



LIFE+



## Information & Communication

Projects 2010

# LIFE+ Information & Communication 2010: Commission funds 15 innovation projects in eight countries with €10.1 million

The European Commission has approved funding for 15 new environmental innovation projects in eight countries under the LIFE+ Information & Communications programme in 2010. 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 Estonia, Finland, Italy, Malta, Poland, Slovenia, Spain and the United Kingdom. They represent a total investment of €20.4 million, of which the EU will provide some €10.1 million.

### LIFE Information & Communications in 2010

LIFE+ Information and Communication projects disseminate information and raise the profile of environmental issues, and provide training and awareness-raising for the prevention of forest fires. Of the 113 proposals received, the Commission selected for funding 15 projects from a range of public and private sector nature and/or environment organisations, tackling topics such as biodiversity, climate change, recycling and reuse of waste, water management and awareness and substitution of hazardous substances. The projects are situated in Finland, France, Italy, Malta, Spain, Sweden and the United Kingdom, and represent a total investment of €20.4 million, of which the EU will provide €10.1 million. The Commission is pleased to note a significant increase in the amount of funding dedicated to LIFE+ Information and Communication projects. Seven of the 15 projects are concerned with raising awareness about nature and biodiversity matters, with eight focused on other environmental matters.

### 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 3 500 projects, contributing approximately €2.7 billion to the protec-

tion 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>

It is also possible to contact the relevant national authorities: <http://ec.europa.eu/environment/life/contact/nationalcontact/index.htm>.

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<b>ITALY</b>	LIFE10 INF/IT/000272 FA.RE.NA.IT.	Networking on Nature 2000 sites in rural areas of Italy
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<b>MALTA</b>	LIFE10 INF/MT/000091 Investing in Water	Achieving Reduction in Water Consumption by Business in Malta
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<b>SPAIN</b>	LIFE10 INF/ES/000540 LANDLIFE	Boosting Land Stewardship as a Conservation Tool in the Western Mediterranean Arch: a Communication and Training Scheme
<b>UNITED KINGDOM</b>	LIFE10 INF/UK/000189 Futurescapes	Futurescapes: promoting the development of green infrastructure in 34 priority areas throughout the UK

# Baltic Info Campaign on Hazardous Substances

## Project background

Some harmful chemical substances produced by industrial activities remain in the environment for a very long time once released. There they can accumulate via the food chain and, if toxic, exert harmful effects on living organisms. These so-called persistent bio-accumulative toxic (PBT) substances can also be transported very long distances from their original emission source, causing significant damage to ecosystems.

PBT contamination is a recognised problem in the Baltic Sea region, however there is a lack of reliable information about the occurrence of these harmful substances and their sources. Earlier actions, including the activities of HELCOM, Baltic Sea Action programmes and work at EU level with bans, restrictions and other measures have led to noticeable improvements and are helping to repair the damage to the marine environment. However, there are still issues to be resolved concerning the environment and individual products; the impacts are complex and therefore require complex solutions for mitigation.

## Project objectives

The overall goal of the BaltInfoHaz project is to strengthen consumer demand in the three Baltic States for products free of hazardous substances. By changing consumption patterns among pilot stakeholder groups, the project seeks to reduce the impact on health of hazardous substances. It also intends to communicate its environmental message to policy-makers nationally and internationally.

Specific project objectives are:

- To inform people about the substances that are considered hazardous at EU and national level, the reasons why and in which products they occur;
- To raise awareness among (especially sensitive or concerned) target audiences about the products they use, with the overall aim of changing consumption patterns;
- To create and publish easy-to-understand information aimed at specific stakeholder groups that will warn about the potential impacts on human health and the environment associated with hazardous substances;
- To develop other tools for communicating to different target audiences (interactive games, web com-

LIFE10 INF/EE/000108  
BaltInfoHaz



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

Baltic Environmental Forum Estonia

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#### Name of contact person

Kitty KISLENKO

### Duration of project:

42 months (01/10/2011 - 31/03/2015)

### Total budget in euro:

1,683,396.00

### EC contribution in euro with %:

834,573.00 (49.58 %)

petitions etc) and to test and implement them during the course of the project. The aim is to address target groups in an attractive and interactive way;

- To explain to target audiences practical steps they can take to reduce their exposure to hazardous substances; and
- To inform and influence educators about hazardous substances.

### Expected results:

- Behavioural change to reduce demand for products containing hazardous substances – or the number of such products – by 10-15%;
- A better-informed public in the Baltic States – with specific target audiences reached by project actions: 50 000 women/families; 4 600 schoolchildren; 50 hair salons (hair-colouring/ bleaching products); 50 garages (car repair outlets); and 200 000 retail outlets; and
- The project's 18 partner retail outlets to substitute less harmful products for harmful ones.

# Promoting sustainable salmon fishing practices on Lake Saimaa

## Project background

Lake Saimaa in southeastern Finland has several salmon populations requiring special attention and care. These species are land-locked salmon (*Salmo salar*), brown trout (*Salmo trutta morpha fario*), Arctic char (*Salvelinus alpinus*) and grayling (*Thymallus thymallus*). All have been classified as endangered in 2010 by the Finnish environmental administration.

