GENERAL COMMUNICATION PLAN LIFE PROGNOSES

1. Context

1.1. The general communication goals.

The goal of this communication plan is to create awareness and motivate behavioural change around the importance of old growth (beech) forests.

The importance of ecosystem services provided by the old growth forest ecosystem must be strengthened and communicated to policy makers and broad public at the same time.

The potential to increase carbon sequestration by natural forest ecosystems and promote the long-term storage of carbon in living and dead biomass and soils was - and still is - underestimated in the discussions and in the decision-making processes. Beside the role of forest for carbon sequestration and storage, several other additional ecosystem services, like the potential of recreation, providing habitats for plants, animals and fungi or their cooling-effect on local and regional climate are provided. These services are provided to a broad public but do not have a marked price and are not evaluated adequately against the economic impact of timber logging and processing.

The project builds on the UNESCO World Heritage site of ancient and primeval beech forests, with a view to benefit from the solid network that has already been created and from the strong engagement of landowners, local communities, and authorities to conserve these areas and integrate them in local sustainable development strategies. In general, the Natural World Heritage sites in EU-Countries overlap with Natura 2000 sites.

The positive attitude towards the Natural World Heritage and the strictly protected forest ecosystems shall be used to strengthen the protection and the recognition of old growth forests in Europe.

Some of the messages:

- What are primary and old growth forests in Europe? How can they be defined and how can visitors recognize them?
- The need to protect the last remnants of primeval and old growth forests throughout the whole continent by creating awareness and highlighting these forests as a unique and important natural heritage, by also drawing attention to the importance of eco-tourism.

- The importance of primeval and old growth forests for biodiversity conservation, carbon storage and recreation. By highlighting the interests for the economy, for stakeholders, but also the direct benefits that citizens and visitors can enjoy.
- The value of ecosystem services provided by primeval and old growth (beech) forests.

1.2.The target groups/ stakeholders.

Stakeholders:	Forest administrators Nature associations Educative partners Youth movements Ecological partners Sport & Leisure partners Touristic Partners NGO's Local communities ...
Press / Media	journalists
Local authorities	Municipal / City services
Policy Makers	at regional/national/international level
Experts	from relevant networks in forestry and nature conservation,
Broad public	Visitors Neighbours

2. Overview

2.1. Three objectives will be pursued to make this project a success.

Scientific literature is consistent on the fact that primary and old growth forests in Europe are irreplaceable in harbouring biological diversity and their great importance on many other ecological aspects which are underlined by the European Biodiversity Strategy 2030. The strategy clearly states the crucial demand to define, map, monitor and strictly protect all the EU's remaining primary and old growth forests.

2.1.1. Development of criteria and methods to assess and map old growth forests in Europe.

The remaining areas of primary and old growth forests within the EU have not yet been mapped fully and in a consistent way.

The objective is to develop a robust methodological approach to assess and map primary and old growth forests and apply the method in-situ on a representative set of old growth forests in

EU. This component shall contribute to an EU-wide assessment and mapping of primary and old growth forests. The components of the World Heritage property cover the full range of beech forest types in Europe and include both primary old growth and developing (secondary) old growth forests. That is why the World Heritage Beech Forest Network is excellently positioned to make this analysis.

2.1.2. The valuation of ecosystem services of primary and old growth forests

The value of ecosystem services of primary and old growth forests still requires further clarification. That is why it is necessary to identify and quantify ecosystem services such as carbon storage, biodiversity, micro- and meso-climatic impact, the potential for recreation, and the creation of green jobs (e.g., ecotourism) on a selected set of sites. These methods and results can then be applied and extrapolated to other old growth forests all over Europe.

2.1.3. Awareness raising to strengthen conservation of old growth forests.

There is a high need to raise awareness at various levels and in different sectors on the outstanding values of remaining primary and old growth forests in Europe. But also, on the needed actions to be taken for their conservation. Awareness will be raised through a well thought-out, targeted, and elaborate communication about the importance and benefits of conservation of old growth forest and to mainstream their ecosystem services. This communication must appeal to local stakeholders and communities, NGOs, experts, and policy makers, but also the general public alike.

What	A project communication plan and communication tools to disseminate the main outcomes of the project will be developed and implemented, with a view to strengthen the conservation of primary and old growth forests in Europe. The plan will emphasize the importance of the conservation of primary and old growth forests for biodiversity conservation and the ecosystem services they provide to society in general and local communities in particular, the implications for local development strategies and national policies, as well as for the management plans of the NATURA 2000 sites, the UNESCO WH sites, and their buffer zones.
Why	Life imposes a few obligations regarding project communication: creating a website, supplying audio-visual material, notice boards / information boards (see action 3.02 Local Awareness Raising), Layman's Report, After Life conservation plan (see action 0.01 Project Management) and of course the use of the Life and Natura2000 logo on all documents and media and clear indication that the realizations were made possible with the support of Life. Of course, other additional actions can be taken at the beginning of the project period. However, it is imperative that the communication is structured and according to a plan, to avoid any communication at

