption patterns. This includes providing information about lifestyle changes as well as technical and financial mechanisms for managing water supplies.

### Project objectives

The main objective for this project is to achieve reductions in water and energy consumption within Italian urban areas via a combination of new fiscal and communication tools. A wide range of stakeholders will be involved in the process, which will comprise the following technical actions:

- Introduction of new rules on urban planning to encourage greater use of technologies/strategies such as rainwater harvesting, grey water recycling and other techniques that will enable more sustainable urban water use;
- Adoption of tariff schemes aimed at discouraging unwise water use.

Accompanying information efforts will aim to achieve the following:

- Improve knowledge and awareness among professional plumbing organisations about water saving techniques;
- Raise awareness among the general public on issues such as sustainable water consumption and the link with energy consumption.

LIFE08 INF/IT/000308

WATACLIC



#### Beneficiary:

##### Type of beneficiary

Research institution

##### Name of beneficiary

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##### Name of contact person

Giulio Conte

#### Duration of project:

36 months (01/01/2010 – 31/12/2012)

#### Total budget in euro:

767,545.00

#### EC contribution in euro with %:

383,772.00 (50.00%)

## Product Main Impacts Sustainability through Eco-communication

### Project background

Information and communication tools are required to help ensure that society's consumption patterns become more sustainable. Altering behaviour patterns of businesses and the general public is particularly important when it comes to raw material use, greenhouse gas emissions, waste minimisation, energy efficiency and the preservation of biodiversity. Efforts in these areas are promoted by the EU's Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP) Action Plan, which notes the importance of adopting lifecycle analysis (LCA) approaches to addressing sustainable consumption and production concerns.

### Project objectives

The main objective of the PROMISE project is to reduce the negative environmental impacts of products in Italy, particularly household products and agri-food products. A communication strategy will be designed and implemented. This will include an information campaigns targeting producers, retailers, consumers and public authorities. Communication actions will be tested to assess their effectiveness in achieving lifestyle or behaviour changes that help create environmental benefits.

Different approaches to disseminating information will be piloted and evaluated in terms of effects on reducing environmental impacts throughout the product lifecycles. Results from local level actions will help in the development of a communication model at national level that supports the EU's SCP/SIP Action Plan. The communication strategy represents a 'means' to achieve a variety of tangible results, including green public procurement in public authorities and wider uptake of initiatives such as eco-branding and EMAS.

LIFE08 INF/IT/000312  
PROMISE



#### Beneficiary:

##### Type of beneficiary

Regional authority

##### Name of beneficiary

Regione Liguria  
Dipartimento Ambiente

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##### Name of contact person

Daniela Minetti

#### Duration of project:

27 months (01/01/2010 – 30/03/2012)

#### Total budget in euro:

1,417,400.00

#### EC contribution in euro with %:

708,700.00 (50.00%)

## Forest fires and nature – raising the awareness of rural communities concerning forest fire prevention

### Project background

In 2008, the total area of forest in Poland was 9 048 million ha, equivalent to 28.9% of the country's area. Forests in Poland are mainly publicly owned (82.1%), including forests under the management of the State Forests NFH (78.1%). Unfortunately, Poland's forests are particularly vulnerable to fire. One explanation for this is the high proportion of coniferous forest habitats, which account for nearly 60% of the State Forests NFH area and the dominance (around 70%) of Scots pine in the species composition of stands. The age of stands is also of significance, since those below 40 years of age burn most easily. Currently, they account for around 29% of State Forests NFH's forest area. In 2007, there were 2 818 fires within the state forests, covering some 550 ha. The most frequent causes of these fires were arson (46%) and a lack of care (24%).

### Project objectives

The project aims to reduce the risk of forest fire caused by human activity. It aims to raise awareness of forest fire prevention among rural residents and people using forests for recreational purposes.

Foreseen activities include:

- The implementation of a campaign in the regional media targeting rural residents and wider society;
- Production and distribution of informative and promotional materials aimed at respective subgroups of these target groups and other the stakeholders;
- Forest fire prevention training.

Expected results:

The main result of the project will be an increase in knowledge and awareness of threats posed by fire and of ways to prevent forest fires among rural residents and the general public, especially those who use forests for recreational purposes. The project aims to produce five radio broadcasts and five television broadcasts (all of 30 seconds) as well as to publish five sponsored articles and three whole-page advertisements on threats related to forest fires and to fire prevention. It will also produce a documentary on the impact of fires on biodiversity, especially on endangered species and habitats, and two educational films on the effects of grass burning and on the rules of safe recreation in forest areas. Finally, the project will distribute promotional materials among local communi-

LIFE08 INF/PL/000523  
FORESTFIRE



### Beneficiary:

#### Type of beneficiary

National authority

#### Name of beneficiary

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#### Name of contact person

Lucasz Porebski

### Duration of project:

36 months (01/01/2010 – 31/12/2012)

### Total budget in euro:

1,987,381.00

### EC contribution in euro with %:

889,544.00 (44.76%)

ties and students in primary and secondary schools, as well as arranging meetings with the public, organised by voluntary fire brigades. As a result of its activities, the project aims to decrease the number of deliberate fires by 30% by the year 2012, in comparison with the average number between 2005-2009.