The anthropogenic changes in the water quality, disappearance of natural laying areas, long-term changes in the weather conditions and intensive fishing have had an adverse impact on these populations. Successful management and fish farming have meant that these populations are not now facing extinction, but their future diversity can only be guaranteed through actions to manage the existing native populations. The fishing industry, including recreational fishing, is the key factor in gaining support for the continued management of these endangered populations.

## Project objectives

The project's general objective is to maintain the genetic diversity of the valuable salmon populations in Lake Saimaa and to improve their vitality with an information exchange and negotiation process that aims to promote sustainable fishing practices. The populations of various salmon species that live in the Lake Saimaa district require special attention and maintenance.

The species include landlocked salmon, brown trout, Arctic char and grayling. With the exception of the grayling, they are all included in the list of endangered species published in 2000 by the Finnish environmental administration. All of these species are fish farmed. Fish farming is, however, unable to secure the genetic diversity of the fish populations in the long-term. This has increased the pressure to organise population management in order to ensure that the fish can prosper in the wild, as far as possible, without human intervention.

### Expected results:

- Improved knowledge and awareness among the target groups of the valuable salmon populations of the Lake Saimaa district. These target groups will include 21 fishery districts, 43 landowners and 18 fishing clubs. Increasing the knowledge of those

LIFE10 INF/FI/000052  
Saimaan lohikalojen



### Beneficiary:

#### Type of beneficiary

Professional organisation

#### Name of beneficiary

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### Duration of project:

33 months (01/10/2011 - 30/06/2014)

### Total budget in euro:

361,670.00

### EC contribution in euro with %:

180,635.00 (49.94 %)

concerned with fishing-related decisions is of vital importance;

- Agreement among many of the stakeholders responsible for fishing-related decisions for further measures and an implementation schedule. The aim is to acquire a decision from all parties concerned during the duration of the project;
- Fishing plans (50) prepared for the most important habitats of the endangered fish in co-operation with the target groups;
- Some 60 articles and press releases will be published, targeting regional and local media; and
- A website about the Lake Saimaa salmon species will be launched and maintained.



## Networking on Natura 2000 sites in rural areas of Italy

### Project background

Agriculture is the starting point for many highly biodiverse ecosystems, and can contribute to the maintenance of species diversity and a large gene pool. Halting the loss of biodiversity cannot be done without the active commitment of farmers, the principal land managers in Europe. Italy is the EU country with the highest percentage of cultivated land: approximately 30% of the total Natura 2000 area of the country is farmland. Therefore, the Natura 2000 network offers a unique opportunity to manage and monitor progress in the conservation of biodiversity within rural and farm areas. However, the benefits of the Natura 2000 network in terms of service to society and as a potential source of employment and income are not fully appreciated by farmers, administrators and the general public either in Italy, or in other European Member States. The main reasons for this are: limited communication between public administrators and stakeholders; insufficient co-ordination between public administrations responsible for the network and those in charge of agriculture; and inadequate funding towards sustainable forms of farming and difficulty in accessing the funds.

### Project objectives

The overall project aim is to support the implementation of EU biodiversity policy and the 2020 target and strategy, by increasing awareness, understanding and support among stakeholders and people living and/or working in agricultural/rural areas of the Natura 2000 network as a means for their further involvement in biodiversity protection. All the Italian regions will be involved in the project.

Specific project objectives are to:

- Raise awareness of Natura 2000 and its benefits among public administrators, farmers and cattle raisers in Italian agricultural and rural areas and contribute to the development of new synergies with the Italian National Rural Network (RRN);
- Offer opportunities for collaboration and harmonisation at national and regional levels of environmental and agricultural departments, as well as with other departments that have an influence on the way land is managed. Participation will be with the goal of promoting policy level integration for the development of the Natura 2000 network;

LIFE10 INF/IT/000272  
FA.RE.NA.IT.



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

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#### Name of contact person

Stefano DI MARCO

### Duration of project:

36 months (03/11/2011 - 31/10/2014)

### Total budget in euro:

1,919,348.00

### EC contribution in euro with %:

959,674.00 (50.00 %)

- Facilitate access to regional, national and EU funds aimed at sustainable development in Natura 2000 sites in agricultural and rural areas; and
- Promote exchanges of experience and practices among public administrators, farmers and the people living and working in agricultural and rural areas within Natura 2000 sites.

### Expected results:

- At least 1 200 members of local administrations, drawn from all 20 Italian regions, will take part in seminars on improving links between agriculture and biodiversity policy;
- Communication between public administrations and stakeholders will be improved through the dissemination of a communication plan, information and assistance services and tool kits;
- Communication with at least 10 000 farmers, with at least 1 000 actively participating in regional level workshops, seminars or other events; and
- Greater harmonisation and synergies between departments that deal with the environment and agriculture in Italy.

# SHOWW - puShing aHead with field implementatiOn of best fitting Wastewater treatment and management solutions

## Project background

Since wastewater treatment processes require large investments, it is very important that up-to-date, appropriate and viable solutions be implemented. Failing to do so delays the reduction of environmental pressure and results in ineffective use of taxpayers' money.