	random. This does not mean, of course, that the communication and awareness raising strategy plan should not be regularly evaluated. It is from uppermost importance that this project and its outcomes are shared and communicated on local level to reach stakeholder, the local public, and visitors of the test sites, on national and international level to reach stakeholders and policy makers and on expert level to make sure that the results, best practice, and developed methods serve as a basis for future national and international projects.
How	Internal communication plan Communication is a very important element in a Life project. At the start of the project, within the first six months, an internal communication plan will be drawn up by the coordination beneficiary. The communication strategy will provide an overview of the different communication actions that will be undertaken during the project, the participating partners, and their scheduled timeframe. In the further actions several communication actions have been included that will certainly form part of the final plan. However, it is extremely important to have the flexibility to adapt the communication strategy during the progression of the project according to experience and feedback collected throughout the project. The internal communication plan will be drawn up, considering the following steps: 1. determination of the communication goals 2. determination of the audience / target groups 3. determination of the core message to be conveyed. 4. determination of the communication channels 5. elaboration of detailed communication activities that will take place (who, what, where, when...) 6. determination of the partnerships (division of roles, who is responsible for what) 7. creation of an implementation plan 8. determination of the evaluation indicators that can guide the communication strategy.
	The internal communication plan will consider 4 keys for co-ownership (partly developed by the Scalluvia Life+ project): 1. Listen to the expectations of the users. We will involve foresters, walkers, cyclists, local residents, traders, nature-, culture- and youth associations in our project. 2. Invest in communication and focus on the end result. Through the website, press releases, newsletters and using social media (Twitter, Facebook, Instagram...) we will reach many people. Approximately 30.000 people for the total of these activities may be reached (e.g., 4.000 are estimated in Belgium).

	3. Get external appreciation- European advocacy. We will develop a 'policy brief' with the summary of the main results and discussed with main stakeholders of civil society, targeting EC (DG Env, EEA and ENVI Committee) to enrich the ongoing debate on the importance of old growth forest in EU. The policy paper will be disseminated through high level stakeholder meeting, webinars, conference, and a video. These activities will be planned, considering the deadlines mentioned in the EC biodiversity strategy as well as EC work program. Considering that SOFO is based in Brussels and the network of the SOFO (through its president Herman Van Rompuy) as well the network provided by the consortium of the project, we believe that SOFO is in a privileged position to achieve this goal. 4. Give your project an identity. All sites are part of the UNESCO World Heritage Site "Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe". This is already a strong brand, consisting of 1 logo and 1 brand book which is used by all the participating countries. Next to that, logo and graphic identity is created especially for this project, which will be used and shared in our communication, online, on social media, ...
Expected results (quantitative information when possible):	A clear communication strategy and a clear communication plan that is evaluated at least twice a year. The communication plan will be evaluated during the bi-annual steering committee meetings. In preparation for the evaluation, partners will be asked about the results achieved by the communication actions, their impact and whether they meet expectations, to adjust the communication strategy where necessary.
Indicators of progress:	Communication plan is available for all partners: 30/6/2021
Who	All project partners
Constraints and assumptions:	The implementation of the communication plan might be hampered by a new COVID outbreak which can have implications on the realization of project activities, on the working conditions of the staff involved in the realization of the communication, on the availability of material (photo's etc.) necessary to update the communication products.

3. Communication tools

3.1 LIFE PROGNOSES identity and logo

Thanks to the LIFE Prognoses identity and logo, the project is visually distinguishable from the identities of all 15 partners. The use of a neutral identity and logo makes the project more visible

and recognizable to stakeholders and the public. The LIFE logo should be present on all communication products or when hosting an event which is funded by the LIFE Prognoses project. The sentence "With the contribution of the LIFE Programme of the European Union." should also be mentioned, as stated in article II.7 of the Grant Agreement. The logo can be freely downloaded from the Life Prognoses website. In addition to a logo, a graphic identity was also designed so that each partner can use the same templates for formatting documents or presentations. This also ensures that the project stands out thanks to a recognisable identity.

The graphic identity is inspired by the recognisable colours of Life, the typical blue colour, and the Unesco World Heritage Site of old beech forests, the typical green colour. In this way, both projects are linked to each other.

3.1.1 The Story of our Logo:

In the logo of the Life Prognoses project, the rare and protected Rosalia alpine beetle merges with the typical beech leaf, which to some will also be known as the logo of the Unesco World Heritage series of " Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe".

The beetle acts as a link between the beech leaf and the project's name. This logo radiates the power of connection.

With this project, we also hope to strengthen people's commitment and connection to nature. Raising awareness about the importance and inestimable value of old beech forests for the benefit of biodiversity, but also of one's own living environment, is one of the key messages we try to convey through this project.

About the Rosalia alpine beetle

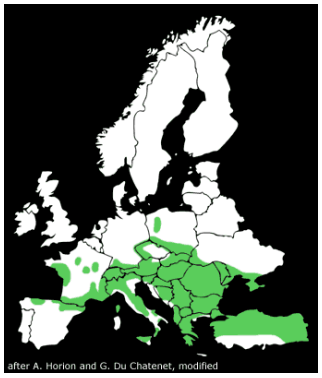


The *Rosalia alpina* is probably one of the best-known beetles of the European Fauna, not only due to its beautiful black and blue coloration and the striking black tufts of hair on the central segments of the antennae.

Due to its dramatic decline in the recent decades, *Rosalia alpina* has moved into the focus of public attention. The intensive use of the beech forests to produce firewood and furniture wood, but also a mistaken forest management with its rigorous removal of any dead wood, have deprived the *Rosalia alpina* of its livelihood in large parts of Europe and brought it to the brink of extinction.

Rosalia alpine prefers sparse, primeval beech forests on south- or west-facing slopes, from the montane to the subalpine region up to 1500 m, most preferably between 600 and 1000 m.

