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LIFE Project Number
LIFE16 GIE/DE/000012

Final Report
Covering the project activities from 01/07/2017¹ to 31/03/2024

Reporting Date²
31/03/2024

LIFE PROJECT NAME or Acronym
LIFE living Natura 2000

Data Project

Project location:	Bavaria, Germany
Project start date:	01/07/2017
Project end date:	31/03/2022 Extension date: 31/03/2024
Total budget:	€ 2.457.644,82
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(%) of eligible costs:	60%

Data Beneficiary

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¹ Project start date

² Include the reporting date as foreseen in part C2 of Annex II of the Grant Agreement

This table comprises an essential part of the report and should be filled in before submission

Please note that the evaluation of your report may only commence if the package complies with all the elements in this receivability check. The evaluation will be stopped if any obligatory elements are missing.

Package completeness and correctness check	
Obligatory elements	✓ or N/A
Technical report	
The correct latest template for the type of project (e.g. traditional) has been followed and all sections have been filled in, in English <i>In electronic version only</i>	✓
Index of deliverables with short description annexed, in English <i>In electronic version only</i>	✓ (see Butler)
<u>Final report</u> : Deliverables not already submitted with the MTR annexed including the Layman's report and after-LIFE plan Deliverables in language(s) other than English include a summary in English <i>In electronic version only</i>	✓
Financial report	
The reporting period in the financial report (consolidated financial statement and financial statement of each Individual Beneficiary) is the same as in the technical report with the exception of any terminated beneficiary for which the end period should be the date of the termination.	✓
Consolidated Financial Statement with all 5 forms duly filled in and signed and dated <i>Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets + full Excel file)</i>	✓
Financial Statement(s) of the Coordinating Beneficiary, of each Associated Beneficiary and of each affiliate (if involved), with all forms duly filled in (signed and dated). The Financial Statement(s) of Beneficiaries with affiliate(s) include the total cost of each affiliate in 1 line per cost category. <i>In electronic version (pdfs of signed sheets + full Excel files) + in the case of the Final report the overall summary forms of each beneficiary electronically Q-signed or if paper submission, signed and dated originals*</i>	✓
Amounts, names and other data (e.g. bank account) are correct and consistent with the Grant Agreement / across the different forms (e.g. figures from the individual statements are the same as those reported in the consolidated statement)	✓
Beneficiary's certificate for Durable Goods included (if required, i.e. beneficiaries claiming 100% cost for durable goods) <i>Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets)</i>	N/A
Certificate on financial statements (if required, i.e. for beneficiaries with EU contribution ≥750,000 € in the budget) <i>Electronically Q-signed or if paper submission signed original and in electronic version (pdf)</i>	N/A
Other checks	
Additional information / clarifications and supporting documents requested in previous letters from the Agency (unless already submitted or not yet due) <i>In electronic version only</i>	✓
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**signature by a legal or statutory representative of the beneficiary / affiliate concerned*

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Instructions:

Please refer to the General Conditions annexed to your grant agreement for the contractual requirements concerning a Mid-term/Final Report.

Both Mid-term and Final Technical Reports shall report on progress from the project start-date. The Final Report must be submitted to the Agency no later than 3 months after the project end date.

Please follow the reporting instructions concerning your technical report, deliverables and financial report that are described in the document [Guidance on how to report on your LIFE 2014-2020 project](#), available on the LIFE website. Please check if you have the latest version of the guidance as it is regularly updated. Additional guidance concerning deliverables, including the layman's report and after-LIFE plan, are given at the end of this reporting template.

Regarding the length of your report, try to adhere to the suggested number of pages while providing all the required information as described in the guidance per section within this template.

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2. List of key-words and abbreviations

AD – Administration Officer

ANL - Bavarian Academy for Nature Conservation and Landscape Management

BaySF – Bayerische Staatsforsten (Bavarian State Forest Service)

BN – BUND Naturschutz in Bayern e.V. (Conservation NGO)

DBU - German Federal Environmental Foundation

DM - Dissemination Manager

FB - Facebook

GDPR - General Data Protection Regulation

hNB - regional nature conservation authorities at the regional district governments

IT-DLZ – Informatics Department of the Bavarian State Minister of the Environment and Consumer Protection

LBV - Landesbund für Vogelschutz in Bayern e.V. (Conservation NGO)

LfU - Bavarian Agency for the Environment

LPV - Association for Landcare (Landschaftspflegeverband)

MM - Media, web and design technician

PM – Senior Project Manager

PSG – Acronym of the steering committee of the project (Projektsteuergruppe)

PAG - Acronym of the project expert group (Projektbegleitende Arbeitsgruppe)

SC – Steering Committee

SPA - Special protection areas (under the European Union Directive on the Conservation of Wild Birds)

StMELF – Bavarian State Ministry for Food, Agriculture and Forestry

StMUV - Bavarian State Ministry of the Environment and Consumer Protection

Tech - Media Design (Technician)

uNB - local nature conservation authorities

3. Executive Summary

The communication project “LIFE living Natura 2000” was successfully completed after a project period of seven years (July 2017 – March 2024). Due to the coronavirus pandemic and the associated restrictions in the years 2020 to 2022, many of the project's activities had to be postponed. The prolongation of the project was therefore applied for in January 2021. In July 2021, the Executive Agency agreed to the extension until March 2024.

In this report, we document the main achievements and successes of the project and report adjustments of the initial project proposal.

LIFE living Natura 2000 was a communication project for and about Natura 2000 in Bavaria. The slogan "It's in my nature" highlighted that this unique network of protected areas has an importance and relevance for nature and society. The main objective of the project was to spread information about Natura 2000 and to improve the public acceptance through dialogue and a widespread communication and information campaign. Another goal was to increase the positive perception of Natura 2000 and the number of partners, who are willing to be an advocate, as well as to build networks on regional, national and international level for the protection of our natural treasures.

Therefore an innovative communication concept was developed. It focused on the two pillars “information” and “balance”. Both parts are summarized under the slogan "It's in my nature". To achieve this goal, several hundreds of innovative actions were successfully implemented all over Bavaria.

With several actions, we could particularly address relevant stakeholders and increase the acceptance and appreciation of Natura 2000. In the year 2020/2021, many actions took place such as the development of the Cycling and hiking guide Natura 2000 (B4-4) or the brochure of the Natura 2000 products (B4-3) addressing the target groups land owner und user, political decision makers, and young generation.

In October 2021, the Natura 2000 Relay Run (B5-2) took place over five days in Bavaria crossing different Natura 2000 sites up to Austria and the Czech Republic. The public perception of the relay race was very high. In general, more than 80 contributions in newspapers, online-news, external websites and social media were published. Important stakeholders took part at the starts und finals events. Due to the pandemic, public events in October 2021 were only possible with restrictive conditions. Despite this, 106 participants took part in the opening ceremony, the international closing event and the smaller daily start and finish events.

As travelling and recreation in the home country became more popular in the pandemic, podcasts about Natura 2000 areas were produced. The podcasts "Wilde Winkel. Bavaria's Nature Podcast" (“Wilde Winkel. Bayerns Natur Podcast”) were designed to showcase the beauty, diversity and uniqueness of the Natura 2000 sites and their protected goods. The podcasts were of high journalistic quality and received a constant number of listeners, totalling around 4.300. An increase was hardly possible despite intensive advertising. On the one hand, this was due to the very sharp increase in the number of podcasts on offer. On the other hand, a period of five months is too short to significantly increase the reach.

With organizing events, it was also possible to reach many individuals. Over 360 people attended a series of on-site events in seven Bavarian administrative districts (B1-4 Natura 2000 on-site implementation) and over 380 participants attended the events of measure B7-2 Natura 2000 management on site in the year 2021/2022. Key representatives of all relevant parts of administration, policy and stakeholders were the target audiences to show the importance of Natura 2000 for the society, nature and regions. The events were promoted in various press articles, TV, radio and postings on social media.

The evaluation of the project (C1-2 and C1-3) was already finalised in January 2022. The results showed that the implementation of the actions was very successfully, but the target group of the young generation needs further intensive attention. The authors from the Eberhard Karls University Tübingen and from the Saarland University presented the results in workshops to the project team and the ANL director as well as the project staff in the Bavarian administrative districts, their superiors and the project's cooperation partners.

Six well-known personalities from the fields of music, culture, science and sport were recruited as Natura 2000 ambassadors (B2-1 and B2-2). For the second Natura 2000 ambassador campaign (B2-2), 560 large billboard poster with the Natura 2000 ambassadors were shown in all larger Bavarian cities with about 4.91 million individuals reached. Overall, 105.600 postcards with the Natura 2000 ambassadors were printed, and 99.900 were distributed. In addition, many individuals were reached with the social media Natura 2000 ambassador campaign on Facebook, Instagram and 32.408 views on YouTube.

Overall, 68 completed Natura 2000-school actions (B5-1) such as excursions to Natura 2000-sites with 119 school classes or groups of young people were supported financially by the project. Thereby an impressive number of approximately 2.600 people participated. The actions include excursions of school classes within Bavaria as well as for example events in the National Park "Bayerischer Wald" that were conducted by the association "Prostor pro rozvoj" as cross-border actions with German and Czech pupils. Additionally, at least one special action was planned and carried out each year for 21 May (Natura 2000 Day) from 2020 to 2023.

The Interactive Natura 2000 touring exhibition (D2-3) shows important aspects of Natura 2000 and highlights the fact that the world's largest nature conservation project, Natura 2000, is crucial in order to preserve our Bavarian landscape as well as our animal and plant diversity. With around 85.880 visitors at 16 exhibition venues throughout Bavaria from March 2020 to March 2024, the interactive touring exhibition was very successful.

The final project image film (D5-2) "Ganz meine Natur. Natura 2000 in Bayern" were produced in 2023. The film shows the beauty of Natura 2000 throughout Bavaria. The focus is on the people who are committed to preserving unique areas. The project has established and expanded a network of various stakeholders who are committed to Natura 2000. This network is presented in the new film as an essential building block for the realisation of the Natura 2000 vision. We received a remarkable attention in the social media, for example we obtained over 29.000 clicks on Youtube.

The 2nd Bavarian Natura 2000 Summit took place from 8th to 9th of November 2023 at the Representation of the Free State of Bavaria to the EU in Brussels as the final event of the LIFE project. To save costs and to utilise synergy effects as such as promoting the exchange between technical experts and political representatives the final event (B1-5) and the international

project symposium (D4-2) were merged. The two day-event received a high level of attention with 348 attendees in total.

In 2024, dissemination products such as a leaflet about the project results (D5-1) and roll-ups about the project in general (D5-3) and selected actions of the project (D5-4) were developed. The Layman's report (D5-5) gives an overview about the project and the results achieved in easily understandable language. The communication experiences from the LIFE living Natura 2000 project were summarised in the workbook "Information offensive in the nature conservation" (D5-6).

Phenomenal results like more than 25 million individuals reached and 500 press articles show the success of the project. Through the variety of actions, Natura 2000 has been established as a positive and future-oriented topic for nature conservation, the protection of Bavarian landscapes, biodiversity and the society.

4. Introduction

4.1. Environmental problem/issue addressed and baseline situation

The creation of the European network of nature protection areas, Natura 2000 – designated under the two pillars of European environmental protection legislation, the Habitats Directive and the Birds Directive – has proven to be more complex and difficult than previously anticipated. In order to increase the awareness and acceptance of Natura 2000, by the public, the media and stakeholders, upon whose support the success of Natura 2000 depends, the Free State of Bavaria has initiated the LIFE living Natura 2000 project.

LIFE living Natura 2000 is an EU-funded communication project for the Natura 2000 network in Bavaria under the auspices of the Bavarian Academy for Nature Conservation and Landscape Management (ANL). The project aims to demonstrate the importance and relevance of this unique network of protected areas for society and nature. Furthermore, it aims to increase knowledge about the European natural heritage in Bavaria and to change attitudes and behaviour in society, especially among the relevant actors.

The world's largest nature conservation project, Natura 2000, preserves our Bavarian landscape and our animal and plant diversity. However, there is often a lack of knowledge about Natura 2000 and lack of acceptance and understanding for this European conservation tool.

The lack of knowledge or acceptance burdens the implementation process and hampers necessary measures. LIFE living Natura 2000 is intended to bring people even closer to the value of Natura 2000 in protecting our natural resources. The Natura 2000 network is based on the principles of participation and also allows a sustainable agriculture and forestry. The interests of all stakeholders are listened to and taken into account in accordance with the possibilities offered by the Natura 2000 principles.

4.2. Outline of the information/communication strategy and Stakeholders targeted

For the general public there is a considerable lack of knowledge regarding Natura 2000 and specifically the habitats and bird directive. A Europe-wide opinion poll showed that only 15% of those surveyed in Germany had already heard about Natura 2000 or know what it is. A survey of the LIFE living Natura 2000 project team with young people gave comparable results: 86% of the school kids never heard of Natura 2000 and 96% have never seen the Natura 2000 logo (sample size n=96). However, there is a strong interest in the topic – the young generation is interested in the animal and plant species that are protected due to the Natura 2000 network and want to know where the areas are and what conservation measures are happening there.

The other relevant target groups are land-users, decisions makers and the media. All three groups are important for the project as they are key groups for a successful implementation of Natura 2000. The media coverage with regards to Natura 2000 is low and positive success stories are often not known among land-users (Agriculture and Forestry) and decision makers and politicians.

Although Natura 2000 is one of the largest projects of its kind in Europe and operates across borders, there are few strong advocates on the policy side. The interests and concerns of land users such as farmers or foresters seem sometimes to be more influential than the positive aspects that deserve to be highlighted in the Natura 2000 context. There is a great potential for conservation in Bavaria - for highlighting valuable ecosystem services for the society (clean air, storage of carbon dioxide to mitigate climate change, fresh water) as well as for the economic benefits in rural areas, e.g. through contractual conservation management.

The communication concept therefore focused on the two pillars ‘information’ and ‘addressing stakeholder needs’. Both parts are summarized under the slogan "It's in my nature". For the people living in Bavaria as well as for the economically important tourists, the natural beauty of the Natura 2000 sites and the recreational value of these landscapes are important and one could easily say “Natura 2000- it is completely in my nature”. Naturally, the land users may see Natura 2000 a little bit different. However, also for them the slogan will be useful in the communication campaign. Land-user like farmers have their own interests, for example to be able maintain the farm to pass it on to the next generations. Hence, a sustainable way of using the land is also ‘in their nature’.

The communication concepts highlights the need to break up with enigmatic perspectives and come to a dialogue and a state where all stakeholders feel understood. In turn, they will be more open and willing to make their own contribution to nature conservation in Bavaria. In addition, both groups, the society and the land-users, will benefit from the Bavarian nature as well as you enjoy it.

Along with this general communication strategy, the manifold actions of the LIFE living Natura 2000 project targeted the different Stakeholders with the pillar “information” specifically addressing the general public and the young generation and the “addressing stakeholder needs” pillar addressing land-users and decision makers. For all public actions, the media was addressed and we document the media coverage in this final report throughout all actions undertaken in the time period from 2017 to 2024.

The project's target groups include representatives of interest groups and organisations, landowners and land users, political decision-makers and the young, upcoming generation. These have been reached very well through specific activities such as local Natura 2000 management, Natura 2000 sponsors and partnerships, Natura 2000 products, Natura 2000

school events, Natura 2000 summits, Bavaria-wide specialist meetings and events on Natura 2000 and intensive media work.

The conducted actions of the project showed significant long-term effects, e.g. by raising the general knowledge about Natura 2000 in the public and the young generation. By showing the various positive effects of this ecological network a stronger (political) support for maintaining and implementing Natura 2000 this protected area network should be achieved. Also raising the acceptance among land-users should help to secure Natura 2000 areas and improve the conservation status where necessary.

4.3. Monitoring of the project

There were many monitoring activities taking place in the project. The Chair ‚Stadt- und Regionalentwicklung‘ of the Department of Geography at the University of Tübingen and the Chair European Studies, especially Western Europe and Border Regions of the Department of Geography at Saarland University have been tasked with the evaluation of the project throughout its course. Their report provides an overview over the ongoing research and project evaluation, and includes the following components:

- 1) an analysis of media coverage of Natura 2000 in Bavaria by three major news outlets whose coverage focuses on Bavaria, supplemented by the Facebook profile of the project
- 2) an evaluation of feedback on Natura 2000 related events and conferences which took place throughout Bavaria
- 3) an analysis of a statewide resident online survey

In addition, the first evaluation includes interviews with experts and other concerned parties from Natura 2000 sites that give additional important insights in opinions and attitudes towards Natura 2000 from the field. Furthermore, the project results evaluation are accompanied with an evaluation of the socio-economic effects of the project (at the start and end of the project).

5. Administrative part

5.1 Project management process

The Bavarian Academy for Nature Conservation and Landscape Management (ANL) in Laufen, Germany, is the coordinating beneficiary of the project. The Bavarian State Ministry of the Environment and Consumer Protection (StMUV) is associated beneficiary.

The ANL leads the project and is also responsible for the general and financial administration. The StMUV is part of the project steering group and the project-accompanying work group. Relevant actions are discussed with the contact person from the ministry.

The steering committee (called ‘PSG’) consists of the StMUV, the Bavarian Agency for the Environment (LfU), the Bavarian district governments and the co-financing institutions (German Federal Environmental Foundation – DBU, Bavarian Nature Conservation Fund-Bayer. Naturschutzfonds, see Figure 1). The members of the steering committee are a vital part of the project. The project benefits from their expert knowledge and experience and meets

regularly with the committee in Munich at the premises of the Ministry (StMUV). The actions of the project are planned and discussed together with the members of the PSG and adjusted based upon their recommendations. A total of 21 PSG meetings were held over the entire duration of the project. The regular exchange, support and promotion of numerous activities via the members' communication channels contributed to the successful implementation of the project's activities. Therefore, this procedure proved to be beneficial for the project.



Figure 1: Organigram of the project LIFE living Natura 2000. Participants of the Steering Committee (SC) and its physical meetings that take regularly place at the StMUV are important partners of the project. The associated beneficiary of the project is a member of the SC, the ANL LIFE team, the LfU and the cofinancing institution, the Bavarian Nature Conservation Fund (Bayer. Naturschutzfonds). Other important members are the representatives of the seven district governments of Bavaria that are crucial for the implementation of the actions that are foreseen in the project plan.

Furthermore, the members of the Bavarian district governments (see a map of the Bavarian district governments with their English and German names in Figure 2), which are also part of the PSG, are crucial for the implemenation of the actions that are foreseen in the project. They have contact to the subordinated nature conservation authorities in Bavaria and help the project with their regional expertise and local contact persons.



Figure 2: Bavarian district governments and their English and German names (Map: Florian Wetzels, based on <https://www.bayern.de/freistaat/staat-und-kommunen/>)

The team of the LIFE project “LIFE living Natura 2000” consists in the year 2019 of five persons employed by the project plus the ANL contact person (from the ANL permanent staff). For streamlining the activities of the project the Jour Fixe is the central meeting to discuss and plan the ongoing and upcoming actions of the project.

The wider project management relies on the exchange with the two main advice bodies of the project. The steering committee and the project expert group. An important factor in the communication project "LIFE living Natura 2000" is to include the extensive expertise, experience and perspective of the various relevant actors in the Natura 2000 network in Bavaria. The PAG was developed as an opportunity for exchange with the relevant stakeholders. The PAG meets once a year during the project to discuss current project measures and upcoming actions. A total of 6 PAG meetings were held. Many collaborations emerged from the PAG, for example with organisations such as the German Association for Landcare (Landschaftspflegeverband), the Bavarian Association for horticulture and countryside management (Landesverband für Gartenbau und Landespflege) or the Bavarian Association for Farmers (Bayerischer Bauernverband).

5.2 Communication with the EASME and Monitoring team.

For all upcoming questions concerning the project (particularly with regards to the reporting or financial issues) a close contact to the EASME expert was held. Dr. Jan Sliva from NEEMO EEIG – Particip GmbH was the dedicated expert of the monitoring team (until 06/2019). Exchange concerning the project progress was held via Email, telephone calls or the yearly

visit. Since 07/2019 Anne Calabrese is the contact person for the project and the annual visit was held in early November 2019. A total of 7 project visits took place over the entire duration of the project:

- 12.10.2017: 1st Project visit with Jan Sliva
- 30.08.2018: 2nd Project visit with Jan Sliva
- 06.11.2019: 3rd Project visit with Anne Calabrese
- 27.11.2020: 4th Project visit with Anne Calabrese (Virtual meeting due to the corona pandemic)
- 09.12.2021: 5th Project visit with Anne Calabrese (Virtual meeting due to the corona pandemic)
- 20.03.2023: 6th Project visit with Anne Calabrese
- 12.03.2024: 7th Project visit with Anne Calabrese

5.3 The changes due to amendments to the Grant Agreement.

There are no new amendments to the Grant Agreement. Due to the Coronavirus pandemic, a project prolongation was requested from the Commission. The cost-neutral prolongation for 24 months was confirmed by the executive agency. This did not change the approved project budget from the EU. The approved material resources were postponed to the extension phase. The missing personnel resources were financed by the associated beneficiaries (StMUV, DBU and Bayerischer Naturschutzfonds).

6. Technical part

6.1. Technical progress, per Action

A Preparatory actions

A1 Graphic and conceptual preparatory work

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: I/2018

Actual end date: II/2018

Milestone

- | | |
|---------|------------------------------------------------------------------------------------------------|
| 12/2017 | A1-2 Implementation concept and media concept completed. Delayed: new date: 06/2018 (achieved) |
| 12/2017 | A1-3 Finished media concept with media mailing list. Delayed: new date: 06/2018 (achieved) |

Deliverable

- | | |
|---------|--------------------------------------------------------------------------|
| 12/2017 | A1-1 logo as jpg file and all 12 styles as pdf files (achieved, 05/2018) |
|---------|--------------------------------------------------------------------------|

03/2018 A1-2 Inclusion of the results of the awareness study (baseline see M. C1-2) in the implementation concept on public relations, final draft Delayed: new date: 06/2018 (achieved)

1) A1-1 Project logo

Foreseen start date: IV/2017

Actual start date: II/2017

Foreseen end date: IV/2017

Actual end date: II/2018

Results and achievements

The project team started the procurement procedure for the graphic and conceptual work. The tendering documentation for hiring a media agency for the design of the key visuals and other actions (call for offers) was published on the official awarding portal of the Bavarian Government. Several drafts for the key visuals were created and a final version was chosen. The key visuals and the claim of the Natura 2000 campaign ('It's in my nature') will help to identify the campaign. Instead of a new logo, the campaign will promote the Natura 2000 and LIFE logo. The key visuals will be used for all main dissemination activities, for example in the webpage, promotion material, project flyers and other print products. The implementation concept and media concept was written which the project team and the communication agency to have a guideline for the further media activities. Also the results of the evaluation (C1-2) were used, i.e. insights with regards to the opinion of the society and key stakeholders.

The key visuals for the project were designed and finalised (see Deliverable A1-1) in May 2018. The templates (CI kit) have been available for the main design elements (the so-called key visuals) (see Deliverable A1-1) since May 2018.

This CI kit is already being used by all relevant partners in Bavaria (nature conservation authorities, forestry administration, municipalities, nature park centres, etc.). Furthermore, it will also be used for future media work relating to Natura 2000 (e.g. on social media channels).

Impacts

The key visuals and the design elements were used for is used for all media work and all measures carried out in the project (print and online), e. g. publications, social media, website. The CI-KIT was also used in other Natura 2000 activities by the administration and organisations.

2) A1-2 Implementation concept for public relation and dissemination activities

Foreseen start date: IV/2017

Actual start date: I/2018

Foreseen end date: I/2018

Actual end date: II/2018

Results and achievements

In June 2018 the implementation concept (see Deliverable A1-2_A1-3) was finalized by the communication agency and, in a second step, commented by the project team to include the additional expertise.

Some delays occurred due to the delayed public procurement of (a) the communication agency and (b) the university responsible for the evaluation. Both players were needed to draft a convincing implementation concept based on the specific needs with regards to the Natura 2000 communication in Bavaria (i.e. addressing important stakeholder groups, developing a convincing claim for the different targeted groups etc.).

The communication and media concept will continue to be used for Natura 2000 campaigns, activities and events and will be adapted as necessary. It will also serve as a basis for new communication campaigns.

Impacts

The implementation concept served as the basis for all subsequent measures in the project.

3) A1-3 Media concept targeting all main press, radio, tv and Internet media and social networks

Foreseen start date: IV/2017

Actual start date: II/2018

Foreseen end date: IV/2017

Actual end date: II/2018

Results and achievements

The media concept (see Deliverable A1-2_A1-3 and E1-1) was developed together with the Deliverable on the implementation concept. They were finished in June 2018. Some delays occurred here due to the abovementioned reasons. Some limitations exist due to the new General Data Protection Regulation (EU) 2016/679 ("GDPR"), for example person-specific data and contact details could not be provided by the communication agency.

Impacts

The media concept served as the basis for all subsequent measures in the project.