Previous LIFE projects have identified a wide range of available solutions, however, knowledge of these techniques and processes is insufficiently widespread, creating a barrier to their adoption.

## Project objectives

The SHOWW project aims to lower barriers so as to allow innovative, viable and appropriate wastewater treatment solutions to become feasible investment choices. Specifically, the project aims to:

- Facilitate the dissemination and replication of wastewater treatment and management solutions that already proved successful in previous LIFE projects;
- Increase knowledge and awareness about these solutions among policy-, decision- and opinion-makers, technical and industrial advisors, professionals and consultants in both the municipal and industrial wastewater treatment sectors;
- Provide an interactive environment where proven solutions can interface with needs and expectations, individualising the best fitting solutions to connect LIFE outcomes with emerging needs and requirements; and
- Increase compliance with regulatory constraints set out by European environmental legislation, thus contributing to the implementation of the Urban Wastewater Directive.

### Expected results:

The main outcome of the project will be an increase in the number of cases in which appropriate solutions derived from previous LIFE projects are examined in view of new investments and/or strategy changes.

Other specific results include:

- A range of solutions grouped by implementation issues, accessible to the public online;
- Widespread awareness and understanding of existing innovative solutions among wastewater operators: the project will reach operators responsible for

LIFE10 INF/IT/000282  
SHOWW



### Beneficiary:

#### Type of beneficiary

University

#### Name of beneficiary

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#### Name of contact person

Riccardo GORI

### Duration of project:

36 months (01/09/2011 - 28/08/2014)

### Total budget in euro:

1,432,211.00

### EC contribution in euro with %:

716,106.00 (50.00 %)

treating 75% of municipal wastewater in Italy; a small number of operators in Belgium will also be contacted;

- Reduction of CO<sub>2</sub> and NO<sub>x</sub> emissions (amounts to be determined by feasibility studies);
- A majority of stakeholders will be informed of the existence of up-to-date, appropriate and viable solutions regarding wastewater management and treatment derived from previous LIFE projects, which they can investigate through the project's knowledge base and help desk;
- A help desk for more in-depth questions about each solution, along with a taskforce of promoters (eight professionals);
- Some 80 Italian operators will investigate the possibility of including LIFE-derived solutions within their current investment plans; and
- A total of 320 professionals will take part in technical workshops (four in all) covering the most debated issues in the wastewater treatment sector.

# Achieving Reduction in Water Consumption by Business in Malta

## Project background

The potential impacts of climate change and of uncontrolled economic development mean that water scarcity is rapidly becoming a major global issue. This is especially the case for islands located in the Mediterranean Sea, such as Malta. Awareness-raising on key topics (e.g. climate change, EU water policy, desalinisation techniques, best practice solutions) may play a major role in facilitating the adoption of new strategies and tools aiming at saving water and reducing water consumption among consumers.

## Project objectives

The main objective of the 'Investing in Water' project is to achieve behavioural changes that will lead to increased adoption of best practices for water conservation during the project lifetime among the target economic sectors. The project aims to raise awareness on issues related to the water scarcity problem in Malta, and of the importance of water conservation among the target economic sectors. These will also serve as an example to other sectors to adopt similar measures, thereby helping to reduce pressure on groundwater resources and contributing towards Malta's EU obligation to achieve good status under the Water Framework Directive (WFD).

The project will run a two-and-a-half-year awareness-raising campaign focusing on:

- Malta's obligations under the WFD;
- Water scarcity (over-extraction of groundwater);
- The economic and environmental cost (i.e. carbon footprint) of producing water from desalination plants;
- The potential impact of anticipated climate change scenarios on Malta's groundwater; and
- Demonstrating best practices to companies to help reduce their water consumption.

The project will target water savings in 'service water' consumed by the business community. Two main groups will be targeted: (i) 186 general businesses employing over 23 000 people in total; and (ii) 72 hotels, employing some 6 500 people in total.

The awareness-raising campaign is designed mainly using business-to-business communications tools. It will disseminate the key project messages by first raising awareness of the environmental problem and then

LIFE10 INF/MT/000091  
Investing in Water



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

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Joe TANTI

### Duration of project:

30 months (01/10/2011 - 31/03/2014)

### Total budget in euro:

334,642.00

### EC contribution in euro with %:

166,542.00 (49.77 %)

disseminating information about the solutions to key decision-makers (owners, managers, employees and tourists).

### Expected results:

The overall expected result is that the targeted companies and employees in Malta will become more aware of the importance of the sustainable use of water and will start adopting best practices resulting in water savings.

### Key results will include:

- 70% of the decision-makers of the targeted companies will become aware of the project's main messages;
- As a result of the overall goal of improved awareness on sustainable water issues, at least 20% of the targeted companies will adopt best practices to reduce their water consumption during the project lifetime; and
- 50% of the employees of the targeted companies, amounting to a total of 14 750 employees, will be informed of the project's key messages.