The development takes place in the wood of dead or dying, sun-exposed beeches (*Fagus sylvatica*), very rarely in sycamore (*Acer pseudoplatanus*). Sun-exposed dead or decaying trees, dead branches, or spots of damage in otherwise healthy trees are suitable for development.



The development cycle can be successfully concluded in dry and decaying wood. Such conditions are normally found in standing deadwood, which can be populated over a long period of time, up to 10 years as substrate.

The distribution of the Rosalia alpina stretches over large parts of Europe and the Caucasus.

The *Rosalina alpina* is listed in the category "vulnerable" on IUCN's red list. *Rosalia alpina* is also listed on Annex II of EU Council regulation 92/43/EWG and is classified as a priority species. Hence the European Community carries a particular responsibility for the protection and preservation of the species. Furthermore, the species is protected by Annex II of the Berne Convention of 1979 and enjoys protection Europe-wide. That means that it is strictly forbidden to capture, kill, possess, or trade beetles or parts of the beetles, as well as their development stages or parts thereof. Also, existing populations and their habitats enjoy strict protection.

More info

https://www.kerbtier.de/Pages/Themenseiten/enRosalia.html

https://nl.wikipedia.org/wiki/Alpenboktor

https://www.iucnredlist.org/species/19743/9009447

3.2 NON- participatory formats

3.2.1 Information boards

Non- participatory format	Communication Goals	Target Groups
Information boards	Display short facts and information about the project; transfer knowledge	Residents, visitors, tourists, schools

What	Information boards, also known as on-site panels or interpretation boards, noticeboards describing the project will be displayed in strategic places accessible to the public. The LIFE logo will always appear on them. For projects which take place in Natura 2000 sites or promote the Natura 2000 network, the Natura 2000 logo will also appear.

Expected results (quantitative information when possible):	Provide brief but open clarification on the spot to make people aware of the specific situation on site, and to inform them about the benefits of this specific natural site, ... and possibly refer them to other information media such as website, social media, etc. via these information boards.
Indicators of progress:	Information boards will be installed on 30/12/2023
Who	All project partners

3.2.2 press articles

Non-participatory format	**Communication Goals**	**Target Groups**
Press releases	Inform (course of the project, measures, changes, etc.), create attention and acceptance	Journalists, the public (national, international), stakeholders

What	2 press releases /year will be made in English. The good existing contacts with local and national press will be used to the maximum. This press releases will be sent widely to national and international (in Brussels based) press agencies. It is aimed to have several publications in both written (paper / online) and audio-visual press.
Expected results (quantitative information when possible):	2 press articles /year will be made in English.
Indicators of progress:	Press articles (2/year)
Who	SOFO

3.2.3 Newspaper

Non-participatory format	**Communication Goals**	**Target Groups**
Newspaper	Publish new information about the project (progress of the project, measures, changes, etc.); share general information	Residents (senior citizens), science, the public

Expected results (quantitative information when possible):	1 press release in local newspaper (OÖ Nachrichten), reaching approximately 500.000 readers. 5 press releases in local newspaper (Bezirkszeitungen), reaching approximately 50.000 readers per release
Indicators of progress:	Publication and eventual reactions
Who	NPKA

3.2.4 Policy paper

Non-participatory format	**Communication Goals**	**Target Groups**
Policy paper	Publish new information about the project (progress of the project, measures, changes, etc.); share general information	Expert public, science, European decision makers

What	Based on the conclusions of B.1 and B.2, an evidence-based policy paper will be written which will bring together global research evidence (from systematic reviews) and local evidence to inform deliberations (policy dialogues) about policies and program related to the protection of old growth forests. This policy paper will begin with a description of a policy problem, then summarize the best available evidence to clarify the size and nature of the problem, describe the likely impacts of key options for addressing the problem, and inform considerations about potential barriers to implementing the options and strategies for addressing these barriers.
Why	Research has potential to improve the protection of primary and old growth forests if it is appropriately referred to in decision-making processes.
Expected results (quantitative information when possible):	1 policy brief will be developed and will be distributed among at least 100 people.
Indicators of progress:	1 policy brief available on 1/11/2023
Who	SOFO

3.2.5 Layman's report

Non-participatory format	**Communication Goals**	**Target Groups**

Layman's report	Publish new information about the project (progress of the project, measures, changes, etc.); share general information	Residents (senior citizens), science, the public, stakeholders

What	At the end of the project, a Layman's report will be written and delivered to the EC (both electronic and printed). The report will be drawn up in English and will be addressed to a non-specialized public (intentionally presented in generally understandable form). The main results of the project will be included here. The Layman's report will be part of the final report on the project. The report will be printed on recycled, non-bleached paper. The brochure contains the LIFE + logo and the Natura 2000 logo
Expected results (quantitative information when possible):	Delivery of a Layman's report of 5 to 10 pages within 3 months after the completion of the project and before delivery of the final project report. This report will increase awareness among policy makers and other stakeholders of the importance of concrete actions in the field for the implementation of the European Habitats Directive 92/43 / EEC and the European Birds Directive 79/409 / EEC.
Why	To present the results after 4 years of work, there is a need for an easily readable document that highlights the main results of the project. The material is intended to provide information to policy makers and people with an interest in nature conservation, but with limited technical knowledge, on the (positive) results of the actions co-financed by the European Union under the LIFE project.
Indicators of progress:	Layman's report on 31/12/2024
Who	SOFO