B Core actions

B1 Events

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: IV/2021

Actual end date: IV/2023

Milestone

01/2018 B1-1 Kick-off Event (achieved)

03/2018 B1-2 First event „Natura 2000 on-site event“ – new date: 06/2018 (achieved)

03/2019	B1-3 40 years Bird Directive Celebrations - Date of the first event – new date: 04/2018 (achieved)
07/2021	B1-4 Natura 2000 on-site implementation – new date 07/2022 (achieved)
12/2022	B1-5 The “2nd Natura 2000 summit” took place – new date 11/2023 (achieved)

Deliverable:

No deliverables were foreseen.

1) B1-1"1st Natura 2000 Summit"

Foreseen start date: 1/2018

Actual start date: 1/2018

Foreseen end date: 1/2018

Actual end date: 1/2018

Results and achievements

The 1st Natura 2000 summit was the official opening event of the LIFE project. It was planned to organize a two-day event with the State Minister of the Environment and about 100 attendees of the target groups politicians, interested audiences and media representatives. A centrally located well-known location was foreseen for the event. Part of the event should be a discussion forum on Natura 2000-related topics. The plan was to include presentations of best-practice examples from other EU-countries and to offer thematic workshops.

The preparation for the 1st Natura 2000 summit started in autumn 2017. On the 29th and 30th of January 2018, the first Bavarian Natura 2000 summit took place at Nymphenburg Castle in Munich as a kick-off of the four campaign years of the LIFE communication project ‘LIFE living Natura 2000’ (see Milestone B1-1). The event was organized by the LIFE project team of the Bavarian Academy for Nature Conservation and Landscape Management (ANL) in cooperation with the Bavarian State Ministry of the Environment and Consumer Protection (StMUV).

Over 300 participants (100 attendees were foreseen) attended the event at castle Nymphenburg (Milestone B1-1 Kick-off event). The state reception with the State Minister of the Environment, Ulrike Scharf, marked the beginning of the two-day summit. The summit focused on the merits of the Natura 2000 network for Europe’s natural heritage and its society (See Figure 3). LIFE project representatives drew attention to opportunities created by Natura 2000 sites in southern Germany, for instance, in nurturing sustainable tourism, organic farming and local well-being. The LIFE living Natura 2000 project hopes that better communication can spread such social and economic achievements more widely, with LIFE projects abroad eventually replicating Bavarian success stories among rural communities throughout the rest of Europe. The EU Commissioner Karmenu Vella welcomed the participants remotely with a pre-recorded video message. The EU Director-General for Environment, Daniel Calleja Crespo addressed over 300 people on 29 January in Nymphenburg Palace, opening discussions on how protecting the environment can also involve caring for people. The 1st Bavarian Natura 2000 community was awarded and LIFE and Natura 2000 projects presented their activities in a poster session. Over the two-day summit, nature conservationists met with representatives from governmental organizations, EU representatives and grassroots societies including Bavarian farmer associations and fishing clubs. Together, they shared experience on how the largest

coordinated network of protected areas in the world is helping to protect natural heritage, create jobs and improve living standards across rural Europe.

The project aims were described and explained by Director of the ANL and within a presentation held by the project coordinator

If sufficient staff are available, it is planned to organise the Natura 2000 summit as a regular event, approximately every 3-5 years.

Feedback and reactions

The echo of public and media was very positive (see Deliverable D6 Press review): about 20 reports appeared in different channels as 10 media appearances were foreseen. There are reports in local newspapers printed (e.g. Passauer Neue Presse) and online (e.g. Augsburger Allgemeine, Mittelbayerische Zeitung). In addition, münchen tv posted a video interviewing guests at the event.

Impacts

A survey of participants was included in Action C1-2.



Figure 3: 1st Natura 2000 summit started in January 2018, key representatives such as Dr. Auguste von Bayern (Natura 2000-Ambassador), State Minister of the Environment Ulrike Scharf and Director-General Calleja Crespo (European Commission) attended the meeting (see first picture, from left to right).

2) B1-2 “7 days - 7 areas - 7 districts”: A series of on-site events

Foreseen start date: I/2018

Actual start date: II/2018

Foreseen end date: III/2018

Actual end date: III/2019

Results and achievements

A series of on-site events in seven Bavarian administrative districts were planned for 2018, i.e. one event in each of the 7 Bavarian administrative districts. Key representatives of all relevant parts of administration, policy and stakeholders were the target audiences to show the importance of Natura 2000 for the society, nature and regions.

For 2018, a series of on-site events in seven Bavarian administrative districts were held (see Table 1, Figure 4 and Milestone XXX and Additional B1-2):

- Key representatives of all relevant parts, as foreseen in the project proposal, attended the meeting.
- Well over 140 regional stakeholders were reached. In sum 873 people attended the meetings. On average, 125 people took part in each event, far more than was envisaged in the project application (50 participants).
- Only during the pandemic in the year 2019 under review was it not possible to reach a number of 50 participants due to the restrictive conditions. Nevertheless, 34 people took part in the event in Munich.

Table 1: On-site events in the Bavarian administrative districts

Date	Location	District	Participants
07.06.2018	Ottobeuren	District Government Swabia	74
22.06.2018	Dingolfing	District Government Lower Bavaria	43 + 360
14.07.2018	Karlstadt - Gumbach	District Government Lower Franconia	48
16.07.2018	Neumarkt i.d. Oberpfalz	District Government Upper Palatinate	95 + 118
26.07.2018	Giechburg	District Government Upper Franconia	47
29.09.2018	Nenzenheim	District Government Middle and Lower Franconia	54
05.07.2019	Dachauer Moos (München)	Upper Bavaria	34
			Sum: 873

The first event (Schwäbischer Wiesentag) took place in June 2018, in cooperation with a local foundation (“Stiftung KulturLandschaft Günztal”) in the district of Swabia. The president of the regional district government and about 70 people participated. The event opened with thematic presentations, also presenting the LIFE project. The second part of the event took place in a Natura 2000 area. Staff of the nature conservation administration, associations and foundations and others presented methods and examples of managing Natura 2000-grassland in coordination with nature conservation.

The next event (1. Niederbayerischer Naturschutztag) was on June 22 in the district of Lower Bavaria. At the event, the award of the second Bavarian “Natura 2000-Gemeinde” (Natura 2000- community) took place. A bus excursion drove the attendees to various important nature monuments in the region. Director of the excursion was the Natura Administration Officer of Lower Bavaria. About 43 participants attended. About 360 guests visited the evening event and local Lower Bavarian communities presented their Natura 2000 areas and nature reserves.

On July 14, the event in the district of Lower Franconia took place with about 50 people. An excursion with local nature conservation experts and the district president was organised. During a hike through a Natura 2000 area, the attendees learned about the special flora and fauna of the area. The last stop of the excursion was a wine tasting session with a winemaker growing wine sustainably in the Natura 2000 area.

In the district of Upper Palatinate, the event took place on July 16 in cooperation with the “Landschaftspflegeverband Neumarkt” and 95 participants visited the event. The president of the regional district government and the Head of regional district (Landrat) visited the event. The speaker of the Bavarian Association for Landcare (Bayerischer Landschaftspflegeverband) presented their work with regards to Natura 2000.

Four excursions took place, in addition to one general official event: a geological excursion connected to Natura 2000 (7 May 2018), hiking through a Natura 2000 area (3rd of June 2018), a bicycle tour through a Natura 2000 area (9 June 2018) and finally a visit of a farm that manages the land in accordance with Natura 2000 (21 September). The districts nature administration directed the excursions in cooperation with associations and foundations. Overall, about 118 participants attended the excursions.

In the district of Upper Franconia, the event took place on 26 July on the subject of extensive and sustainable land use and Natura 2000 with about 50 participants. The event opened with presentations, followed by an excursion with a shepherd. The excursion led into a Natura 2000 area where the grazing of sheep helps to conserve the characteristic landscape with its typical species.

On September 29, the second last event took place in Middle Franconia with about 50 attendees. The topic of the event was the management of coppice-with-standards, which are historical forms of land use with a high conservation value. The presidents of the regional district governments of Middle Franconia and Lower Franconia and the mayor of the local community attended. Various presentations from experts took up the topic. A highlight of the event was the award of the first Natura 2000-community in Middle-Franconia. A following excursion led the attendees into the forest, managed by members of the Natura 2000-community as coppices with a sustainable management, preserving habitats for many seldom species.

The event in Upper Bavaria was planned for autumn 2018. The actual event date was 5 July 2019. The plan was to address especially politicians. During a bus excursion with representatives from the Bavarian State Parliament, the attendees visited Natura 2000 moorlands near Munich. Experts from a local nature conservation association explained their work to conserve the fen and how to protect its special species. The Bavarian State Minister of Environment and Consumer Protection honoured the commitment of several people that are active in the conservation of the Natura 2000 site. Also a school class attended the event to discover species and habitats in the area. In the afternoon, the excursion showed also additional

sites, showing how to sustainably manage agricultural riparian strips and Natura 2000 grassland habitat types. About 34 participants attended.

One day on-site events: 7 days - 7 areas - 7 districts.



Figure 4: Some selected Natura 2000 on-site events that took place in 2018

Important problems and deviations

The first one-day-event was foreseen in March 2018. We decided to start in late Spring 2018 as the events are outside events and early summer provides more suitable weather conditions for excursions. In case of the last event, we were faced with the problem of state election in 2018. As we planned to address political representatives we wanted to avoid using the event for political campaigning. In turn, we decided to organize the event in 2019 when the new conservation and environment committee of the State Parliament was established. The postponement was discussed and agreed with the external agency during the 2nd project visit on 30/08/2018.

Feedback and reactions

The media echo was very positive. For the event in Swabia alone, we had six reports in local newspapers and journals. Overall events of the Action B1-2 there are about 20 media reports instead of seven foreseen media reports (see Deliverable D6-Press Review).

Impacts

The presidents of the regional district governments attended almost all of the events – which is an important sign for a commitment on a high political level, as the presidents of the districts are politically influential. For example during the event in Lower Franconia, the district president attended the whole event including a hike. During the events, participants had the opportunity to talk directly to the district president. This shows a strong interest by politicians for nature conservation, especially Natura 2000.

New contacts were made with new contacts in municipalities, new contacts with local players. The network of Natura 2000 partners in Bavaria was expanded. The Natura 2000 message was communicated directly on site and could therefore be experienced. Understanding and willingness to support Natura 2000 can be increased through the connection to home.

In case of the district of Lower Bavaria, the publicity could be integrated successfully at the event. The various communities of the district were proud to present their culture and their nature. Different kinds of regional associations and clubs (cultural associations, music societies, societies for traditional costumes and artists) presented their local culture, while experts from the nature administration presented the characteristics of nature, e.g. their Natura 2000 sites. Therefore, there was a connection of culture and nature for each community to present with pride.

In addition, the award of the first Natura 2000 community was well received. The award of other communities will follow. Overall, the attendance numbers show that the events were very successful and are in demand.

Surveys of participants was included in Action C1-2.

Complementary action

The event in Lower Bavaria was named “First Day of Nature Conservation in Lower Bavaria”. It is planned to use this first event to start a traditional nature conservation event each year in the district. The “Second Day of Nature Conservation in Lower Bavaria” was. In Upper Palatinate, some additional events (excursions) were organized, beside one main event.

3) B1-3 "40 years EU Bird Conservation"

Foreseen start date: II/2019

Actual start date: II/2019

Foreseen end date: II/2019

Actual end date: III/2019

Results and achievements

On the occasion of the 40th anniversary of the European Birds Directive, the EU-funded project LIFE living Natura 2000 organised three one day events with various cooperation partners (see Milestone B1-3 and Additional B1-3). Each event has a different focus: One concentrates on forest species, another one on waterfowls and the last on grassland birds.

- In sum, 226 participants attended the events, 75 people more than foreseen in the project proposal.
- With increased participation than expected and 4 more media coverage, it succeeded, to inform and sensitize public and media for bird protection.

Date	Location	District	Participants
10.04.2019	Nuremberg	District Government of Middle Franconia	75

11.07.2019	Mertingen	District Government of Swabia	103
06.10.2019	Simbach (Bavaria)/Braunau (Austria)	District Government of Lower Bavaria	49
			Sum: 226

First event - Natura 2000 and forests

The opening event in Nuremberg focused on the forest as crucial habitats for many bird species (Milestone B1-3 Celebrating 40 years of European Wild Birds Directive). Cooperation partners of the event were the Bavarian State Ministry for the Environment and Consumer Protection, the Bavarian State Ministry of Food, Agriculture and Forestry and the Bavarian State Forest Enterprise.

Around 70 guests from politics, agriculture, forestry and NGO's joined the ceremony. Alexander Just from the Directorate-General for Environment of the European Commission showed that the Birds Directive has introduced universal species protection in Europe and is one of the most important EU directives for conservation. Reinhard Neft, Chairman of the Bavarian State Forest Enterprise, highlighted successful examples of forest-based conservation efforts, such as the return of the black stork to the regional district of Franconia. Norbert Schäffer, chairman of the Landesbund für Vogelschutz in Bayern e.V. (Bavarian Society for the Protection of Birds - LBV), pointed out the common efforts in Bavaria for the implementation of the birds directive.

Ministerial Director Dr. Rüdiger Detsch from the Bavarian State Ministry of the Environment and Consumer Protection pointed out that the preservation of biological diversity is a long-lasting task. In addition, he stressed that the decline of biodiversity has to be stopped and all parts of the society need to be involved in conservation efforts. A good example of how nature conservation is successful over generations was provided by the community of Ergersheim in northwestern Bavaria, which was awarded with the title of a "Natura 2000 community" at the ceremony. For more than 300 years, the small community have their own forest regulations and manages their forests sustainable.

An excursion to the nearby Nuremberg forest made bird protection measures tangible: The forest with an area of 381 square kilometers is Bavaria's largest bird sanctuary. The audience learned: Excellence in bird protection is "only a flap away from us".

Second event - Natura 2000 and agriculture

The event in Mertingen focused on the grasslands (see Annex Additional B1-3 40 years EU Bird conservation). Cooperation partners were the Administration of Swabia and the nature conservation association Bund Naturschutz in Bayern e.V.

The event started with an excursion in a bird conservation area as part of a Natura 2000 area. The local association manages the area for years in cooperation with the community and local farmers. The output is one of Bavaria's most important habitat for grassland birds. During the excursion, farmers, association members and representatives of the community explained the management of the area. The district manager of Swabia welcomed and praised the engagement for nature conservation in the area. The second part of the event took place indoor. About 100 guest, mostly local farmers, listened to presentations and speeches of the mayor, the chairman of the Bund Naturschutz in Bayern e.V. association and experts from the ornithological state institute.

Within the event, the group of persons, managing the Natura 2000 area in the region, took part.

Third event - Natura 2000, rivers and waterfowls

The event in Lower Bavaria was originally planned analogous to the other two events, with the focus on waterfowls. The event should take place on May 22 2019, but was postponed due to political reasons.

The replacement date was 6 October. The event took place in a Natura 2000 area and European nature reserve. Because of the cross-border idea of the Natura 2000 network, the event was planned in cooperation with the government of Upper Austria. The administration of nature conservation in Upper Austria and the administration of Lower Bavaria are responsible for the management of the European nature reserve “Unterer Inn”. The reserve covers the border river “Inn” with many protected waterfowl species. The replacement event took place as a “Birding Brunch”. Visitors of the region could listen to local experts who informed about the waterfowls and the management of the reserve. People had the opportunity to ask questions and to watch the birds together with the experts, which was highly appreciated and

Important problems and deviations:

Cancellation of the event planned for May 22 2019. In an official letter, the Head of the Bavarian State Ministry of Environment cancelled the event. The Ministry paid all cancellation costs. The external agency agreed to the cancellation by email on 31/05/2019.

Feedback and reactions

We received media attention with the events, particularly on a regional level. Overall, we have seven reports (see Deliverable D6-Press Review).

Impacts

Awareness of the bird sanctuaries was increased at regional level through media coverage. Co-operation with the following special partners, which are crucial for the successful implementation of Natura 2000, has also been strengthened: the Bavarian State Ministry of Food, Agriculture and Forestry, the Bavarian State Forest Enterprise, the Administration of Swabia, and the government of Upper Austria.

A survey of participants was included in Action C1-2.

4) B1-4 Natura 2000 on-site implementation

Foreseen start date: I/2020

Actual start date: II/2021

Foreseen end date: IV/2021

Actual end date: II/2022

Results and achievements

In July 2022, the action B1-4 (“Natura 2000 on-site implementation“) was successfully concluded. Overall, seven one day on-site events in the seven Bavarian administrative districts with key representatives of all relevant parts, as foreseen in the project proposal attended the meetings that took place from October 2021 to July 2022. The organized events demonstrated various exemplary implemented Natura-2000 projects in the respective Bavarian administrative

district. The events were promoted in various press articles, TV, radio and postings on social media.

- In sum, 361 participants attended the events, 211 people more than foreseen in the project proposal.

Table 2: On-site events (Natura 2000 on-site implementation) in the Bavarian administrative districts

Date	Location	District	Participants
21.10.2021	Eschenbacher Weihergebiet	District Government Upper Palatinate	23
26.04.2022	Augsburg	District Government Swabia	56
03.05.2022	Muhr am See	District Government Middle Franconia	28
01.06.2022	Garchinger Heide	Upper Bavaria	44
05.07.2022	Bayreuth	District Government Upper Franconia	36
06./07.07.2022	Landshut	Lower Bavaria	107
19.07.2022	Aschaffenburg	District Government Lower Franconia	67
			Sum: 361

The first event took place in October 2021 at the “Eschenbacher Weihergebiet” in the district of Upper Palatinate, in cooperation with employees of the government of Upper Palatinate. The president of the regional district government and the mayor of the city Eschenbach participated. At the event, the new circular route including nine stations with the topic “Naturschätze vor unserer Haustür” were inaugurated. About 23 participants attended.

The next event took place in April 2022 in the district of Swabia with about 56 people. It was organized and implemented in cooperation with employees of the government of Swabia and the “Landschaftspflegeverband Stadt Augsburg e.V. The event opened with welcoming words by the ANL. The second part of the event was the multivision lecture “Wunder Welt Wiese” held by the nature photographer.

In the district of Middle Franconia, the event took place in May 2022 in cooperation with employees of the government of Middle Franconia. About 28 participants attended the event. At the event, the nature photographer Roland Günter presented the multivision lecture “Wunder Welt Wiese”.

The next event took place in June 2022 in the district of Upper Bavaria in cooperation with the employees of the government of Upper Bavaria and the “Heideflächenverein Münchener Norden e.V.”. An excursion with local nature conservation experts and the district president was organized. During a walk through the Natura 2000 area “Heideflächen und Lohwälder nördlich von München”, the attendees learned about the special flora and fauna of the area. A highlight of the event was the appreciation of local actors (shepherds, local

communes,”Bayerische Botanische Gesellschaft”, representatives of the church, “Technische Universität München”, representatives of the “Heideflächenverein München Norden e.V.”,...) as “Natura 2000 partnership”. The certificates were handed over by the Natura 2000 ambassador Dr. Auguste von Bayern. Overall, about 44 participants attended the event in Upper Bavaria.

On 5 July 2022, the event in the district of Upper Franconia took place with about 36 people and on 19 July 2022 the event took place in the district of Lower Franconia with 67 participants. Both events were accompanied by the multivision lecture “Wunder Welt Wiese” held by nature photographer Roland Günter.

The next event (3. Niederbayerische Landschaftspflege tage) was on 6/7 July 2022 in the district of Lower Bavaria. The event was organized and implemented in cooperation with the employees of the government of Lower Bavaria and the “Landmaschinenschule Landshut-Schönbrunn”. On the first day, various presentations from experts were held about the topic biodiversity. Policy makers like the district president of Lower Bavaria (Regierungspräsident) and the “Bezirkstagspräsident” attended the event. The project team participated in the agricultural exhibition with an information stand about the Natura 2000 network. An excursion was organized to the Natura 2000 area “Leiten der unteren Isar”. In the afternoon, the multivision lecture “Wunder Welt Wiese” was held by the nature photographer Roland Günter. On the second day, the agricultural exhibition was continued with the participation of the project team. Overall, 107 participants attended the event in the district of Lower Bavaria.



Figure 5: Some selected Natura 2000 on-site events that took place in 2022.

Important problems and deviations

Due to the Coronavirus pandemic and the associated restrictions, the scheduled events had to be postponed from March 2020 to July 2020 to later in the year 2021 and 2022. With the external agency, the project team agreed on the postponement in the 4th project visit on 27/11/20 and the 5th project visit on 09/12/21.

Feedback and reactions

We received media attention with the events, particularly on a regional level. Overall, we have seventeen reports (see Deliverable D6-Press Review), ten reports more than foreseen in the project proposal.

Impacts

The high level of media coverage and regional media coverage has increased awareness of Natura 2000 sites and their importance.

5) B1-5 "2nd Natura 2000 summit"

Foreseen start date: IV/2022

Actual start date: IV/2023

Foreseen end date: IV/2022

Actual end date: IV/2023

Results and achievements

In spring 2023 the preparation for the 2nd Bavarian Natura 2000 Summit started. On the 8th and 9th of November, the event took place at the Representation of the Free State of Bavaria to the EU in Brussels as the final event to present the project's result (see Milestones B1-5). Natura 2000 is the network of protected areas in the European Union. Brussels is therefore the right place to present new, innovative communication channels to a European audience. Officially, the event was described as a particularly highlight in order to provide the opportunity to organize further Natura 2000 summits. The LIFE project team of the Bavarian Academy for Nature Conservation and Landscape Management (ANL) organized the event in cooperation with the Bavarian State Ministry of the Environment and Consumer Protection (StMUV).

Almost 150 participants (50 people more than foreseen) attended the evening reception on the 8th of November. The highlight of the evening was the premiere of the short documentary "It's in my nature. Natura 2000 in Bavaria" (see D5-2 Imagefilm). The evening reception offers ceremonial speeches by high-ranking political representatives of the EU and Bavaria. Michael Hinterdobler, Director of the Representation of the Free State of Bavaria to the EU, welcomed the guests. The EU Environment Commissioner Virginijus Sinkevičius participated by video message and the Deputy Director-General of the Directorate-General for the Environment at the European Commission Patrick Anthony Child gave the keynote speech. Both represented the European level and underlined the importance of Natura 2000. The Bavarian perspective was explained by Wolfram G  thler, Deputy Head of Department at the Bavarian State Ministry of the Environment and Consumer Protection, with his presentation

"Communication as the key to Natura 2000". He described the project results of a consistently positive presentation of Natura 2000: Partnership and cooperation are the key for a successful communication of Natura 2000. Dieter Pasch, Director of the Bavarian Academy for Nature Conservation and Landscape Management, delivered the Bavarian State Minister's speech. The new allies gained in the project were on stage for a panel discussion. Natura 2000 ambassadors Dr Auguste von Bayern, Pia Amofa-Antwi and Alexander Huber, film director Niko Jäger and nature photographer Ingo Zahlheimer spoke about their motivation to get involved in Natura 2000 and the value of Natura 2000 for themselves and the society. They all underlined the importance of communication about Natura 2000 differentiated to the various target groups. They told about their new perspectives, some behaviour changes as well as how they communicate about Natura 2000 for example in their social media account or in their daily business. All the allies are an important part of the Natura 2000 network and make a significant contribution to successfully communicating the issue of Natura 2000.

The participants came from the following areas:

- European Commission, European Parliament, Council of the European Union, representations of various countries to the EU and other institutions to the EU.
- Environment ministries of various federal states.
- Interest groups from nature conservation, agriculture and forestry from various federal states, Germany and Austria.
- LIFE projects from Germany, the Czech Republic, Italy, Austria, Luxembourg, Bulgaria and more.
- Media representatives.

All the participants could inform themselves in a poster exhibition during the two-day event about Natura 2000 in the Bavarian regional districts, various LIFE-projects focussed on communication and LIFE living Natura 2000 project's results as well as its successful actions. The poster exhibition showed the communication activities for Natura 2000 and explained the benefits for humans, plants and animals. To give an overview of all the student actions in Bavaria as well as Germany and the Czech Republic, one poster explained all the student actions in the project and gave pupil's quotes made in different student actions. This showed that the topic Natura 2000 has reached the next generation, which was planned in the project application.

On the specialist symposium, the responsible experts served the posters and were available for questions (see D4-2 international project symposium).

During the event reels and stories were published in the social media channels to inform the public. To promote the exchange and the networking among the participants of different countries und interesting groups etc. there was a buffet after the speeches and presentations with musical accompaniment at the evening reception. Simultaneous interpretation German to English and vice versa was provided.

Important problems and deviations

The 2nd Bavarian Natura 2000 Summit was foreseen in December 2022. To save costs and to utilise synergy effects as such as promoting the exchange between technical experts and political representatives the final event (B1-5) and the international project symposium (D4-2) were merged. As the pandemic situation in the year 2022 was still ongoing, we decided to postpone the event to 2023 after the Bavarian State election but with enough distance to the European election. The 8th to 9th of November 2023 was well suited as the Members of the European Parliament were in Brussels at that time. With the external agency this was

communicated in the 5th project visit on 9/12/21 as well as in the 3rd progress report and its response on 01/12/22.