## Information and communications campaign for the proper use and management of nitrates in agriculture and livestock breeding

### Project background

The EU Nitrates Directive (1991) aims to protect water quality across Europe by preventing nitrates from agricultural sources polluting ground and surface waters and by promoting the use of good farming practices. The directive forms an integral part of the Water Framework Directive and is one of the key instruments in the protection of waters against agricultural pressures. Compliance with the Nitrates Directive has proved quite demanding for countries that only recently entered the EU, such as Malta. While the goals and guiding principles of the directive are clear and the associated Action Plan has been adopted nationally, many farmers in Malta report significant difficulties in handling its correct implementation. Awareness-raising initiatives should help to remedy this situation.

### Project objectives

The project aims to communicate to Malta's farmers and livestock breeders their key obligations under the Nitrates Action Plan – including the potentially harmful health problems resulting from improper management of manure, and of ways to reduce groundwater contamination. As an overall result of these initiatives, a reduction in the level of nitrates found in groundwater is expected.

An extensive information and communications campaign will be carried out by the beneficiary, the Ministry for Resources and Rural Affairs, in order to convey the key project messages. Furthermore, training sessions will be held for more than 2 550 full-time and part-time farmers and 900-plus livestock breeders. Other members of farming households will also be invited to the training sessions.

Specific project objectives are:

- To assist farmers and livestock breeders with compliance with the obligations of the Nitrates Directive;
- To make the farmers and their households aware of the harmful effects on health of excessive application of nitrogen that contaminates groundwater resources;
- To make livestock breeders and their households aware of the harmful effects on health of improper management of animal manure that contributes to contamination of groundwater resources;
- To train farmers in changing their farming practices so that nitrogen levels in soil are reduced through the correct application of nitrogen fertilisers; and

LIFE10 INF/MT/000092  
InfoNitrates



### Beneficiary:

#### Type of beneficiary

National authority

#### Name of beneficiary

Ministry of Resources and Rural Affairs

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#### Name of contact person

Mario SPITERI

### Duration of project:

28 months (01/09/2011 - 31/12/2013)

### Total budget in euro:

1,388,584.00

### EC contribution in euro with %:

689,339.00 (49.64 %)

- To train livestock breeders in the proper management of animal manure so that nitrogen levels in soil are reduced.

### Expected results:

- At least 60% of Malta's full-time farmers, 50% of part-time farmers and 75% of livestock breeders to be aware of their main obligations under the Nitrates Directive, and of the harmful effects on health of groundwater contamination;
- At least 75% of full-time and part-time farmers to be trained and provided with soil analysis kits to use nitrogen fertilisers more conscientiously;
- Levels of gross nitrogen balance for Malta's land parcel will diminish by at least 30%;
- At least 75% of livestock breeders will be informed about the proper management of animal manure; and
- At least 50% of livestock breeders will comply with the requirements of the National Nitrates Action Plan.

# Biodiversity protection in forest areas, Including Nature 2000 areas – Promotion of the best practices

## Project background

Most forests in Poland are public-owned and these forests play a tremendous role in biodiversity protection. Appropriate conservation and management strategies are required for forest areas that are included in the Natura 2000 network and these will help to ensure a long-term sustainable future for the country's high nature value forest ecosystems.

## Project objectives

The general objective of the project is promotion of best practices related to biodiversity protection in forests, especially in Natura 2000 sites.

The specific objectives of the project are to:

- Identify good practices in biodiversity protection in forest areas, especially within Natura 2000 sites;
- Present methods of biodiversity protection and sustainable management to key stakeholders;
- Create a platform of dialogue and co-operation among different parties focused on biodiversity issues;
- Develop a "road map" for 11 chosen species or habitats that could be applied as a regulation for all state Forests Districts; and
- Increase public awareness about both the richness and importance of biodiversity protection in Poland's forest areas.

## Expected results:

The main result of the project will be an increase of number of initiatives related to the protection of forest biodiversity, leading to an increase in the number of sites where particular species or habitats may exist. Quantified achievements are expected to include:

- The preparation of a "road map" for 11 chosen species and habitats;
- The production of a series of 11 films presenting the best practice of biodiversity protection, to be broadcast on national TV;
- The publication of 50 newspaper and magazine articles about the project;
- The publication of 11 manuals on best practices in biological diversity protection;
- The organisation of 22 meetings on protecting forest biodiversity; and
- The organisation of a closing project conference for at least 200 participants.

LIFE10 INF/PL/000673  
BEST FOR BIODIVERSITY



## Beneficiary:

### Type of beneficiary

National authority

### Name of beneficiary

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### Name of contact person

Łukasz PORĘBSKI

## Duration of project:

36 months (01/01/2012-31/12/2014)

## Total budget in euro:

2,093,790.00

## EC contribution in euro with %:

1,046,895.00 (50.00 %)

## National awareness raising campaign “Discover your Nature”

### Project background

The increase in protected areas in Poland, especially the Natura 2000 network, can create conflicts. In spite of the generally favourable attitudes to nature among the Polish population, Natura 2000 can sometimes be perceived as an unnecessary additional conservation tool. Both local authorities and communities residing in the Natura areas can think that the programme is a hindrance, rather than a help in the economic development of municipalities or regions, as was initially supposed. This lack of acceptance results from many social, historical and economical factors and indicates the need for measures aimed at increasing public acceptance of the expansion of Natura 2000 network in Poland.