3.3 ONLINE MEDIA

3.3.1 LIFE PROGNOSES website

Online Media	**Communication Goals**	**Target Groups**
Website	Informing: about the course of the project, measures, changes, research results, etc.), convey knowledge, create attention and acceptance	The public (national, international), residents, tourists, stakeholders, project partners

What	At the start of the project, a website will be set up in English. The website will consist of 6 parts: 1) objectives, scope and location of the activities and partners, 2) locations of the actions to be performed,

	3) progress of the project, 4) results of the project, 5) lessons learned and 6) input from partners and the EU (sharing of best practices) The homepage will show a short summary of the project, the Natura2000 and World Heritage context in which the project takes place, the Life logo, and the logos of the different partners. All contact details will also be included here. The website will be updated regularly and will continue for at least 5 years after the project has ended. The Number of hits will be monitored and analysed.
Why	information-sharing: need for clear and easily accessible information, both for the wide public and for people looking for best practices regarding the realization achievement of Natura 2000 objectives inspired: potential applicants for Life + projects must be encouraged on the website to participate in the realization achievement of Natura2000 objectives. Moreover, having a website is mandatory for all Life Projects. All LIFE projects are required to have a web presence (either a dedicated website, or as part of an existing website). It will provide details of the project's objectives, actions, progress, and results, and it should feature the LIFE logo (and Natura 2000 logo for projects in Natura 2000 sites). The website will be online within 6 months of the start of the project and will be updated regularly. The beneficiary is obliged to keep the website online for 5 years after the project ends
Expected results (quantitative information when possible):	Website ready and operational 6 months after the start of the project.
Indicators of progress:	Website is active on 31/5/2021
Who	SOFO

3.3.2 LIFE PROGNOSES newsletter

Online Media	Communication Goals	Target Groups
Newsletter	Inform (about project progress), impart knowledge	partners of the project

What	A Newsletter will be made to keep all partners updated. 4 newsletters/ year will be made. For a general mailing list on this subject, it is planned to reach approximately 3.000 contacts. The newsletter will contain project updates and general information about current developments.
Why	

Expected results (quantitative information when possible):	4 newsletters/ year will be made.
Indicators of progress:	Newsletters (4/year)
Who	SOFO

3.3.3 Social media

Online Media	**Communication Goals**	**Target Groups**
Social Media	Inform (about project progress), start campaigns (create awareness and acceptance)	The public (national, international), residents, tourists, stakeholders

What	A Facebook and Instagram page and a Twitter account will give real time information and allow people to ask questions, give comments, post pictures, share experiences. Facebook, Instagram, and Twitter are good and cost effective, interactive tools. They will be used to involve people, especially locals, announce events, share the newsletter, and collect opinions. The social media accounts of the project will be launched within 6 months after the project start and will be weekly updated. Approximately a general reach of 15.000 people (likes / followers / views) will be reached (2.000 for Belgium). To communicate easily on social media, the hashtag #lifeprognoses was launched.
When	**List of useful dates to align social media communications with National EU World Days** **March:** 03/3 world wildlife day (every year 03/03) 21/3 international day of forests (every year 21/03) **April:** (18/4 Heritage Day → only in Flanders; EU Heritage days in September) (22/04: Earth Day -> United Nations) **May:** 8/5 World migratory bird day (8/5 each year) 21/05 European Natura 2000 day (every year 21/05) 22/5 International Day for Biological Diversity (every year 21/05) 31/05/21 – 04/06/21 Eu green week (first week of June) including: LIFE programme events LIFE awards

	June: 5/06 World Environment day (each year 05/06) **July:** 28/07 World Nature conservation day (28/07 each year) **September:** 07/09 International Day of Clean Air for blue skies (each year 07/09) 12/09/21 European Heritage Days (11/9/22, 10/09/23, 08/09/24) 18/09/21 World Clean-up day (every year around this weekend in September) 26/09 World Environmental Health Day (each year 2609)
Why	Easy, open, free way to communicate and to reach a wide public
Expected results (quantitative information when possible):	The Facebook and Instagram pages and the Twitter account of the project will be launched within 6 months after the project start and will be updated weekly.
Indicators of progress:	Facebook profile, Twitter account and Instagram account are active: 31/5/2021
Who	SOFO

3.3.4 Video film

Online Media	Communication Goals	Target Groups
Video film	Impart knowledge	The public (national, international), residents, tourists, stakeholders

What	A video film on the outstanding universal value of European primary and old growth forests will be developed, with the UNESCO World Heritage site as emblematic example, and referring to the European policy on NATURA 2000 as well as the biodiversity strategy to be broadcasted and published on online video-sharing platforms (YouTube, Vimeo,) and social media
Why	Video film is a great medium to explain things. Dry, factual information is presented in a way that is fun and cheerful through images and motion. Using infographics and combining text, image and sound makes complex information clear and understandable. All of which makes a video film the perfect vehicle to convey what may be perceived as intricate information on the outstanding values and beauty of European old growth forests.
Expected results (quantitative information when possible):	1 video clip will be produced, uploaded on video-sharing platforms (YouTube, Vimeo,) and social media, and watched by 5.000 people all over Europe.

