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Information & Communication

LIFE

PROJECTS 2012

LIFE Information & Communication

Environment



LIFE+ Information & Communication 2012: Commission funds 10 innovation projects in nine countries with €5.2 million

The European Commission has approved funding for 10 new environmental awareness projects in nine countries under the LIFE+ Information & Communication programme 2012. These projects will either raise the profile of environmental issues, or provide training and awareness-raising for the prevention of forest fires. The projects are led by 'beneficiaries', or project promoters, based in Austria, Belgium, Bulgaria, Finland, France, Greece, Italy, Poland and the Slovak Republic. They represent a total investment of €10.5 million, of which the EU will provide some €5.2 million.

LIFE Information & Communication in 2012

LIFE+ Information and Communication projects disseminate information, raise the profile of environmental issues, and provide training and awareness-raising for the prevention of forest fires. Of the 158 proposals received in 2012, the Commission selected 10 projects for funding. These projects will be carried out by a range of public and private sector nature and/or environmental organisations located across nine Member States.

Four of the 10 projects are concerned with raising awareness about nature and biodiversity matters, with six focused on other environmental matters, such as climate change, resource efficiency and coastal pollution prevention. Together, they represent a total investment of €10.5 million, of which the EU will provide some €5.2 million.

Background

LIFE is the EU's financial instrument to support environment and nature conservation projects throughout the EU, and in certain non-EU countries. Since 1992, LIFE has co-financed some 3 900 projects, contributing approximately €3.1 billion to the protection of the environment. LIFE+ is the European financial instrument for the environment with a total budget of €2 143 billion for the period 2007-2013. During this period, the Commission is launching one call for LIFE+ project proposals per year. LIFE+ Information & Com-

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

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

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

Index of Information & Communication projects selected in 2012

Location	Project number	Title of project
AUSTRIA	LIFE12 INF/AT/000369 EKO-LIFE	Experimenting and communicating sustainable lifestyles to promote Energy Autonomy
BELGIUM	LIFE12 NAT/BE/000459 Life EWR+	European Week for Waste Reduction
BULGARIA	LIFE12 INF/BG/000105 SusHerb LIFE 2012	Promoting a Sustainable Herbal Harvest in Bulgaria (SusHerb)
FINLAND	LIFE12 NAT/FI/000233 LIFE+ CrayMate	CRAYMATES WILL NOT BE LEFT BEHIND
FRANCE	LIFE12 INF/FR/000735 LIFE MIL'OUV	Open pastoral lands are an important resource! Let's share our knowledge to preserve their biodiversity
GREECE	LIFE12 INF/GR/000985 LIFE – AMMOS	Integrated information campaign for the reduction of smoking related litter on beaches
ITALY	LIFE12 ENV/IT/000465 EcoLife	Ecological Lifestyles for CO ₂ Reduction
	LIFE12 ENV/IT/000571 Life Go Park	Life Go Park
POLAND	LIFE12 ENV/PL/000009 LIFE/3xEnvironment/PL	Three campaigns that integrate the SME sector businesses and their surroundings in the efforts to protect the environment
SLOVAK REPUBLIC	LIFE12 INF/SK/000165 SMAPUDE_LIFE	Strategic manage and planning use of domestic energy

Experimenting and communicating sustainable lifestyles to promote Energy Autonomy

Project background

In 2007, the Vorarlberg Region launched its 'Energy-autonomy 2050' plan and began devising processes and projects to achieve its objectives. The EKO-LIFE project will address the environmental consequences of global warming and 'materialistic' lifestyles at the local level. It is foreseen that the project will also have beneficial impacts on other areas such as natural resources, biodiversity, health, water, air and soil, waste and the urban environment. The project will encourage changes in behaviour amongst the local population, promoting new daily practices while respecting specific social and cultural contexts.

Project objectives

The main project objective is to reduce human-induced greenhouse gas emissions and to contribute to the implementation of European environmental policy and climate change-related legislation. The project will encourage citizens of Vorarlberg to change how they lead their everyday lives, particularly in regards to choices concerning mobility, food, consumption and the home.

Key messages will be designed around a 'push-pull' strategy: the desire for change will be triggered on an emotional level and on a rational level; awareness of the need for change will be raised by highlighting problems and conditions, and the possibilities of change will be demonstrated through the highlighting of best practices and positive experiences.