# Efficiency and Effectiveness of Awareness Campaigns in the EU Forests

## Project background

Forest fires are a regular phenomenon in the Mediterranean regions that have a dry climate and a very hot summer. Across Portugal, 900 000 ha were burned between 2003 and 2005 - approximately 10% of the mainland territory. According to information released by the Portuguese forest authority (AFN), in the municipality of Tavira, there were 699 forest fires and flares between 1980 and 2006, which caused the destruction of 5 689 ha of forest stands and bushes. The worst year was 2004, with 3 719 ha burned. Forest fires have a direct impact on human life and goods as well as plants and animals. They have a further impact on biodiversity by destroying food sources and shelter, which provides the habitat for numerous species. Tavira has seen an increased occurrence of invasive species and the recurrent appearance of species that grow in poor and degraded soils. In Portugal, according to the AFN, the vast majority of forest fires do not start from natural causes and are directly or indirectly related to human activity.

## Project objectives

The EEFOREST project aims to reduce forest fires in the Tavira municipality by increasing the efficiency of forest awareness campaigns for different target groups. The beneficiary will carry out an overall assessment, characterising the municipality of Tavira and its different target groups. This will inform the theoretical definition of methodological approaches to awareness-raising aimed at maximising their effectiveness with different groups. Case studies, tests and surveys will be used to develop a practical assessment of awareness-raising activities to complement the theoretical component. The project will produce a guidebook that identifies the best methodology to follow in a public awareness campaign on forest fires, covering the key messages and how these should be put across. The project will oversee an innovative awareness campaign in the municipality of Tavira, with different materials targeting different groups. It hopes to reduce the number of forest fires in the next five years - 2010 to 2014 - by 10%. Surveys will assess the effectiveness of the work. The project should help support the work of national and regional forest authorities in the Mediterranean region and as well as the guidebook, an international seminar will be organised.

LIFE08 INF/P/000220  
EEFOREST



### Beneficiary:

#### Type of beneficiary

Local authority

#### Name of beneficiary

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#### Name of contact person

Carla Taveira

### Duration of project:

54 months (01/01/2010 – 30/06/2014)

### Total budget in euro:

975,825.00

### EC contribution in euro with %:

295,913.00 (30.32%)

## Promoting green products

LIFE08 INF/RO/000507  
GREEN-PRO



### Project background

The environmental problems targeted by the project are concerned with the production and consumption of products, including the depletion of natural resources, the use of hazardous materials (such as chemicals) and waste generation. According to the European Environment Agency, some 4 tonnes/yr of waste is generated per capita in EEA member countries and the average European citizen throws away 520 kg/yr of waste, a figure that is expected to increase. The largest waste streams in Europe originate from the construction and demolition industries along with manufacturing. Some 45% of EU municipal waste is still sent to landfill.

### Project objectives

The main objective of the project is to conduct an awareness-raising campaign, in order to promote the production and consumption of green products – those products that conform to the EU eco-label scheme and related environmental protection standards and initiatives (e.g. EMAS, Energy Star, Carbon Neutral).

The specific objectives of the project are to:

- Make the business argument to producers regarding green products;
- Raise consumer awareness of green products;
- Increase the recognisability of green products;
- Increase consumer preference for green products by showing the environmental and financial benefits.

Expected results:

The project plans to:

- Research the Romanian market to identify and catalogue existing green and non-green products;
- Publicise all information regarding green products as well as promote their sale through an Internet portal;
- Raise consumer awareness of green products;
- Implement an information campaign including TV broadcasts, a DVD, leaflets, e-newsletters, advertisements;
- Inform producers/distributors about the financial benefits of green products;
- Organise workshops on the benefits of the green market;
- Provide training courses on green purchasing for purchasers from private and public sector organisations;

#### Beneficiary:

##### Type of beneficiary

University

##### Name of beneficiary

University of Bacau

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##### Name of contact person

Valentin Nedeff

#### Duration of project:

36 months (01/01/2010 – 31/12/2012)

#### Total budget in euro:

1,269,503.00

#### EC contribution in euro with %:

618,700.00 (48.74%)

- Assess different green products and reward the best ones. This will be accomplished through the establishment and promotion of the EU business environmental awards in Romania;
- Identify and assess the attitudes and awareness of consumers to green products, in order to understand successes and failures;
- Disseminate the project's outcomes and provide information to all interested parties through a website, leaflets and a layman's report and the organisation of a closing conference.