Indicators of progress:	Video film start contract for making video clip 1/1/2022. video clip uploaded on the website 1/6/2022. video watched by 5.000 people 31/11/2023
Who	SOFO

3.4 Participatory formats – 1:1

3.4.1 Trans boundary cooperation

Participatory Formats – 1:1	**Communication Goals**	**Target Groups**
individual discussions ("face-to-face")	Exchange knowledge, inform, negotiate, gain acceptance, resolve conflicts)	People directly affected authorities, administration, municipalities, experts (nature conservationists

What	Networking with other European projects (visit of other Life Projects) By exchanging information, inviting one another to events and/or visiting each other's projects, this LIFE project can create an interesting network with other LIFE projects, allowing for swift and easy sharing of information and expertise. We will contact interesting LIFE projects (via the LIFE database) or other projects that develop activities in the field of the protection of primary and old growth forests. At least two projects are to be visited: The Beech Power project (INTERREG) and the Wadden Sea (Unesco WHS). The Wadden Sea is one of the few other transnational Natural World Heritage Sites in Europe. It is important to exchange with them on how to improve the exchange of communication between a large group of partners in different countries. Moreover, they have an extensive experience on awareness raising. The Beech Power project aims to improve the management quality and effectiveness of this site to safeguard the ecosystem integrity of the single parts by improving capacities and active participation of relevant stakeholders.
Why	This is a mandatory action for all Life Projects: Projects are obliged to network with other LIFE and/or non-LIFE projects. Networking activities can include visits, meetings, information exchange, and/or other such activities with an appropriate number of other relevant LIFE projects (ongoing or completed).
Expected results (quantitative information when possible):	Report of 2 field trips

Indicators of progress:	All listed actions are implemented. Best practice and lessons learned are communicated with all partners and the network. Outcomes and experiences are integrated into the "Report of exchange with other European (Life) projects"
Who	SOFO
Constraints and assumptions:	The current COVID situation might continue to limit the mobility inside of Europe. At the moment of redaction of the proposal it is not clear when a vaccine will be available and for which part of the population. It will be continued to monitor the situation in all countries concerned and the rules and guidelines in all countries concerned will be respected. If a visit might not be possible to the 2 selected projects, alternative projects will be selected.

3.4.2 Development of a communication and awareness raising strategy and implementation instruments.

Participatory Formats – 1:1	Communication Goals	Target Groups
Surveys/Interviews	Get information	experts (nature conservationists)

What	A common approach throughout the project and all partners is crucial for communicating the values and ecosystem services of primeval and old growth forests to regional and international stakeholders and visitors. On example of the World Heritage Sites being part of the World Heritage Ancient and Primeval Beech Forest of the Carpathians and Other Regions of Europe, a common strategy, common corporate design (already developed by the Coordination Office) and a common implementation plan (requirements locations, materials, contents) must be collected and/or developed and compiled. Visitors, managements, and local/national/international stakeholders must be aware of the connection between the single primary/ old growth forests which can be visited separately and their connection with other forests on a European level. Their common history, ecosystem services and values must be communicated in one common way (corporate identity, coordinated information, English and regional languages) and according to the different target groups (visitors, stakeholder, children, experts, managers, rangers). All developed types of communication within the communication strategy must form a coherent package (see actions B.3.02 and B.3.03). In a first step, an online questionnaire will be developed and sent to all participating organizations as well as to all management authorities of the World Heritage Site Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe. This is to collect the baseline

	data about the actual communication activities and formats e.g., results elaborated within the BEECH POWER Interreg project, elaboration of a systematic overview about communication measures, formats and actors, elaboration of recommendations for further development. Additionally, all available documents and information already developed within previous projects shall be searched, collected, and compiled. Eventually a handbook about communication strategies, target groups, types of communication, possible methods and best practice shall be developed and made available for all partners and the members of the World Heritage Site Beech Forests. Their inputs and feedback will be implemented into the handbook, which will be finalized and serve as a guideline for international communication of old growth forests.
Why	It is of common interest to find a common way of communicating the values of primary and old growth forests. Usually, this communication is organized rather locally, and the outcomes and lessons learned are not shared in the country or internationally. With setting up a handbook including target groups, corresponding communication methods, best practice and current materials will help to find a common "language" to promote the values of primary and old growth forests and shall serve as a guidance document for future projects in this field. Constraints and assumptions: Low number of interviewees answering the online questionnaire, hard to compile the different ideas and methods into one handbook, find a consensus between all partners.
Expected results (quantitative information when possible):	1 online questionnaire 1 handbook including the outcomes of the questionnaire and interviews, available material to communicate primary and old growth forests, best practice, and possible next steps to strengthen the communication about primary and old growth forests on a local, national, and European/international level.
Indicators of progress:	In the first year, the questionnaire and interview questions will be developed and answered by project partners. A literature research will be conducted to find best practice and available methods for communicating the values of primary and old growth forests. A handbook is developed complying the researched and compiled information.
Who	CANG and SOFO

3.5 Participatory Formats – Group

3.5.1 Workshop with stakeholders

Participatory Formats - Group	Communication Goals	Target Groups

Webinars	Exchange opinions, resolve conflicts, create common values	Authorities, administration, municipalities, experts (conservationists), NGOs

What	A digital workshop will be organized with the stakeholders of the civil society organizations like EUSTAFOR, IUCN, WWF etc (for of a description of the stakeholders please consult the section on stakeholder participation above). The aim of this workshop is to discuss the conclusions of the activity B.3.01 and B.3.02 and to prepare the policy paper.
Why	To guarantee a good quality policy paper the input of a broad range of civil actors is necessary.
Expected results (quantitative information when possible):	1 workshop will be organized and reported. This workshop will reach a broad range of organizations of the civil organizations like EUSTAFOR, IUCN, WWF etc. We aim to reach at least 50 people in this workshop.
Indicators of progress:	1 workshop organized 30/9/2023
Who	SOFO
Constraints and assumptions:	The current COVID situation might continue to limit the mobility inside of Europe. At the moment of redaction of the proposal it is not clear when a vaccine will be available and for which part of the population. It will be continued to monitor the situation in all countries concerned and all rules and guidelines in all countries concerned will be respected. If it will not be possible to organize the congress conference in Slovenia an alternative location or a digital approach will be selected