Target groups will be addressed on specific consumption areas. Everyday scenarios will be developed to enable citizens to experience alternative ways of behaving. In order to raise awareness and encourage replication, these people will act as 'Change Ambassadors', sharing their experiences within their social networks. The project will also develop an institutional structure for continuous replication and behaviour change after its duration.

Expected results

- Description and detailed understanding of the targeted regional groups, their social environment and lifestyles;
- An active network of training and communication partners;
- Innovative, participatory training tailored to the everyday reality of the target groups;
- Eight initial experimental training sessions, each involving 10 to 50 participants, will result in at least 160

LIFE12 INF/AT/000369
EKO-LIFE



Beneficiary:

Type of beneficiary

NGO-Foundation

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Name of contact person

Karin FEURSTEIN

Duration of project:

36 months (01/07/2013 – 30/06/2016)

Total budget in euro:

775,599.00

EC contribution in euro with %:

387,713.00 (49.99%)

Themes: Climate change – Energy: Reduction of greenhouse gases emissions / Information-Communication: Awareness raising – Information – Environmental training – Capacity building

people becoming actively and directly involved. (A creative process to carry out and further develop training sessions will result in at least 16 further 'experiments', actively involving more than 320 participants);

- An effective communication strategy and awareness-raising actions to spread novel everyday experiences. The communication campaign will deliver a series of specific actions (eight print media ads, two radio spots, a TV spot, 2 000 brochures, 40 posters, 20 social media postings and three public events). The campaign will reach up to 30% of Vorarlberg's inhabitants;
- Dynamic processes for carrying out and further developing experimental training and communication practices;
- An institutional framework and support for replicating changes in everyday practices;
- A reliable monitoring framework; and
- The dissemination of results across the EU.

European Week for Waste Reduction

Project background

The Waste Framework Directive 2008/98/EC clearly emphasises waste prevention through reuse and recycling as a top priority. An overall review of existing European awareness campaigns shows that, whilst the European Week for Waste Reduction (EWR) is currently the only pan-European initiative focusing on waste prevention, there is no such initiative at the European level to raise awareness on the three highest levels of the waste hierarchy (prevention, preparing for reuse and recycling). Moreover, there are not enough tailor-made awareness-raising initiatives that target specific audiences.

Project objectives

Building on the previous EWR (2009-2011), the project will address the gaps identified by focusing on expanding awareness, reinforcing and deepening understanding of waste prevention, preparing for reuse and recycling, and broadening the outreach of waste prevention. Annual EWR+ events will be organised (2013-2016) to improve awareness of these topics. Best practices and other communication tools will be developed for the targeted audiences: public authorities and NGOs; businesses; schools and citizens. To mobilise people and reinforce awareness and actions on key waste issues, specific annual prevention thematic days will be organised (such as 'no food waste') and an official annual European 'Clean-Up Day' will be tested.

Expected results

The project expects to achieve the following results:

- Development of best practice guidelines and toolkits addressing the key target audiences in seven languages;
- Implementation of the project's EWR+ best practice guidelines in 400 pilot locations in at least four countries;
- Four expanded EWR+ events involving an estimated 500 000 participants and reaching 4 million people with the key messages;
- Four thematic days on the following topics - 'reuse' (2013), 'no food waste' (2014), 'dematerialisation' (2015) and 'hazardous waste prevention' (2016) to be held during the four EWR+ events;
- Three annual 'Clean-up Days' to increase awareness amongst a critical mass of citizens (around 40 000 participants) and to collect an estimated amount of 3 000 tonnes of rubbish; and

LIFE12 NAT/BE/000459

Life EWR+



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

Philippe MICHEAUX NAUDET

Duration of project:

48 months (01/07/2013 - 30/06/2017)

Total budget in euro:

1,968,542.00

EC contribution in euro with %:

984,271.00 (50.00%)

Themes: Information-Communication: Awareness raising - Information / Waste: Waste reduction - Raw material saving

- A 10% increase in reuse and recycling and a 5% decrease in waste in specific pilot areas over three years through the implementation of the targeted EWR+ best practice guidelines and other specific tools.

Promoting a Sustainable Herbal Harvest in Bulgaria (SusHerb)

Project background

Bulgaria has a huge variety of medicinal and aromatic plants, or 'MAPs', which are harvested for both local needs, as well as for the international market. There is a regulated procedure for their collection, governed by national laws. However, awareness about the regulations and about the collection of some MAPs needs to be improved to avoid unsustainable use.