### Project objectives

The main goal of the project is to improve awareness and appreciation about Natura 2000 among Polish citizens. This will lead to enhanced co-operation between key stakeholders, such as environmental NGOs and local authorities, in Natura 2000 areas. Lessons learnt during the project will be widely disseminated to help trigger multiplier effects that further strengthen the credibility of Natura 2000 in Poland.

#### Expected results:

The main result of the project will be a change in public attitudes about the need for nature conservation and protection through the Natura 2000 network. The project should contribute to greater acceptance of conservation measures at local and national levels. The project has several quantitative targets:

- Networking a minimum of 35 institutions under the Co-operation Forum for Natura 2000;
- Preparing a case study analysis of five categories of conflicts and possible scenarios for solutions;
- Preparing five common action plans by Nature Working Groups in Natura 2000 areas experiencing conflicts;
- Releasing three TV films about Natura 2000's role and benefits in conserving Polish nature; and
- Raising awareness about Natura 2000's positive benefits via a press campaign that reaches approximately 1 million adult Polish citizens.

LIFE10 INF/PL/000677

Poznaj swoją naturę



#### Beneficiary:

##### Type of beneficiary

National authority

##### Name of beneficiary

Generalna Dyrekcja Ochrony Środowiska

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##### Name of contact person

Dominika BAGIŃSKA

#### Duration of project:

33 months (01/07/2012 - 31/03/2015)

#### Total budget in euro:

2,097,336.00

#### EC contribution in euro with %:

1,048,668.00 (50.00 %)

## All-Polish informational/ educational campaign for removal of asbestos and products containing asbestos

### Project background

Asbestos was widely used in Poland for many years. Between 1952 and 1997, an estimated 1.75 million tonnes of raw asbestos were used in the manufacture of asbestos-containing products and in industrial installations. Some 90% of that quantity was chrysotile, imported mainly from the USSR, the remaining 10% was crocidolite and amosite imported from Africa.

The largest share of asbestos (some 65%, mostly chrysotile) was used for asbestos-cement products assigned for the construction industry (such as roofing sheets and wall linings). According to estimates, some 1.2 billion m<sup>2</sup> of these products still exist. Crocidolite was used mostly for the manufacture of pressure pipes, one of more than 1 500 asbestos-containing products.

According to the Occupational Diseases' Register kept by Nofer Occupational Medicine Institute in Łódź, during the period 1976-2002, 1 883 cases of asbestosis, 288 cases of lung cancer and 114 cases of mesothelioma were recorded.

Polish legal provisions on the use and handling of asbestos products include four acts and 12 executive regulations. In 1997 a ban was imposed on the use of products containing asbestos resulting in the end of manufacture and use of such materials. However, the problem of how to remove old asbestos products in a way that is not harmful to human health or the environment remains. In 2002, Poland launched a national programme for the removal of asbestos and asbestos-containing products. While this has gone some way to solving the problem, further action is still needed.

### Project objectives

The 'Kampania anty-azbestowa' project aims to:

- Strengthen institutional and individual awareness about the harmfulness of asbestos and its negative impact on health;
- Increase the involvement of institutions and citizens in solving the problem of asbestos removal in Poland;
- Promote good practices related to the removal of asbestos from the environment;
- Promote and support the implementation of the national "Programme of Cleaning the Country of Asbestos for 2009-2032";
- Support state administration (communal self-governments) in completing public tasks related to limiting

LIFE10 INF/PL/000678  
Kampania anty-azbestowa



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

Green Federation GAJA Association

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#### Name of contact person

Agnieszka PLICH

### Duration of project:

36 months (02/01/2012 - 31/12/2014)

### Total budget in euro:

926,233.00

### EC contribution in euro with %:

463,116.00 (50.00 %)

asbestos in the environment and its negative impact on health; and

- Control the process of programme implementation by monitoring local (communal) programmes for the removal of asbestos.

### Expected results:

- Monitoring of the implementation of programmes for the removal of asbestos in all communities in Poland;
- Publication of three (annual) monitoring reports, to be sent to 2 479 community offices;
- Implementation of local (communal) programmes for the removal of asbestos in 90% of communities in Poland (today the figure is only 40%);
- Preferential loans for enterprises related to the removal of asbestos offered by two branches of the bank Ochrony Środowiska;
- Supplying of at least 1.2 million citizens who use products containing asbestos with educational kits about the harmfulness of asbestos and the necessity of its removal; and
- Organisation of 96 seminars and at least 108 consultations by the beneficiary.

# Live Water - from Biodiversity to the Tap

## Project background

Effective public awareness campaigns can help halt loss of biodiversity and flagship species are frequently used in order to affect public attitudes towards ecosystems such as forests, oceans and rivers. The European otter (*Lutra lutra*) provides a potential flagship species for this purpose and otter conservation actions will have knock-on benefits for a wide range of other species in freshwater ecosystems.

