



Action A9

Communication Plan



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Communication Plan Life09 NAT/ES/000533

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1. THE PROJECT LIFE09 NAT/ES/000533

1.1. THE PROJECT

The international project LIFE09 NAT/ES/000533 "Innovative actions against illegal poisoning in EU Mediterranean pilot areas" is being implemented during the period 2010-2015. It is coordinated by the Spanish organization "Fundación Gypaetus" (FG), and has as partners the Portuguese organizations "QUERCUS" and "Centro de Estudos da Avifauna Ibérica" (CEAI), the Greek conservation organization "ARCTUROS" and the University of Crete - Natural History Museum of Crete (UoC - NHMC). Territorial development will be in the following pilot areas:

Portugal	PT-1: Castelo Branco, Tejo International, Erges and Ponsul
	PT-2: Moura-Mourão-Barrancos
Spain	ES-1: Los Pedroches Range
	ES-2: Ronda Range
	ES-3: Mágina Range
	ES-4: Sierra Nevada Range
Greece	GR-1: Antichasia- Meteora
	GR-2: Eastern Crete Mountains

The project is partially funded by the European Commission and it is co-financed by the Delegation of the Ministry of Agriculture, Fishing and Environment, Regional Government of Andalucía, the Greek Ministry of Environment, Energy and Climate Change, the A.G. Leventis Foundation and the Municipality of Idanha-a-Nova (Portugal).

Main Goals of LIFE09 NAT/ES/000533:

The main objective of the project is to develop, monitor and evaluate innovative measures to fight illegal use of poisoned baits in eight Mediterranean pilot areas in Spain, Portugal and Greece through an objective assessment of the most effective actions against the illegal use of poisoned baits in different contexts and analyzing the evolution of the threat in each pilot area along the project. These measures intend to be tools, adapted if necessary, that will be applicable to other parts of Europe, taking into account the specific social, political and environmental conditions of each country.

This ambitious international initiative is a new opportunity for further progress in the fight against the illegal use of poisoned baits in Europe and globally and, therefore, for reducing the loss of biodiversity related to this illegal – and criminal in some countries - practice. It has to be emphasized that these methods also involve a significant threat to **public health**.

The project also reveals the existence of common objectives to promote sustainable traditional activities (such as farming or hunting) and programs for biodiversity conservation. Innovative measures are based, in some cases, in voluntary agreements with major rural collectives (municipalities, stockbreeders, hunters) through networking. These networks will help to exert a social pressure on people related to illegal poisonings, aiming to isolate such individuals from the general behavior. Therefore, the project has a significant social burden.

1.2. JUSTIFICATION OF THE COMMUNICATION PLAN

This plan will be the best window of the results reached by the implementation of the different actions, and will make easier the access to the results against poison, through its associated actions. The main goal of the communication plan is to ensure the coherence, relevance and the correct implementation of D actions of the Life project.

Due to the significant social burden of this project, the communication plan is considered extremely important. It is expected that the communication plan guarantees the highest reach among rural population of the pilot areas of the main goals of the project, focusing in raising awareness of the problem that causes the use of illegal poison baits. Due to the many kind of stakeholders and D activities involved, specific communication coordination is required to assure the correct implementation of the communication and awareness rising plan.

This action targets the unification of messages and communication strategies as well as the correct managing and enhancing of the information flow linking the project, the stakeholders and the local population. The effectiveness of the Communication Plan must be periodically evaluated in order to optimize the human and financial resources assigned to D actions. This regular evaluation will enable the communication technicians to reorient, if needed, key messages, tools and activities.

1.3. BACKGROUND

Illegal use of poisoned baits in the wild is the leading cause of unnatural death for many seriously endangered raptors at European level, like bearded vulture, imperial eagle, black vulture and the Egyptian vulture, as well as other threatened species as bears or wolves.

The presence of different species of predators or the different kind of management and/or land property, motivate these people to act in a particular way, depending on the specific pilot area. But, in any case, these people damage in an irreparable way a high number of sensitive species and also damage the countryside, and the stockbreeders and hunters' image, who are often associated to this practice. In any case, the key message on media should have as main goal to aware rural population about the importance to eradicate the use of poison baits, for the environment and public health welfare. This can only be reached with the cooperation of all the target groups implicated: public services related to the management of rural activities, stockbreeders, hunters and technicians responsible of this project.

In Spain, this practice is a penal crime under the Penal Code with up to two years of prison. In Portugal there are also specific administrative regulations, while there is an urgent need to reinforce the legal framework regarding poisoning in Greece.