Factors threatening the future of Bulgaria's MAPs include: a lack of proficient collection practices, information campaigns or training over the last 20 years; and a lack of expertise among the municipalities responsible for issuing the collection permits. Another problem is caused by poor communication between stakeholders, in particular a serious gap in the knowledge of individual responsibilities resulting in ineffective measures to encourage sustainable use. In addition, the general public is unaware of the employment and economic development opportunities offered by MAPs.

Project objectives

The project will address the commercial over-exploitation of wild populations of MAPs in Bulgaria. The project aims to implement a series of integrated communication and training actions that build awareness and knowledge throughout the supply chain of how to ensure the conservation and sustainable use of MAPs.

Specific objectives of the communication and training actions include:

- Informing the general public about the commercial over-exploitation of MAPs (including the conservation and economic value of the threatened plants) and raising awareness about "sustainable herbal harvests";
- Promoting the concept of "sustainable herbal harvests" (including better MAP collection and cultivation practices) to local communities in the selected pilot area; and
- Increasing knowledge and improving the skills of all stakeholders.

Expected results

- Implementation of a comprehensive communication and information campaign developed by the project;
- Development, testing, refinement and delivery to MOEW and MAF of MAP training packages that include a programme, methodology and training material;

LIFE12 INF/BG/000105
SusHerb LIFE 2012



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

The Information and Nature Conservation Foundation (INCF)

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Name of contact person

Vladimir GALABOV

Duration of project:

30 months (01/07/2013 - 31/12/2015)

Total budget in euro:

292,920.00

EC contribution in euro with %:

146,196.00 (49.95%)

Themes: Information-Communication: Awareness raising - Information / Species: Plants

- Training of experts and trainers for the collection of MAPs;
- Development, testing and refinement of a model for a MAP mobile information centre;
- An information and consultation campaign targeted at 50 buyers and processing facilities managers in the project area and a further 72 in neighbouring districts;
- An information campaign targeting 8 400 farmers and thousands of local people in the project area;
- Production of a 'Sustainable Herbal Harvest' film to be broadcast on Bulgarian national TV as well as other regional/national TV stations;
- An improvement in the knowledge and skills of all stakeholders - including improved communication between all institutions with responsibilities for MAP and better understanding and appreciation of each other's roles; and
- Development of a good network of contacts between all stakeholders.

CRAYMATES WILL NOT BE LEFT BEHIND

Project background

Noble crayfish (*Astacus astacus*) is an endangered endemic species in Europe and in Finland and is listed as 'vulnerable' in the IUCN red list. The last abundant native crayfish stocks in Europe are located in the southern and northern parts of Finland and Sweden. The crayfish plays a significant role in Finnish aquatic ecosystems. Stocks of the species have been collapsing over the last 150 years mainly because of crayfish plague, but also because of declining water quality, water construction and invasive species. As the main threats to noble crayfish stocks are caused by human activities, it is also possible for people to understand the risks and control them. The project is aiming to improve aquatic ecosystems and promote positive socio-economic effects by protecting crayfish stocks and promoting their sustainable exploitation – currently some 2-3 million crayfish are caught annually in Finland, where the species is of cultural, as well as environmental significance.

Project objectives

The project's main aim is to increase awareness among the general public and interest groups of the importance of native crayfish stocks to biodiversity and aquatic ecosystems. To this end, it will inform the public about the main threats to native crayfish stocks in Finland. Specific goals include:

- Enhancing understanding of the interactions between native and alien crayfish species;
- Improving the means of identifying native and alien species;
- Improving the means of prevention of the spread of pathogen crayfish plague; and
- In the long term, improving the status of noble crayfish stocks and preventing the accidental spreading of crayfish plague and alien crayfish.

The project's key message is that the native crayfish has a remarkable role to play as a part of biodiversity and aquatic ecosystems. This message ties together the three themes: i) crayfish plague is the biggest threat for noble crayfish; ii) noble crayfish requires conservation actions and iii) alien species pose a threat to native ones.