# Enhancement of Public Awareness of the Importance of Water for Life, its Protection and Sustainable Use in Accordance with the Water Framework Directive

## Project background

Though Slovakia has sufficient water resources, they are not distributed evenly and in the past few years the supply of drinking water and water for commercial use has become a problem. Inefficient water practices are widespread, and while climate change factors need to be taken into account, it is well known that much freshwater in Slovakia, especially drinking water, is wasted. Other related concerns include water management in a landscape system (floods or droughts); the function of water in a biosphere; human impacts on water quantity and quality; prevention of pollution and protection of water resources and water systems; water for agriculture; water for inhabitants and industry; and wastewater treatment and discharge. Even if areas of temporary water shortages are located only in certain regions of Slovakia, actions directed towards prevention of water shortages should be conducted in the country as a whole.

## Project objectives

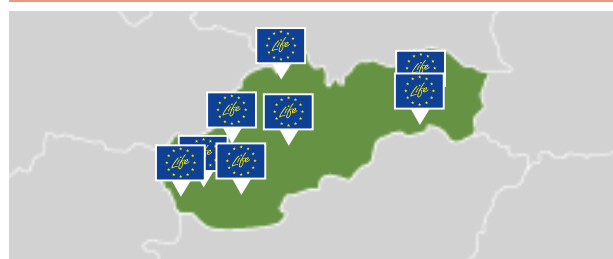
In order to prevent degradation of water resources, the project will focus on changing common water use practices in Slovakia, which are inefficient and polluting. This change will be achieved through greater awareness of water importance among the public and various stakeholders.

### Expected results:

- A media campaign will be launched targeting the broadcasting of 10 interviews on local and national TV and radio, three press releases and 10 newspaper articles. A short film (7 000 DVDs) will also be produced. Other promotional products will include t-shirts and leaflets;
- An interactive exhibition will be installed at environmental centres and museums, and a website will be created for the public and schools. Other educational materials (e.g. picture books) will also be published;
- Training sessions and excursions will take place for teachers and pupils;
- Eight seminars will be held to increase the knowledge and motivation of 200 mayors and representatives of regional authorities. The project will

LIFE08 INF/SK/000243

WATLIFE



## Beneficiary:

### Type of beneficiary

Research institution

### Name of beneficiary

Vyskumný ústav vodného hospodárstva (Water Research Institute)

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### Name of contact person

Stefan Rehak

## Duration of project:

48 months (01/01/2010 – 31/12/2013)

## Total budget in euro:

1,056,895.00

## EC contribution in euro with %:

527,272.00 (49.89%)

initiate discussion on various water-related topics and promote progress in water management (three workshops for water managers will be organised).

## Our forest - Live it and let it live!

### Project background

The western Iberian Peninsula, including Galicia, has suffered from severe forest fires in recent decades. Galicia is, together with neighbouring Portugal, the EU region that most suffers from forest fires, relative to forest coverage. Between 1991 and 2004, an average of 10 000 forest fires occurred each year, with an annual average of 24 000 ha of burnt land. This represents an immense environmental loss that takes years to rectify, and leads to emissions into the atmosphere of millions of tonnes of CO<sub>2</sub>. Forest fires also have great financial implications because of the loss of ecosystem services, the cost of fighting the fires and the expense of restoring the destroyed forests. Studies on the causes of the forest fires in Spain show that 80% have a human origin, be it intentional or the result of negligence.

### Project objectives

The project will develop and implement an awareness-raising and educational campaign on forest fire prevention. This will focus on the safe use of fire, and on awareness of the value of forests.

The concrete objectives of the project are:

- To reduce forest fires caused by people by 20%, compared with the five-year period before the project;
- To change citizens' behaviour by promoting active participation and encouraging co-responsibility of citizens in the protection of forests;
- To reduce the number of forest fires caused by humans, both intentionally and negligently;
- To train the region's forest agents, improving their capacity to prevent forest fires;
- To contribute to the protection of biodiversity by reducing the number of forest fires;
- To raise awareness on the sustainable use of forests. This will be done through a series of activities tailored to different stakeholders. Activities will include training sessions, a bus exhibition, talks, specific activities and publication of awareness-raising materials. In particular, the project will work to build the awareness of private forest landowners about the links between forest protection and economic development.