The design of the communication actions against illegal poisoning has been based on the promotion of changes in habits and behaviours to assist the cessation of the use of poisoned baits. These lines of work have been briefly proved in the past in Spain within the frame of the Life project "Preliminary Actions and Reintroduction of the Bearded Vulture" (LIFE04 NAT/ES/000056). In this way it is also promoted to conserve biodiversity and ensure the viability of threatened species. The direct communication to stakeholders highlights and makes them understand the material injury caused by the use of poisoned baits, and also to public health.

Initiatives against poison conducted by the Fundación Gypaetus have been coordinated with the "Regional strategy for the eradication of illegal use of poisoned baits" (Delegation of the Ministry of Agriculture, Fishing and Environment, Regional Government of Andalucía). The success of this strategy,

with the Canine Unit as one of its most popular tools, has put the Region of Andalucía as a European benchmark in the fight against the illegal use of poisoned baits.

Project actors

The project actors are the different groups that will be involved in the development of the Life project: the stakeholders, the target groups and the general population. The different actors take part of the project in several ways. It is therefore important to describe their weaknesses and strengths concerning the development of the project (see table below):

Sector		Weaknesses concerning the project	Strengths concerning the project
Rural	Common Characteristics	Close contact with nature, their activities affect directly or indirectly conservation. Average age > 50 years. Entrenched way of working and environmental perception not always consistent with conservation. Activities traditionally not controlled by the Administration and currently restricted. Distrust towards Public Administration. Very traditional sector, closed to provide information to "outsiders."	Knowledge of the environment. They have the opportunity of making good management.
	Hunting	Predators may reduce the number of individuals of game species. Use of illegal hunting tools, such as poisoned baits to avoid this predation.	Interested in good game management and improving the social perception of the group. Well-defined group, very influential within the rural sector.
	Farming And Livestock Farming	Predators may attack livestock and pets. Rooted tradition of using poisoned baits to stop attacks. Excessive populations of certain hunting species as rabbit or wild boar may damage crops.	Knowledge of the territory where poison baits are used. Knowledge of ecosystems and natural environment.
Public Administration	Misinformation and not outdated data. Tight agendas that make difficult to organize events. Slow flow of information due to hierarchy in the information chain. Inter and intra administrative coordination must be improved.	They have the necessary tools for proper management. Provide data, advice...	
Mass Media	Hardly any investigation journalism available. Few journalists specialized in environmental issues.	Multipliers of information. Capacity of creating interest in the subject.	

1.4. POTENTIAL PARTNERSHIPS

Public administration

Their aim is to increase public awareness of environmental and social issues, and ensure their implementation. Working cooperatively with departments or governmental agencies increases efficiency, avoiding unnecessary costs and preventing duplication. Work done in collaboration ensures that contradictory messages are not provided.

The main problem that we can find is that governmental authorities are usually very large, and bureaucratic protocols may take time. One of the most important tools to take into account for establishing a partnership with Public Administrations is the creation of the European Network of Municipalities against Illegal Poisoning (ENMAIP).

Stockbreeders and hunters

Farmers and hunters are key partners to achieve the objectives of the project, mainly the innovative tools associated to the European Networks of Stockbreeders and Hunters against Illegal Poisoning, respectively.

Non-governmental organizations (NGOs)

Some NGOs in Spain (SEO / BirdLife, WWF and Ecologists in Action) are already involved in the fight against the illegal use of poisoned baits. In addition, NGOs in Greece and Portugal are active in the field of the confrontation of the illegal use of poisoned baits. It is therefore interesting to work with them as they engage deeply and respond creatively to new initiatives.

Mass Media

They have a great capacity to inform, mobilize and attract the attention of the public. The mass media include radio, television, video, magazines, newspapers and internet. They may be great allies, as they have the ability to reach large audiences. However, the more influential a media is, the more difficult is that it comes to our call, and the more difficult to control the message it will post.

2. INTERNAL COMMUNICATION

2.1. OBJECTIVES

There is a need to communicate between all members of the project and to manage information of the project progress. Mismatches in this communication may result in poor planning, lack of efficiency and productivity. The main objectives of the internal communication are:

- Maintain coordination and encourage collaboration.
- Establish an instrument of transference of information.
- Increase productivity, job satisfaction, and a better working environment. Reduce costs.

Tools

Regular communication will be via **e-mail, phone** or through **Skype** among all project technicians, and also with the project coordinator and the communication technician. **Dropbox** will be used for sharing of documents, photos, or other files.

Team involved

- Responsible of the internal communication: coordination team of the Life project - Fundación Gypaetus
- Personnel involved: all field technicians and personnel responsible of each partner team.

The transference of information must be fluid from all team members to the coordination team and vice versa. The objective is to exchange experiences raising from the project actions.

2.2. INFORMATION TRANSFERENCE

The information required by the coordination team is:

For the project coordination:

- Actions and activities' planning.
- The team technicians will transmit any progresses that occur in their pilot areas. These will be communicated through brief reports on the results of planned or eventual activities (an e-mail will be enough). This protocol will also serve to make any enquiry about the development of the project proposal, and to report any incidence or setback which difficult the achievement of foreseen actions or activities.