Expected results

Several intensive information campaigns in different media will be produced including:

- Two information campaigns during the crayfish season (lasting two weeks in June-August – precise dates

LIFE12 NAT/FI/000233

LIFE+ CrayMate



Beneficiary:

Type of beneficiary

University

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Japo JUSSILA

Duration of project:

36 months (01/07/2013 – 30/06/2016)

Total budget in euro:

416,260.00

EC contribution in euro with %:

207,526.00 (49.85%)

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

vary from year to year). These campaigns will include 15-20 seconds TV and radio bulletins presenting the project themes;

- 10-15 TV interviews or bulletins/year;
- 10-15 radio interviews or bulletins/year;
- 15 press releases/year;
- 1-2 articles in fisheries and nature journals;
- Information leaflets;
- A regularly-updated project website;
- Download of project material to 10-15 different websites with 10 000 visitors/year;
- Organisation of stakeholder meetings for a total of 3 000 people/year; and
- The drafting of several regional fisheries and crayfishing plans (5-10 plans for the key areas of crayfish stock management initiated annually).

Open pastoral lands are an important resource! Let's share our knowledge to preserve their biodiversity

Project background

Open pastoral habitats have important biodiversity richness – for instance, 81 priority bird species depend on them. However, at a European level, more than 60% of such habitats have been evaluated as having an 'unfavourable' conservation status.

These habitats are semi-natural areas because they are made and maintained by agro-pastoral activities. In the Mediterranean regions, traditional 'extensive' farming practices are recognised as being the best tool for their management. However, current support tools for the management of open pastoral habitats are no longer sufficient to respond to uncertain agricultural policies, greater biodiversity objectives and climate variability.

Project objectives

The LIFE MIL'OUV project aims to contribute to enhancing the conservation status of open pastoral habitats in the Mediterranean region, by improving existing support tools for stockbreeders in order to change practices and better anticipate change. To reach this goal, the project will implement eco-pastoral management to assure production, as well as good conservation of the habitats, by:

- Developing awareness about the importance of eco-pastoral management;
- Disseminating updated and validated support tools for management; and
- Helping farmers and managers to implement eco-pastoral management.

All Mediterranean pastoral farming stakeholders will be encouraged to get involved: farmers and technical advisers, agricultural students, technicians and lecturers, as well as elected representatives, administrators and other managers of nature areas.

The project is planning to carry out 18 specific actions:

- Five actions covering project management and monitoring progress and one preparatory action;
- Four communication and awareness actions to share knowledge through meetings with stakeholders (workshop, seminar) and media publicity;
- Three training actions for farmers, agricultural and nature area technicians, students, teachers, elected representatives and administration representatives;
- Two actions to follow up the project's impact on the environment and on the target audiences; and
- Five dissemination actions for the project results.

LIFE12 INF/FR/000735
LIFE MIL'OUV



Beneficiary:

Type of beneficiary

Park-Reserve authority

Name of beneficiary

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Name of contact person

Claudie HOUSSARD

Duration of project:

40 months (01/09/2013 – 31/12/2016)

Total budget in euro:

1,700,347.00

EC contribution in euro with %:

848,923.00 (50.00%)

Themes: Biodiversity issues: High Nature Value farmland / Industry-Production: Agriculture – Fisheries

Expected results

The project is expected to result in the following benefits:

- Guidelines for pastoral management, as well as methods and tools for attaining the objectives of good conservation of natural habitats and agricultural production;
- Dissemination of new guidelines, methods and tools for pastoral management to farmers, resulting in improved knowledge and suitable recommendations, as well as the adoption of these recommendations;
- Dissemination of the guidelines, methods and tools to other stakeholders;
- Integration of the knowledge of the work of the stakeholders targeted by the project; and
- The implementation of suitable practices that result in an improvement in the conservation status of 100 ha of habitats of EU importance.

Integrated information campaign for the reduction of smoking related litter on beaches

Project background

Marine litter is one of the most serious environmental problems of the 20th Century. It has an adverse affect on the economy, affecting tourism, industry and the fisheries sector, and it is a potential source of damage to human health.

Reduction of litter, especially discarded cigarette butts, would improve the aesthetic value of beaches and boost hygiene, as well as eliminating the need for expensive clean ups.

Litter also affects sensitive coastal zones, causing considerable damage to marine animals and birds. There is an urgent need to inform users of the coastal zone, including visitors (especially smokers) and commercial users, in order to prevent pollution on coasts and seas of the Mediterranean.