3.5.2 Webinars

Participatory Formats - Group	**Communication Goals**	**Target Groups**
Webinars	Exchange opinions, resolve conflicts, create common values	Authorities, administration, municipalities, experts (conservationists), NGOs

What	The international webinars will address a range of topics with a view to explain the outstanding value of remaining primary and old growth forests in Europe, and on the necessary actions to be taken for their conservation. The webinars will also be used to explain the importance of the ecosystem services provided, the implications for local development strategies, and for the

	management of the protected sites, including their buffer zones. The webinars will serve the following purposes: Facilitate the sharing of experiences and stimulate bilateral and regional cooperation. Build capacity on the ecosystem services of old growth forests. To allow a wide range of experts to participate, 3 webinars will be organised which have all a different geographical reach. The first webinar will focus on participants of Northern and Western Europe. The second webinar will be focused on Central and Eastern Europe (including Ukraine). The final webinar will prioritise the participation of experts from Southern Europe
Why	The webinars provide a venue for stakeholders working with primary and old growth forests in Europe to share practices, ideas, and resources about country responses to conservation and other challenges.
Expected results (quantitative information when possible):	Organization of 3 webinars, these webinars will reach approximately 100 persons of European politicians, members of European NGO's active in nature- and forest conservation and members of European land-and forest owners associations.
Indicators of progress:	Organisation of 3 Webinars that will be recorded. First webinar (focus on Western Europe) will be held around 30/3/2024. Second webinar (focus on Central Europe) will be held around 30/4/2024. Third webinar (focus on Eastern Europe) will be held around 30/5/2024
Who	SOFO
Constraints and assumptions:	The current COVID situation might continue to limit the mobility inside of Europe. At the moment of redaction of the proposal it is not clear when a vaccine will be available and for which part of the population. It will be continued to monitor the situation in all countries concerned and all rules and guidelines in all countries concerned will be respected. If it will not be possible to organize the congress conference in Slovenia an alternative location or a digital approach will be selected.

3.5.3 Conference

Participatory Formats - Group	Communication Goals	Target Groups

Conference	Exchange opinions, resolve conflicts, create common values	authorities, administration, municipalities, experts (conservationists), NGOs

What	At the European awareness raising conference, the results and lessons learned from the B.1 & B.2 and the policy paper will be presented to a wide and specialized audience. The conference will take place in Slovenia (2 days including one field trip). The main aim of the conference will be the presentation of results, networking of experts and the exchange of experience and knowledge. The conference is also an important press and networking moment and will take place in the last 6 months of the project. The conference aims to disseminate the lessons learned and the results of this project and other projects and create a networking opportunity for scientists, experts, protected areas management authorities, policy makers and politicians from EU-countries. Because of the conference at local and national level, additional recognition of the international importance of the project which yields local support will be achieved also at the national and local level. During the conference, the focus will be on the contribution of primary and old growth forests to biodiversity conservation and nature-based solutions to climate change adaptation and mitigation. The project objectives and results will be discussed as well as recommendations for future actions. The aim is to receive at least 100 participants from all over the EU and beyond. The organization of the conference will be partially outsourced according to the national legislation on public procurement. It includes the accommodation for speakers, costs for travel, venue, catering, programming, webpage, organizing registrations, costs for invited speakers and general coordination. The presentations given will be available after the conference on a page of the projects' website. This page/pages will also serve for registration and to consult the program in advance. There will be a special focus on sustainability by using local food and drinks and by going digital as much as possible to save paper. To travel to and from the conference, sustainable ways of traveling will be proposed on our website and green seats for speakers needing to travel by plane will be supported.
Why	A conference is a good tool to present the results of the projects, to contribute to the networking of experts and to the exchange of experience and knowledge. The conference is also an important press and networking moment.
Expected results (quantitative	1 conference with about 100 participants was organized, implemented, and reported.

information when possible):	Report of conference
Indicators of progress:	Organization of 1 conference
Who	SOFO, Other involved partners: MESP, UL
Constraints and assumptions:	The current COVID situation might continue to limit the mobility inside of Europe. At the moment of redaction of the proposal it is not clear when a vaccine will be available and for which part of the population. It will be continued to monitor the situation in all countries concerned and all rules and guidelines in all countries concerned will be respected. If it will not be possible to organize the congress conference in Slovenia an alternative location or a digital approach will be selected.

3.5.4 High level stakeholder meeting in Brussels

Participatory Formats – Group	**Communication Goals**	**Target Groups**
High level stakeholder meeting in Brussels	Exchange opinions, resolve conflicts, create common values	Residents, those directly affected (farmers, tenants, foresters, landowners), authorities, administration, municipalities, experts (conservationists), NGOs

What	1 high level stakeholder meeting will be organised. The timing has to be defined with the DG Environment based on work program of EC and deadlines biodiversity strategy but will held in the last 6 months of the project. The aim is to reach the Members of European Parliament (ENVI Committee) and NGO's.
Why	The best way to influence the policy makers is to invite them for a high-level stakeholder meeting.
Expected results (quantitative information when possible):	1 high level stakeholder meeting organized with about 25 participants and reported
Indicators of progress:	High level stakeholder meeting will be held in the last 6 months of the project
Who	SOFO
Constraints and assumptions:	The current COVID situation might continue to limit the mobility inside of Europe. At the moment of redaction of the proposal it is not clear when a vaccine will be available and for which part of the population. It will be continued to monitor the situation in all countries concerned and all rules and guidelines in all countries concerned will be respected. If it will not be possible to organize the congress

	conference in Slovenia an alternative location or a digital approach will be selected.