For communication actions:

- For the previous communication of important events (international conferences, public acts, open days, workshops...): Announcements: name of the event, date, place, length, framework action. Goals, entities involved, attendants. Picture linked with the action.
- All relevant activities of the project for website/social media/ newsletter:
 - Pictures of the event, the attendance, the lecturer. Try always to put the Life flag in a visible place. Include the corporate image of the Life Programme as far as possible
 - Basic structure of the news: title, opening paragraph (summary of the news) and 2 paragraphs (general description and results of the event).
 - The text should be in English.

For financial and administrative actions:

- Technicians and coordinator of the Fundación Gypaetus: Monthly shipping by ordinary letter, within the first 10 days of the month, of the signed time-sheets, vehicle control sheet and invoices from pilot areas sealed with the Life project stamp or with the name of the project included.
- Remaining partners: Quarterly shipping by ordinary letter or via Dropbox, within the first 15 days of the month, of the Financial Report, signed time-sheets, invoices, payrolls, social insurance and associated payments. The Financial Report will be sent in advance by email. The quarters are: January-March, April-June, July-September, and October-December.
- Questions and enquiries by e-mail or by phone.

The coordinating team will elaborate a monthly summary compilation of activities developed (“Internal Communication Report”), and will send it to the remaining staff of the Life+ IAP project. Contents will be presented to all partners in a table with the final data for the project and for the period in progress. The Internal Communication Report will allow exchanging internal/local information among partners. It must be in English language. This monthly summary compilation will be sent to the staff of the Life+ IAP project.

The report will include:

- Compilation and distribution of news and issues related to illegal poisoning in Europe.
- Schedule of the actions of the project for all partners.
- Updated information about the EC communications associated to the Life IAP project.
- Information about international technical events related with the fight against poison.
- Communications about any European initiative which could reduce the illegal use of poison baits.
- Information about possible co-financing sources.
- Table summary with the information uploaded of all partners and status of the actions
- Relevant information associated to the development of the project actions (see page 7).
- Press Releases sent/published. Media Monitoring: news alerts and monthly news briefing about poisoning. Table for each country.
- Web review: Web publications, table for each pilot area.
- Programme for the following month for all partners.

2.3. TRANSFERENCE PROCESS

Each partner must send the coordination team a monthly mail with updated information (in a few words each action) about the status of the project actions in each pilot area, as well as a brief programme for the most important events to be developed next month. To be sent on the last days of each month.

Contents-template of the partners’ document

The summary from each pilot area must include, if available for a particular month, the following basic information:

- A3, A4, A5 - Status of the networks

- Relevant information associated to the development of other project actions, particularly C Actions
- D1 – Press Releases sent/published. Media Monitoring: news alerts and monthly news briefing. News alerts about poisoning.
- D2 – Dissemination materials production status
- D3 – Status of dissemination activities
- D6 - Workshops status. International conferences organization status
- D8 – Free phone calls received
- Programme for the following month

3. EXTERNAL COMMUNICATION

3.1. OBJECTIVES

The main goals of the communication plan agree with the general objectives of the Life project:

- To contribute to the reduction or even the cessation of the use of poisoned baits.
- To contribute to the spreading of the experimental tools developed during the Life project.
- To solve the lack of information of certain groups in society referred to the use of poisoned baits, the problems of public health, the species that are affected and their conservation.

Specific objectives of the communication plan

The specific goals of the LIFE09 NAT/ES/000533 project communication plan are:

- To make the population aware of the serious impact that this practice has on public health and in the loss of biodiversity, and also about the importance of social isolation to these offenders. To involve all stakeholders related to poisoning episodes.
- To promote contacts with organizations and prominent figures (politicians, judges) involved in the fight against the illegal use of poisoned baits.
- To display the actions developed by the project: detection of baits, European Networks against poison, promotional activities, etc.
- To maintain the image of the LIFE project and the results of the project in the media and present in all areas of the project to ensure immediate recognition of it by the population.
- To transmit an image of professionalism and transparency, creating a sense of confidence by the public.
- To ensure that the message reaches deeply in target groups, and that their individuals join their respective European networks to fight against poison.

Team involved

- Responsible of the internal communication: coordination team of the Life project - Fundación Gypaetus
- Personnel involved: all field technicians and personnel responsible of each partner team.