Project objectives

The project aims to implement an integrated information campaign for the prevention/reduction of smoking-related litter in coastal areas of Greece. Given the extended coastline and the number of visitors it attracts, the main causes of the problem include an ignorance of the environmental impacts of discarded butts amongst smokers, a lack of integrated approaches in tackling the problem and an absence of appropriate, user-friendly and affordable infrastructure. The aim of the project is to advance a change in behaviour through the combined use of technology and awareness-raising practices in order to prevent coastal pollution from cigarette butts, thus protecting the marine and coastal environment, safeguarding public health and contributing to the implementation of the relevant EU legislation.

The main objectives are to:

- Enhance public awareness of coastal pollution through the combination and use of various communication instruments;
- Launch on-site campaigns on coasts, where the aim is not only to inform the public but to provide an applicable solution on the spot (single-use ashtrays);
- Carry out training activities at schools in order to inform students and establish behavioural change; and
- Monitor the project's impact and disseminate its results, in order to enhance its effectiveness and encourage replication in other areas affected by the same problem.

LIFE12 INF/GR/000985

LIFE – AMMOS



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

Mediterranean SOS Network

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Name of contact person

Evangelos KOUSIASAS

Duration of project:

21 months (01/07/2013 – 31/03/2015)

Total budget in euro:

599,918.00

EC contribution in euro with %:

299,709.00 (50.00%)

Theme: Services and Trade: Tourism – Accomodation

Expected results

- Increased public awareness of marine environmental issues and the importance of the protection of the coastal and marine environment;
- A 20% reduction in cigarette butt littering on beaches;
- A minimum of 3 000 unique visitors to the project website by the end of the communication and training activities;
- Increased penetration of the project's key messages to young people (target group: 15-45 years old) through social network marketing;
- More than 1 000 total views of relevant project videos on YouTube;
- More than 1 000 followers of the project's Twitter feed;
- More than 1 000 'likes' of the project's Facebook group;
- Raised awareness amongst the general public through the broadcast of at least 30 TV spots and at least 100 radio spots on national and local networks; and
- Education of some 3 000 students on the impact of marine environment littering and especially on cigarette butt littering.

Ecological Lifestyles for CO₂ Reduction

Project background

Italian public opinion is less accepting of the need to tackle climate change than elsewhere in Europe, as shown by the 2011 EU Survey on Climate Change. Reasons for the ineffectiveness of efforts to communicate the impact of climate change include:

- The lack of a direct, evident relation between individual behaviour and its impact on climate change;
- The irregularities and slow progression that are typical of climate change;
- A feeling of impotence and the lack of a clear way to address the problem individually; and
- A lack of feedback about the effectiveness of actions taken by individuals.

Project objectives

This project intends to transfer the knowledge and experience gained in professional communication on risk perception and prevention to communication on climate change. It will launch a long-term, sustainable, information and communication campaign to reach the following goals:

- Improved awareness about climate change;
- Reduction of CO₂ emissions through the adoption, by the target audience, of a new and environmentally friendly lifestyle;
- Enhanced effectiveness of the project's communication approach by extending it to other environmental communication operators.

The main project actions will be:

- An exhibition on climate change, a simulation game and a scenario simulator;
- Testing the campaign promoting reduced CO₂ emission lifestyles in particular communities before a nationwide rollout supported by the experience gained from the pilot campaigns. Citizens will be able to monitor the effectiveness of their new lifestyles, using information about individual and collective contributions, available on the project website and in a newsletter; and
- Proposing the expansion of the communication approach adopted in this project to other public and private environmental communication operators, to multiply its results and effectiveness.

Expected results

- A specially designed exhibition taking place in 20 Italian cities and included in 10 events organised by the partners, reaching around 150 000 citizens, with an

LIFE12 ENV/IT/000465

EcoLife



Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Name of contact person

Nicola CORONA

Duration of project:

36 months (01/10/2013 – 30/09/2016)

Total budget in euro:

1,112,016.00

EC contribution in euro with %:

553,508.00 (49.78%)

Themes: Climate change – Energy: Reduction of greenhouse gases emissions / Information-Communication: Awareness raising - Information

estimated 20% of the participants actively participating in the initiative;

- Proposal of the new lifestyles in 30 local communities reaching 7 000 citizens, with an estimated participation of 40%. This group will be actively assisted and monitored for the duration of the project and it is expected that 90% of the participants will continue to adhere to the practices it promotes after LIFE;
- Promotion on the four websites of the beneficiary and project partners, with an estimated active involvement of about 40 000 visitors, of which 20% will continue to follow the initiative in the future;
- Reduction of CO₂ emissions by the target audience, with an estimated average saving of 0.5 tonnes/year/participant, and a total reduction of 5 000 tonnes/year; and
- Organisation of two events that will propose the communication approach to another 50 environmental communication operators.