3.5.5 Local and national awareness raising

Participatory Formats - Group	Communication Goals	Target Groups
	Exchange opinions, resolve conflicts, create common values	residents, those directly affected (farmers, tenants, foresters, landowners), authorities, administration, municipalities, experts (conservationists), NGOs, stakeholders

What	– The planned working steps and activities on local and national scale will be based on the already developed materials of the Coordination Office of the World Heritage Site and shall fit the demands of local and national partners and stakeholders. All activities listed below will be developed, tested and lessons learnt will be shared amongst the local key partners, key stakeholders and beyond. They will also be included into the communication strategy to be developed in Action B.3.01. – They include the following: – Development and testing of excursions (English and local language) for stakeholders, locals, and visitors, – Development and testing of trainings for ranger and local guides, – Development and testing of packages for international/national tourists and management bodies together with local partners (restaurants, accommodation, producers...), – Organization and moderation of informational/expert educational Workshops for key stakeholders and local communities discussing the current situation and future developments of primeval and old growth forests (synergies or potential open issues with Natura 2000 sites managements will be presented and discussed as well) – Establishment and testing of a partner school system (twinning of two schools from different regions) and educational packages for kids and youth, – Development and production of information materials about the values and ecosystem services of primeval and old growth forests (leaflets, information boards, educational presentation module, press releases),

	– Development and testing of interaction between artists and nature (theatre show) communicating the values of primeval and old growth forests to local communities. – Development and testing of digital educational communications approaches (virtual walks). – Development and testing of "the European day of the primeval and old growth forests" – All implemented actions (listed above) will present and communicate the values and ecosystem services of primary and old growth forests on the one hand and the project itself, on the other hand. This is to ensure a broad understanding for both, the forest itself and the work that is done to protect them and their services.
Why	It is important and necessary to communicate the values of primary and old growth forest in Europe at local and national level, as the local these levels are the most important target group for the protection of these forests. As locally and nationally, traditions and culture impact the view of the local public on primeval and old growth forests, it is from uppermost importance to communicate the values a forest has, even if it not used economically. Ecosystems services and their monetary valuation is an important instrument for communicating and explaining the values of a primary or old growth forest to the public and national key stakeholders as they allow to compare ecosystem services to economical values, which are often in the focus of the international and national communication about forests. Additionally, the communication of the project, the involved partners and the implemented activities inform the local public key stakeholders about the aims of the European Union to protect primeval and old growth forests and their commitment to support project which deal with those issues. At the national level discussion on existing and further protection of old growth and primary forests is needed, to support the changes of national policy and implementation of the EU Biodiversity Strategy for 2030.
Expected results (quantitative information when possible):	SOFO: Organization of "European day of the primeval and old growth forests": organize a 'European day of the primeval and old growth forests which is co-organized by a wide number of actors who are active in and around the forest. This will raise citizens' awareness by letting them discover the primary and old growth forests in a pleasant, festive, and attractive way, open for everyone. Included activities are guided tours, both for adults as for families and children, awareness-raising activities and workshops, meetings with people active in the forest and

	presentations of projects or achievements in favour of the forest. This activity will be linked as much as possible to the International Day of the Forest (www.fao.org/international-da-of-forests/en). In the first year a step-by-step roadmap/scenario will be realized. This will enable all the partners of the Life project to organize such an action in the forests close to their component parts. This roadmap will be implemented and tested in the Sonian Forest during the second year of the project. CANG: Development and testing of a local school partnership (local school – local old growth forest) concept with a yearly programme Development of a 5-days school programme for schools spending a project week in the area close to the World Heritage forest Grumsin Implementation of 5 educational excursions for the inhabitants of the adjacent villages of the World Heritage forest Grumsin, 2 educational tours for specific target groups (e.g., political stakeholders, forest owners, ...) MESP/UNIL: 2 expert workshops at national level NPCB: Organizing and conducting 6 educational excursions (bilingual) with different levels of difficulty (three levels of difficulty, two editions of each round). The excursions present the characteristics of the beech forests in part of the nine reserves on the territory of the Central Balkan National Park and focus on the ecosystem services provided by them. NPAB: 3 excursions in WHS NP AbLM sites, with specific target groups (e.g., political administrators, farmers, hunters, foresters, etc.) + 1 Tour in another Italian WHS site with representatives of previous target groups (max 50 persons, 1 bus) Training course for local mountain guides with specific focuses (e.g., birdlife, entomofauna, lichens, bryophyte, fungi, litter, etc. in old growth beech forests): at least 2 frontal lessons + 2 excursions. Development of 3 touristic packages: 1 addressed to other WHS sites administrators; 1 to other WHS sites stakeholders (e.g., mountain guides, etc.) and 1 addressed to visitors in general. Formative plan of nature education for secondary school with twinning between 1 class of NP AbLM WHS and 1 class of another Italian WHS, with the aim to discovery old growth forests and the ecosystem services they can provide. The plan is composed by thematic meetings in both WHS classes and in 2 trips from one to another WHS site.