Feedback and reactions

The echo of public and media was very positive (see Deliverable D6 Press review). About 13 (three more than planned in the project application) reports appeared in different channels. There were reports in local newspapers printed (e.g. Passauer Neue Presse) and online (e.g. Schwäbische.de, Wochenblatt Lindau). In addition, project partners, the Natura 2000 ambassadors as well as a mayor of a Natura 2000 community posted news and feeds in their social media accounts.



Figure 1: EU Environment Commissioner Virginijus Sinkevičius (left) and the Deputy Director-General of the Directorate-General for the Environment at the European Commission Patrick Anthony Child (right) © Zacarias Garcia

The final event was not only attended by the Bavarian Minister of the Environment, as envisaged in the project application, but also by two representatives of the European Commission. The two day-event received a high level of attention by various representatives to the EU. The EU Environment Commissioner Virginijus Sinkevičius' video message and the Deputy Director-General of the Directorate-General for the Environment at the European Commission Patrick Anthony Child's keynote in the evening reception enhanced the event. This underlined the importance of communication of Natura 2000 on a federal state and a European level.

Impacts

With the high-ranking Natura 2000 summit, the project team was able to set an example with the topic Natura 2000 in the symbolic location of the Bavarian representation. Natura 2000 is an issue that is important at European level. The summit gave participants from the various specialist disciplines at regional, national and international levels the opportunity to exchange information and ideas. The Bavarian network, which was established in the project, was able to link up with the European network.

Particularly innovative and broadly effective actions in the project were presented to an audience of the above-mentioned stakeholders. For example, the Natura 2000 ambassadors were included in the official programme of talks, and a poster exhibition presented other activities such as the school campaigns and the Natura 2000 communities. This is an incentive to adopt the actions and enhance nature conservation communication with new ideas.



Figure 2: 2nd Bavarian Natura 2000 Summit took place in the Representation of the Free State of Bavaria to the EU. Top left: the project team LIFE living Natura 2000, funding authorities from the Bavarian state ministry of the environment and consumer protection and the Natura 2000 ambassadors Dr Auguste von Bayern, Alexander Huber and Pia Amofa-Antwi. Top right: Michael Hinterdobler, Director of the Representation of the Free State of Bavaria to the EU. Bottom left: panel with the Natura 2000 ambassadors, nature photographer Ingo Zahlheimer and film director Niko Jäger. Bottom right: musicians © Zacarias Garcia

B2 Natura 2000 ambassadors campaigns

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: I/2023

Actual end date: I/2024

Milestones

01/2018

B2-1 Start of the campaign, mailing of the Natura 2000-ambassador postcards and posters. New date: 11/2018 - (achieved)

01/2022

B2-2 Start of the campaign with poster campaign and mailing of the Natura 2000-ambassador posters. New date 03/2023 (achieved)

Deliverables(s):

11/2018

B2-1 Social Media (DIN A2-posters) new date: 10/2019 – now describing for Social Media Activities (achieved)

11/2018

B2-1 Video clips/Podcasts new date: 05/2019 (achieved)

11/2018	B2-1 Billboard poster new date: 03/2019 - (achieved)
11/2018	B2-1 Postcards new date: 07/2019 - (achieved)
12/2022	B2-2 Video clips/Podcasts. New date 03/2023 (achieved)
12/2022	B2-2 Brochure Natura 2000-ambassador (pdf-file). Modified and new date, instead social media 03/2023 (achieved)

1) B2-1 Bavarian Natura 2000-ambassadors I

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: IV/2018

Actual end date: IV/2019

Results and achievements

Two well-known Bavarian personalities were recruited as Natura 2000-ambassadors in the campaign year 2018. Several potential candidates were contacted with specific individualized letters (Figure 4). The two ambassadors Princess Dr Auguste von Bayern (researcher) and Alexander Huber (mountain climber) address different stakeholder groups. During the campaign, the ambassadors explain why they are committed to Natura 2000 and why nature conservation is close to their hearts. The aim is to show two different types of nature experience and persons, one who is doing outdoor sports in nature in a sustainable way (represented by Alexander Huber) and one that enjoys nature by observing it (Dr Auguste von Bayern). By showing different approaches to nature and Natura 2000, the campaign highlights that nature conservation is a task for the whole society and the European natural heritage needs support from everyone (following the slogan of the project “it’s in my own nature”). The social media campaign (see Deliverable B2-1 Social media (DIN A2-posters) started with the first tests on 15th March 2019.

Two public procurement procedures started in September 2018 for hiring a film company for the Bavarian Natura 2000-Ambassador videoclips and for the ambassador photo shoot.

A billboard advertising campaign was planned as part of the Natura 2000 ambassador campaign in 2019. Professional pictures were shot in Natura 2000-areas with the ambassadors (2 days, at the 22.11.2018 with Alexander Huber and 4.12.2018 with Dr Auguste von Bayern in the direct surrounding where both ambassadors live). The posters of the billboard campaign gave information on Natura 2000 and the aim and intentions of this network, a statement of the ambassadors with regards to Natura 2000 were included as well as a QR-Code that links to further information.

The billboard campaign started on 15th March 2019 and was scheduled for 10 days, with 230 large posters in many larger Bavarian cities (see Fig. 5 and Deliverable B2-1 Billboard poster (pdf-file)). 30% of the posters were presented even longer and could be seen for around 20 days.



Figure 5: Natura 2000- Ambassadors billboard campaign (picture: Beechstudios)

The promotional postcards (see Deliverable B2-1 Promotional postcards) were produced after the Bavarian Natura 2000-ambassador billboard campaign and disseminated in July 2019. The postcards contain pictures of the Natura 2000-ambassadors Alexander Huber and Dr Auguste von Bayern with a personal claim that expresses their emotional relation to nature and their support for the idea of Natura 2000.

Around 110 000 postcards were printed and disseminated throughout all major Bavarian cities in cafes, restaurants, bars, pharmacies, libraries and other public spots. The postcards were available at the locations for two week e.g. in Munich, Ulm, Augsburg but also in some smaller cities like Starnberg or Dachau.

The short Bavarian Natura 2000-Ambassador movies (see Deliverable B2-1 Bavarian Ambassadors-Movie) are another highlight of the campaign (see Figure 6). In the two movies there are both ambassadors stating the importance of Natura 2000 and the need for protecting our European natural heritage and biodiversity. The filming took place directly in Natura 2000 sites close to where the ambassadors live on 24th April 2019 (Dr Auguste von Bayern) and 2nd May 2019 (Alexander Huber). A long version of the movie for YouTube and the project webpage was developed as well as short versions with subtitles for an advertising campaign on Facebook and Instagram.

Campaign results at a glance: 2.79 million persons reached

- 230 large billboard poster with the Natura 2000 ambassadors were shown in all larger Bavarian cities with Number of contacts with individuals billboard campaign: ca. 23.9 million contacts (2.6 million individuals reached)
- 110 000 postcards with the Natura 2000 ambassadors were disseminated
- In sum, 646.647 people were reached with the social media Natura 2000 ambassador campaign (first photo campaign)
- 670.140 individuals were reached with the Natura 2000-ambassador movies on Facebook and Instagram and 78.059 on YouTube

The Natura 2000 ambassadors retain their title and continue to be involved in Natura 2000 events and actions.



Figure 6: Filming with Natura 2000 ambassador Dr. Auguste von Bayern

Important problems and deviations

It took more time than foreseen in the project schedule to get the agreement from two high-level Bavarian Natura 2000-Ambassador to participate in the campaign so the campaign started a bit delayed (Start date 11/2018 of the Milestone B2-1 “Start of the campaign,”). However, with the Princess Dr Auguste von Bayern and Alexander Huber the project was able to get two well-known ambassadors that show also a strong personal interest in nature conservation and thus Natura 2000. It was also decided to adjust the dissemination strategy and use the budget from the ambassador campaign only partly for print products. The advertisement of the campaign should also cover social media as well. The social media dissemination activities are now described in Deliverable B2-1 “Social Media DIN A2-posters”. The social media activities started on the 15.3.2019 with the first tests. Due to the advice of communication agency, it was decided that the project should focus on fewer ambassadors in the first campaign, i.e. on two ambassadors that are well known in Bavaria. Focusing on two high level ambassadors will help to invest the budget for the dissemination more effectively as the ability to recognize them and the campaign (to obtain a “brand recognition”) will be improved.

The postponement and the change in the concept for the ambassador campaign were announced in the 2nd project visit (30/08/2018) and in the first Progress Report (30/09/2018). The external agency confirmed this in a letter dated 21/12/2018.

Feedback and reactions

We received a remarkable attention in the social media – in Facebook as well as Instagram and YouTube. For examples we obtained over 1900 Likes on Instagram on Alexander Hubers Facebook account.

Impacts

The two ambassadors took part in many of the project's actions. Examples include:

- B4-4 Natura 2000 cycling and hiking guide: Alexander Huber takes over the foreword and the recommendation of a tour

- B6-2 Natura 2000 Bavarian Oscar: Dr Auguste von Bayern was a jury member
- B5-2 Natura 2000 relay: Dr Auguste von Bayern took part at the international final event with an active part
- D2-3 Natura 2000 touring exhibition: The Natura 2000 ambassadors are one of six elements of the touring exhibition. They give insights into their motivation to support the European natural heritage in Europe. The exhibition was shown in 15 locations all over Bavaria (see D2-3)

Complementary action outside LIFE

The Bavarian State Ministry of the Environment and Consumer Protection ordered 13 additional poster sites in Munich as in kind contribution.

On the annual meeting of the Bavarian conservation authorities Alexander Huber gave a speech in front of 350 participants (Ansbach, October 2019) - also talking about his role as Natura 2000 ambassador. In addition, the postcards were disseminated at the event.

As Natura 2000 ambassador Alexander Huber posted also on his Instagram account an article highlighting the need to protect climate and biodiversity and was invited to a famous radio show in the broadcasting station BR2, where he talked about a sustainable way of enjoying the Alps <https://www.ganz-meine-natur.bayern.de/2019/05/natura-2000-botschafter-im-tagesgesprach-auf-br2/>.

2) B2-2 Regional Ambassadors II 2023

Foreseen start date: I/2022

Actual start date: I/2023

Foreseen end date: I/2023

Actual end date: I/2024

Results and achievements

Each of the ambassadors addressed a different target group. These new ambassadors could address target groups that are more difficult to reach, namely different social groups that do not belonged to the socio-ecological milieu, but actually came from rather contrasting social groups. With these ambassadors, the project team could cover the whole of society in a more targeted way.

After a long and work intensive search for potential ambassadors, the following personalities agreed to became Natura 2000 ambassadors in the project:

Pia Amofa-Antwi: moderator and actor, especially known from children TV “Pia und die wilden Tiere” (Progressive woman committed to fighting discrimination, target groups: young kids and parents of young kids)

Peter Maffay: musicians and music producer (Famous pop and German rock singer with a commitment to disadvantaged children, target groups: older persons in Germany, Austria and Switzerland)

Django 3000: Bavarian folk rock band (down-to-earth musicians with home concerts and concerts mainly in Bavaria and Austria, target groups: People from young to old who are very attached to their homeland)

Bruckner: German indie pop duo (Social criticism, music about the inner turmoil of their own generation, target groups: young people, student scene, festival visitors in Germany, Austria, Switzerland)



Figure 3: From top left to the bottom right: Matti und Jakob Bruckner, Pia Amofa-Antwi, Alexander Huber, Peter Maffay, Django 3000, Dr Auguste von Bayern (c) beechstudios and Wolfgang Köhler

Claudia Koreck: German singer/songwriter (Commitment withdrawn due to too many overlapping dates)

Recognition value is also important for the films, posters and postcards. For this reason, the campaign was carried out in a size that would have sufficient impact even with six ambassadors. As with Ambassador Campaign I, the posters were displayed in the same larger Bavarian cities, i.e. in all administrative districts. The aim was for passers-by to remember the previous campaign or to recognise the same campaign in different places or cities, for example. A few weeks later, the postcards were freely available in bars etc. and were distributed by the ambassadors at events.

Each ambassador received his or her own film (including short cuts) and own posters with an individual claim. Care was taken to ensure that different habitats were covered: Water, forest, moors, and meadows. By showing different approaches to nature and Natura 2000, the second campaign also emphasized that nature conservation is a task for the whole society and the European natural heritage needs support from everyone (following the slogan of the project “it’s in my own nature”). The ambassador films were published on YouTube and on the website with a description and quotes. Professional pictures and the films were shot in Natura 2000-areas with the ambassadors for the billboards and the postcards. Individual claims were

developed for every ambassador or pair of ambassadors. Natura 2000 and nature conservation play a major role for all ambassadors. They emphasise that intact natural and landscape areas are of great value to them and, above all, to society as a whole. It was important that the ambassadors remained authentic in their statements.

The search for suitable personalities for the ambassador campaign who complement each other took longer than planned in the project application (Start campaign date 01/2022 of the Milestone B2.2). The campaign was launched on 28 March 2013, from which date posters were put up, the press kit was sent to a local to Germany-wide media distribution list and posts were published on social media. The posters were up until 10 April. If spaces were not occupied in the following periods, the posters were hung for a longer period (until 20 April 2023). The six different posters were displayed on 450 advertising media for one week each. This reached 4.9 million people. The posters were displayed in the following cities: Aschaffenburg, Augsburg, Bamberg, Bayreuth, Fürth, Ingolstadt, Kempten, Munich, Neu-Ulm, Nürnberg, Passau, Regensburg, Rosenheim, Schweinfurt, and Würzburg.

Of all the ambassadors, 105,600 postcards were printed and 99,900 were distributed. They were available for free pick-up in bars, restaurants etc. in various cities in Bavaria, many of which overlapped with the cities with posters: Munich, the Munich region, Nuremberg, Fürth, Erlangen, Regensburg, Ingolstadt, Würzburg, Neu-Ulm, and Augsburg.

The ambassador images were advertised intensively on social media channels (promotion of films, posts, support from community management). In advance of the ambassador campaign, 16 posts were published on the various social media channels. Three postings were made for each ambassador for the release of the film. The reach of the postings was increased with paid advertising.

Presswork also played a major role. A press kit was produced for the campaign launch (28 March 2023) and a weekly press release (every Friday until 5 May 2023) was sent out for the release of an ambassador film.

The film agency was commissioned again to maintain the visual language and the film concept.

Campaign results at a glance: 5.04 million persons reached

- 450 large billboard poster with the six Natura 2000 ambassadors or pairs of ambassadors were shown in all larger Bavarian cities with the Number of contacts with individuals billboard campaign: ca. 43,1 million eye contacts and 4,91 million individuals reached.
- 99.000 postcards with the Natura 2000 ambassadors were disseminated
- 5.800 views on the website
- 17 participants at the upcoming event
- 32.408 views on YouTube
- Thanks to the frequent content of the ambassador campaign, the project team increased the reach by over 700% to around 10.000 accounts reached. Interactions also increased significantly, with as many as 700 accounts interacting during the ambassador campaign. The number of followers even increased steadily and rose close to 1.000 followers on Instagram. An influencer was tasked with community management.

The Natura 2000 ambassadors retain their title and continue to be involved in Natura 2000 events and actions.

Important problems and deviations

The original plan to recruit around 20 people to position themselves on a poster in favour of Natura 2000 conveyed exactly the desired message of broad social support. At the same time, this realisation posed a whole series of challenges in operational implementation that counteract the actual effect of brand ambassadors. Ambassadors support a project through their familiarity and/or their high recognition value. When depicting a large group of ambassadors, the individual people must be depicted much smaller on the poster. This significantly reduces the recognition effect. In addition, when used on social media channels as well as on large-scale posters, only a short attention span of the recipients could be expected, in which only a limited amount of information could be perceived.

The project team has therefore improved the concept to only four more ambassadors. The project team continued with the approach from the first ambassador campaign. That meant that the project focused on very well-known personalities (Bavaria, Germany, Switzerland, Austria) with a high recognisability, a bigger outreach and hopefully long-lasting impression on the population. In the second ambassador campaign, therefore four more persons became ambassadors. The authentic ambassadors, as foreseen, represent a wide range of social backgrounds. There were now a total of 6 ambassadors or pairs of ambassadors and as envisaged in the project application from other fields of television and music.

By presenting the ambassadors (Django 3000 and Bruckner are each in pairs), individually on one poster each, the people could be presented in a size that could be captured even in a short attention span and thus did not lose their recognition effect. The ambassadors should come from the most contrasting areas of society possible.

Focusing on six high level ambassadors helped to invest the budget for the dissemination more effectively as the ability to recognize them and the campaign (to obtain a “brand recognition”) improved.

The strategy of the first ambassador campaign with regard to the billboards and postcards was adopted in B2-2 based on the positive experiences. The reach of the first ambassador campaign was already enormous and the two ambassadors became well-known Natura 2000 ambassadors. For example, Alexander Huber had several personal meetings with the Bavarian Minister of the Environment and he reported that association representatives or politicians etc. approached him several times about his commitment.

With the external agency, this was communicated in the 6th project visit on 20/03/23 and its response on 17/07/2023.

Feedback and reactions

The ambassadors created their own posts about their role as Natura 2000 ambassadors and shared many of these posts.

As the reporting of the social media channels showed that the growth in the range was particularly high during the ambassador campaign. With the campaign the project team reached profiles who were not follower of the channel “gang meine Natur”. 190 new followers were gained.

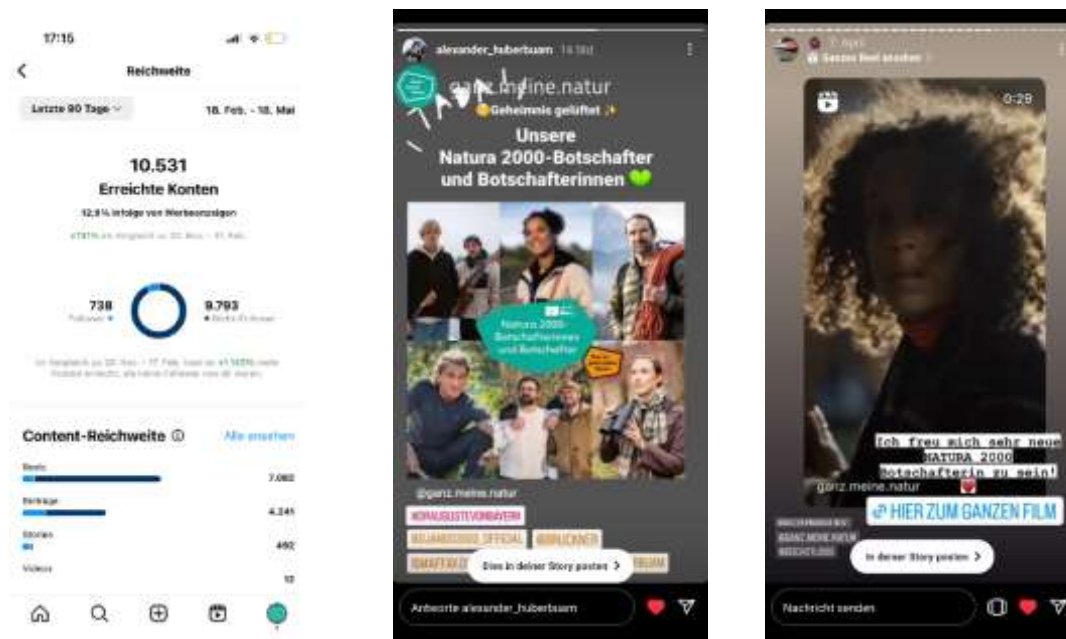


Figure 4: Overview of Instagram accounts to the content range. and examples of shared postings by the Natura 2000 ambassadors

Far more press articles (26 press articles) than planned in the project application (6 press articles) were published in various local, regional and national media. A report in the newsblog from “Ganz meine Natur” was published.

We got many positive feedbacks from several employees in the districts that the poster campaign has met with an incredible response. They have received a lot of positive feedback about it and about the ambassadors in general.

Impacts

A separate media appointment between Peter Maffay and Bavarian Environment Minister Thorsten Glauber took place at Gut Dietlhofen.

Alexander Huber, Pia Amofa-Antwi, and Dr Auguste von Bayern took part at the 2nd Bavarian Natura 2000 Summit in Brussels and on several other events, for example:

- B1-4 Natura 2000 on-site implementation and B3-1 Natura 2000 Partnerships and Sponsorships": Dr Auguste von Bayern: Honouring the Natura 2000 partnership in the Garching Heath
- B4-4 Natura 2000 cycling and hiking tours: Alexander Huber: Interview about the Cycling and hiking guide
- B5-1 Natura 2000 student actions: Dr Auguste von Bayern: Natura 2000 Day 2022 Sound Art Work
- B5-1 Natura 2000 student actions: Dr Auguste von Bayern: Natura 2000 Day 2023 with an excursion at the Isar-Hangleite
- D2-3 Natura 2000 touring exhibition: Dr Auguste von Bayern: Honouring the Natura 2000 partnership for the German Speleological and Karst Research Association
- D2-3 Natura 2000 touring exhibition: Alexander Huber: Vernissage of the travelling exhibition in the information center in Altmühltal

Complementary action outside LIFE

To launch the Ambassador Campaign II, an internal kick-off event was held on 21 March 2023 in Nymphenburg Palace Park, a Natura 2000 site, in Munich. In addition to the ambassadors, representatives of the StMUV, the funding bodies and government employees were invited to honour the ambassadors for their commitment and to present perspectives on Natura 2000. The event focussed on networking between the ambassadors and Natura 2000 experts. Jakob and Matti Bruckner, Pia Amofa-Antwi and Dr Auguste von Bayern took part. Django 3000 cancelled at short notice due to illness.

A cooperate event was hold in Gut Dietlhofen with Peter Maffay, the Bavarian Environment Minister Thorsten Glauber, the director of the LBV, Dr. Norbert Schäffer, the director of the ANL, Dieter Pasch, and with the board member of the Bavarian Naturschutzfonds, Ulrike Lorenz, and kids from a primary school and the Kindergarten (see B5-1 students action – complementary action).

The Bavarian State Ministry of the Environment and Consumer Protection ordered 110 additional poster sites for Peter Maffay and Pia Amofa-Antwi in Munich as in kind contribution.

B3 Natura 2000 Participation campaigns

Foreseen start date: II/2018

Actual start date: IV/2017

Foreseen end date: VI/2021

Actual end date: VI/2021

Milestones:

- | | |
|---------|------------------------------------------------------------------------------------------------------------------------------------|
| 01/2019 | B3-1 Start of the campaign and dissemination flyer. New date: 10/2019 (achieved). |
| 01/2020 | B3-2 Start of the campaign and dissemination of the promotional postcards and campaign flyer. New date: IV/2021 (achieved 1/2023). |

Deliverables:

- | | |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| 01/2019 | B3-1 Campaign Flyer Partnerships Overview and Dissemination. New date: 11/2019 (Flyer finalised to be send in IV/2019, see Deliverable, achieved). |
| 01/2020 | B3-2 Campaign flyer (pdf-file, achieved) |
| 01/2020 | B3-2 Promotional postcards (pdf-file, achieved) |
| 12/2021 | B3-2 Web brochure with the results of the campaign (pdf-file, modified) |

1) B3-1 "Natura 2000 Partnerships and Sponsorships"

Foreseen start date: I/2019

Actual start date: II/2019

Foreseen end date: IV/2019

Actual end date: IV/2019

Results and achievements

The support of individuals or groups of people is crucial for the local implementation of Natura 2000. Thus, a campaign was designed for 2019 that highlights the importance of Natura 2000 Partners and Partnerships in Bavaria.

In the course of the project year 2019, Natura 2000 partners or partnerships were appreciated due to their support for Natura 2000. A certificate (see Figure 7) signed by the Bavarian State Minister for Environment and Consumer Protection appreciates individuals or groups as “Natura 2000 Partner” or “Natura 2000 partnership”. Many events were held throughout Bavaria where Natura 2000 partners and partnerships were appreciated and partners and partnerships received the certificate from state authorities (e.g. the Bavarian State Minister, State Secretary) or other high level representatives (e.g. presidents of the regional district governments).



Figure 7: Natura 2000 partner certificate

Many partnerships and partners were awarded with the “Natura 2000 partner” or “Natura 2000 partnership” certificate. In all regional districts of Bavaria such events, as foreseen in the project proposal, took place (for examples see Figure 8). Natura 2000 partners are individuals or groups who are committed to support Natura 2000 species or groups of species (e.g. certain birds or amphibians). Natura 2000 partnerships are dedicated to Natura 2000 implementation at a certain site. They are committed to conservation, maintenance or improvement of FFH or bird sites.

- Until December 2019, around 40 Natura 2000 Partners and 27 Natura 2000 partnerships (with 118 certificates) were awarded (see Additional B3-1). Thus, the number of appreciated persons or groups exceeds the foreseen 40 partner/sponsorships of the project proposal.

- In the events and added-value events, over 600 people participated. The LIFE project team financed 12 events with 450 participants.
As some awards were presented as part of other activities (e.g. B1-4 events), only those events that were organized exclusively to honour the Natura sponsorship and partnership are counted here. Other awards are listed under ‘impacts’. In total there were more award events than in the project application planned (14 events).
- See the Annex “Documentation Natura 2000 Partner and Partnerships”.

To get an impression of the various events that took place throughout Bavaria, see below an example of four selected events.