3.2. TARGET GROUPS

The communication actions will be divided into 2 types that define the target groups. The specific actions will be directed to the stakeholders and groups involved in the field (municipal entities, farmers, stockbreeders, hunters and vets). The general actions will be directed to the stakeholders but also to the general public, and groups interested in environmental issues. Therefore, the main target groups of project activities are:

Local stakeholders

This group includes hunters, farmers and municipal entities. It is important to raise awareness among the municipal entities, since they are the ones who should take measures, as private legal

actions. Thus, the image of the municipality they represent will be strengthened to ensure the conservation of its environmental values, which are an important socio-economic resource.

For these groups, the communication actions will take place through direct contact of the field technicians, the project displays, the general media and the specific events directed to these groups. With these groups the awareness efforts will be intensified, as the illegal use of poison is a deeply entrenched activity. The last means that the insistence of the work of field technicians in the pilot areas is crucial to achieve the confidence of recipients, and to pass on the message directly.

General public

Mainly local population but also other groups interested in the environmental issues as associations, NGO's and other local entities linked with the stakeholders sectors. For this group, the communication actions will take place through the project displays, the general media, the website/social media and the specific events directed to this group.

Other interesting groups

Vets are other interesting group that may help to the implementation of the project and the communication of the messages among stakeholders. The veterinary group represents a target group due to the valuable information they can provide as a media of explanation if animals have been poisoned, how often, etc. Vets are being targeted at a voluntary basis by project's team, in case of availability in different countries.

3.3. CONSIDERATIONS FOR LIFE09 NAT/ES/000533 COMMUNICATION

3.3.1. MESSAGES TO CONVEY

Communication processes may face certain problems, such as lack of understanding of the term biodiversity among society and the importance of conservation of species, the perception not entirely positive, in certain areas, for the conservation of species, the misperception about the use of poisoned bait, and the lack of channels of information and reporting on issues related to poison.

One cannot be sensitized with a problem that is not known, hence the need to explain very well the importance of this issue. They will be informed of the problems that poisoned baits cause and the importance of their awareness of this situation as well as the existence of alternative management measures to address the interactions with predators. The goal is to change the point of view of people who use this type of baits.

To reach the main goals of the communication plan, besides the media, technicians who work in rural areas will be primarily responsible for spreading this message.

The messages to spread must include the following concepts:

- The use of poisoned baits, in addition to being an illegal practice, is not the solution but the source of a serious environmental problem and public health trouble.
- There are legal and safe alternatives.
- The value of biodiversity and the environment should be highlighted, and also the benefits that these values can provide to their own exploitation.
- The illegal use of poisoned baits causes economic damage, besides the investment in wildlife and natural environment projects.

- The effort that the administration does to stop the use of poisoned baits and to conserve biodiversity contributes to the sustainability of rural economic activities, and protects public health.

3.3.2. HOW TO COMMUNICATE

To get the message across in a clear, understandable, straightforward and simple use of language, tailored to reach different audiences, it is recommended to use in the construction of sentences simple structures. It is also intended that the messages are close to the way of life of recipients, so that they can draw their attention, as well as including previous striking experiences. The key message is presented repeatedly to immerse in the minds of the audience.

Communication must be fluent, unambiguous and transparent, so as to promote a climate of trust between the sender and receiver.

The communication plan will also promote a communication that is not exclusively unidirectional, but provide mechanisms and tools for participation and feedback from recipients.

Characteristics of the messages

- Messages should be clear and unambiguous.
- Messages should help to clean up the image of the groups involved and to avoid generalizations.
- Provide quantitative information.
- Adapt the message to the legal, socio-economic and environmental reality of each pilot area. Messages must get the attention of the people, motivate them and make them change entrenched practices and behaviors.

3.3.3. THE COMMUNICATION CHANNELS

Awareness messages will reach general population through mainstream media, which have a greater impact, including on-line media. The project will also develop a strong campaign in local, national and international media. An information campaign will be run in specialized media as well.

Due to the limited use of new technologies among recipients in rural areas, the distribution of printed material is a more direct and proper method. However, members will be informed about the use of social networks and other electronic tools from the target attached to networks.

Media will also be used for direct contact to spread the most important events of the project (international conferences, lectures, workshops, panel discussions, open days...).

To reach its objectives, the communication plan will keep the LIFE + project "Innovative actions against illegal poisoning in EU Mediterranean pilot areas" present in the media, dosing information. Our aim is to facilitate the media information to be published as often as possible, without saturating on certain topics, and also to facilitate interviews with field technicians in the pilot areas.

The frequency of the contact will depend on the frequency of events (D actions, European Canine Team inspections, meetings, etc.). The data contact of the channels that can output the information of the project will be collected in a specific document by partners, and will be uploaded during the progress of the project whenever it is needed. The different territorial scopes of the communication channels are:

Local level:

Consciousness raising messages will be sent through the closer mainstream media in each pilot area, which will achieve a greater impact directed to the local groups. Local media will be taken into account, especially radio, because it is the most used by the target groups.