Life Go Park

Project background

A March 2010 Eurobarometer survey, 'Attitudes of Europeans towards the issue of biodiversity', found that 97% of Italian citizens had never heard of the Natura 2000 network. Factors contributing to this knowledge gap include a lack of communication amongst different regional services and an insufficient level of training by tourism operators involved in nature tours. This lack of knowledge is particularly unacceptable in a region such as Lazio, where there are six national protected areas and 69 regional ones and more than 17% of the land is included in the Natura 2000 network.

Project objectives

The project's main objectives are to raise awareness about Lazio's nature protection areas (NPAs) and Natura 2000 network sites and about human impact on biodiversity. It will do this by encouraging residents and tourists to visit the NPAs and Natura 2000 sites, with a particular focus on field visits by school groups. Through these actions, the project aims to increase overall visitor numbers to Lazio's protected natural areas.

To achieve these goals, the project will develop and implement a strategy to:

- Improve and optimise environmental communications concerning the regional NPAs and Natura 2000 sites;
- Promote eco-tourism by increasing awareness among tour operators and enterprises about the environmental impact of their business activities; and
- Promote educational programmes/initiatives on issues related to the region's NPAs and Natura 2000 sites and concerning the impact of human activities on biodiversity.

Key messages will relate to the general characteristics of the sites; their events and services; nature, cultural and biodiversity issues; and the concept of carbon footprint and best practices on eco-efficiency.

Expected results

- A 70% increase in people who know about Lazio's NPAs and Natura 2000 sites (based on a survey of citizens who have participated in the project events);
- The dissemination of 90 000 documents relating to the region's NPAs and Natura 2000 sites;
- Some 2 500 people participating in project events;
- A 70% increase in students who know the Lazio NPAs

LIFE12 ENV/IT/000571

Life Go Park



Beneficiary:

Type of beneficiary

Regional authority

Name of beneficiary

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Name of contact person

Mauro ANTONELLI

Duration of project:

36 months (01/07/2013 – 30/06/2016)

Total budget in euro:

1,308,379.00

EC contribution in euro with %:

646,049.00 (50.00%)

Theme: Information-Communication: Awareness raising - Information

- and Natura 2000 sites (based on a survey of students who have participated in the project events);
- Some 4 500 students participating in training sessions and 1 500 students participating in project events;
- A 30% increase in numbers of people visiting the Lazio region NPAs and Natura 2000 sites;
- Involvement of 15 NPAs in project activities;
- Participation of 150 NPA staff in training sessions;
- Distribution of 1 000 project CD-ROMs to national and European NPAs outside the region;
- Involvement of 200 local authorities in events;
- Involvement of 150 tour operators in events;
- Involvement of 40 local companies in the check on excellence in sustainability; and
- Participation of 600 teachers in training sessions.

Three campaigns that integrate the SME sector businesses and their surroundings in the efforts to protect the environment

Project background

SMEs account for 99% of all companies in Poland, employing some 9 million people. Their impact on the environment (in terms of the use of natural resources and energy and overall emissions) is quite substantial. A study of 17% of the SMEs shows that the yearly consumption of resources amounts to 89 million m³ of water, 12 million MW of energy, 145 000 tonnes of paper and 5 million m³ of wood. Only 8% of the companies surveyed were aware of the scale of the environmental impact of their activities. As a result, the potential for improving resource efficiency and decreasing environmental footprints is high. The need to increase environmental awareness in the SME sector is also great. One way to improve environmental performance is to inform and train managers to measure and reduce their consumption of resources.

Project objectives

The main objective of the project is to convince managers and employees of 3 000 companies to protect the environment through the more efficient use of natural resources. Six sectors are targeted, both in production – construction, wood (carpentry), automotive mechanics, printing, food (bakers, confectioners) – and personal services (hairdressers, beauticians).