B3-1 "Natura 2000 Partnerships and Partners"



Sustainable Apple –Cider production: Mayor of Markt Markt Berolzheim/Mittelfranken



Taking care of habitats: Biotopgruppe Engelloh-Trautmannshofen/Oberpfalz



Celebration at the Natural History Museum in Coburg – taking care of birds in Oberfranken



Morretal: Appreciation of organic farming in Unterfranken

Figure 8: Examples for events that celebrated Natura 2000 Partner and Partnerships

In addition, a campaign flyer (see Deliverable B3-1) was created that highlights both Natura 2000 partners and partnership (Flyer with 6 pages, Deliverable B3-1 “Campaign Flyer Partnerships Overview”) applying also the key visuals of the project. The motto of the partner and partnership flyer is: „Protecting habitats...it’s in our nature“. It was decided to approach potential partners and partnerships directly with the help of the experts at the regional district governments, particularly to show long-lasting support for the Natura 2000 network and its implementation in Bavaria. Thus, the flyer was created after the first rounds of events and printed and disseminated in IV/2019 to get additional attention and stimulate the establishment

of more Natura 2000 partnerships and individual commitment in the coming years. Hence the flyer will be sent to all relevant governmental authorities.

Flyer were printed in IV/2019 and sent to:

- 96 uNB (local nature conservation authorities): 200 copies = 19 200
- 7 hNB (regional district governments): 500 pieces = 3500
- 71 Rural District Office (Landratsamt): 200 pieces = 14 200
- 25 City Governments (kreisfreie Städte): 200 pieces = 5 000
- ANL: 2 000

Sum: 43 900 copies of the flyer

The flyer contains a short description of the LIFE-Project and informs about the acknowledgment of the activities of Natura 2000 partners and partnerships. The readers will find also a web links to the project website for more detailed information (see the flyer in the Deliverable). The flyer shows the importance of partners and partnerships for the Natura 2000 network. For clarification, various examples show the commitment of people caring for Natura 2000 habitats and species throughout Bavaria.

Important problems and deviations

As additional corrective action an adjustment in the dissemination and advertising strategy was needed. In the project proposal there is no advertisement via social media (Facebook, Instagram) and Youtube foreseen. However, many people use these information sources and hence it is important to disseminate project results via social media as well (see E-Mail from the external agency from 27/7/2019 and the mid term report from 30/11/2019, p. 75). In turn, the Natura 2000 Partnerships and Sponsorships were advertised in Social Media.

Feedback and reactions

Far more press articles (24 press articles) than planned in the project application (15 press articles) were published in various local and regional media. Some newsblog stories and about 10 postings, reels and stories were published in Facebook and Instagram as well as two films about the award on YouTube.

Impacts

These honours took place as part of other activities, for example:

- B1-3 Natura 2000 40 years Bird Directive Celebrations in Swabia – 3 honours
- B1-4 Natura 2000 implementation on site in the Garching Heath
- B7-2 Natura 2000 management on site near Pfronten
- B7-2 Natura 2000 management on site in Ruderatshofen
- D2-3 Natura 2000 touring exhibition in the National Park Bayerischer Wald

Complementary action outside LIFE

The interest in the award and the willingness of stakeholders to participate in receiving an award was so great that the measure was continued on a quasi-permanent basis until the end of the project. As a result, significantly more honors were awarded than planned. From January 2020 until February 2023 1 Natura 2000 Partner and 3 Natura 2000 partnerships (with 71 certificates) were awarded (see Additional B3-1). The assessments were carried out by the hNBs and uNBs, with technical support from the LIFE team.

2) B3-2 "Natura 2000 Hands-on campaign"

Foreseen start date: I/2020

Actual start date: II/2020

Foreseen end date: IV/2020

Actual end date: IV/2021

Results and achievements

The “Natura 2000 Hands-on campaign” aims to highlight the regional commitment to Natura 2000. A flyer and advertising postcards are being used to promote the campaign. The campaign will also be published and advertised on the project website. This measure offers the opportunity to engage not only with the public, but also with stakeholders such as nature conservation NGOs, gardening clubs and the Bavarian State Agency for Agriculture, who are all partners. By publicizing the actions of the campaign, the aim is to motivate them to support the implementation of Natura 2000.

For measure B3-2 ("Natura 2000 Hands-on campaign"), the topic “Obstwiesen” (meadow orchards) was chosen. Orchards appeal to all the senses and are a valuable habitat for many animal and plant species, including Natura 2000 species. The Natura 2000 hands-on campaign presents these beautiful and valuable cultural landscapes to a wide audience. Whether in the garden, in landscape conservation or as a producer - the hands-on campaign offers a wide range of opportunities to get active, exchange knowledge and meet like-minded people.

A flyer, postcards (three different designs) and a new sub-page of the project website were developed in consultation with the partners and distributed to all partners as well as project partners from the working group to be used for events and to be distributed and displayed in public places.

Printed flyers and postcards in II/2020:

- Flyer: 30.000 pieces
- Postcards (three different designs): sum 60.000 pieces
 - Postcard 1: 20.000 pieces
 - Postcard 2: 20.000 pieces
 - Postcard 3: 20.000 pieces

Important problems and deviations

In March 2020, the Coronavirus pandemic led to a first lockdown in Germany and lasted throughout the spring of 2020. Even during the lull in new infections in the summer months, restrictions regarding public gatherings were in place and prevented any events taking place indoors. When the second wave hit in the fall of 2020, restrictions were tightened once again, leading to a strict lockdown that began in December 2020. In the course of 2021, there were repeated restrictions due to the Coronavirus pandemic. The Natura 2000 hands-on campaign was therefore closed in agreement with CINEA. Although the produced flyers were spread over large distributors, there were almost no public meadow orchards events due to the pandemic restrictions.

This was discussed with the external agency during the 5th project visit on 9 December 2021.

B4 Natura 2000 Information campaigns

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: I/2021

Actual end date: IV/2022

Milestones:

01/2018	B4-1 Start of the campaign with one best practice example (new date: 07/2018 achieved)
02/2019	B4-2 Start of the campaign with first touristic hot spot (new date 11/2019 achieved)
01/2020	B4-3 Start of the campaign with publication of the leaflet and first Natura 2000 product (new date: 11/2020 achieved)
01/2021	B4-4 Opening of web portal for tour suggestions (new date: 08/2021 achieved)
10/2021	B4-3 Event "BayernMarkt Natura 2000" (new date: 09/2022 achieved)
12/2021	B4-4 Publication of brochure Natura 2000-Hiking Desire (new date: 02/2022 print version, achieved)

Deliverables:

01/2019	B4-1 Web-brochure with Best-Practice-Examples (pdf-file, new date: 10/2019 achieved)
01/2019	B4-2 Web-Presentation Hot Spots Natura 2000 for Recreation (pdf-file, new date: 02/2020 achieved)
01/2020	B4-3 Info-leaflet Natura 2000 Products (pdf-file, new date: 04/2021)
12/2020	B4-3 Web-brochure Natura 2000 Products (pdf-file, new date: 02/2021 achieved)
12/2021	B4-4 Web-brochure Natura 2000-Hiking Desire (print version and pdf-file, new date: 02/2022 achieved)

1) B4-1 "Look beyond one's own backyard" (Blick über den Tellerrand – Natura 2000 andernorts)

Foreseen start date: I/2018

Actual start date: III/2018

Foreseen end date: IV/2018

Actual end date: III/2019

Results and achievements

In 2017, several projects were contacted to obtain articles about project experiences and best-practice examples with regards to the Natura 2000 communication, dissemination and implementation. The second part of the articles consists of an interview with one of the project managers or project leads.

The web-brochure (Figure 9 and Deliverable B4-1) that contains the articles gives an overview of selected best practice examples of Natura 2000 projects. The focus was to select projects outside of Bavaria to show the range of Natura 2000 projects that help to foster implementation and communication in various European countries and German states.

The compiled 13 articles contain valuable experiences with regards to Natura 2000 – both from completed projects as well as from ongoing LIFE and other Natura 2000-related projects. The lessons learnt from these projects can be helpful for readers that are generally interested in the

topic or work on similar projects. In addition, the examples show which new approaches and methods in LIFE projects are applied in order to secure or improve the conservation status of habitats and species.

Many partners are required for the implementation of Natura 2000 – hence the projects give also insights into the importance of communication and the stakeholder dialogue and cooperation across borders of states or countries. Articles also explain how information on Natura 2000 can be made available to the general public and certain user groups, or what possibilities are sought to involve important interest groups in its implementation. The articles were published successively from 2018-2019. All 13 articles were finalized and disseminated (ANL Newsletters), printed (ANLIEGEN NATUR) or posted on the webpage and FB from 2018-2019.



Figure 9: Thirteen best practice articles on Natura 2000 are compiled in a web-brochure

The articles were disseminated in 2018/2019:

- via a specific Newsletter from the ANL: around 1300 subscribers.
- with a print version in issues of the journal ANLIEGEN NATUR : 500 copies per issue
- Notification Email for download of the pdf (ANLIEGEN Natur): 6000 subscribers
- Web-Brochure online available for browsing via the LIFE living Natura 2000 webpage: <https://www.ganz-meine-natur.bayern.de/natura-2000-andernorts-best-practice/>
- Download of the articles via the LIFE webpage <https://www.ganz-meine-natur.bayern.de/natura-2000-andernorts-best-practice/>
- Advertisement of the web-brochure by informing the PAG and on the LIFE-Facebook channel

Complementary actions

Thirteen instead of twelve needed articles were published. In addition, three articles (from outside Germany) were published both in German and English in the brochure. The articles were all published (in-kind contribution of the ANL) in issues of ANLIEGEN NATUR.

2) B4-2 "Hotspots for N2000 tourism and recreation"

Foreseen start date: I/2019

Actual start date: II/2019

Foreseen end date: IV/2019

Actual end date: I/2020

Results and achievements

In 2019, a campaign presented tourist destinations with good infrastructure in and around Natura 2000 sites, e.g. birding stations in SPA sites, mountain summits or information centres in Natura 2000 sites. In spring 2019, suitable hot spots of Natura 2000 were identified with the help of the external staff at the regional district governments. See below a list of the hotspot sites.

According to the project plan, the hotspots were prepared for the website in an informative and interactive way. Also existing touristic information is listed in each of the hotspot descriptions are provided to gain more information with regards to the special characteristics of each site, the special habitats and species and recommendations for hiking tours, touristic places etc. In addition, links are listed to get additional information from existing (touristic) webpages. An overall map of Bavaria where all hotspots are located help the people that access the website to locate the nearest Natura 2000 hotspot.

By presenting the hot spots on the web, the public, land users and decision makers should not only get information about the hotspot itself but also the awareness should be heightened that Natura 2000 provide crucial ecosystem services and with regards to the "tourist value" of Natura 2000 sites.

The relevant information for 31 sites was compiled with the help of the external staff at the regional district governments.

The LIFE project team compiled a list for the following sites (see below) and sent them to the communication agency, which will in turn put them on the LIFE living Natura 2000 webpage. However, the foreseen benchmark of 25 described Natura 2000-hotspots as in the project proposal is achieved.

The communication agency Birke was preparing the hotspot descriptions (i.e. data and pictures) for the web). The hotspots were published IV 2019 and I/2020.

List of the finalised 31 Hotspot descriptions:

Middle Franconia

1. FFH site 6929-371 „Hesselberg“
2. SPA site 6728-471 Altmühltal mit Brunst-Schwaigau und Altmühlsee mit der „Vogelinsel“ (Naturschutzgebiet „Vogelfreistätte Flachwasser- und Inselzone im Altmühlsee“)
3. FFH site 6434-301 „Traufhänge der Hersbrucker Alb“, Teilfläche Houbirg

4. FFH site 7132-371 „Mittleres Altmühltal mit Wellheimer Trockental und Schambachtal“ und Vogelschutzgebiet 7132-471 „Felsen und Hangwälder im Altmühltal und Wellheimer Trockental“, Teilfläche NSG Juratrockenhang mit Felsgruppe Zwölf Apostel

Lower Bavaria

1. FFH site 7136-301 „Weltenburger Enge“ und FFH-Gebiet 7136-301 „Hirschberg und Altmühlleiten“
2. FFH site 6946-301 „Nationalpark Bayerischer Wald“
3. FFH site 7446-301 „Donauleiten von Passau bis Jochenstein“
4. FFH site 7148-301 „Bischofsreuter Waldhufen“ (Natura 2000 Gemeinde)
5. FFH site 7243-302 „Isarmündung“

Upper Bavaria

1. FFH site 8140-372 „Chiemsee“ und „Chiemseegebiet mit Alz“ SPA 8140-471
2. FFH-Gebiet 8334-371 „Loisach-Kochelsee-Moore“
3. FFH-Gebiet 8336-371 „Mangfallgebirge“
4. FFH-Gebiet 7834-301 „Nymphenburger Park mit Allee und Kapuzinerhölzl“

Upper Franconia

1. FFH site 5931-374 "Maintal von Staffelstein bis Hallstadt"
2. FFH site 5932-371 "Albtrauf im Landkreis Lichtenfels"
3. FFH site 5731-301 "Naturschutzgebiet 'Vogelfreistätte Glender Wiesen'"
4. FFH site 6233-372 "Ehrenbürg und Katzenköpfe"

Upper Palatinate

1. FFH site 6736-301 „Schlossberg, Wolfgangshöhle, Hohllochberggruppe bei Velburg“
2. FFH site 6836-371 „Schwarze Laaber“ („Schwarze Laaber“)
3. FFH site 6834-301 „Trauf der mittleren Frankenalb im Sulztal“
4. FFH site 6935-371 „Weiße, Wissinger, Breitenbrunner Laaber und Kreuzberg bei Dietfurt“
5. FFH site 935-371 „Weiße, Wissinger, Breitenbrunner Laaber und Kreuzberg bei Dietfurt“
6. FFH site 6844-373 „Großer und Kleiner Arber mit Arberseen“

Swabia

1. FFH site 7527-371 „Leipheimer Moos“, FFH-Gebiet 7427-371 „Naturschutzgebiet Gundelfinger Moos“, SPA-Gebiet 7427-41 „Schwäbisches Donaumoos“
2. FFH site 8426-301 „Nagelfluhkette Hochgrat – Steineberg“
3. FFH site et 7128-371 „Trockenverbund am Rand des Nördlinger Rieses“
4. FFH site „Falkenstein, Alatsee, Faulenbacher- und Lechtal

Lower Franconia

1. FFH site 6124-372 „Maintalhänge zwischen Gambach und Veitshöchheim“
2. FFH site 6022-371 „Hochspessart“
3. FFH site 5929-471 „Mainaue zwischen Eltmann und Hassfurt“
4. FFH site 6327-371 „Vorderer Steigerwald mit Schwanberg“

Feedback and reactions

About 30 postings, stories and reels on Facebook and Instagram were published. The hot spots were advertised via social media on the one hand and via the PAG on the other. Nevertheless, only one article on the hot spots appeared in the BayernTourNatur newsletter (9 reports planned)

Impacts

The hot spots were integrated into the media table of the travelling exhibition (D2-3). New contacts were made with tourist facilities, amateur photographers and nature-loving people. The network of Natura 2000 partners in Bavaria was expanded.

Complementary actions

Six more hot spots were published.

3) B4-3 "Natura 2000 Products"

Foreseen start date: I/2019

Actual start date: II/2021

Foreseen end date: IV/2021

Actual end date: IV/2022

Results and achievements

A list of products produced sustainably in Bavarian Natura 2000 areas and/or with a strong connection to Species listed in the Habitat and Birds Directive (for example, produced in a way that assists in preserving the habitat of Natura 2000 species) was established. Product descriptions, including information about the area where the products come from and the relevant Natura 2000 habitat types and species were developed in consultation with the producers and local nature conservation authorities. An entirely new sub-structure of the project website includes an interactive map showing where the products come from and a product catalogue organized into different categories (i.e. meat products, vegetarian products, drinks, etc.). A web brochure that can be adapted to include further products or make corrections in case contact or other information changes, and a print version including at least one product from each of the seven administrative districts, was distributed as part of this campaign. In addition, product descriptions and recipes linked to the website were shared on social media throughout 2021. This way, it is possible to communicate to the general public that sustainable land use is possible in Natura 2000 areas and awareness is raised through the use/consumption of the products.



Figure 10: Natura 2000 product-brochure (web brochure) with sixteen product descriptions, status: fourth extended edition september 2023

In autumn 2022, the project team organized in cooperation with Bayerischer Bauernverband (Bavarian Farmers Association, the most important agricultural lobby group in the State representing about 140.000 members) the “BayernMarkt Natura 2000” in order to present the Natura 2000-Products to a broader public. To achieve this goal, the “BayernMarkt Natura 2000” was organized within the Bauernmarktmeile 2022, an annual agricultural fair attracting thousands of visitors. On September 25th 2022, the “BayernMarkt Natura 2000” took place within the Bauernmarktmeile in the city centre of Munich, the capital of Bavaria. The “BayernMarkt Natura 2000” consisted of 10 market stands with a wide product range from fruits grown in meadow orchards, cheese specialities made from cow, sheep or goat milk, to meat specialities such as lamb. The market was a great opportunity for the producers to present their valuable products produced sustainably in Bavarian Natura 2000 areas and/or with a strong connection to species listed in the Habitat and Birds Directive. The project team also participated in the Bauernmarktmeile with an information stand attracting thousands of visitors, which were interested in the Natura 2000 network.

To draw attention of the visitors to the “BayernMarkt Natura 2000”, the project team developed a leaflet, which was distributed within the Bauernmarktmeile. Additionally, the project team engaged stilt walkers in order to spread the leaflets around the entire market.



Figure 11: Impressions of the “BayernMarkt Natura 2000” within the Bauernmarktmeile in Munich. (A) Information stand “LIFE living Natura 2000” with LIFE-Team, representatives of the Bavarian Farmers Association, the Bavarian Minister for Food, Agriculture, and Forestry and the director of the Bavarian Academy for Nature Conservation and Landscape Management. (B) Stilt walkers drew attention to the stands of the “BayernMarkt Natura 2000”. (C) Visitors of the “BayernMarkt Natura 2000” within the Bauernmarktmeile. (D) Market stand of a producer of Natura 2000-products.

To initiate the networking of relevant actors like representatives of the Bavarian Farmers Association, the “Landschaftspflegeverbände” and the producers of the Natura 2000-Products, the workshop “Natura 2000-Products” was successfully conducted in Munich on 8th November 2022.

The information about the Natura 2000 products were disseminated:

- Via Web-Brochure (fourth edition) online available for browsing via the LIFE living Natura 2000 webpage:
<https://www.ganz-meine-natur.bayern.de/natura-2000-produkte/>
- Via Print-Brochure (third edition): 2.273 copies
- Advertisement of the brochure and the Natura 2000-products by flyer: 3.000 copies
- Advertisement of the “BayernMarkt Natura 2000” within the Bauernmarktmeile by flyer: 2.500 copies
- Several postings on Social Media about the Natura 2000-products and the producers as well about the Exhibitor at the Natura 2000 BayernMarkt

Important problems and deviations

Due to the pandemic situation, the BayernMarkt Natura 2000 was postponed to 09/2022. It was a part of the Bauernmarkmeile in Munich which was cancelled in 2020 and 2021 cause of the corona pandemic. Due to the pandemic situation, the networking workshop “Natura 2000-Products” was also postponed from November 2021 to November 2022.

As additional corrective action an adjustment in the dissemination and advertising strategy was needed. In the project proposal there is no advertisement via social media (Facebook, Instagram) and Youtube foreseen. However, many people use these information sources and hence it is important to disseminate project results via social media as well (see E-Mail from the external agency from 27/7/2019 and the mid term report from 30/11/2019, p. 75). That’s why the info leaflet Natura 2000 Products (deliverable) was cancelled.

Feedback and reactions

We received media attention with the presentation of the Natura 2000 products, particularly on a regional level. Overall, we have nine reports (see Deliverable D6-Press Review), three reports more than foreseen in the project proposal.

Complementary actions

In addition to the “BayernMarkt Natura 2000” printed flyer, the LIFE-Team presented the Natura 2000-products and the project with an information stand at the regional event „Landwirtschaft Rupertiwinkel miteinand“. The event "Landwirtschaft Rupertiwinkel miteinand" invited visitors to find out all about agriculture and regionality. Initiated by the „Integrierten Ländlichen Entwicklung Zukunftsregion Rupertiwinkel“ the event took place in the centre of Waging am See on 16.10.2022, docked to the farmers' and craftsmen's market.

Impacts

Cooperation with the Bavarian Farmers' Association was strengthened and improved through intensive dialogue. Mutual understanding was increased. This was reflected, among other things, in the fact that the Bavarian Farmers' Association asked us to work together again the following year as part of the farmers' market mile in Munich. Unfortunately, the project team was unable to fulfil this request due to time and financial constraints.

Direct contacts with regional producers and direct marketers on site were established and consolidated through co-operation. The website helped to establish contacts for potential new customers and resellers. New Natura 2000 products can be added to the website at any time to ensure continuity.

4) B4-4 Cycling and hiking guide (Wanderlust) Natura 2000

Foreseen start date: I/2021

Actual start date: III/2021

Foreseen end date: IV/2021

Actual end date: I/2022

Results and achievements

As the project application stipulated, area experts and hiking clubs have been asked. The project team asked the employees in the district governments for tours in or across Natura 2000 sites that could be recommended from a nature conservation point of view (f. e. visitor guidance, consideration for particularly sensitive species). Cooperation with several partners

such as hiking clubs and national parks have been found in order to promote the guide via their communication channels.

In cooperation with twelve action partners (e.g. Deutscher Alpenverein, nature parks, NaturFreundeBayern, Wanderverband Bayern, Geopark, BUND Naturschutz Bayern, national parks, Bavarian tourism associations) the tours were chosen to use their own platforms for promoting the guide, which was very effectively. This was foreseen in the project application.



Figure 1: Left: Page layout of a tour in the cycling and hiking guide (c) Barbara Blum; right: Bavarian map with all tours © Veronika Bauer

As planned in the project application, twenty Natura 2000-tours (15 hiking tours, 5 cycling tours, 3 tours per administrative district) in all administration districts of Bavaria have been published in a printed cycling and hiking guide, an online cycling and hiking guide, on the project website and on the hiking platform www.outdooractive.com as “Natura 2000-Touren”. The tour description in all these media products includes the tour dates, a map with the route, a route description, and a description of habitats and species as well as several pictures. In the printed and online guide the ambassador Alexander Huber took over the foreword and recommended the first tour in his home region. In the general section was an overview map with all the tours, a description about Natura 2000, behavioural rules and tips for tour planning as well as acknowledgements to the partner. Nature enthusiasts were reached to engage the awareness of Natura 2000. Even after the project, the tours will remain on the project website, on the platform Outdooractive and in the app Natur.Digital. The graphic and interactive realisation was outsourced.

The website is online since 08/2021. Every Natura 2000-Tour und the tour recommended by Natura 2000 ambassador Alexander Huber were published weekly in social media. In social media, the tours were highlighted as “Natura 2000-Touren”.

In 12/2021 the web version of the cycling and hiking guide was published and the press release was sent out.

The printed guide (02/2022) with 30.000 copies was distributed on various public events as well as via the communication channels of the cooperation partners, PAG members and other partners. The promotion was on social media, in press articles as well as in communication channels of the action partners and the project partners. In addition, a subscription with the outdoor platform outdooractive promoted the tours for two years, as the project application planned to use existing apps the tours.

As long as the subscription with outdooractive was running was a plugin with a map with all Natura 2000 tours on the project website. The tours are now presented on subpages. Natura 2000-tours from external associations or privates are called to make the action interactive (planned in the project application). The government districts in particular named a number of tours, which have been linked directly to the respective homepage.

Important problems and deviations

The publication of the tours has been delayed to 08/2021. Visitor pressure has risen strongly during the pandemic. Therefore, the chosen tours were coordinated intensively with the higher nature conservation authorities in the regional districts, the national parks, and the nature parks to clarify nature conservation issues. The creation of the maps had to be tendered externally, as the existing dtk maps were too detailed and not suitable for the scale of the tours. The labelling would have been cut off and sometimes illegible.

At the end of 2021, there were supply bottlenecks with suitable paper, which was not available for several months. The brochure could therefore not be printed until February 2022.

Feedback and reactions

The promotion of the guide and the tours was very successfully. 15 reports appeared in different channels. For example, the brochure was published in the journal "DAV Panorama", on the website and on Facebook of "Bergerlebnis Berchtesgaden" and in the Naturparkmagazin. The Tourism Association Ostbayern published the guide in its own partnernet.

24.350 views of the tours and the guide were on outdooractive and the website.

Complementary action

In addition to the platform www.outdooractive.com and the project website, some tours are already published in the app NaturDigital.

An interview with the ambassador Alexander Huber about the guide, his recommended tour with a description of the importance of Natura 2000 was published.

As a supplement winter tours were presented on social media.

Impacts

Natura 2000 ambassador Alexander Huber wrote the foreword, a tour recommendation and an interview about the cycling and hiking guide, which was shared on social media.

As the tours are permanently available to all users on the popular Outdooractive platform and Natur.digital, the Natura 2000 tours will continue to be read by many users even after the end of the project. In this way, the topic of Natura 2000 can be communicated to hikers and cyclists in the long term via their own leisure interests.