Partners from different countries will be responsible to achieve the contacts with the media, and if necessary, provide them with technical information. The media coverage makes a big impact, but it is sometimes beyond our control. Print publications constitute a complementary role, giving space for reflection and retention of the message.

National level:

Groups interested in environmental issues will be informed of all activities developing in pilot areas of the three countries through the website, where information is published on an ongoing basis. The technical and scientific progress will be published in a fluent way. In addition, the web will include photographs and links to each pilot area. Issues will be published only under copy-left licenses.

It is interesting to contact with news agencies for their distribution to multiple media. It is also easier to work with experienced journalists in the subject. Thus, for such professionals, in the third year of the project it will be organized a visit to the pilot areas in the Andalucía region.

International level:

It has to be taken into account that the project has European confines, and that the problem of the use of poisoned baits is deeply rooted in the behavior of a few people of stakeholders in each of the countries where pilot areas are located.

The communication technician will provide information about events and progresses of the project actions to the communication department of the Life Program. For this reason, it will be necessary that all team partners provide the communication technician with the most important information regarding the progress of the project actions.

3.4. THE COMMUNICATION ACTIONS OF LIFE09 NAT/ES/000533

The D actions are a group of actions that include the events that correspond to the public awareness and dissemination of results of the LIFE09 NAT/ES/000533 project. Besides the message that we want to convey through the media, there are several lines of work for the complete communication of this project, as website, production and dissemination of material, technical guides, etc. All the communication actions are described in the following sections:

3.4.1. ACTION D.1: IMPLEMENTATION OF COMMUNICATION PLAN AND PUBLIC AWARENESS

Action D1 will promote and assure the correct implementation of the Communication Plan, assuring the optimal results in terms of public image of the project, scientific dissemination and public awareness rising about illegal poisoning in all the pilot areas. This action will be assumed by the Communication Technician during the whole project in coordination with the Life team.

Activities developed in this action by the communication technicians and the office technicians:

- Design and application of a corporate image and communication manual of the project.
- Elaboration and spreading of current events in the media and web site.
- Design and circulating a three-monthly project electronic newsletter.
- Create and maintain a project mailing list.
- Design specific materials for media.

- Media monitoring: monthly news briefing to be distributed among the partners.
- Media campaigning: elaboration of press releases, announcements and other media work. Supervision of the media and public campaigns.
- Organization of a special press tour (including international media) of five days in the pilot areas of Andalucía in the third year of the project.
- Monitoring of public events developed in the frame of the project.
- Promote national and international contacts with similar organizations and relevant public figures related to the fight against illegal poisoning.

Activities developed in this action by the communication technicians and the field technicians:

- Five days international press visiting tour to Andalusia's pilot areas.

3.4.2. ACTION D.2: AWARENESS RAISING MATERIAL

All divulgation, dissemination and awareness raising material edited should answer to the needs detected during the development of the project. The whole material will be developed in English, but it will be translated into each partner's own language, and adapted to every country characteristics. Content selection, common design and edition of the material will be coordinated by the communication technician; partners will translate the contents to the local language, and will print and distribute the materials in their pilot areas. All dissemination deliverables will be color printed using recycled paper and environmentally friendly materials. It is foreseen to produce the following types of materials:

- Brochures related to the environment, public health and legal consequences of illegal use of poisoned bait, for the general public.
- Brochures addressed to the members of the 3 European networks against poisoning (C1, C2 and C3 actions). Identification plaques and displays for Networks members.
- Project merchandising: t-shirts, bags, cups, pins... Useful and sustainable materials. These items may be modified if needed, in order to optimize the messages dissemination.
- Audiovisual production: TV promotional report and a documentary film about the project both to be directly distributed in DVD, TV broadcasted or launched in Wildlife Film festivals.
- Information Boards (external assistance): Design and outdoor installation.
- Layman's Report. Editing and printing of a Layman's report at the end of the project, also in digital version. It will serve to inform decision-makers and the public about the objectives and results of the project.

Merchandising is included as a communication channel, and materials will be distributed in the different pilot areas. Brochures will be distributed "in situ", as well as specific technical guidelines.

Any change of the material to be produced must be requested to the coordination team, who will evaluate it. If needed, the coordination team will make an enquiry to the External Monitoring Team.

Audiovisual outputs (10' report and 52' documentary film) will be carried out by the coordinating beneficiary, assisted by a TV production company. The International 52 minute documentary will consider the effects of poisoning on biodiversity, focusing on actions taken by recipients to minimize them through the actions of the project. In addition, the documentary will be promoted by circuits and film festivals, especially those specialized in environment and wildlife.