## Project objectives

The project's main objective is to improve public awareness in Slovenia about the importance of protecting and conserving freshwater ecosystems. This will help implementation of relevant EU legislation, including the Habitats, Birds and Water Framework directives. Integrated Water Resources Management (IWRM) methods will be promoted using the European otter as an ambassador of freshwater habitats and biodiversity. The finale aim is to develop an effective tool for communication activities, necessary to support the goals of "Countdown 2010" and beyond (to stop biodiversity loss by 2020) as well as following the goal of the International Commission for the Protection of the Danube River (ICPDR), which aims to improve water quality in the Danube and its tributaries.

### Expected results:

- Communication workshops (at least 20, with at least 400 participants in total);
- Nature education days and similar events using direct communication methods;
- Information and communication programmes using web tools, mobile phone applications, outdoor demonstration models, advertising campaigns, social media and exhibition panels;
- Public opinion surveys (in the final stages of the project);
- Networking with four-to-six LIFE projects on similar topics, connecting at least three European otter and/or water centres, sharing materials and experiences, establishing at least one connection and best practice exchange between similar organisations and companies and each of the associated beneficiaries; and
- An after-LIFE communication plan developed in cooperation with project partners.

LIFE10 INF/SI/000135  
AQUAVIVA



### Beneficiary:

#### Type of beneficiary

NGO-Foundation

#### Name of beneficiary

LUTRA Institute for Conservation of Natural Heritage

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#### Name of contact person

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### Duration of project:

36 months (01/09/2011 - 31/08/2014)

### Total budget in euro:

548,141.00

### EC contribution in euro with %:

235,314.00 (42.93 %)



# Communication about the environmental benefits of separate collection and recycling of municipal waste

## Project background

The amount of waste generated in Slovenia increased by 55% from 2002-2008. Whilst some 60% of industrial and trade waste was estimated to have been recovered, the same was true for only 15% of household waste. Furthermore, as much as 71% of municipal waste went to landfill. In 2009, the Slovenian Environmental Agency decided not to extend the licences for the operation of approximately 20 (of the country's 45) landfill sites. At the same time, there was a modification to the lists of waste types that could be sent to landfill. As a result, land-filling is no longer an option for many waste management companies.

Many waste streams should and could be collected separately to facilitate treatment and the delivery of recycled products. However, the failure of local communities to properly separate household waste packaging is a major obstacle. In Slovenia, the availability of the infrastructure for collection of separated waste - including tyres; medical and phytopharmaceuticals; electric and electronic equipment; and batteries - is poorly known. Slovenia is currently unlikely to meet its required recycling quota for the period 2012-2016.

## Project objectives

The project's overall objective is to increase the recovery and recycling of household waste, in line with European and Slovenian legislation. This will be achieved through communication campaigns, demonstration activities, competitions and debates to raise awareness of how and why waste should be separately collected.

The project will work to raise public awareness that the separate collection of municipal waste creates environmental benefits. It will also seek to promote the market for recycled products and the creation of new products from recycled waste, by highlighting the quality of recycled goods to the general public.

To address some of the key practical obstacles to waste recycling, the project will disseminate information on the infrastructure available for separate collection of municipal waste. This will focus on raising awareness about the kinds of items that are suitable for separate collection, the locations of collection centres, the timetables of collection activities and the fact that separated waste can be given away free of charge.

LIFE10 INF/SI/000136  
SEPARATE COLLECTION



## Beneficiary:

### Type of beneficiary

NGO-Foundation

### Name of beneficiary

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## Duration of project:

36 months (01/09/2011 - 31/08/2014)

## Total budget in euro:

671,558.00

## EC contribution in euro with %:

329,063.00 (49.00 %)

The project's target is that at least 30% of all Slovenians between the ages 10 and 75 (420 000 inhabitants) will be aware of the project information. Furthermore, at least 39 000 children aged 6-15 will participate in actions. Other public awareness targets include:

- 90% awareness of infrastructure for the separate collection of municipal waste;
- 40% awareness of where to recycle waste batteries; and
- 70% awareness of where to recycle waste tyres.

## Expected results:

- More than 70% of inhabitants using infrastructure for separate collection of municipal waste;
- 50% of inhabitants separating biodegradable waste;
- 10% increase in collection of separated household waste packaging;
- 25% increase in collection of separated waste electric and electronic equipment; and a
- 10% increase in collection of separated household medical and phytopharmaceutical waste.

# Promotion of the Recycling of Industrial Waste and Building Rubble for the Construction Industry

## Project background

Construction and demolition waste is recognised as the most voluminous waste stream in most EU countries, representing on average between 25% and 30% of the total amount of waste produced annually. This waste has a high potential for transformation into raw materials for construction and could benefit from the introduction of End-of-Waste criteria - launched by the EU Waste Directive (2008/98/EC). Similarly, certain inert industrial waste streams, currently being landfilled, have properties which make them promising raw materials for construction purposes.