B5 Natura 2000 Actions

Foreseen start date: IV/2017

Actual start date: IV/2017

Foreseen end date: IV/2023

Actual end date: IV/2023

Milestone:

05/2018	B5-1 Date of the first event, School actions (achieved)
05/2019	B5-1 Date of the second event, School actions (achieved)
05/2020	B5-1 Date of the third event, School actions (achieved)
05/2021	B5-1 Date of the fourth event, School actions (achieved)
10/2021	B5-2 Start relay race (achieved)
10/2021	B5-2 Handover of the relay (achieved)
05/2022	B5-1 Date of the fifth event, School actions (achieved)
05/2023	B5-1 Date of the sixth event, School actions (achieved)

Deliverables(s):

12/2020	B5-1 Leaflets school actions (pdf file, achieved)
01/2021	B5-1 Information poster and postcards. In consultation with the Executive Agency, 1 flyer was created. Further print products have been cancelled. Increased use of social media instead. Digital toolboxes: water, forest and meadow. New date: 09/2021 (achieved)
06/2021	B5-2 Posters of the relay race (pdf file) – modified into increased use of social media – new date 10/2021
11/2021	B5-2 Videos, podcasts etc. – new date 08/2022 (achieved)

1) B5-1 School actions on the occasion of Natura 2000 Days

Foreseen start date: II/2018

Actual start date: II/2018

Foreseen end date: II/2021

Actual end date: IV/2023

Results and achievements

In May 2018 the first school action with pupils from Upper Bavaria started (see Milestone B5-1). About 150 pupils had the opportunity to gain experience regarding the differences in organic and conventional farming. They also learned more about the ecology of the partridge, a threatened bird species in Bavarian farmland (see Figure 10 for the poster/flyer of the event). The action was organised in cooperation with the Bavarian-Austrian biodiversity project “Mehr Vielfalt in der Landschaft” (more variety in the landscape). In 2019, a class with 24 pupils attended the school action.



Figure 10: Poster of the school action in 2018.

For the following annual actions, talks were held in autumn 2018 with different organisations in order to set-up further countrywide events. Talks with the National Working Group for Nature and Environmental Education (ANU) and other facilities have been not successful, as they demanded the support of personal costs for their events with school kids. According to the project proposal, such costs cannot be covered by the EU LIFE project. However, for the environmental education facilities in Bavaria the financing of personal costs were a prerequisite for a cooperation.

In the end, the project team decided to create an information flyer (see Additional B5-1) for participation of teachers in order to join the action. The flyer (webversion/print version with 23 900 copies finished in December 2020) is available on the webpage of the project. The project team contacted the Bavarian State Ministry for Education and Culture. In turn, the Ministry published regularly articles in their newsletters for schools and teachers. In these articles, the idea of the campaign is explained and how teachers can apply to participate in the action. In addition, other newsletters (e.g. BayernTourNatur, Infobrief Naturschutz) were used to inform about the task. More than 70 posts, reels and stories were published on social media.

The flyer gives a short overview of the action and asks teachers to apply in order to receive financial support of the proposed action (150 Euro). In order to gain support it is necessary to present the planned action and to outline the connection to Natura 2000 (e.g. some teacher want to visit Natura 2000 areas together with experts from nature associations or governmental authorities). To receive the financial support it is also demanded to present photos, videos, etc. as output.

Overall, 68 completed Natura 2000-school actions such as excursions to Natura 2000-sites with 119 school classes or groups of young people were supported financially by the project (100 – 120 classes were expected). Thereby an impressive number of approximately 2.600 people participated. The actions include excursions of school classes within Bavaria as well as for

example events in the National Park “Bayerischer Wald” that were conducted by the association “Prostor pro rozvoj” as cross-border actions with German and Czech pupils.

Furthermore, in the course of the effective cooperation with “Pure Water for Generations e.V.” 29 water days all over Germany were financially supported with the young generation learning about the importance of the resource water and Natura 2000.

These many successful Natura 2000-school actions are comprehensively presented on the project website. The “Natura 2000-Schüleraktion” on the website is restructured into sub-pages, which show all the offered actions, the registration forms and the implemented actions (<https://www.ganz-meine-natur.bayern.de/natura-2000-schueleraktion/>).

Additionally, at least one special action was planned and carried out each year for 21 May (Natura 2000 Day) from 2020 to 2023. In 2020, the motto of the Natura 2000 Day was “Experience nature for yourself”. Due to the pandemic and the contact restrictions, it was not possible to organise any joint events. The project team therefore decided to create a “virtual tour” to the Ökostation Straß in order to invite pupils on a journey of discovery into nature. The “virtual tour” was published on the project website and the project’s Youtube channel alongside information about the significance of May 21st as Natura 2000 Day.

For the annual event on Natura 2000-Day, on the 21st of May 2021 a virtual presentation about the Natura 2000-species beaver was published and promoted in social media and a press release. In 2022, a sound-artwork in the form of a video was produced and promoted. It consists of pictures and nature sounds recorded by school classes and young people of Germany and Austria. The promotion to participate in the sound-artwork was realised in cooperation with Dawn Chorus, a project of Biotopia – Naturkundemuseum Bayern.

In 2023, the motto of the Natura 2000 Day was “Together for Europe’s natural heritage – various activities to take part in”. On 20 May 2023, a colourful day of action took place at the “Biotopacker”, a biotope area near the Lower Inn European Nature Reserve (Europareservat Unterer Inn). The project team was on site with a station informing about Natura 2000 and a creative action for children. The event was organised in cooperation with the cross-border environmental station Naturium am Inn, BUND Naturschutz Rottal-Inn and the Braunau Zoological Society. An excursion to the Natura 2000 area “Leiten der Unteren Isar” took place on 21 May 2023. The topic of the excursion was the biodiversity of the Natura 2000 area. The Natura 2000 ambassador Dr. Auguste von Bayern and further area experts accompanied the excursion. The event was organised in cooperation with BUND Naturschutz Landshut.

An entirely new sub-structure of the project website provides an overview of all the activities organised on Natura 2000 Day (<https://www.ganz-meine-natur.bayern.de/2022/11/am-natura-2000-tag-das-europaeische-naturerbe-feiern/>).

In order to improve knowledge about Natura 2000 and the various habitats among the younger generation, the digital toolboxes were created as part of the measure “School actions”. These were originally developed to support teachers during the coronavirus pandemic. They serve as ready-to-use teaching materials for teachers to discuss this topic with pupils. The digital, interactive documents provide an exciting and motivating offer and valuable support for all teachers. An interactive PDF is available for pupils under the age of 13 and the learning room on the online platform gather.town for pupils over the age of 13. By compiling educational short videos, quizzes and species portraits, they can independently discover Natura 2000 on species-rich meadows, in the forest or in water bodies in a fun and varied way. Species portraits provide detailed information on the habitat and diet of protected animal and plant species that occur in the respective habitat. Teachers are also provided with a list of links to further helpful documents and materials for a more in-depth treatment of the topic.

The toolkits were advertised several times, mainly via newsletters from partners such as BayerTourNatur, Umweltzentrum Bayern and Naturkundliche Informationen. The average number of pupils in a class in Bavaria in the primary school is 19. As 521 digital toolboxes were sent about 9.900 pupils learned more details to Natura 2000. Teaching staff beyond the project period can use the digital toolboxes created during the pandemic.

Water: <https://anl.cloud.bayern.de/index.php/s/JCKSTfelFEpliDR>

Meadow: <https://anl.cloud.bayern.de/index.php/s/qg3rwStwhd3wfgN>

Wood: <https://anl.cloud.bayern.de/index.php/s/izxL5fo4bGnGTtX>

Password: Natura_2000!

Digitaler Werkzeugkasten – Lebensraum Gewässer

In oder an Fließgewässern, Seen und Feuchtlebensräumen leben zahlreiche Tier- und Pflanzenarten, die oft durch Natura 2000 geschützt sind. Der digitale Rundgang führt zu Flüssen und er taucht tiefer in die Lebensräume ein. Welche Fische sind in unseren heimischen Gewässern? Raus aus dem Wasser und hin zu den Uferbereichen führt der Rundgang zu Biberspuren und geschützten Vögeln.



Natura 2000 schützt vielfältige Gewässer-Lebensräume (Mock-up: designcuts.com)

Digitaler Werkzeugkasten – Lebensraum Wald

Ist ein Wald Natura 2000-Gebiet beherbergt er viele wertvolle Tier- und Pflanzenarten. Im Rundgang wird mehr verraten über Bayerns größte heimische Orchidee, seltene Raubkatzen, trommelnde Vögel und Wochenstuben in Baumhöhlen. Das Wissen über Bäume wird in einem Quiz abgefragt.



Virtuell auf den Spuren des Luchs durch den Wald mit den Natura 2000-Werkzeugkasten Wald (Mockup: designcuts.com)

Digitaler Werkzeugkasten – Lebensraum Wiese

Eine außerordentliche Vielfalt an Tier- und Pflanzenarten finden wir in artenreichen Wiesen. Natura 2000 hilft dabei, diese Schatzkammer für die nächsten Generationen zu bewahren. Wie muss der Mensch eine artenreiche Wiese pflegen, um sie zu erhalten? Hier gibt der Rundgang einen Einblick und stellt einige besondere Wiesen-Bewohner vor.



Es gibt viel zu entdecken im virtuellen Natura 2000-Lebensraum Wiese (Bild: designcuts.com)

Figure 2: Digital Toolboxes for teacher and students

Important problems and deviations

In the mid term report a deviation for the school action were asked and committed by the external Agency with the letter from 13/03/2020.

For Action B5-1, each participating school class will receive a grant of 150 Euro for their activities. However, the planned event of the school has to be approved by the LIFE project team (see a detailed description in the technical chapter). We decided to apply the following procedure for approving the costs: Each school class, respectively their teachers, hands in a copy of the invoice to claim the financial support, together with a description of the event. We cannot request the original invoice, as it is possible that the expenses with regards to the school action are higher than 150 Euro. The LIFE project is only allowed, as stated in the project plan, to cover costs up to 150 Euro, additional costs need to be covered by the school or from another source. It is also not possible to split an original invoice. Hence we developed, in order to approve the costs, a specific template that needs to be filled in by each teacher and, together with a copy of the invoice, needs to be send to the LIFE project team. In turn, the LIFE project team will support each school action (after approval) with up to 150 Euro.

Instead of the campaign material (e.g. advertising postcards and posters), the digital toolboxes about meadows, forests and bodies of water were created and advertised via various channels. This was discussed with the external agency during the project visit on 9 December 2021.

Feedback and reactions

The list of student activities in the appendix illustrates the diversity of the activities. The pupils visited various Natura 2000 sites in Bavaria, as well as in northern Germany, Austria and the Czech Republic, as part of the measure.

With over 500 requests from teachers of various school types (primary, secondary and grammar schools), employees of environmental education centres, area managers, local authorities and nature conservation volunteers, the digital toolboxes are very popular and attractive. The digital toolkits for the aquatic, forest and meadow habitats are available free of charge. The link to the download will be sent by email to ganz-meine-natur@anl.bayern.de on request.

21 reports appeared in different channels, seven more than expected in the project application.

Impacts

The student actions were combined with the following actions:

- B1-5 posters in the poster exhibition during the 2nd Bavarian Natura 2000 Summit in Brussels
- B2-1 Natura 2000 ambassadors:
 - Natura 2000 Day 2022: Collaboration with Dawn Chorus, a project of Biotopia - Naturkundemuseum Bayern (Dr Auguste von Bayern is Chairwoman of the Board of the Förderkreis Biotopia)
 - Natura 2000 Day 2023: Hike with Natura 2000 ambassador Dr Auguste von Bayern through the Isar-Hangleite
- Some schools are Natura 2000 partners (f. e. Grund- und Mittelschule Bodenmais (Niederbayern))
- Participant of the student actions was also a winner of the Natura 2000 Bavaria Oscar (B6-2)

The various programmes for children and young people, which were prepared in an age-appropriate way, were able to reach the younger generation with active measures. In addition

to these activities, the project team chose other communication channels to reach children and young people (see chapter 6.4).

2) B5-2 Natura 2000 Relay Run

Foreseen start date: II/2021

Actual start date: IV/2021

Foreseen end date: IV/2021

Actual end date: III/2022

Results and achievements

The relay took place from 6.10.2021 until 10.10.2021 (as five days were foreseen in the project application) in the government districts Oberpfalz and Niederbayern with five legs on these five days. Various disciplines were selected for the relay race: Running, hiking, cycling and stand-up paddling. As planned in the project application, the ambassadors for Natura 2000 were athletes, tourism professionals, company founders and cultural workers. The ATSV Kallmünz ran. Pascal Rösler from Pure Water for Generations e.V. paddled on the stand-up. Michael Körner alias "Mister Goldsteig" hiked and Andi Weindl and Uli Nutz from the Woidboyz cycled for nature. However, the focus was less on the sporting challenge and more on exchange and dialogue.

The project team made invitations cards, start and final banners, t-shirts for the disciplines and online-maps with the legs.

Local and regional stakeholders participated in the legs, such as members of nature conservation and landscape management associations, district administrators and mayors, landowners and farmers, area managers, nature park rangers and children and young people. Every leg had a stopover where the experts on site explained a local Natura 2000 topic. The overarching goal was to improve knowledge about Natura 2000, expand existing networks and gain new allies for nature. This was planned in the project application.

The following legs and cooperation partners were selected:

1st leg: Hohenburg - Kallmünz (discipline: running)

- Relay starting event with 22 participants
- Cooperation partners of the leg:
ATSV Kallmünz, Bathouse Hohenburg/Landesbund für Vogelschutz e. V., Natura Park Hirschwald e. V., project Juradistl, municipalities Kallmünz and Hohenburg, Regional Government of the Oberpfalz

2nd leg: Kallmünz - Regensburg (discipline: stand-up paddling)

- Leg starts and finals event with 11 participants
- Cooperation partners of the leg:
Pure Water for Generations e. V., municipality Regensburg, project Donauinsel Mariaort/ BUND Naturschutz in Bayern e. V., project Nocturnal – bats in Regensburg (Landesbund für Vogelschutz e.V., district group Regensburg, Regional Government of the Oberpfalz

3rd leg: Ellersdorf to Dießensteinmühle in Ilztal (discipline: hiking)

- Leg starts and finals event with 15 participants

- Cooperation partners of the leg:
Natura Park Bayerischer Wald e. V., Tourism Association Ostbayern e. V., Wanderverband Bayern e. V., Regional Government of Niederbayern, Bayerischer Wald-Verein e. V.

4th leg: Frauenberg - Haidmühle - Bischofsreut (cycling discipline)

- Leg starts and finals event with 18 participants
- Cooperation partners of the leg:
Municipality Haidmühle, Support organisation Bischofsreuter Waldhufen e. V., BUND Fachbereich Grünes Band/ LIFE for Mires, Regional Government of Niederbayern

5th leg: Bavarian Forest National Park (hiking discipline)

- Relay final event with 40 participants
- Cooperation partner of the leg:
National Park Bayerischer Wald, Regional Government of Niederbayern

Seven more events than in the project application were done.

The final stage took place on the Bavarian border with the Czech Republic and Austria in the Bavarian Forest National Park as envisaged in the project application. In a festive ceremony, the Natura 2000 relay was handed over by Bavaria's Environment Minister Thorsten Glauber to the Deputy Governor of Upper Austria, Dr Manfred Haimbuchner, and the head of the Czech Šumava National Park, Pavel Hubený who came on behalf of the Czech Minister of the Environment. In addition, the ambassador Dr Auguste von Bayern took part.

Every day the project team accompanied the day on social media and issued a press release with a review and pictures of the day. A report in the news blog was published. As planned in the project application it was a transnational and highly visible action sent impulses to the neighbouring countries.

Relay: www.ganz-meine-natur.bayern.de/natura-2000-staffellauf/



Figure 3: Impressions from the relay race with Bavaria's Environment Minister Thorsten Glaube, the Deputy Governor of Upper Austria, Dr Manfred Haimbuchner, and the head of the Czech Šumava National Park, Pavel Hubený, and the ambassador Dr Auguste von Bayern © Veronika Bauer/ANL

Episodes and public relations of "Wilde Winkel. Bavaria's nature podcast"

As travelling and recreation in the home country became more popular in the pandemic, podcasts about Natura 2000 areas were produced.

The podcasts "Wilde Winkel. Bavaria's Nature Podcast" ("Wilde Winkel. Bayerns Natur Podcast") are designed to showcase the beauty, diversity and uniqueness of the Natura 2000 sites and their protected goods. Water is the focus of all podcasts: "Europe ensures life on and in Bavaria's wild waters." This motto is intended to make the European network of protected areas and its habitats and species worthy of protection tangible. The Natura 2000 podcasts explained the importance of the European nature conservation network by describing individual species.

For the concept, discussions were held with experienced media experts in order to gain a sound basis for the successful realisation and implementation of the podcasts. The unanimous recommendation was to place the network idea and the Natura 2000 network at the centre and to tell stories from all over Bavaria. The aim was to attract more listeners and increase the range. In order to generate the widest possible range of interested parties, it was recommended to focus on Natura 2000 areas near large cities. Protagonists and Natura 2000 areas of the relay race were included in the podcast. The episodes were published six months after the relay race in order to generate more attention through the repetition of the content and the associated recognition value. Therefore, the first episode was published in April 2022.

Following a call for tenders, journalist Dr Bettina Weiz was commissioned to produce the podcasts. Every month from April to August, a Natura 2000 site was presented in two to four episodes. To do this, Dr Weiz explored an area on site and travelled with people who lived or

worked there or used the natural environment for recreation. They told their stories, anecdotes and experiences about Natura 2000. The lively and informative podcasts were aimed at media-savvy day trippers, local recreation seekers and nature lovers, people who are close to their local area and landowners and managers who are involved with Natura 2000. A trailer was produced and published in social media and on the website. From the beginning of April to the end of August 2022, the new episodes were published every Friday.

Podcasts – episodes

Episodes about a Natura 2000 site	Parts
1. Episode Lake Starnberg <i>April</i>	1. part: Wilde Winkel at the Lake Starnberg?! The fisherwoman 2. part: Wilde Winkel at the Lake Starnberg?! The paddler 3. part: Wilde Winkel at the Lake Starnberg?! The bird counters
2. Episode Bamberg Grove <i>May</i>	4. part: Wilde Winkel in the Bamberg Grove?! The poet 5. part: Wilde Winkel in the Bamberg Grove?! The great capricorn beetle 6. part: Wilde Winkel in the Bamberg Grove?! The ferrymen 7. part: Wilde Winkel in the Bamberg Grove?! The rowers
3. Episode Augsburg city forest <i>Juny</i>	8. part: Wilde Winkel in the Augsburg city forest?! Water man and woman 9. part: Wilde Winkel in the Augsburg city forest?! The wild horses 10. part: Wilde Winkel in the Augsburg city forest?! The nature photographer
4. Episode Hochspessart <i>July</i>	11. part: Wilde Winkel in the Hochspessart?! The water buffalo 12. part: Wilde Winkel in the Hochspessart?! The Weikertswiese 13. part: Wilde Winkel in the Hochspessart?! The foresters
5. Episode Ilz Valley <i>August</i>	14. part: Wilde Winkel in the Ilz Valley?! The spruce disappearers 15. part: Wilde Winkel in the Ilz Valley?! The Mühlenwirt 16. part: Wilde Winkel in the Ilz Valley?! The mussel connoisseur

Dedicated pages for Bavaria's Wild Corners were created on Facebook and Instagram for promotion and distribution. The project team commissioned an influencer for the community management.

In addition, a regional network of interviewees and other regional stakeholders connected to Natura 2000 sites was established. These included Bavaria- and Germany-wide associations, organisations and other institutions. Separate press releases were also published for each episode. On social media, every episode had several postings with photos, links, texts, quotes, facts, audio files and highlights.

Podcasts: www.ganz-meine-natur.bayern.de/natura-2000-podcast-bayerns-wilde-winkel/

Important problems and deviations

The relay race was postponed to autumn 2021 due to coronavirus. A wide range of stakeholders from three European countries (Germany, Austria and the Czech Republic), from the administrative districts, counties and municipalities visited, as well as from regional and local associations and institutions, were scheduled to take part in the events. Strict compliance with the prescribed distancing and hygiene measures made it impossible to carry out the project. The project team therefore decided to postpone the event until 2021. Due to coronavirus, it was not possible to hold a public relay race. Protagonists were therefore recruited to carry the relays on behalf of the population.

As additional corrective action an adjustment in the dissemination and advertising strategy was needed. In the project proposal there is no advertisement via social media (Facebook, Instagram) and YouTube foreseen. However, many people use these information sources and hence it is important to disseminate project results via social media as well (see E-Mail from the external agency from 27/7/2019 and the mid term report from 30/11/2019, p. 75). That's why the posters of the Natura 2000 relay (deliverable) were cancelled.

The podcasts required significantly more preparation time than assumed in the project application. A concept was developed by the contractor in consultation with the project team, the Natura 2000 sites were selected and interview partners were recruited by the contractor in consultation with the project team.

The podcasts required a great deal of coordination within the Bavarian Ministry of the Environment and the administrative districts.

For example, the coordination with government employees for the selection of Natura 2000 sites took a lot of time. However, this was crucial in the long term so that politically relevant topics could be taken into account. These consultations were the main reason for the delays.

Feedback and reactions

The public perception of the relay race was very high. In general, more than 80 contributions in newspapers, online-news, external websites, social media etc. were published. For example, the Facebook page "Ganz meine Natur" increased the level of reached persons by 2.300 %. 74 more media appearances than in the project application planned were published.

Important stakeholders took part at the starts und finals events as Mr Manfred Eibl, MdL. Due to the pandemic, public events in October 2021 were only possible with restrictive conditions. Despite this, 106 participants took part in the opening ceremony, the international closing event and the smaller daily start and finish events.

Around 80 contributions to the podcast Bayerns Wilde Winkel were published.

The podcasts were of high journalistic quality and received a constant number of listeners, totalling around 4.300. An increase was hardly possible despite intensive advertising. On the one hand, this was due to the very sharp increase in the number of podcasts on offer. On the other hand, a period of five months is too short to significantly increase the reach.

Complementary actions

Hohenburg as the relay race starting point and Haidmühle in the 4th leg were as Natura 2000 municipalities important partner of the action. The project LIFE for mires was also a partner of the relay and their project team showed a site and explained their objectives.

A press kit was created und published with details to the legs, partners, and project content. In addition, a slideshow with impressions of the relay race was published on the website. In ANLiegen Natur as well in the Blog Naturschutz an article “nature communication on new ways” was published.

For the interviews on site and for other events visiting cards were printed to promote the podcast.

Impacts

- B2-1 Natura 2000 relay: Dr Auguste von Bayern took part at the international final event with an active part
- B5-1: cooperation partner from Natura 2000 student action took part as an interview partner in the broadcast
- The relay start was in the Natura 2000 community Hohenburg and crossed the Natura 2000 community Haidmühle

As a symbolic act, the Bavarian Environment Minister handed over the Natura 2000 relay to the Director of the National Park and the Deputy Governor of Upper Austria at a ceremony. This strengthened the exchange between the three European countries. The intensive accompanying press work (including social media) massively increased the reach and thus the attention of the general public. The relay race and the active involvement of the various partners from the many different areas showed that it was possible to utilise the networks of the new partners and reach new target groups via their channels.

In order to better reach the younger generation in particular, the content was also posted on Instagram, as this tool is mainly used by 16 to 29-year-olds.

B6 Natura 2000 Competitions

Foreseen start date: IV/2017

Actual start date: IV/2017

Foreseen end date: II/2021

Actual end date: I/2022

Milestone

03/2018	B6-1 Anouncement photo competition – (achieved)
01/2019	B6-1 Opening Event Photo Competition – New date: 03/2019 (achieved)
03/2020	B6-2 Award of the Natura 2000 oscar – New date: 06/2020 (achieved)
07/2021	B6-2 Opening exhibition element Natura 2000 oscar – New date: 01/2022 (achieved)

Deliverables:

02/2018	B6-1 pdf-files poster for the photo competition Natura 2000-beauties – (achieved)
01/2019	B6-1 pdf-files competition results – (achieved)
03/2020	B6-2 pdf-files poster and advertising postcards Natura 2000 oscar – modified: social media activities – New date: 06/2020 (achieved)

01/2021 B6-2 pdf-files competition results and poster Natura 2000 oscar – modified: social media activities.

1) B6-1: Photo-competition "See the Natura 2000 Beauty"

Foreseen start date: I/2018

Actual start date: I/2018

Foreseen end date: I/2019

Actual end date: I/2019

Results and achievements

The photo competition (see Deliverable B6-1 Photo Competition) started in Spring 2018, as foreseen in the LIFE project plan. The photo competition "See the Natura 2000 beauty" focuses on the young generation. Partners of the photo competition are the StMUV and the natural history museum in Munich 'Mensch und Natur'. The photo competition was announced via the project webpage, flyers and posters for Bavarian schools. Each participant was able to upload his photos for taking part in the competition. Around 600 participating school kids were expected. The Jury meeting took place on Monday, 22nd of October 2018. The award ceremony for the winners in the different categories took place at the 21st of January 2019.