3.4.1. ACTION D.3: ACTIVITIES TO LOCAL RECIPIENTS AND THE GENERAL PUBLIC

This action will be coordinated during the entire project by the communication technician in coordination with the responsible and field technicians of each pilot area. This action includes all kind of public acts organized in the pilot areas both for the local stakeholders and targeted social groups and the general public. These activities will promote general public and target knowledge and awareness about the consequences of poisoning, providing comprehensive, clear and rigorous information about the project's main objectives and social participation in it.

One of the most effective ways for information to reach target groups is through direct explanations of field technicians in pilot areas, after achieving the confidence of the groups involved.

The major D3 activities foreseen in the project are:

- International travelling exhibition focused on combating the illegal use of poisoned baits, which will be designed and produced in Spain by the coordinating beneficiary during the third year of the project. The exhibition will be displayed at least for a month in each pilot area. It will be partially staffed by office technicians and volunteers.
- Public talks, lectures, conferences and round tables related to the objectives of the project, addressed to the local population of the pilot areas. These discussions will be guided by the field technician in each pilot area.
- Schoolchildren talks in the pilot areas, which can be carried out by an external assistance.
- Summer Open Days including outreach activities and recreation for the public and tours in the pilot area. This activity will be conducted by field technicians in each pilot area, with technical support from the media and partial external assistance (bus transportation).
- Public Acts of the networks for new members or to submit relevant events of the nets. These public events will be organized by the networks, assisted by the office technicians.
- European Canine Team Public demonstrations. A public display of the canine team is a remarkable event for increasing effective public awareness on this tool.

The "D3" activities can be adapted to other situations, particularly in those interesting to the achievement of the project objectives, as the "C" actions. The innovative nature of the Life project may lead to invitations for it to be disseminated outside of the pilot areas. This possibility will be eventually assessed, as it could provide significant impacts.

3.4.2. ACTION D.4: PRODUCTION AND DISTRIBUTION OF TECHNICAL MATERIALS

There will be published a series of technical guidelines. This task will be undertaken by Fundación Gypaetus and adapted to each country by the partners of the project. The aim of this action is to show useful tools to solve situations that may encourage the illegal use of poisoned baits.

Content selection, common design and final edition of the documents will be developed in English. Field technicians will review and participate in the contents. Each partner will translate the manuals to local language, print and distribute them locally in the pilot areas. The communication technician is responsible of sending to every partner a copy in English. These guidelines are as follows:

- "Guidelines to improve the management of hunting in the European network hunting areas against illegal use of poison"
- "Guidelines for the control of predation in hunting areas"
- "Guidelines for the control and management of feral cats and dogs"

- "Guidelines for the minimization of predation on livestock farms"

In Internet there will also be an observatory of the illegal use of poison, and a Comprehensive Electronic Manual to fight against the illegal use of poisoned baits will be published on the project web. The "Electronic manual to fight the illegal use of poison", will be produced in the last two years of the project, and will incorporate all the experience gained during the project implementation. It will be addressed to environmental authorities of the EU, environmental companies, researchers and professionals, NGOs concerned with the conservation of biodiversity and regional and local environmental authorities.

3.4.3. ACTION D.5: PROJECT WEBSITE (ONLINE STRATEGY)

The web site, www.lifeagainstopoison.org will be carefully adjusted to the criteria established in the project proposal regarding contents, design and performance. The beneficiary coordinator, Fundación Gypaetus, will assume the development and full web site maintenance.

The multimedia web page will be based on the content management system EUPL (freeware). The web site will be designed, developed and implemented by an external company in coordination with the communication technician during the first and second year of the project. Content selection, development, updating and technical maintenance will be carried out in collaboration among the communication technician and field technicians in each pilot area. The structure of the site must be versatile, modular and easy to meet the present and future needs of the project and networks. The page will include the following 7 static sections, all in English:

- Life Programme and Life Project Sections: These sections will compile the most important information about the Life Programme and the IAP project. The first one will include information about the background, LIFE and LIFE+ Programme. The second one will compile the aims of the project, the expected results, the importance of social participation and a technical description of the project.
- Other static sections are: Partners (with a description of each partner, logos, links and contact information), Actions (a list of the actions of the project), Timeline (a schedule of the progress of the project), Pilot Areas (where a map that reflect the location of the pilot areas is linked to a brief summary of each one, in English and in the local language) and Subscribe section (with a form that can be filled and sent to the communication technician of the project).

There will be dynamic sections in the site (a total of 6):

- News Sections: news will be uploaded in English. They can be linked to Local News, three sections each one in the local language: Spanish, Greek and Portuguese.
- Downloads Section: files about Life project events and dissemination material will be uploaded.
- International Conferences Section: This section will be updated whenever the information of the events is available for the general public.
- Calendar Section: it will compile all events related with the project.
- Links Section: to be updated with partners' proposals.
- Gallery Section: where pictures will be organized by pilot areas.