Actions will focus on three campaigns:

- The training of managers in 500 companies with the aim of carrying out concrete improvement actions;
- The supply of good examples and information tailored to 3 000 companies affiliated to the Polish Craft Association in order to promote environmentally friendly practices; and
- The dissemination of results to 10 000 associated groups (general public, business institutions, public administration, media) in order to create a positive image of companies that care about natural resources and the environment, and to promote their activities.

Specific objectives include:

- A 10% reduction in the consumption of selected resources in at least 30% of the participating companies;
- Saving resources by advising 1 000 employees in 500 companies on how to reduce waste;
- Increasing the awareness of up to 3 000 entrepreneurs about the economic and environmental benefits of saving resources;
- Reinforcing public acceptance that individuals have a role to play in reducing consumption of resources by collecting and sharing good practices; and

LIFE12 ENV/PL/000009
LIFE/3xEnvironment/PL



Beneficiary:

Type of beneficiary

Small and medium-sized enterprise

Name of beneficiary

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Beata NOWACZYK

Duration of project:

31 months (01/10/2013 – 30/04/2016)

Total budget in euro:

1,043,140.00

EC contribution in euro with %:

521,251.00 (49.99%)

Theme: Information-Communication: Awareness raising – Information

- Increasing public awareness of the need for action to support the effective use of resources by engaging social partners and research units.

Expected results

The project expects to achieve the following results:

- 100 companies will reduce their consumption of selected resources by 10% by carrying out organisational and technological improvements and by implementing a monitoring system;
- 1 000 employees from 500 companies will be trained to analyse resource consumption and to propose resource efficiency improvements in their companies;
- 3 000 entrepreneurs will receive an information package about the economic and environmental benefits of greater resource efficiency; and
- 10 000 companies and individuals will be made aware of what they can do individually to improve resource efficiency.

Strategic manage and planning use of domestic energy

Project background

The use of biomass and solar energy in Slovakia remains low, and thus the combustion of solid fossil fuels is keeping emission levels high. These fuels mostly originate outside of the country, limiting employment opportunities in the energy sector. Additionally, cheap and low-quality fossil fuels are usually burned in inefficient devices (stoves, furnaces and boilers) without regard to fire safety, air emissions and related negative health effects.

The potential for using local renewable energy sources in Slovakia is estimated to be 20% of gross energy consumption for biomass (especially in heating) and 5% for solar energy (very promising for heating water). Long-term jobs could be created through the effective use of local renewable energy sources, strengthening the regional economy, especially in poorer regions.

In line with the EU Action Plan for Biomass, the Slovak government developed a national Biomass Action Plan 2014-2020, encouraging the use of locally available raw materials. BIOMASA's experience shows that only 10% of local governments and the wider public are adequately informed about the possibility of using biomass and solar power to meet their energy needs.

Project objectives

The main objective of the project is to promote the use of biomass and solar energy for heating buildings and water in Slovakia.

Specific aims include:

- Increasing the effective use of renewable energy, targeting a shift of energy source in 300 buildings;
- Improving Slovak citizens' awareness of and confidence in the use of these energies, with the goal of enabling a 5% annual increase in biomass and solar energy use and a decrease of CO₂ emissions;
- Creating a functional 'Eco-cluster' involving organisations working in the field of biomass and solar energy. This will include training for (potential) members, project team members and stakeholders in biomass and solar energy issues; and
- Organising a major awareness campaign, to include: special events for representatives of local government and the private sector; activities for school students (such as educational events, competitions, excursions, 'Open Doors', etc.); and dissemination of information about the project through international

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Beneficiary:

Type of beneficiary

NGO-Foundation

Name of beneficiary

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Duration of project:

36 months (01/09/2013 – 31/08/2016)

Total budget in euro:

1,293,722.00

EC contribution in euro with %:

636,086.00 (50.00%)

Theme: Climate change – Energy: Energy supply /
Information-Communication: Awareness raising –
Information

exhibitions, excursions for international students, and scholarships for students from other EU countries.

Expected results

The project expects to achieve the following results:

- A 30% increase in biomass and solar energy use in Slovakia;
- Replacement of fossil fuel-based heating systems in 300 buildings, leading to a reduction of CO₂ emissions by 20 000 tonnes over the course of the project;
- Creation of a 'Eco-cluster' with a minimum of 15 members by the end of the project; and
- A 50% increase in students' awareness of biomass and solar energy.

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