The photo contest "Natur im Fokus" aims at children and the young generation (age 7 to 18 years) in Bavaria. The photo contest awards not technical perfection and the best equipment, but interesting motives, exciting compositions of the pictures and above all, a lot of creativity. There were two Natura 2000-related categories for the award: Category A 'From alpine salamanders to furs - Bavaria's biological diversity' as well as Category B 'From Altmühltal to Zugspitze - Bavaria's protected habitats'. Each participant was allowed to send in two pictures for each of the categories. The LIFE leading project manager took place in the preparatory meetings, together with the StMUV and members of the natural history museum in Munich 'Mensch und Natur'. The leading manager a, also in the meeting of the Jury to select the 20 winner photos of the contest.

On 13 March 2019 a local opening event of the photo competition „Natur im Fokus“ took place at the Bavarian Academy for Nature Conservation and Landscape Management (ANL) (see Milestone B6-1). Dieter Pasch, director of the ANL, welcomed the guests to the opening event and gave some insights to the LIFE living Natura 2000 project and the photo competition. Three young winners from the region were invited to present their photos that were also related to Natura 2000 and the guests could enjoy the other award-winning photos in the exhibition at the premises of the ANL. The opening event marked the start of the touring exhibition and the photo exhibition was in turn shown at various locations in Bavaria in the course of 2019.

Postcards with the motifs of the winner photos were produced for a further dissemination of the photo competition results of "Natur im Fokus" (see Deliverable B6-1 PDF files competition results and exhibition poster). Each of the twenty postcards contains one of the winner photos, a short information text from the photographers and a slogan with regards to the importance of Natura 2000 ("Natura 2000 protects valuable habitats in Bavaria!"). To present the free postcards during the exhibitions (touring exhibition in various places across Bavaria), a special wooden postcard display rack was produced which presents the postcards in an appealing way.

In addition, a roll-up banner was designed (see also Figure 11) to inform the visitors of the exhibition about Natura 2000 and provide some key facts about the protected area network.

As the production of the touring exhibition was financed by the natural history museum in Munich 'Mensch und Natur', no costs incurred for the production of the touring exhibition. Thus, only a part of the allocated budget in this action was needed to fulfill the foreseen outcomes.

Some main results:

- With regards to the photo competition, 2631 photos were send to the jury and 1039 kids participated in the contest. 20 photos were awarded as winner photos.
- 3.400 visitors of the exhibition
- The touring exhibition was shown at several locations across Bavaria:
 - Museum Mensch und Natur, Schloss Nymphenburg, 80638 München.
 - Bayerische Akademie für Naturschutz und Landschaftspflege (ANL), Seethalerstraße 6, 83410 Laufen
 - Jugendbildungsstätte Windberg – Umweltstation, Pfarrplatz 22, 94336 Windberg
 - Landesbund für Vogelschutz in Bayern e.V. (LBV), Umweltstation Altmühlsee, Schlossstraße 2, 91735 Muhr am See
 - Umweltstation der Stadt Würzburg, Zeller Straße 44, 97082 Würzburg
 - LBV- Umweltstation Lindenhof , Karolinenreuther Str. 58, 95448 Bayreuth
 - Schullandheim Hobbach, Roland-Eller-Umweltzentrum, Bayernstraße 2-4, 63863 Eschau-Hobbach
 - Haus am Strom gGmbH, Am Kraftwerk 4, 94107 Untergriesbach-Jochenstein



Figure 11: Information on Natura 2000 as part of the touring exhibition.

Important problems and deviations

After discussions with the project partner StMUV and the natural history museum in Munich 'Mensch und Natur', which have a rich expertise in the photo contest, the category "Natura 2000" was not included in the campaign. The aim was to ask generally for photos that reflect the beauty of wildlife species and natural habitats and transport in a second step more information on how species and landscapes are related to Natura 2000. The aim of the photo contest was to raise interest in nature and to highlight the relevance of Natura 2000. This was achieved by providing information on Natura 2000 and the LIFE project: In the flyer announcing the contest, in specific Natura 2000-information as part of the touring exhibition (transportable roll-up banner) and due to the production of 30 000 postcards.

Feedback and reactions

14 more media appearances were published as foreseen in the project application.

Complementary action

- The production of the touring exhibition was financed by the natural history museum in Munich 'Mensch und Natur'.
- The touring exhibition was shown at 8 locations instead at 6 locations as foreseen in the project proposal.
- 30 000 postcards were produced containing the winner photos and highlighting the importance of Natura 2000. The postcards were part of the touring exhibition. In addition, postcards were also disseminated by the LIFE project team at LIFE living Natura 2000 events, a set of copies was sent by the LIFE team to further institutions for dissemination purposes:
 - Museum for Natural History „Mensch und Natur“ (Munich): 4 000 postcards
 - StMUV: 4 000 postcards
 - Young winner Photographers: 2 000 postcards
 - Institutions hosting the touring exhibition: 12 000 postcards
 - 2 National Parks in Bavaria : 4 000 postcards
 - ANL: 4 000 postcards

Impact

New contacts were made with museums. The network of Natura 2000 partners in Bavaria was expanded.

The competition was aimed at the younger generation with a passion for photography.

2) B6-2 "Natura 2000-Oscar"

Foreseen start date: IV/2020

Actual start date: IV/2020

Foreseen end date: III/2021

Actual end date: I/2022

Results and achievements

The Natura 2000 Oscar started in autumn 2020. The Natura 2000 Oscar is awarded for outstanding commitment to the implementation of Natura 2000 and is intended to recognise

stakeholders from the target group of landowners/managers and the younger generation. The award winners are also role models for other players and encourage others to follow suit.

The award recognises ways of environmentally friendly use and successful knowledge transfer, thereby increasing the acceptance of Natura 2000 among other stakeholders. Voluntary commitment and the efforts of associations were also recognised. The accompanying, intensive public relations work led to a significant increase in awareness. The Natura 2000 Oscar was awarded in three categories:

- Idea: Students/pupils were able to submit innovative concepts or already implemented projects on the topic of Natura 2000.
- Commitment: Landowners, land users and their associations and interest groups could apply in this category with their commitment to the implementation of Natura 2000.
- Education: This category honours projects and/or events that introduce children and young people to the topic of Natura 2000 in a way that is appropriate for the target group. Interest groups/landowners and land users and their associations could also submit entries in this category.

The competition elicited much interest among different stakeholder groups in Bavaria, mainly due to the project's social media campaign and promotion by various partners; e. g. conservation NGOs or the Bavarian State Ministry of Agriculture and Forests. The competition was advertised on Facebook and Instagram. This proved to be doubly effective, as it attracted both applicants to the competition and generated interest in the social media pages of the project.

31 entries to the competition were submitted, 8 for the category "Vermittlung" (environmental education) and 22 for the category "Engagement" (commitment). There were no submissions to the third category "Idee" (idea) which was addressed specifically to school and university students (50 submitted projects were foreseen in the project application, therefore, 3 more were submitted). This is unsurprising, given that both schools and universities were closed and/or facing restrictions for a considerable part of the year. The jury selected three winners in each of the two categories (1st, 2nd and 3rd place) and awarded two additional special prizes, resulting in 8 laureates.

The jury members were Dr. Auguste von Bayern / scientist, Natura 2000 ambassador; Stefan Koehler / Bayerischer Bauernverband (Bavarian Farmers Association); Ulrike Lorenz / Head of Bayerischer Naturschutzfonds (Bavarian Nature Conservation Fund); Dr. Peter Pröbstle / Head of Bayerische Landesanstalt für Wald und Forst (Bavarian Institute for Forests); Dr. Volker Wachendörfer / Deutsche Bundesstiftung Umwelt (The German Federal Environmental Foundation); Ingo Zahlheimer / photographer.

The winner were:

Category "Vermittlung" (environmental education):

1st prize: Umweltstation Augsburg

2nd prize: Marc Sitkewitz, Gebietsbetreuer Agrarlandschaft Mainfranken

3rd prize: Schutzgemeinschaft für den Neu-Ulmer Lebensraum e.V.

Special prize: Grund- und Mittelschule Bodenmais

In the category "Vermittlung", the prize was awarded to people or institutions that introduce children and young people to the topic of Natura 2000 in a way that is appropriate for the target group.

Category "Engagement" (commitment):

1st prize: BUND Naturschutz in Bayern e. V., Kreisgruppe Mühldorf am Inn

2nd prize: Gemeinde Markt Sugenheim

3rd prize: Georg Lautenschlager und Rainald Erras, Landwirte in Hohenburg

Special prize: Landschaftspflegeverband Mittelfranken e. V. und Gemeinden Ehingen, Röckingen, Gerolfingen und Wittelshofen

In the category “Engagement”, landowners, land users and their associations and interest groups could apply with their commitment to the implementation and conservation of Natura 2000.

The two first prize winners and the winners of the special prizes each received a short film made with a professional film agency. The films show the award winners in their dedicated work for the European natural heritage. This allows viewers to experience the enthusiasm behind the exemplary environmental education and nature conservation work. The films also highlight the importance of outstanding civic commitment to the conservation of unique habitats and the Natura 2000 species they contain. This led to increased costs.

All winners of the Natura 2000 Oscar are presented on the project website: <https://www.ganz-meine-natur.bayern.de/natura-2000-bayern-oskar/>.

A stele for the travelling exhibition (D2-3) with information about the winners was created. The produced videos about the Natura 2000 Oscar winners and new designed stele in the traveling exhibition (action D2-3) have been shown to a wider public. In the environmental station “Haus im Moos” the new stele was published. A very high number of visitors with 65.800 persons visited the travelling exhibition with the oscar stele in nine exhibition centres (see D2-3 that the exhibition was shown in less exhibition centres but for longer periods).



Figure 12: The exhibition element about the Natura 2000 oscar as part of the touring exhibition.

Important problems and deviations

Instead of leaflets, posters and action cards as planned in the project application, a social media kit containing pre-formulated texts and images for use on social media and in newsletters was produced and distributed to all members of the project working group, as well as other partners (committed in the 4th project visit on 27/11/2020). Given the restrictions on social gatherings and the closing of many public institutions, particularly schools and universities, due to the pandemic, this approach was preferential to mass producing print products, which would have been difficult to distribute during pandemic and might not have reached their target audience. As additional corrective action, an adjustment in the dissemination and advertising strategy was needed. In the project proposal there is no advertisement via social media (Facebook, Instagram) and YouTube foreseen. However, many people use these information sources and hence it is important to disseminate project results via social media as well (see E-Mail from the external agency from 27/7/2019 and the mid term report from 30/11/2019, p. 75). That is why the posters of the pdf-files poster for advertising as well a poster about the competition results (deliverable) were cancelled but modified into social media activities.

The award ceremony for the winners in the different categories could not take place due to the restrictions imposed by the pandemic. The winners were announced in a press release on 21 December 2020.

Furthermore, the project team decided to add a new exhibition element to the existing traveling exhibition (measure D2-3 Interactive Natura 2000 touring exhibition) rather than to produce a second exhibition exclusively to present the results of the competition (committed in the 4th project visit on 27/11/2020). In our opinion, the competition results ought to be shown in the context of Natura 2000 as a whole and having two exhibitions tour Bavaria at the same time might lead to confusion and distract interest away from one to the other. The four winning entries (1st prize and special prize) were immortalised in the stele with a professional short film. This film was also distributed on the website and via Facebook and Instagram. The films were therefore not only part of the travelling exhibition, but could also be distributed via several channels, which increased their reach.

Link to the short film: www.youtube.com/watch?v=bx10i38I-RA&list=PL-U59QTL-BVAJLvkagBC691r794AaS1AL&index=3.

Feedback and reactions

The echo of public and media was very positive. Overall, we have 23 reports (see Deliverable D6-Press Review), 9 reports more than foreseen in the project proposal. Furthermore, we received attention in the social media – in Facebook as well as Instagram and YouTube. For example, we obtained over 1.100 clicks on YouTube.

Impacts

The action was integrated in the D2-3 Natura 2000 travelling exhibition and synergies effects could be used as the travelling exhibition was shown in well-known exhibition centres.

The films allow viewers to experience the enthusiasm behind the exemplary environmental education and nature conservation work. The films also highlight the importance of outstanding civic commitment to the conservation of unique habitats and the Natura 2000 species they contain. The award also improved the image of land users in a positive sense.

New contacts were established with local Natura 2000 stakeholders, new contacts and partnerships with schools, nature parks and land users, associations, area managers, etc.

B7 Natura 2000 Communication and cooperation

Foreseen start date: II/2018

Actual start date: III/2018

Foreseen end date: IV/2021

Actual end date: IV/2022

Milestone

10/2018 B7-1 First “Training days on Natura 2000 communication” took place. New date: 12/2019 (achieved).

12/2020 B7-2 All 14 on-site events have been completed. New date: 12/2022 (achieved).

Deliverable

03/2019 B7-1 Natura 2000 Manual. New date: 09/2019 (achieved).

1) B7-1: Training days on N2000 communication

Foreseen start date: IV/2018- I/2019

Actual start date: IV/2018

Foreseen end date: I/2019

Actual end date: I/2019

Results and achievements

The main target groups of the Natura 2000 trainings are representatives of the nature conservation and forestry authorities. For Winter 2018/2019 three trainings were planned, with the aim to improve communication skills for Natura 2000 coordinators (the representatives of authorities). The training days also put emphasis on how to better manage difficult communication situations, e.g. at Natura 2000 site meetings with stakeholders from land-use (agriculture, forestry).

An additional task was to create a manual (see Deliverable B7-1), in order to support the trainings and to compile the most important information of the training workshops. The trainings were organised by the project management and hosted by skilled external communication trainers.

In the end of 2018 and the first quarter of 2019 three workshops on Natura 2000 communication training took place (see also <https://www.ganz-meine-natur.bayern.de/2019/04/natura-2000-kommunizieren/> for a brief description of a workshop that was held in Bad Alexandersbad in 2019 and Milestone B7-1). The first of three Natura 2000 communication trainings took place in December 2018 in Upper Bavaria (Laufen) (see Annex Milestone B7-1). The second event took place on 21-22 January 2020 in the district of Middle Franconia (Pappenheim), the third on 19-20 March 2020 in the district of Upper Franconia (Bad Alexandersbad). All of the three events were held by two communication trainers. The project proposal foresees three trainings, for about 45 participants, only 42 participants took part in these workshops. The ANL incorporated the workshops into its own annual programme.

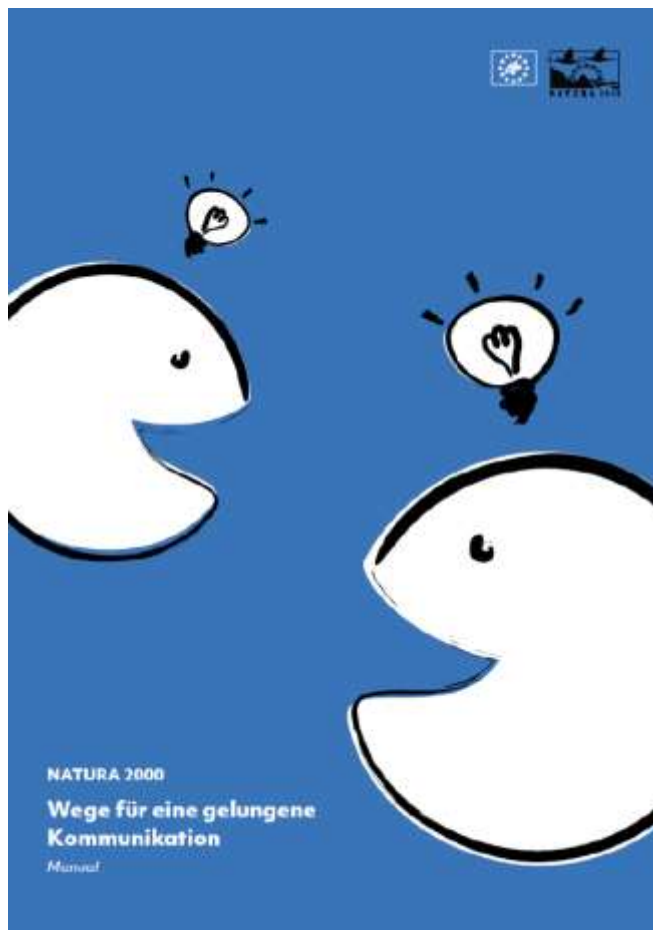


Figure 12: Frontpage of the Natura 2000 communication manual

The final product of the workshops is the so-called Natura 2000 manual “Ways to a successful communication” (in German, see Figure 12) with advices and examples for a better communication.

The manual gives general information about Natura 2000 and useful recommendations for a better communication with key stakeholders. Firstly, the theoretical basics of communication are briefly described. Several illustrations are included, along with the text, so that the reader can better understand the content. The manual offers the basics of communication and gives subsequently valuable and practical examples from the area of Natura 2000. Various best practice examples of a successful Natura 2000 communication are explained in more detail. Selected communication techniques are presented to inspire and improve the future communication process, for example at the so-called Natura 2000 round tables. Useful tips for challenging discussions, possible problem-solving approaches and important hints for the preparation of Natura 2000 meetings are given. A further component of the manual is a compilation of advices and best practice examples that were given by the participants that joined the Natura 2000 communication trainings of LIFE living Natura 2000.

Feedback and reactions

The demand for the Natura 2000 training days is quite high. All courses ran at full capacity. This shows the necessity of such events as managers and Natura 2000 coordinators urgently need such trainings.

Complementary actions

The Bavarian Academy for Nature Conservation and Landscape Management (ANL) continued the trainings in its official programme in the following years, started in 2020. Two communication trainers held all of the events.

- 20 and 21/01/2020 in Laufen
- 07 and 08/07/2022 in Laufen
- 28/02/2023 and 01/03/2023 in Laufen
- 14 and 15/03/2024m in Laufen
- March 2025 (planned)

A total of 111 people have taken part in all communication training courses since 2018.

Impacts

During the training, measures designed in the project were presented and the success factors and challenges were outlined. The aim was always to ensure that the measures could be implemented by the participants themselves. The project team also supported the participants with questions after the workshop. Examples of measures presented include

- B4-3 Natura 2000 products
- B5-2 Natura 2000 podcasts
- B4-4 Natura 2000 cycling and hiking tours
- Facebook and Instagram

2) B7-2 "Natura 2000 management on site"

Foreseen start date: I/2020

Actual start date: IV/2020

Foreseen end date: III/2020

Actual end date: IV/2022

Results and achievements

A series of fourteen on-site events in seven Bavarian administrative districts were planned for 2020, i.e. two events in each of the seven Bavarian administrative districts. On-site meetings were conducted with relevant authorities, politicians, land users and other stakeholders with discussions on the site management (lessons learnt). Two Natura 2000 areas with management plans older than five years were selected per district.

Table 1: Fourteen on-site events (Natura 2000 management on site) in the Bavarian administrative districts

District	First Event	Second Event	Participants
District Government Upper Palatinate	10.10.2020 Naturpark Steinwald	26.05.2021 Eslarn	13 + 22
District Government Swabia	02.12.2022 Bergwiesen bei Pfronten	08.12.2022 Fledermausstammtisch LK Ostallgäu	18 + 15

District Government Middle Franconia	28.07.2021 Unteres Taubertal	30.10.2021 Hesselberg	17 + 24
Upper Bavaria	05./06.07.2022 FFH-Gebiet Murnauer Moos	27.07.2022 FFH-Gebiet „Ebersberger und Großhaager Forst“	112 + 23
District Government Upper Franconia	09.09.2020 Huscherkmühle bei Regnitzlosau, Oberfranken	09.06.2022 Kloster Banz	27 + 18
Lower Bavaria	03.06.2022 Wolfertsrieder Bach	12.07.2022 20-Jahr-Feier der Gebietsbetreuer am Großen Arber	63
District Government Lower Franconia	28.06.2022 Exkursion ins Ortolan-Gebiet; Ochsenfurt	07.10.2022 Exkursion in die Mittelwälder rund um Iphofen	17 + 18
			Sum: 387

In sum, 387 participants attended the events, 173 less participants than foreseen in the project proposal. Due to the coronavirus pandemic, many events could only take place with a limited number of participants.

The events were promoted in various press articles, TV, radio and postings on social media. Reports with pictures of the successfully completed events can be found in the newsblog of the project website: <https://www.ganz-meine-natur.bayern.de/2022/12/fledermausstammtisch-im-ostallgaeu-wuerdigung-von-natura-2000-partnerschaften/>

Wälder. Wiesen. Wundervoll – Exkursion in den Mittelwald von Iphofen (Unterfranken)



„Schöne Oiben“ – Bergmähwiesen bei Pfronten (Schwaben)



„Biotopbäume und Wildkatzen“ – Exkursion in den Banzer Wald (Oberfranken)



„Flussperlmuschel und Steinkrebsbestände“ – Wolfertsrieder Bach erfolgreich renaturiert (Niederbayern)

Figure 4: Some selected Natura 2000 on-site events that took place in 2022.

Important problems and deviations

Events were planned under action B7-2 to take place in all seven administrative districts during the spring and summer of 2020. However, restrictions were in place in Bavaria regarding public gatherings beginning in March 2020 and reaching from restricted numbers to total prohibitions. This greatly complicated the organization of the events and in the end, only two could take place in 2020 (both outside). The other scheduled events had to be postponed to later in the year 2021 and 2022. In December 2022, the action B7-2 was successfully concluded.

Feedback and reactions

We received media attention with the events, particularly on a regional level. Overall, we have twenty reports (see Deliverable D6-Press Review), six reports more than foreseen in the project proposal.

Impacts

Thanks to the high level of coverage in regional media and social media contributions, successful management plans could be demonstrated not only to the participants of the event, but also to local residents. The fact that Natura 2000 successes take place in one's own home region certainly contributes to increased acceptance, as a personal connection can be established more easily.

C Monitoring of project impact

C1 Monitoring

Foreseen start date: III/2017

Actual start date: III/2017

Foreseen end date: I/2024

Actual end date: I/2024

Milestones:

09/2017	C1-3 Plan for the evaluation socioeconomics - (achieved)
02/2018	C1-3 Conclusion of the analyses of the initial socio-economic situation socioeconomics - (achieved)
09/2017	C1-2 Plan for the evaluation of the project results - (achieved)
02/2018	C1-2 End of survey project results project impacts - (achieved)
09/2019	C1-2 Finalisation of the evaluation for the mid-term report and possibilities to adjust actions - (achieved)

Deliverables:

09/2018	C1-4 Performance indicators for the 1 st progress report - (achieved)
09/2018	C1-1 Documentation of the actions for the 1 st progress report - (achieved)
02/2018	C1-3 Mid-term report evaluation socioeconomics - baseline - (achieved)
02/2018	C1-2 Mid-term report evaluation project results - baseline - (achieved)
02/2019	C1-2 Mid-term report evaluation project results - project center - (achieved)
11/2019	C1-4 Performance indicators for the mid-term report - (achieved)
11/2019	C1-1 Documentation of the actions for the Mid-Term Report - (achieved)
01/2021	C1-2 Final report evaluation project results – new date 01/2022 (achieved)
03/2021	C1-4 Performance indicators for the 2 nd progress report - (achieved)
03/2021	C1-1 Documentation of the actions for the 2 nd progress report - (achieved)
01/2022	C1-3 Final report evaluation socioeconomics - (achieved)
03/2024	C1-1 Documentation of the actions for the Final Report - (achieved)
03/2024	C1-4 Performance indicators for the Final Report - (achieved)

1) C1-1 Documentation of measures

Foreseen start date: 07/2017

Actual start date: 07/2017

Foreseen end date: I/2024

Actual end date: I/2024

Results and achievements

The documentation of measures is a constant task of the LIFE team members in the reporting period. Various sheets were created in order to accurately list the successful completion of the actions. The team uses several lists that for the documentation purposes, for example for the meetings that are organized by the LIFE team, an excel sheet stating the dissemination of giveaways etc.

Generally, all actions in the LIFE project are documented on the LIFE-server in specific folders containing all relevant files of an action. A standard documentation of the actions is applied.

Below you will find a screenshot of the actions that are, e.g., documented for the actions in the year 2018 (see Figure 13).