The information compiled in each section will be elaborated by each partner and coordinated by the Fundación Gypaetus. Publications in the web will be made regularly, and balanced among pilot areas. Information about the development of the project will be provided to the communication technician as defined in the internal communication plan by the project staff. News will be uploaded by the

communication technician with a selection of pictures of the events, always including the corporate image of the Life Programme as far as possible.

All digital content generated under the project will be published under copy-left licenses. The project website address must appear in all reports and communication material. In order to assess the use and success of the webpage, a private web tracker will be set. This tool will allow us to evaluate the number of visits, their origin, the browser used and the website they were redirected from to the project website. These figures will be used to optimize the communication plan in further revisions. The website will be a dynamic tool and the sections that define it can be adapted to the requirements of the project.

Apart from the website, social media resources as blogs and facebook will be promoted. The creation of the social media profiles has the aim to make the project more visible, and closer to the local population.

3.4.4. ACTION D.6: CONFERENCES, SEMINARS AND WORKSHOPS

Other events will be organized to exchange information and experiences. They will be organized by the communication technician in collaboration with the field technicians in assistance and, if required, of a team of volunteers. It is important to note that each seminar is a major national and international event widely covered by the media.

Under these lines you can find more details about the events:

- Annual Scientific Congress poisoning: three-day expert seminar to be held in Spain (2012), in Athens (2013), one in Lisbon (2014) and finally in Heraklion (Crete) in 2015. The conferences are expected to attend 90 people each (10 speakers and 80 attendees). This activity will be organized by each member (except the beneficiaries 2 and 3, which together are responsible for organizing the conference in Lisbon in 2014).
- International Training Workshop for the control of predation. Three-day workshops aimed at local actors (34 persons) to be held in Andalusia during the fourth year of the project. The aim of these workshops is to disseminate best practices and tools in the control of predation through fieldwork, with real examples. This activity is organized by the coordinating beneficiary, sharing fares of travel and accommodation from all partners.
- International Network Exchanges: meeting of local targets that joined the European Networks against poison. This meeting will be held in Andalusia by Fundación Gypaetus in conjunction with the International Workshop for the control of predatory species, which promotes the exchange, self-assessment and sense of belonging to the project. This activity will be organized by the coordinating beneficiary.
- Workshops for environmental officers and civil servants. To be developed in different pilot areas (at least one workshop per year in each pilot area: 40 half-day sessions). These workshops will be organized by the office technician, and led by the field technician in each pilot area.

3.4.5. ACTION D.7: ATTENDANCE TO SCIENTIFIC SEMINARS

Partners shall submit at least once a year, either oral or written, the project and its methodology, actions and results in different environmental meetings, seminars and workshops both at national and international level. It is expected an annual four-day trip for one person of each partner, two in the case of Spain. It is expected that during the five years the project is presented in about 25-30 professional conferences, excluding conferences and workshops organized by project members.

3.4.6. ACTION D.8: TELEPHONE ADVICE AND INFORMATION FOR THE NETWORKS

This action refers to the maintenance of 900 cost-free telephone lines available to attend any question or information request related to the networks operation and poisoning cases. Addressed to local stakeholders and general public, this resource will allow direct communication of citizens with the technicians, who will report the procedures and guidelines for action in situations involving the illegal use of poisoned baits, as well as information about the management of networks to fight the illegal use of poisoned baits. This performance will begin during the first year and will run throughout the project.

The distribution of the eight free lines will attend calls from the three countries involved in the project. Through a call routing system, calls will be distributed, depending on the origin, to the corresponding pilot area. The calls will be attended during office hours, and the Life project staff will provide useful information for emergency and contact phone numbers of other entities, as well as advise on issues caused by the poison. Outside the office hours a voice mail will register the messages, which will be re-sent to the corresponding technicians.

4. PLAN IMPLEMENTATION

4.1. PROJECT LOGO: DESIGN AND USE

A corporate image has been developed, which gives unity to the project and enables society to associate this picture to any action carried out by the Life project, whether it is a management, field or communication action.

This corporate image reflects the idea of Europe, represented by the stars and blue background, the Mediterranean, where pilot areas are located, and the “umbrella effect” produced by the protection of certain flagship species. The name of the project appears in English as common language for all pilot areas. This logo will appear on all corporate press releases, communications and merchandising related to the project, together with the LIFE logo, provided by the EC.

Logos

The specific use of logos that will appear in the material developed (network documents, posters, brochures, banners, etc.) depends on the scope of the material:

- International level. The logos that must appear in the material which corresponds to the event are at least: Life IAP logo, Life programme logo, Natura 2000 logos, all partners’ logos, all co-financers logos.
- National and pilot area level. The logos that must appear in the material are at least: Life IAP logo, Life programme logo, partners involved logos, co-financers logos.