Some EU countries already exploit both of these waste streams and knowledge and good practice exist within the EU on their usage as raw materials for construction purposes. However, Slovenia is amongst the countries that do not recycle these materials. This is despite the fact that has an annual demand for around 20 million tonnes of mineral raw materials for construction purposes, and that some two million tonnes of construction and demolition waste are created in Slovenia each year.

In addition to the official data, over 1 500 illegal dump sites have been registered, most of which have a high proportion of construction and demolition waste. Unfortunately, it is expected that there are even more such sites that have not yet been uncovered.

## Project objectives

The objective of the REBIRTH project is to increase and improve the recycling of industrial and construction/demolition waste for use in the construction sector. This will be achieved by communication and open dialogue activities aimed at raising awareness of these recycling possibilities at national, regional and local level.

The project will raise awareness of the quality of the materials obtained from industrial, construction and demolition waste, as well as the economic benefits of recycling as opposed to extracting new raw materials. It will highlight the environmental benefits of reducing the amount of new raw material extracted and the amount of waste sent to landfill or dumped illegally. The project will favour channels of communication open to professionals, state and local authorities, and the general public. It will highlight legal issues around the correct disposal and recycling of waste and draw attention to the economic opportunities around the growth of new environmental goods and services.

LIFE10 INF/SI/000138  
REBIRTH



### Beneficiary:

#### Type of beneficiary

Research institution

#### Name of beneficiary

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### Duration of project:

39 months (01/10/2011- 31/12/2014)

### Total budget in euro:

845,543.00

### EC contribution in euro with %:

422,772.00 (50.00 %)

The project will place particular emphasis on disseminating best practice from other EU countries. It will provide practical demonstrations of current technologies and information on successful administrative measures and tools to promote their use, such as green public procurement, environmental taxes and charges.

### Expected results

- Increased awareness within the construction sector, and among other stakeholders, of the many benefits of recycling industrial, construction and demolition waste;
- Increased awareness of current technology and legal issues;
- Increased use of recycled waste in the construction sector;
- Reduced volumes of waste sent to landfill or dumps; and
- Help contribute to meeting the 2020 Waste Directive goal of 70% re-use, recycling and other material recovery of non-hazardous construction and demolition waste.

# Raising awareness of the importance of environmentally sound management of WEEE among identified target groups in Slovenia

## Project background

Electrical and electronic equipment (EEE), and waste arising from these appliances, give rise to environmental impacts throughout their life cycle. This is compounded by the fact that in recent years, EEE has increased in technological complexity, with new product innovations and ever shortening product life expectancy. The amount of collected obsolete household appliances, computers, mobile phones and other electronic products increases every year in the EU.

To reduce the environmental impact of Waste EEE (WEEE), a high level of separate collection is essential. However, WEEE collected in Slovenia has been lagging behind the collection target set by the European Union.

The beneficiary previously established, with the Ministry of the Environment and Spatial Planning, a system for the collection and further treatment and recovery of WEEE. However, there is still significant potential for increasing collection rates in Slovenia and much more effort could be put into raising awareness of this potential.

## Project objectives

The Slovenia WEEE campaign project aims to raise awareness of the handling, treatment and recovery - including reuse and recycling - of WEEE across all the municipalities in Slovenia. In particular, it seeks to highlight the need for separate collection of WEEE in order to bring about behavioural change at products' end-of-life.

The project places a special emphasis on households and school children. It aims to reach at least 500 000 households. Some 200 primary and secondary schools will be targeted with didactic materials and competitions, reaching 90 000 school children and 15 000 teachers. It is hoped that the children act as 'ambassadors of change' within their families and adopt a new perspective that will stay with them throughout their lives. The project website aims to attract 3 000 new users every month.

Through a comprehensive campaign, involving communication materials, open days and presentations, the project will work to raise awareness about:

- the manufacture and use of EEE and their hazardous substance content;

LIFE10 INF/SI/000139  
Slovenia WEEE campaign



## Beneficiary:

### Type of beneficiary

NGO-Foundation

### Name of beneficiary

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Emil ŠEHIČ

## Duration of project:

24 months (01/10/2011 - 01/10/2013)

## Total budget in euro:

583,964.00

## EC contribution in euro with %:

283,964.00 (48.63 %)

- the negative environmental and health impacts of improper treatment and disposal of WEEE - and which equipment poses the greatest risks;
- how WEEE can be recycled effectively and the many economic and environmental benefits of this;
- the importance of sorting and separate collection of WEEE as a precondition for further WEEE management; and
- the existing collection facilities for WEEE.

## Expected results

- Greater awareness among target groups of the importance of recycling, reuse and proper disposal of WEEE;
- Higher levels of separated WEEE collection;
- Reduced disposal of WEEE as unsorted municipal waste, with an associated reduction in risks to the environment and human health; and
- Improved management, treatment and recovery of WEEE, with associated economic benefits.