	Name	Änderungsdatum
C1-2 und C1-3 Evaluierung der Projektergebnisse und + Sozio-Ökonomie	A1-2 Einarbeitung Ergebnisse der Bewusstseinstudie (baseline s.M. C1-2) in das Umsetzungskonzept...	18.06.2018 15:01
D4-1 Projektbesuche	Antrag UN Dekade biologische Vielfalt	07.08.2019 09:18
D6 Pressespiegel (jeweils zu den Projektberichten)	B1-1 Natura 2000-Gipfel	17.09.2019 11:20
Museum Mensch und Natur Natura 2000 Ausstellung	B1-2 Natura 2000-Gebiete vor Ort	22.10.2019 14:39
Natura 2000 Gemeinde	B2-1 64 DIN A2-Plakate	20.04.2018 08:12
StMUV-Natura 2000 Kommune	B2-1 64 Großplakate (pdf-Datei)	20.04.2018 08:13
UN-Dekade biol. Vielfalt - Auszeichnung	B2-1 64 Videoclips-Podcasts	29.05.2019 09:23
3. Formblätter - Blankoformulare	B2-1 Werbepostkarten	20.04.2018 08:14
2017	B4-1 Blick über den Tellerrand	12.09.2019 11:01
2018	B4-1 Web-Broschüre mit Best-Practice-Beispielen (pdf-Datei)	29.06.2019 11:38
2019	B5-1 Schüler_Aktionen_am_Natura_2000_Tag	15.10.2019 14:07
2020	B6-1 Natura 2000-Schönheiten sehen - Natur im Fokus	04.11.2019 15:24
2021	C1-1 Maßnahmendokumentation für 1. Fortschrittsbericht	20.04.2018 07:36
2022	C1-2 Zwischenbericht Evaluierung Projektergebnisse - Ausgangssituation-baseline	19.04.2018 11:25
05 Finanzierung	C1-3 Zwischenbericht Evaluierung Sozioökonomie - Ausgangssituation-baseline	20.04.2018 07:21
06 Bilder	C1-4 Performance Indikatoren für 1. Fortschrittsbericht	20.04.2018 07:37
07 Öffentlichkeitsarbeit	D1-1 Newsletter	13.07.2018 14:19
08 Vorlagen - Logo - PP	D1-2 Natura 2000 Wissens-Spaßquiz	07.01.2019 13:25
09 Literatur und Beispiele	D1-3 Natura 2000 Memo	28.01.2019 08:57
10 Aktionsplan_Fitness-Check EU-Kom	D2-1 3 zielgruppenspezifische Info-Faltblätter	21.06.2019 11:06
11 Imagekampagne Naturschutzverwaltung StMUV	D2-2 Zwei zielgruppenspezifische Imagefilme	17.06.2019 11:18
12 Antragsstellung	D3-1 Projekt-Rollups	05.11.2018 09:48
13 Financial Administration	D3-2 Priorbeschilderung Natura 2000-Gebiete	31.10.2019 10:48
	D3-3 Flaggen_Banner	09.06.2018 16:21

Figure 13: LIFE-Data server documenting all actions, e.g. as seen here for the year 2018.

The server lists the actions according to their acronyms. The documentation contains the relevant information, i.e. all needed documents but also the expenditures and the public procurement, in case this was part of the action.

Components of the documented essential information for meetings and events are, for example:

- agenda of the meeting
- list of participants
- press releases and other information for the media
- evaluation forms (in case it was evaluated by the University of Tübingen)
- photos of the event
- manuscript of speeches or pdf-versions of the power point presentations
- list of caterer (in case catering was provided)
- additional information

The documentation of the other actions follow the same principle, so that the most relevant information is stored in a specific folder for each action. For example in the Natura 2000-ambassador campaign the documentation folder contains all relevant information on the filming, public procurement, the final movies and results of the campaign, for e.g. the dissemination results via social media.

2) C1-2 Evaluation of project results + C1-3 Evaluation of socio-economic effects

Foreseen start date: 02/2018

Actual start date: 01/2018 (1st Natura 2000 summit)

Foreseen end date: 1/2022

Actual end date: 1/2022

Results and achievements

The evaluation of project results and evaluation of socio-economic effects was subcontracted to external experts after a public procurement procedure. The Chair ‚Stadt- und Regionalentwicklung‘ of the Department of Geography at the University of Tübingen and the Chair European Studies, especially Western Europe and Border Regions of the Department of Geography at Saarland University have been tasked with the evaluation of the project throughout its course.

There are several components with regards to the evaluation of the project results and the socio-economic effects. Important parts of the evaluation are the analysis of media coverage of Natura 2000 in Bavaria, evaluations of feedback with regards to the main meetings in the reporting period and an analysis of interviews with relevant stakeholders. The baseline evaluation took place in 2018 (see the Deliverables of Action C1-2 and C1-3).

The authors from the Eberhard Karls University Tübingen and from the Saarland University presented the results in workshops to the project team and the ANL director as well as the project staff in the Bavarian administrative districts, their superiors and the project's cooperation partners.

Due to the newly implemented General Data Protection Regulation (EU) 2016/679 (GDPR) it was no longer possible to directly contact individuals/households for participation in the survey, as it was carried out as a standard-procedure in former evaluations of the University of Tuebingen.

Media analyses and surveys were conducted in 2018, 2019 and 2021. Publications from the Süddeutsche Zeitung, Nordbayern.de and Bayerischer Rundfunk were analysed for the media analysis. The number of reports has decreased significantly compared to the previous phase, as the topic is no longer relevant in current national daily events. Conclusion: The project was hardly able to generate any national attention. In contrast, a high level of attention was generated at regional level, as illustrated by the large number of press reports. The surveys were conducted online due to the General Data Protection Regulation. They were advertised via adverts, the ANL mailing list and other insider information. Participants were therefore mainly people with an affinity for the topic or from certain milieus. The underrepresentation of the younger population was identified as a central problem of current nature conservation efforts. In all three surveys, it became clear that conflicts of use in conjunction with information and communication challenges make Natura 2000 demanding and highly relevant.

Two stakeholder surveys were conducted in 2018 and 2021 with the following results: High level of awareness and positive attitude towards Natura 2000 in this group; demand for more extensive, more detailed communication as well as sensitisation and increased acceptance of the population through stronger participation. A high potential for conflict is seen in the implementation of Natura 2000 objectives.

The key recommendations were:

- Use additional innovative communication channels
- Address previously unreached target groups more intensively, especially the younger target group
- Exploit the potential of social media.

Adjustments derived from this:

- Social media channels were increasingly used for communication and public relations work:
 - Commissioning of an influencer for community management
 - Own channel for podcasts: Stronger promotion and attention for ganz.meine.natur
 - Higher number of press releases per campaign
- Special campaigns for younger target groups:
 - Expansion of school campaign
 - Ambassador Pia Amofa-Antwi as a well-known personality, especially among children and young people
 - Ambassadors Jakob and Matti Bruckner for young adults/students
- Podcast as a new communication channel with BR journalist Beftina Weiz
- Ambassador Peter Maffay as a famous personality with a very high reputation, also internationally
- Ambassador Django 3000 for a down-to-earth, local target group
- Further strengthening of networking with partners

To evaluate the socio-economy, 25 area-based interviews were conducted in selected Natura 2000 sites (the Upper Bavarian area ‘Gräben und Niedermoorreste im Erdinger Moos’, the Upper Franconian ‘Eger- und Röslautal’, the area of the ‘Klötzlmühlbach’ in Landshut in Lower Bavaria) in the first evaluation phase and 30 in the final phase. The local challenges in the implementation of the Natura 2000 network of protected areas were analysed on a case-specific basis in three selected areas. Acceptance issues, given socio-economic opportunities and hurdles encountered were analysed in more detail.

The interviewees in all three areas consistently rate Natura 2000 as an important and valuable instrument of nature conservation, but at the same time they still perceive potential for optimisation in the development of the area.

At the regional level, a large proportion of those surveyed are acutely aware that it is not just a matter of public relations work at the local level, but also of fundamentally providing more information and sensitisation to the wider public via the media and in the education system. According to the interviewees, on the one hand, the same people always tend to be reached and, on the other, there is great untapped potential in social media. A change in the agricultural policy framework appeared to be an important starting point in the wider context, even more so than in the first survey phase.

Socio-economic effects were hardly addressed in the area-related interviews. Only assessments of the tourism industry were mentioned more frequently.

With regard to tourism, it was reported that an expected influx of visitors due to the COVID-19 pandemic had led to a burden in various places and that there was an ambivalence between the protection of Natura 2000 sites and increased marketing through tourism.

Interviews were also conducted with contractors. These represented different sectors, each of which received different commissions.

A small majority of the interviewees stated that they were able to derive added value from the project assignment. On the one hand, they stated that there was close collaboration with the ANL and other participating stakeholders on the other hand, that new knowledge was built up and thus a gain in knowledge could be recorded. Smaller economic effects were also identified, for example the fact that several publications resulted from the project.

The strongest effect was the new increase in knowledge and the fact that an ‘internal rethink’ regarding ecological awareness took place.

Important problems and deviations

Both measures could not be extended due to existing contracts. The final report was therefore submitted at the beginning of 2022 despite the project extension.

The integration of the two evaluations meant that the final report of the evaluation of the project results was also finalised by the contractors together with the final report of the socio-economic evaluation in January 2022.

Complementary actions

The results of the evaluations were presented to several groups of participants in online or face-to-face workshops:

- 13/04/2022: Presentation by the contractors to the LIFE team and ANL staff with subsequent discussion
- 22/06/2022: Presentation by the contractors to the LIFE team and members of the steering group (PSG) with subsequent discussion
- 20/09/2022: Presentation by the contractors to the LIFE team, StMUV, funding bodies, employees in the administrative districts, the external agency with subsequent discussion
- 22/11/2022: Presentation by the communication agency Birke and Partner to the PAG and PSG



Figure 5: Online Workshop on 20/09/2022 about the results of the evaluations

3) C1-4 Progress indicators

Foreseen start date: III/2018

Actual start date: III/2018

Foreseen end date: I/2024

Actual end date: I/2024

Progress indicators for the project are collected and used to document progress and dissemination activities of the project.

- Humans (to be) influenced by the project
- Governance
- Information and awareness raising to the general public
- Capacity building
- Jobs
- Contribution to Economic growth

Please see the KPI database.

D Communication and dissemination of the project and its results

D1 Project website

Foreseen start date: III/2017

Actual start date: III/2017

Foreseen end date: I/2022

Actual end date: I/2024

Milestones:

12/2017	D1-1 Webpage of the project is online. New date: full-webpage online I/2019 - (achieved)
12/2017	D1-1 Opening of the Facebook-Page - (achieved)
01/2018	D1-1 First Newsletter –will be published with existing newsletters to increase target audience – (achieved)
01/2018	D1-1 Start of the Blog – (achieved)
11/2018	D1-2 Knowledge Quiz online – new date I/2019 (achieved)
01/2018	D1-3 Memo game online – new date I/2019 (achieved)

Deliverable:

03/2024	D1-1 pdf-files newsletter (achieved)
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1) D1-1 Project-Website

Foreseen start date: III/2017

Actual start date: I/2018

Foreseen end date: I/2022

Actual end date: ongoing

Results and achievements

In 2018, the project webpage was developed in order to serve as the central communication tool for the dissemination activities of the campaign. The site is hosted on the server of the StMUV (IT-DLZ) but also the project team and the sub-contractor will be able to add content. The site

was technically developed by the subcontractor Birke and Partner, the content on Natura 2000 and the project related information was provided by the LIFE team.

The LIFE project website was designed according to the requirements of the legal regulation "Barrier-free information Technology (BITV)" as well as the guidelines of the "Web Content Accessibility Guidelines 2.0" (WCAG). The webpage is equipped with a differentiated analysis tool. The graphic design was created according to the template of the project design, i.e. the Key Visuals of the project (action A1-1), on the website are the logos of LIFE and Natura 2000 highlighted and links are provided to additional information from the European Union (e.g. the European Natura-2000 map) and the StMUV (Figure 8). In addition, a video for deaf people was included in order to explain the structure and main content of the webpage.

The project website (see Figure 14) was launched after the delay in I/2019 and is fully available under the following link: www.ganz-meine-natur.bayern.de/. The website gives detailed information about all relevant parts of the project, its activities, campaign and events as well as Natura 2000 in general.

The website offers the following main thematic parts:

- overview of the campaigns
- introduction to Natura 2000 and information on the LIFE living Natura 2000-project
- stakeholder-specific information (policy level, landowners and property managers, representatives of Interests and Associations, For kids and youths, teachers and school classes)
- information on the LIFE project and contact
- event calendar
- download-Center (movies, articles, flyers, brochures, manuals)
- blog containing articles of meetings, events and other activities of the LIFE project

Some key facts about the project and Natura 2000 (for example, see www.ganz-meine-natur.bayern.de/about-natura-2000/?lang=en) are also available in English.



Figure 6: The website of the LIFE-Project (www.ganz-meine-natur.bayern.de/)

Many news about project-related actions were disseminated via newsletters. For example, the online survey (C1-2) was send via the newsletter, the announcement of the image movie, the Natura 2000-amabassador movies (B2-1, B2-2, D2-2), the Natura 2000 Memo game (D1-3), The Natura 2000 cycling and hiking tours (B4-4), the Natura 2000 products (B4-3) and the calls for participation with regards to B5-1 School actions. In addition, members of the important stakeholders (associations, NGOs etc.) receive project-related news about ongoing campaigns or products via Email.

There have been more newsletter, of course but bellow please find the newsletters often used:

- Newsletter Informationsdienst Naturschutz: 3.261 subscribers
- BayerTourNatur: 4.366 subscribers
- Infobrief Regierung von Niederbayern: figure could not be evaluated
- Bayerisches Artenschutzzentrum: 962 subscribers

In sum with other newsletters, there have been more than 8.589 subscribers.

Since 2017, the Facebook Account (see below) is online and provides information for the public audience and stakeholders. The Facebook account ‘Ganz meine Natur’ <https://www.facebook.com/ganz.meine.natur/> is an additional important tool to highlight events, campaigns and other activities of the project (see Figure 15). On Facebook, the project team made over about 1.100 postings and stories.

The postings and stories on Facebook profile “Ganz meine Natur” were on the one hand about the actions and on the other hand, the project team shared content from our partners and created new content about Natura 2000.

The project team created a new format “Natura 2000 stories” about people with a connection to Natura 2000, species, and habitats. For example, interviews with Natura 2000 ambassador Alexander Huber and the farmer Johann Huber (also produces Natura 2000 products) were created and posted.

182.676 people were reached via the website, newsletter, Facebook, Instagram and YouTube profiles. In the project agreement approx. 2.500 visitors per month were foreseen.

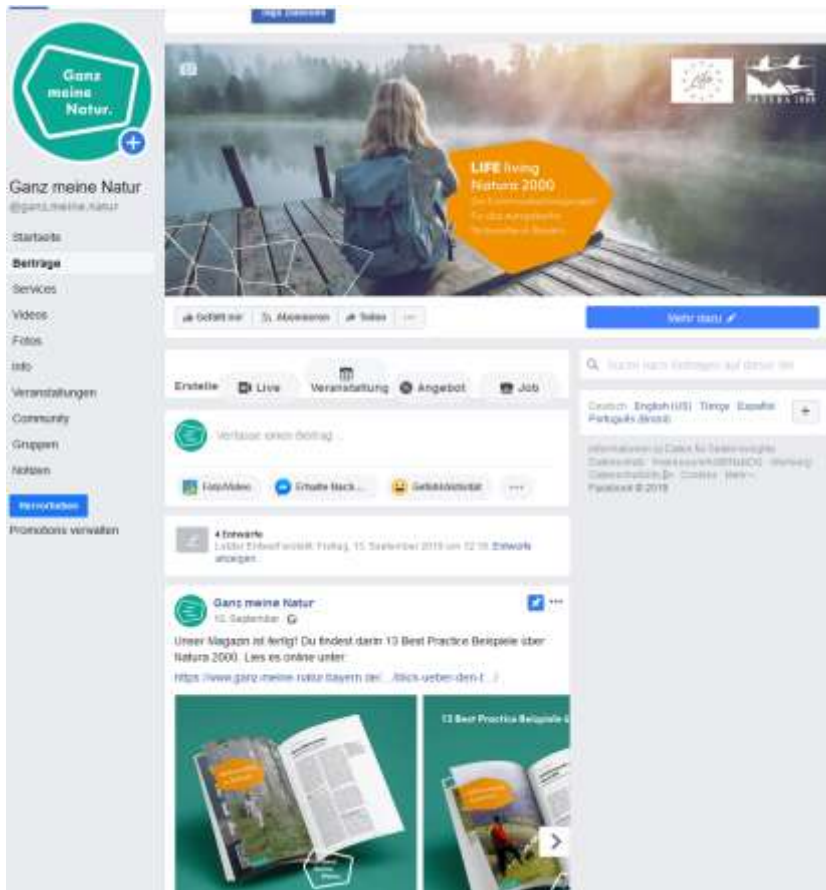


Figure 7: The Facebook page of the project

Important problems and deviations

There was a delay in making the webpage accessible, due to the technical and legal requirements that exist for webpages at the ministerial level and the delayed public procurement with the communication agency. In the meantime, a reduced subpage of the ANL webpage and the Facebook channel was used to provide information about the project.

The foreseen project online blog was moved to the Facebook page of the project (as long as the webpage was not available online). The first blog article was posted on the 16th of December 2017 where the project reported on the First Meeting of the PAG in Munich (13th December 2017).

Due to discussions with our communication agency, it was decided not to establish a project-specific newsletter but to use instead existing newsletters of the StMUV and the ANL (committed by the external agency with the letter from 13/03/2020). By using existing

newsletters that are widely read, we increase the people that we reach with our project content and more people will actually read the news items of the project.

Feedback and reactions

Over 15.300 people visited the site and there were 35.600 page views, however, only the people who accepts the Cookies can be counted properly.

Since the pandemic, the project team posted more content on Facebook, which increased continuously follower numbers. About 430 likes and over 500 followers has the Facebook profile “Ganz meine Natur”.

The news blog had 1.100 views.

Complementary actions

In addition to the Facebook profile “Ganz meine Natur” the project team opened up profiles:

- YouTube channel: Ganz meine Natur
- Instagram profile: Ganz meine Natur
- Facebook- and Instagram profiles: Bayerns Wilde Winkel

The project team published regularly content in all of these Social Media Channels. Especially the Instagram profile “Ganz meine Natur” got many followers and good ranges. In Instagram, story highlights were used to make the content visible in the long term.

In sum the figures of Social Media:

- Facebook: 502 Follower, range: 86.744
- Instagram: 1.120 Follower, range: 71.683
- YouTube: 360 follower

2) D1-2 Natura 2000 Knowledge & Fun Quiz

Foreseen start date: III-IV/2018

Actual start date: I/2019

Foreseen end date: IV/2018

Actual end date: II/2019

Results and achievements

The knowledge & fun quiz was finalized and released on the webpage in 2019. There are 12 questions for the stakeholder group “young generation” and “general public”. The multiple-choice quiz allows to test the knowledge of Natura 2000, and offers interesting facts about Natura 2000 plants, animal species and habitats.

On the Start-Homepage of the project (see Figure 16) there is a direct link highlighting the Natura 2000 quiz in order to gain as much attention as possible.



Auch der Hirschkäfer ist durch Natura 2000 geschützt. Mehr Fakten gibt es im Natura 2000 Wissensquiz. Foto: Piclease/Wilhelm Gallberger

Natura 2000 Wissensquiz

Von Hirschkäfern und Wiesenknopfbläulingen: Wie gut kennst Du Natura 2000? Finde es heraus im Natura 2000-Wissensquiz.

Figure 16: Advertising the Natura knowledge & fun quiz on the webpage

Important problems and deviations

The quiz was published a bit delayed, as the release of the webpage took longer than anticipated. The quiz is available on the LIFE living Natura 2000 webpage throughout the whole project time: www.ganz-meine-natur.bayern.de/wissensquiz/.

Complementary actions

The Natura 2000-knowledge quiz was disseminated via an information to the PAG so that all the member institutions help in advertising the quiz. In addition, an article was posted on the project Facebook page to increase potentially interested “gamers”.

Feedback and reactions

240 persons took part at the quiz.

3) D1-3 Natura 2000 Memo game

Foreseen start date: -

Actual start date: II/2018

Foreseen end date: I/2018

Actual end date: I/2019

Results and achievements

The Natura 2000 Memo quiz was developed for the “kids section” on the website. The quiz (with several ‘klick-to-flip’ images, see Figure 17) was finalized in September 2018. The content was created by the LIFE team with the help and additional expertise of the communication agency Birke and Partner. Aim of the Natura 2000 Memo Quiz is to present

knowledge about Natura 2000 for kids between the age of 10-14 years - in an easily digestible and entertaining form.

The online-tool consists of several flip-cards with questions on a Natura 2000 animal or plant species. With a second click on the image the answer is revealed and the participants can see if they guessed the right answer (see as an example Figure 17).

Important problems and deviations

The quiz was ready to be released at the time of the first progress report (III/2018) and was disseminated when the project website was launched in I/2019 with a bit delay.

Complementary actions

The Natura 2000-knowledge quiz was disseminated via an information to the PAG so that all the member institutions help in advertising the quiz. In addition, an article was posted on the project Facebook page to increase potentially interested “gamers”.



Figure 17: The Natura 2000 memo game - click-to-flip images of the Natura 2000 species for kids

Feedback and reactions

210 peoples took part in the quiz.

D2 Targeted information activities

Foreseen start date: IV/2017

Actual start date: III/2018

Foreseen end date: I/2022

Actual end date: I/2024

Milestone

01/2019 D2-3 Start of the touring exhibition – delayed, new date 03/2020 – (achieved)

Deliverables(s):

02/2018 D2-1 Production of 3 thematic leaflets for specified target groups (PDF-documents). new date: 11/2018 - (achieved)

03/2018 D2-2 Finished image films. New date: 05/2019 – (achieved)

12/2018 D2-3 pdf-files Touring Exhibition. New date: 05/2019 - (achieved)

1) D2-1 Three information leaflets

Foreseen start date: -

Actual start date: I/2018

Foreseen end date: I/2018

Actual end date: IV/2018

Results and achievements

The information leaflets for specified target groups (see Deliverable D2-1) were finalised and the key visual concept was applied to each of them in order to create a direct link to the project. The three leaflets specifically address relevant topics of the stakeholder groups to inform them about Natura 2000 and to show opportunities and advantages of the protected area network, e.g. for generating additional income with conservation-related agricultural measures.

The three stakeholder groups are directly addressed in the leaflets and target-group-specific issues are highlighted and briefly described. The flyers show also opportunities for participation in the implementation of Natura 2000 and encourage the readers to take action and to support the ecological network that protects our European natural heritage.

The main task of the action was the production and distribution of three thematic leaflets for (i) land owners and land users (ii, see Figure 18) for politicians and decision-makers and (iii) for non-governmental organizations and associations.

The leaflets were designed in spring 2018 and inhouse copies were made for the distribution at the events in 2018, so public audiences were already informed in spring and summer 2018. The large production of the around 48 000 copies were scheduled for November 2018, the flyers were printed and in turn disseminated.



Figure 18: Cover page of the thematic leaflet for land owners

As foreseen in the project application (leaflets for (i) land owner and land user, 30.000 copies; (ii) politicians (10.000 copies) and (iii) other stakeholders (10.000 copies) the copies of the leaflets (**48 000 copies**) were sent to main partners (see list below), send to other institutions/individuals and disseminated by the LIFE project team, for example to:

- 96 uNB (local nature conservation authorities): 14 4000 copies
- 7 hNB (regional district governments): over 12 000 copies
- 71 Rural District Office (Landratsamt): 10 500 copies
- 25 City Governments (kreisfreie Städte): 3 750 copies
- 2 National Parks: 600 copies

Feedback and reactions

We obtained very positive feedback – and some individuals asked for sending additional copies of the leaflets. In addition, many authorities - like the regional district governments - used the leaflets in meetings and other occasions.

Complementary actions

Also the Bavarian State Ministry for Food, Agriculture and Forestry (StMELF) was interested in the flyers and disseminated them to subordinated governmental organizations, e.g. on the regional level.

2) D2-2 Image films

Foreseen start date: I-IV/2018

Actual start date: IV/2018

Foreseen end date: IV/2018

Actual end date: IV/2019

Results and achievements

The image films (see Deliverable D2-2) were produced in a close cooperation between the film agency and the LIFE living Natura 2000 team. The LIFE team was responsible for the content, the movie locations and the key messages of the film clips. Public procurement for the film production started in August 2018. A first meeting with the film company took place in September. A general meeting to discuss the image film script was held at the premises of the Ministry (StMUV) in October 2018. The filming started in autumn 2018 for the first movie clip and in 2019 for the second movie clip.

Two films were produced (see copies of the movies in Deliverable B2-1 Natura 2000-ambassador - Movie Auguste von Bayern, Deliverable B2-1 Bavarian Ambassadors - Movie Alexander Huber and Figure 19). One image film is dedicated to decision-makers, land-users and conservationists – i.e. stakeholder groups that should support the implementation of Natura 2000 ('Natura 2000 supporters'). The second image film was developed for targeting the stakeholder group 'young generation' (age 18-28). In the short movies, the beauty, diversity and uniqueness of the Natura 2000 areas with their protected goods are presented. In addition, several short versions for social media were produced (three movie clips for 'Natura 2000 supporters' and three movie clips for the 'young generation') in order to advertise the movie on Facebook and Instagram. The long version of the image films is accessible via the webpage and YouTube.

The dissemination was successful (advertising via newsletters, Facebook posts, Email to associations and non-governmental associations) and performance indicators showed that many individuals of the target audience have seen the movie clips.





Figure 19: Screenshots from the two Natura 2000-image films (Image film Young Generation – above and Natura 2000 supporters, below)

Important problems and deviations

It took a lot of effort of the project team to get the permissions to film at the different locations. This caused some additional time exceeding the budgeted time for the action as foreseen in the project proposal. The movie for the Young Generation was also additionally advertised in Facebook, Instagram and Youtube in 2019 – we asked the European Commission and it was approved per Email (see the Deliverable). The movie on the Natura 2000 supporters (second movie) was advertised in IV/2019-I/2020.