LIFE08 INF/E/000179  
OMONTEVIVO



#### Beneficiary:

##### Type of beneficiary

Regional authority

##### Name of beneficiary

Dirección Xeral de Montes e Industrias Forestais

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##### Name of contact person

Tomas Fernandes Couto

#### Duration of project:

24 months (01/01/2010 – 31/12/2011)

#### Total budget in euro:

689,535.00

#### EC contribution in euro with %:

344,467.00 (49.96%)

## Waste Objective Campaign

### Project background

Some 1 661 692 tonnes of municipal waste was generated in the Barcelona metropolitan area in 2007, or an average of 1.46 kg/inhabitant/day. Selective collection accounted for 31.36% of the generated waste, and 52.2% of the generated waste was subject to selective collection and treatment. After the finalisation of the revision of the European Union Waste Framework Directive in 2008, these proportions need to be drastically reduced with the effort and participation of, among others, citizens. When surveyed on the main environmental problems facing them, citizens do not mention waste. When they do, they usually associate its management with civic problems and street cleaning. Most citizens are unaware of the volume of waste they produce, and, once the waste is disposed of, they are unaware of its further treatment. This lack of awareness and the circulation of rumours about the uselessness of recycling can negatively affect the separation rate of waste in households.

### Project objectives

The project will aim to promote understanding of the concept of the 'European recycling society' in Barcelona. This awareness-raising effort would also support the objectives of Barcelona's Metropolitan Programme of Municipal Waste Management (PMGRM) 2009/2016, which is based on the hierarchical and sequential application of the following principles:

- Reduction of waste generation by prevention and reuse;
- Achievement of the maximum material use of the resources contained in waste, by improving selective collection systems;
- Evaluation of the remaining fraction, with a view to material recovery and assessment of its potential in energy generation;
- Improvement in the public's understanding of the need for a sustainable management system that will improve waste management while mitigating climate change;
- To demonstrate that citizens' action is essential for achieving the objectives, and that all people have a role to play;
- To encourage citizens to change their habits and to include correct domestic waste management (separation and selective collection of the different frac-

LIFE08 INF/E/000187  
COR



#### Beneficiary:

##### Type of beneficiary

Local authority

##### Name of beneficiary

E.M.S.H.T.R.

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Anna González Batlle

#### Duration of project:

36 months (01/01/2010 – 31/12/2012)

#### Total budget in euro:

1,612,428.00

#### EC contribution in euro with %:

806,214.00 (50.00%)

tions) in their daily routine, shared by all members of the family.

# Promoting the importance of the EU Birds Directive in conservation management on farmland

## Background

In the UK, approximately 75% of the land mass is farmed. Long-term data sets on bird populations have identified that a significant number of species that are dependent on farmland have declined significantly. In addition to Annex I species such as stone-curlew (*Burhinus oedicanus*), corncrake (*Crex crex*) and chough (*Pyrrhocorax pyrrhocorax*), species that were previously widespread and common, have declined by as much as 95%. These losses have been driven by damaging changes in agricultural practices, which have led to a simplification of the farmed countryside and a reduction in the quantity and quality of habitats for wildlife.

These changes have included:

- A reduction in the area of land under mixed farming regimes;
- Increases in the use and effectiveness of pesticides;
- Widespread 'improvement' of grasslands through the use of artificial fertilisers;
- Alterations in cropping practices, most notably a shift towards sowing crops in the winter rather than the spring;
- Increased land drainage;
- Loss of field boundary and margin habitats;

In broad terms, the land management changes summarised above have adversely affected one or more of the following factors:

- The quantity and/or quality of available nesting habitat;
- The abundance and/or availability of seed food;
- The abundance and/or availability of invertebrate food;
- Habitat diversity (which is important because a number of farmland bird species need a variety of habitats in close proximity to one another).

## Objectives

To engage directly with at least 3 500 farmers through on-farm bird surveys, a network of demonstration farms and a Biodiversity Award scheme, in order to raise awareness of the EU Birds Directive and promote positive land management. To engage at least 7 000 members of the general public directly in project delivery, through the delivery of the surveys and engagement in the award scheme. To create a positive profile

LIFE08 INF/UK/000214

Birds Directive



### 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:

36 months (01/01/2010 – 31/12/2012)

### Total budget in euro:

1,692,547.00

### EC contribution in euro with %:

846,273.00 (50.00%)

for the Birds Directive among participating farmers and members of their local communities, as well as more widely among farmers and the public, through promotional activities. Specifically: (1) to engage with more than 120 000 farmers annually through promotional and media activities and media; and (2) to engage with more than 3 million members of the general public annually through targeted media work highlighting the importance of protecting both rare and widespread farmland birds in accordance with the Birds Directive.



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