4.2. COMMITMENTS TO THE COMMON PROVISIONS

In all Reports and Communication material it must appear:

- LIFE programme logo, provided by the EC
- LIFE Natura 2000 logo, provided by the EC
- LIFE project “Innovation against Poison” logo.
- Financial support received by the EC
- The web address www.lifeagainstpoison.org

4.3. REVIEW AND EVALUATION

The communication plan will be reviewed periodically to ensure its effectiveness, detect and correct errors, and adapt the plan to the social realities that may arise. For this aim the information published about the project will be analyzed, and also the interest that this may raise. In addition, internal communication will also be periodically assessed. The meetings of partners will especially consider the assessment of the development and performance of the Communication Plan.

Evolution of the communication plan

The effectiveness of the communication plan may be assessed by measuring the fulfilment of the different activities, as well as the number of impacts, i.e., the analysis of the following objectives:

- INTERNAL COMMUNICATION
 - Monthly internal communication report.
 - Monthly control sheets (Fundación Gypaetus team).

- Quarterly Financial Reports.
- EXTERNAL COMMUNICATION
 - Number of visits to the project website. Average number of monthly visits.
 - Number of appearances on news of the project / by pilot area and on radio.
 - Number of events organized, and number of attendants.
 - Number of conferences or events that have involved members of the project.
 - Number of calls to the free phone line plus estimation of phone calls directly to the field technicians / office in pilot areas. (Total per pilot area and per country.)

4.4. IN CASE OF CRISES

In case of crisis we will appeal to diplomacy and provide the media necessary information, but ignoring conflicting information until it is completely contrasted, as well as ensuring that its publication does not threaten public health or environmental safety.

It is important to foresee this type of situations to be prepared and to anticipate the questions of journalists. The first 24 hours in this kind of situations are critical, hence the importance of a rapid response. Transparency, accuracy and quality of information must be ensured in any case.

4.5. ACTIONS DEADLINES

The table below shows the deadlines for the proposed actions:

Action	Code	Deadline (according to the proposal)	Date of delivery
Project's Communication Plan Design	A9	30/06/2011	30/06/2011
Corporate Image Manual	D1	30/06/2011	30/06/2011
Electronic Newsletter	D1	Quarterly	Quarterly
European multimedia press kit	D1	31/12/2011	30/06/2013
Brochures for the general public, farmers, municipalities and hunters	D2	31/12/2011 31/12/2012 31/12/2014	31/12/2011 31/12/2012 31/12/2014
Merchandising of the project	D2	31/12/2011 31/12/2012 31/12/2014	31/12/2012 31/12/2014
Net-plaques	D2	31/12/2011	31/12/2013
10 minutes Tv report	D2	20/06/2012	30/06/2013
International Documental Movie of 52 minutes	D2	31/12/2014	31/12/2014
Layman's Report	D2	31/12/2014	31/09/2015
Integral European electronic manual to fight the illegal use of poison	D4	31/12/2014	31/12/2014
Electronic Observatory of the illegal use of poison	D4	31/12/2010 31/12/2011 31/12/2012 31/12/2013 31/12/2014	31/12/2013 31/12/2014
Guidelines for the management and control of feral cats and dogs	D4	31/12/2010	30/06/2013
Guidelines for the minimization of predation on livestock farms	D4	31/12/2010	30/06/2013
Guidelines for the management of predation on hunting areas	D4	31/12/2010	30/06/2013
Guidelines for better management of hunting in hunting areas for the network of municipal entities who fight against the illegal use of poison	D4	31/12/2010	30/06/2013
Project Communications Plan	A9	30/06/2011	30/06/2011
Open Days	D3	30/06/2011 30/06/2012 30/06/2013 30/06/2014	30/06/2011 30/06/2012 30/06/2013 30/06/2014

Action	Code	Deadline (according to the proposal)	Date of delivery
		30/06/2015	30/06/2015
Design and implementation of web page	D5	31/03/2011	31/03/2011
Workshops for environmental agents and civil servants	D6	31/12/2011 31/12/2012 31/12/2013 31/12/2014 30/06/2015	31/12/2012 31/12/2013 31/12/2014 30/06/2015
Annual Congress about poison	D6	31/12/2012 31/12/2013 31/12/2014 30/06/2015	31/11/2012 31/10/2013 31/12/2014 30/03/2015
900 line about poison	D8	31/12/2010	31/12/2010
Workshops on predator control	D6	31/12/2011 31/12/2013	31/12/2013
Guided tours for press	D1	31/12/2011 31/12/2013	31/12/2013
International travel exhibition	D3	31/12/2012 31/12/2013	31/12/2013
International exchange network	D6	31/11/2011 31/12/2013	31/12/2013

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