	Performance of a theatre show called "una giornata qualunque": interactions between anthropic activities and natural resources (at least 4 performances in 4 different villages of NP AbLM) Realization of a virtual walk in the WHS, to show with VR viewers (3 VR viewers will be bought) CBRE: Development of an excursion tour for three target groups in Ukrainian and its translation into English Development of a package of services for foreign tourists with the involvement of local providers of these services To conduct 4 educational meetings with local communities, which are situated near the Heritage Site
Indicators of progress:	All listed actions are implemented. Best practice and lessons learned are communicated with all partners and the network. Outcomes and experiences are integrated into the communication strategy (see action 3.01)
Constraints and assumptions:	Find the right target groups and communication methods for them, not easy to reach the right persons and stakeholders, motivate them to use the offers of the protected areas.

4 Inflow of information

To ensure a fluent inflow of news and multimedia, which are necessary for the communication, the following actions will take place.

4.1 News time

The goal of news time is to collect as many news topics as possible on a fluent manner at a fixed time. Those news items should fit in LIFE Prognoses but can also be related to LIFE or Natura 2000. Events which are situated in the LIFE or Natura 2000 context should also be mentioned.

The goal is to create enough material which can be used on the project website as well as the social media or the newsletter of LIFE Prognoses.

There will always be a check-up with the partners to avoid overlap.

- Bilateral meetings with the partners

  The partners will have the opportunity to share possible news items during the meetings.

- Steering Committee

  All partners will share possible news items during the meeting.

  A log will be made for each partner, in which they very briefly state possible news items, such as the start of an action or event or update on the terrain, with a date and 1 or 2 pictures.

- The Life Prognoses management team will quarterly ask the partners by mail for any news items.
- When a partner publishes a newsletter, these topics can also be used by the Life Prognoses management team for the Life Prognoses website or Life Prognoses newsletter.

All different communication activities need to be collected in the Teams Environment:

https://teams.microsoft.com/_#/files/Algemeen?threadId=19%3Ab20ed8a36d7d46d1982901876485ce73%40thread.tacv2&ctx=channel&context=Press%2520%2526%2520Communication%2520clips&rootfolder=%252Fsites%252FLifePrognoses%252FGedeelde%2520documenten%252FGeneral%252F04%2520Communication%252FPress%2520%2526%2520Communication%2520clips

Please collect here documents such as press releases, social media posts, communication tools used such as posters, flyers, ... which can serve for the final report.

4.2 Flow of multimedia

Imagery is necessary to keep coverage fascinating. To ensure a good flow of multimedia to the project team, the partners will provide the team on a regular basis with media by using WE-transfer or mail. Audio-visual material should be free to use (rights are acquired by the provider) and potential copyright will always be mentioned by the provider.

5 Measuring of success

Evaluating and measuring communication success is complex. When is a communication strategy successful? How can you measure whether someone has changed their behaviour or their attitude because of your communication? It is important to think about the measurability of a communication goal from the very beginning, to define what "success" looks like, and to develop methods to evaluate the process.

We recommend planning the timing of the success analyses from the beginning and having the methods and manpower ready for implementation when the time comes.

But feedback loops are also important in communication with individuals, and the time it takes is worth it. Feedback loops are not only appreciated, but also strongly support staying in touch - also regarding potential future projects.

Methods for evaluating and measuring success:

• Before-and-after surveys or interviews

• Quantitative changes of animal populations, pollutants in the environment, etc

Feedback on the communication plan will be provided twice a year: The communication plan will be evaluated during the bi-annual steering committee meetings.
In preparation for the evaluation, partners will be asked about the results achieved by the communication actions, their impact and whether they meet expectations, to adjust the communication strategy where necessary.

6 Financial overview

	Direct personnel cost	**External assistance cost**
ACTION B. 3.00	Communication officer SOFO 200 days* 316 euro/day Internal communication plan: 50 days Website :30 days Newsletter: 50 days Social media: 30 days Press articles: 20 days Layman's report: 20 days	Website: 14.000 euro (development and hosting) Layman's report: 2.500 euro (design + printing costs)
ACTION B. 3.01 Development of a communication and awareness raising strategy and implementation instruments	Communication officer SOFO 9 days* 316 euro/day=2.844 euro Project communication staff CANG 5 days*232 euro/day=1.160 euro	
B. 3.02 local and national awareness raising	In this action, a lot of implementation activities are happening, which leads to a lo of budget for personnel (€ 119,657), travel budget (€ 3,300), external assistance (€ 33,789, mainly to produce awareness raising materials), equipment (€ 1,500, purchase of VR viewers	
B. 3.03 European awareness raising	In this action, the organization of the awareness raising activities will be done by project partners (€ 21,590) with the help of external assistance (€ 12,000). All partners will participate in the conference (€ 3,637 travel costs).	
B. 3.04 Networking with other European projects (visit of other Life Projects)	Project coordinator of SOFO: 10 days (2 trips* 5 days/trip) *375 euro/day= 3.750 euro	Travel costs: SOFO: 2 trips in Europa * 627,5 euro/trip (plane/train ticket) = 1.255 euro

Sources:







WIESENVÖGEL LIFE



MANUAL FOR SUCCESSFUL COMMUNICATION
IN NATURE CONSERVATION

PRACTICAL INSTRUCTIONS AND THEORETICAL BACKGROUND