# Boosting Land Stewardship as a Conservation Tool in the Western Mediterranean Arch: a Communication and Training Scheme

## Project background

Land stewardship is a strategy intending to involve owners and users in the conservation and proper use of natural, cultural and landscape resources and values. Land stewardship involves voluntary agreements between landowners and land stewardship entities (land trusts) in order to maintain and recover the natural environment and landscape. Land trusts are public or private not-for-profit organisations that take an active role in preserving land and its values through mechanisms making land stewardship easier.

## Project objectives

The project aims to convey the value of land stewardship among biodiversity conservation stakeholders at European level (specially the Western Mediterranean Arch), and to encourage its use and application. That means making land stewardship an attractive mechanism for conservation bodies, landowners, and local and regional governments; linking with new opportunities for rural development - marketing of local products, ecotourism - and other benefits. The project will also focus on training organisations involved in land stewardship. Finally, the project aims to raise awareness of land stewardship among the general public, in order to involve more people in biodiversity conservation and develop a more sustainable model of land use.

## Expected results:

Regarding the knowledge and communication of land stewardship:

- Standardisation of the concept of land stewardship among project partners;
- Communication of land stewardship to a wide audience through a shared message among all project partners;
- Communication of land stewardship as a tool for biodiversity management and conservation in geographical and thematic areas where it is currently unknown;
- A 100% increase in awareness of land stewardship amongst priority groups; and
- A 50% increase in the number of sponsors of land stewardship initiatives.

Regarding the use of land stewardship as a tool for biodiversity conservation:

LIFE10 INF/ES/000540  
LANDLIFE



## Beneficiary:

### Type of beneficiary

NGO-Foundation

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## Duration of project:

40 months (01/09/2011 - 31/12/2014)

## Total budget in euro:

1,628,273.00

## EC contribution in euro with %:

814,136.00 (50.00 %)

- Exchange of experiences and knowledge among all stakeholders in each of the participating regions, as well as at European level;
- A 25% increase of the total number of agreements established by land trusts;
- A 20% increase of the total surface of area protected by stewardship agreements;
- Quality improvement of all stewardship projects developed by the project's partners (20% fewer rescinded agreements);
- Land stewardship training for the technical staff of at least 80 public and private organisations engaged in biodiversity conservation.

Regarding citizen involvement in land stewardship:

- A 200% increase in media appearances of land stewardship initiatives in Europe;
- A 100% increase in awareness of the concept of 'land stewardship' amongst the general public; and
- A 50% increase in citizen involvement with the activities developed in the project.



# Futurescapes: promoting the development of green infrastructure in 34 priority areas throughout the UK

## Project background

Despite the existence of the Natura 2000 network there is an ongoing loss of biodiversity and ecosystem services throughout Europe. This loss is due largely to the continued degradation of the 'wider countryside' outside protected areas. There is therefore an increasing need to supplement protected areas by ensuring that the landscapes in which they are embedded are as 'green' and as biodiversity-friendly as possible. The Futurescapes project is rising to the challenges set out in the LIFE Focus publication, "LIFE building up Europe's green infrastructure" by looking at what could be achieved in the United Kingdom.

The UK is an ideal 'test bed' for landscape-scale approaches to conservation. It is densely populated and highly developed, and as such has suffered more damage to its natural habitats than most other countries. At the same time, however, it has effective laws and regulations relating to planning and biodiversity and enjoys general public support for conservation efforts. Therefore, addressing nature conservation issues at a landscape scale is intended to complement the existing network of protected areas and enhance this network by improving overall connectivity.

The rationale for the project is that the spatial scale of current conservation activities in the UK and elsewhere is insufficient if we wish to halt the loss of biodiversity, and that it is therefore essential to increase the area of land that is suitable for wildlife. Another issue is that landscape-scale approaches will become increasingly necessary if climate change proceeds as expected.

## Project objectives

The main objective is to encourage the development and implementation of landscape-scale conservation initiatives, involving many partners, in 34 priority areas across the UK. These areas, known as 'Futurescapes', cover a total area of 2.18 million ha and include populations of 3.83 million people.

The 34 areas have been chosen to give good geographical coverage and to reflect both their need and potential. Additional objectives are to carry out high-level advocacy work to promote the landscape-scale approach and to disseminate information about the project to relevant stakeholders throughout the EU.

LIFE10 INF/UK/000189  
Futurescapes



## Beneficiary:

### Type of beneficiary

NGO-Foundation

### Name of beneficiary

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## Duration of project:

40 months (01/09/2011 - 31/12/2014)

## Total budget in euro:

3,855,426.00

## EC contribution in euro with %:

1,927,713.00 (50.00 %)

The key messages will be that landscape-scale conservation is important and that it can bring major benefits to local communities as well as to wildlife.

The main actions will involve the employment of a team of regional officers to lead the communication work targeting potential partners and funders. Their work will help lead to the identification and delivery of conservation projects by the partnerships. They will be supported by public engagement staff to focus on communicating with the general public and schools.

## Expected results:

- Establishment of active partnerships in each of the project areas. This may involve contact with 10-40 organisations within each area and agreement on 3-5 practical tasks per area, covering about 10% of the total area (c. 200 000 ha); and
- Engagement with up to 10 000 members of the public in each Futurescape. This will be supported by a communications strategy.





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