Feedback and reactions

The image films inform and emotionally address the targeted stakeholders and thus sensitize for the LIFE project and Natura 2000. The films were shown at various events of the LIFE project and will be further disseminated (at public events, round tables, meetings etc.) and the project team received support and positive feedback. A managing director from a large nature conservation organisation in Bavaria stated at a LIFE event that such image films are urgently needed to support conservation.

- The movies were disseminated via the ANL Newsletter and by sending an information Email to members of the PAG for further distribution.
- On Youtube the movie for the Young Generation was watched by 58 872 people.
- The short movie clips (three versions) on Facebook and Instagram reached over 236.713 individuals.
- In sum, almost **300.000 people were reached** with the first movie

Only 3 media appearances were published (project application with 5 media appearances) but the film was watched by far more people than 50.000.

Complementary actions

The movies were shown at several meetings of the LIFE team and meetings of the regional district governments.

3) D2-3 Interactive Natura 2000 touring exhibition

Foreseen start date: I-IV/2018

Actual start date: I/2019
Foreseen end date: IV/2018
Actual end date: I/2024

Results and achievements

The public procurement for the touring exhibition started in late spring 2019. The agencies were asked to send their proposals to the ANL until March 2019. In turn, three proposals were selected by the LIFE project team and the agencies were invited to present their ideas at a “pitch” meeting. After selecting an agency, the work on the touring exhibition started with developing a first draft.

Several meetings with the agency were held in order to refine the design drafts and to discuss the content of the touring exhibition.

The exhibition shows important aspects of Natura 2000 and highlights the fact that the world's largest nature conservation project, Natura 2000, is crucial in order to preserve our Bavarian landscape as well as our animal and plant diversity. The exhibition also highlights the relevance of the sites for the society, as they ensure clean water, purified air, reduction of flood risk and reduced soil erosion. Interactive elements ensure that visitors are involved and obtain key messages that should help to increase the acceptance of Natura 2000.

The exhibition consists of six exhibition elements: Natura 2000 in general, Natura 2000 plants, Natura 2000 animals, Natura 2000 habitats, Natura 2000 ambassadors and a media table (highlighting Natura 2000 communities and hot spots) (see Deliverable D2-3). In 2022, the new designed stele about the Natura 2000 Oscar were added to the traveling exhibition.

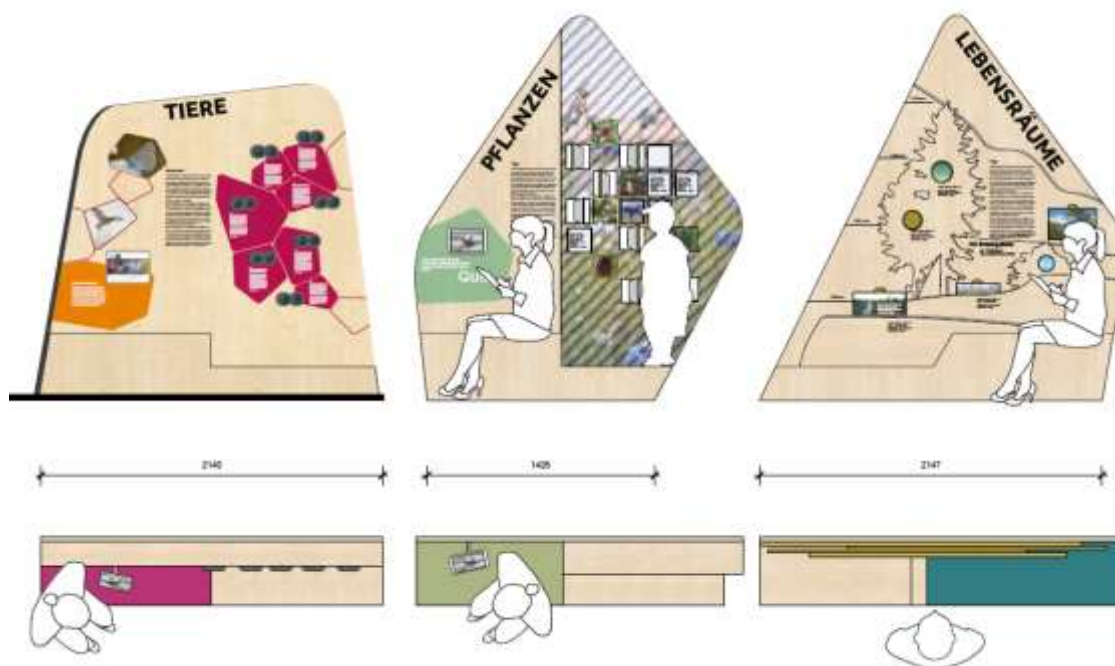


Figure 20: Elements of the Interactive Natura 2000 touring exhibition

First, the exhibition consists of a general introduction on Natura 2000 and gives insights into the LIFE living Natura 2000 project. Further exhibition elements show the diversity of the fascinating Natura 2000-species and habitats and provide interesting key facts and information on the species (see Figure 20). Natura 2000 ambassadors give insights into their motivation to support the European natural heritage in Europe. The media table shows interesting hot spots throughout Bavaria, so that the visitors of the exhibition can get some information about interesting Natura 2000-sites that are close to their hometowns. In addition, Natura 2000 communities are presented to show the support of the society for the protected area network.

The touring exhibition was finished until end of January 2020. The official opening of the travelling exhibition took place on 2 March 2020 in the City Center in Landshut. Unfortunately, the development of the pandemic and the associated restrictions prevented a tour of the traveling exhibition (D2-3) in 2020. While it remained at City Center Landshut for several weeks, it was only accessible to visitors for a short time. In addition, a theft occurred and one of the tablets from module 2 was stolen and had to be replaced. Since museums and most other public exhibition grounds remained closed for most of 2020, it was not possible to display the exhibition anywhere else.

On 21 January 2021, the travelling exhibition was handed over to C.O.P Messe & Display GmbH, the company commissioned to transport, set up and dismantle it, and taken to the first exhibition venue for 2021, the Tennenlohe Forest Experience Centre.

In 2021, the exhibition was advertised to a great number of potential partners, including all Bavarian cities and municipalities. This elicited great interest and within weeks, the exhibition was booked for time slots of 5-6 weeks with one week for transport between exhibition sites all the way through December 2022. Exhibition sites include the visitor centers of both Bavarian national parks, visitor centers in several nature and biosphere parks and nature-themed museums and learning centers. In 2023 and 2024, the tour of the traveling exhibition continued at three stations.

Table 2: Stations of the Interactive Natura 2000 touring exhibition

Period	Exhibition location	District	Accompanying events
02.03.2020 – 04.06.2020	CityCenter Landshut	Lower Bavaria	02.03.2020 Opening event
05.06.2020 – 24.01.2021	Storage at the ANL during the restrictions of the pandemic	Upper Bavaria	
25.01.2021 – 23.05.2021	Walderlebniszentrum Tennenlohe	Middle Franconia	
31.05.2021 – 11.07.2021	LBV-Umweltstation Muhr am See	Middle Franconia	
19.07.2021 – 29.08.2021	Haus am Strom (Umweltstation)	Lower Bavaria	
05.09.2021 – 10.10.2021	Naturerlebniszentrum Rhön	Lower Franconia	

18.10.2021 – 02.01.2022	Biosphärenzentrum Rhön, „Haus der Schwarzen Berge“,	Lower Franconia	
10.01.2022 – 21.03.2022	Haus im Moos (Umweltstation)	Upper Bavaria	
28.03.2022 – 08.05.2022	Nationalpark Berchtesgaden Haus der Berge	Upper Bavaria	
16.05.2022 – 26.06.2022	Informations- und Umweltzentrum Naturpark Altmühltal	Upper Bavaria	25.05.2022 Opening event with Natura 2000 ambassador Alexander Huber
04.07.2022 – 31.07.2022	Umweltstation LBV Zentrum Mensch und Natur, Arnschwang bei Cham	Upper Palatinate	
08.08.2022 – 11.09.2022	Freizeit- und Tourismuszentrum in Steinbach am Wald	Upper Franconia	
26.09.2022 – 25.10.2022	Bildungszentrum für Familie, Umwelt und Kultur am Kloster Roggenburg	Swabia	
26.12.2022 – 17.02.2023	Nationalpark Bayerischer Wald, Hans-Eisenmann- Haus in Neuschönau	Lower Bavaria	16.02.2023 Closing event with Natura 2000 ambassador Dr. Auguste von Bayern
27.02.2023 – 15.05.2023	Umweltstation mooseum	Swabia	
22.05.2023 – 20.03.2024	Bildungszentrum der ANL im Kapuzinerhof	Upper Bavaria	25.05.2023 Opening event with Natura 2000 ambassador Alexander Huber
22.03.2024 – 02.06.2024	Stadt Museum Geretsried	Upper Bavaria	22.03.2024 Opening event with Natura 2000 ambassador Dr. Auguste von Bayern

The traveling exhibition was promoted by means of various press articles and postings on social media attracting both public and media attention.

Important problems and deviations

In 4th project visit the deviation for the travelling exhibition were discussed and committed by the external Agency with the letter from 18/02/2021.

The public procurement for the touring exhibition started in 2019. One agency was selected and the contract with the agency contains both the creative work (a design and construction plan for the exhibition) as well as the production of the touring exhibition (which will be conducted by a carpenters shop). The creative work started in summer 2019 and the production in late autumn 2019. All costs of the touring exhibition were booked in the cost category “External Assistance” as the exhibition material is mobile and not fixed at one location. Therefore, we are not separating the two parts, as foreseen in the project proposal: (1) As “External Assistance” for the design and construction plan and as (2) “Infrastructure” for the production part, i.e. to assign the invoices of the agency to two different cost categories.

Feedback and reactions

With around 85.880 visitors at a total of 16 exhibition venues throughout Bavaria, the interactive touring exhibition was very successful. This means that the exhibition was visited by around 35,000 more visitors than foreseen in the project proposal. The exhibition is still in great demand, so that there are currently 8 interested parties. The echo of public and media was very positive. Overall, we have 26 reports (see Deliverable D6-Press Review), 16 reports more than foreseen in the project proposal. Furthermore, we received attention in the social media – in Facebook as well as Instagram and Youtube.

Complementary actions

The exhibition was always accompanied by comprehensive public relations work and advertising (for example: lectures, advertising on social media, in newsletters, in communication channels of the exhibition venues as well as the PSG and PAG, opening events); for this purpose, the project team created a CI kit that was used by the exhibitors. In addition, there was further information on the travelling exhibition and a calendar of events with a graphic overview of all exhibition venues on the project website <https://www.ganz-meine-natur.bayern.de/wanderausstellung-natura2000-in-bayern/>

Impacts

New contacts were made with museums, educational centres, local authorities, national park and biosphere centres. The network of Natura 2000 partners in Bavaria was expanded.

Examples for links with other measures:

- B2-1 and B2-2 Natura 2000 ambassadors: The Natura 2000 ambassadors are one of six elements of the touring exhibition. They give insights into their motivation to support the European natural heritage in Europe.
- B2-1 and B2-2 Natura 2000 ambassadors: Alexander Huber took part in the vernissage of the travelling exhibition in the information center in Altmühltal.
- B2-1 and B2-2 Natura 2000 ambassadors: Alexander Huber took part in the finissage of the travelling exhibition in the Kapuzinerhof in Laufen.
- Display of various print media at the exhibition: B4-4 Natura 2000 Cycling and hiking guide, B4-3 Natura 2000 products brochure, B2-1 and B2-2 Natura 2000 ambassador postcards, D2-1 three information leaflets etc.

D3 Information and dissemination of the project and its results

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: IV/2018

Actual end date: IV/2019

Milestones

10/2018 D3-2 Info-Boards for Natura 2000 sites are completed. New date: 12/2019 (achieved)

Deliverables:

12/2017 D3-1 Production of 5 thematic roll-ups for specified target groups (PDF-documents). New date: 06/2018 – (achieved)

10/2018 D3-2 Info-Boards design (PDF-documents). New date 12/2019 – (achieved)

12/2017 D3-4 Giveaways (1. tranche) completed. New date 12/2018 - (achieved)

1) D3-1 Roll-ups

Foreseen start date: -

Actual start date: II/2018

Foreseen end date: IV/2017

Actual end date: II/2018

Results and achievements

Five thematic roll-up posters (see Deliverable D3-1) were produced for dissemination activities at events, meetings and other happenings of LIFE living Natura 2000. The five rollups focus on different stakeholder groups of the project: the young generation (enjoying the Nature and Natura 2000), the general public (eagle owl as an animal for the “brand recognition”), fishermen (Natura 2000 that allows sustainable use), land-users (farmers and land-use) and conservationists (picture of an area with high conservation value).

In 2018, the roll-ups were designed using the key visuals and the design concept of the LIFE project. Roll-ups were in turn printed. Over the entire project period, the roll-ups were presented and used during the Natura 2000-events (on-site events) in order to address key stakeholder groups. The roll-ups were further used in the upcoming project years for dissemination. Copies of the roll-ups were sent to all PSG-partners, they use the roll-ups for their Natura 2000-related communication activities and LIFE actions in the Bavarian regional districts.

The following institutions received a set of roll-ups containing the five different themes:

- StMUV
- ANL – LIFE team
- 7 regional district governments

Feedback and reactions

A total of 50 international, national and regional events were organised during the project period. In addition, about 200 other meetings were held. Roll-ups were always set up here. Around 6000 participants have been able to see the rollups since their completion.

2) D3-2 Main Info-Boards for Natura 2000 sites

Foreseen start date: -

Actual start date: I/2018

Foreseen end date: IV/2018

Actual end date: IV/2021

Results and achievements

In the beginning of the year 2018, 70 Natura 2000 sites were selected by the project team and the experts from the regional district government that are members of the PSG. For each of the Bavarian regional district governments, 10 sites were selected. For each of the 70 sites, a Natura 2000 Info-Board was created (see Deliverable D3-2). In selecting the sites, attention was paid to assure that all important Bavarian habitats and species are covered.

The board contains three sections (see Figure 21): Each board gives general information about the corresponding Natura 2000 site and its characteristics. In the picture section of the board, typical species, habitats or other interesting aspects of the sites are shown. In the third section, the board informs about the site, its specific Natura 2000-habitat types and its protected species.

The sign are located in areas of the Natura 2000 sites that are highly frequented, e.g. along hiking or bicycle paths (see Additional D3-2). The project manager developed the concept of the boards together with the project designer and the StMUV.

The design of the boards was finished in summer 2018. 80 info boards are installed. These are 10 more info-boards than foreseen in the project application.



Figure 21: Example of a Natura 2000 info board

Feedback and reactions

The boards have been well received. Only some of the states in Germany have Natura 2000 information boards and other institutions/states showed interest in the info boards, i.e. that there is a nationwide interest in information signs explaining Natura 2000 sites.

14 media appearances (4 more than expected) were published in different media.

80 signs have been erected on designated hiking trails at well-frequented locations for several years (starting in 2018).

Each sign must have been seen by 500 people over several years. In total, the signs have been seen by far more people than it was envisaged in the project application.

Complementary action

See Action B1-2 (event in Upper Bavaria).

In Bavaria, the Natura 2000-management on behalf of the governments is divided in two parts, the Bavarian State Ministry of the Environment and Consumer Protection is responsible for Natura 2000 management in the open land (non-forest land). The Bavarian State Ministry for Food, Agriculture and Forestry (StMELF) is responsible for the management of forests. In order to cover forest habitats and their Natura 2000 sites, the project established a close cooperation with the StMELF.

The installation of the boards is not covered by project funds, i.e. that regional district governments or UNBs had to pay the installation. In future project proposals, a specific budget for the installation should be allocated to the action, as the project could only pay some board installations.

It is foreseen that the state authorities will also continue with the action. This means that more and more Natura 2000 sites in Bavaria will obtain a site-specific Info Board. The templates of the board-design is available for all administration staff at the conservation department of the Bavarian regional district governments which will help to increase the number of erected boards.

Impacts

The Natura 2000 message is communicated directly on site and could therefore be experienced. Understanding and willingness to support Natura 2000 can be increased through the connection to home.

Contact persons for the signposting of Natura 2000 sites have been appointed in all seven administrative districts. With a CI-KIT for further signage, the campaign is being stabilised in the administrative districts. The responsible employees there can put up new signs independently.

In the Natura 2000 area of the Eschenbacher Weihergebiet, a pilot sign was inaugurated at a B1-4 event in 2021 in the Upper Palatinate.

3) D3-3 Project banner and flags

Foreseen start date: -

Actual start date: II/2018

Foreseen end date: IV/2017

Actual end date: III/2018

Results and achievements

Project banners and flags were designed, printed and disseminated. The project banner and the flags with the key visual are used at all main public events of the project. See the Deliverable D3-3 for a detailed description for both products.

The banner is used by the LIFE project team in the meeting, copies of the banner were given to the regional district governments and the StMUV that support our tasks and actions in order to obtain a country-wide dissemination. Flags were produced and used and additional sets were given to the regional district governments and the StMUV.

Production of flags and banners:

- 9 Beachflags Large
- 9 Beachflags Small
- 9 Banners

Feedback and reactions

A total of 50 international, national and regional events were organised during the project period. In addition, about 200 other meetings were held. Beach flags and banners were always set up here. Around 6000 participants at have been able to see the rollups since their completion.

4) D3-4 Natura 2000 Giveaways

Foreseen start date: -

Actual start date: I/2018

Foreseen end date: IV/2017

Actual end date: IV/2018

Results and achievements

A set of different types of giveaways were produced for the project in 2018 and 2019. In Deliverable D3-4 and Additional D3-4, you will find a list of the print templates and photos of the produced advertising material. The advertising material is important for dissemination activities at events, meetings and for the campaign in order to gain additional attention and to obtain a “brand recognition”.

An important aspect in the public procurement procedure was to select giveaways that are produced sustainably. This means that renewable resources like sustainable produced wood for the pencils were selected instead of plastic pencils or organic cotton for the bags instead of non-sustainable materials.

The LIFE logo and the Natura 2000 logo were included on the products to show the link to the EU-funded campaign. In addition, other logos of the co-financing institutions were included as well, when possible. In addition, the key visuals were part of the design of the products. Also the claim of the project “It’s in my own nature (“Ganz meine Natur”)” was used to make the product recognizable and to link the product to the LIFE communication project.

Overall, over 24.400 giveaways (20.000 were foreseen in the project application) were produced and more than 21.000 were distributed in the several events during the project period. As we want to disseminate high-quality and sustainable products, the overall number of produced items is lower than foreseen in the project proposal. The remaining giveaways will be distributed in other events of the ANL.

Table: Overview table of the produced giveaways

Type of giveaway	Pieces	Stock 03/2024
Seedbags	5.000	15
Cotton backpacks	1.488	200
Green Coins (Shopping Cart Chips)	3.114	43
Cotton bags	1.500	306
Paper Notepads A5	1.750	620
pencils	3.955	668
USB Power Banks	25	11
Press Folder	500	105
Natura 2000 stationery	5.000	1340
Business Cards Podcast	500	36
LIFE bagge	200	5
Natura 2000 badge	200	10
Sum	24.432	3359

The giveaways were used at events and public campaigns, actions and networking measures of the project. Each year, the members of the project steering group receive a selection of promotional materials for their use at the LIFE living Natura 2000 events.

Important problems and deviations

As we had to wait for the final design of the key visuals from the communication agency (delay of the agency public procurement), some of the giveaways were produced later than foreseen.

Feedback and reactions

The seed sachets, ballpoint pens and wooden shopping tokens were particularly popular. The project team therefore reordered some giveaways.

D4 Networking with another projects

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: I/2022

Actual end date: IV 2023

Milestones:

11/2019 D4-2 national Symposium on Natura 2000 (achieved)

11/2022 D4-2 international Symposium on Natura 2000 – new date 11/2023 (achieved)

Deliverables:

01/2020	D4-2 Documentation of the national Symposium (achieved)
12/2022	D4-1 Brief report about the project visits – new date 12/2023 (achieved)
01/2023	D4-2 Documentation of the international Symposium – new date 12/2023 (achieved)

1) D4-1 Project visits

Foreseen start date: III/2017

Actual start date: IV/2017

Foreseen end date: I/2020

Actual end date: IV/2023

Results and achievements

First contacts were established during the Kick-off of LIFE2016 projects in Brussels (10/2017) to the Estonian project ‘NaturallyEST-LIFE – Piloting Natura2000 communication in Estonia’ and the Italian project ‘LIFE Sic2Sic – Cycling through the Italian Natura 2000 network’

On-site visit: 29 September 2017 in Leinach: Workshop “Lichte Wälder”. Meeting of the LIFE project Main Muschelkalk that was attended by a project manager. The meeting focused particularly on forests management in order to achieve Natura 2000 targets.

First project visit: LIFE+ project Main Muschelkalk 13-14 October 2017 in Veitshöchheim. The final meeting of the LIFE project Main Muschelkalk was attended by two members of the LIFE living Natura 2000 project team. Both team members participated in the moderation of the first day and they also lead and organized the excursions on the second day to see the on-site LIFE+ measures in the field, together with the local LIFE hosts.

Second project visit: Natura 2000 site in Austria.

A brief half-a-day excursion to a Natura 2000-site Tauglgries on the 26th July in Austria (<http://www.lebensader-taogl.at/en/>). The ranger Johannes Reitsamer lead the excursion along the small river “Taugl” and explained the management of the Natura 2000 site with the specific species where conservation efforts are focused on (e.g. the gravel nesters).

Project Meeting I: LIFE project meeting in Brussels, 18-19 October 2017.

Meeting of the new LIFE16 projects, EASME and the European Commission in Brussels at the beginning of the project.

Project Meeting II: LIFE information meeting for German LIFE projects in Regensburg, 18 April 2018.

Meeting of existing LIFE projects and groups that will apply for new LIFE projects. Possibility to exchange with other LIFE Nature projects of Bavaria and Germany. During the meeting, the project coordinator presented the project LIFE living Natura 2000, outlining its ongoing tasks and actions and possible interactions with other projects (e.g. best-practice examples, communication on Natura 2000 and conservation-related issues).

Third project visit: Visit of the LIFE project “Salzachauen”



Figure 22: Project visitation LIFE Salzachauen

Project visit in the Natura 2000 area Salzachauen (13th November 2019): Excursion of the LIFE living Natura team with LIFE project manager of LIFE Salzachauen, together with a Hungarian-Croatian LIFE project in the largest renaturation project in the province of Salzburg/Austria (Figure 22). On this site, the Salzach floodplain forest will be restored on 127 hectares. Also there are various communication measures planned, such a specific concept for guiding the visitors, possibilities to watch wildlife and for the communication in general (guided tours etc.).

Project Meeting III: Conference on Natura 2000 in Schneverdingen.

Nationwide meeting “Natura 2000 and nationwide implementation (NATURA 2000 in der bundesweiten Umsetzung)” in the North of Germany (Schneverdingen) from the 13.-14. February 2019.

A large meeting with over 100 participants from Germany with people from Natura 2000 project, experts and members of governmental and non-governmental organizations. Also Alexander Just from the DG Environment from the European Commission gave an overview of Natura 2000 from the perspective of the European Commission. The meeting that lasted for two days offered good opportunities to exchange experiences of Natura 2000 related projects. The project coordinator gave a talk on key tasks and actions of the LIFE living Natura 2000 project also a best-practice example for other experts.

Project Meeting IV: Nationwide networking event for LIFE project implementers in Germany

On 3 November 2020, a nationwide networking meeting was held for LIFE project implementers in Germany. The focus was on information on project implementation and current developments in the LIFE programme with a focus on nature conservation-relevant projects. The meeting was organised by the LIFE Advisory Centre at Zukunft - Umwelt - Gesellschaft (ZUG) gGmbH. The meeting was attended by representatives of ZUG gGmbH as well as Anne Calabrese (Technical Monitoring Team NEEMO) and Jan Vančura (Financial Monitoring Team NEEMO). The project team gave a presentation on the project to promote acceptance and understanding of Natura 2000. Natura 2000, presenting various actions with the respective

experiences and effects in detail and effects were presented in detail and discussed with the participants of the meeting.

Project Meeting IV: International Seminar: Experience exchange from (LIFE) Project Work and beyond

The project team took part in the international seminar "Experience exchange from (LIFE) Project Work and beyond" from 24 February to 25 February 2021 and exchanged ideas with various LIFE projects from other EU countries. The online event was organised by the LIFE project "Meadow Birds LIFE".

Third project visit: Visit of the LIFE project "LIFE for Mires"

The exchange with the LIFE project "LIFE for Mires" took place as part of the 4th stage Frauenberg - Haidmühle - Bischofsreut of the Natura 2000 relay on 9 October 2021. The main objective of the cross-border project is the renaturalisation of moors to support biodiversity and the water balance in the Czech Bohemian Forest and the Bavarian Forest. The LIFE for Mires project team was on site with an information stand on site. Subsequently, the renaturalisation measures on the Bavarian project area Langreut/Bischofsreut were visited.



Figure 8: Project visitation "LIFE for Mires"

Project Meeting V: Webinar “ Communicating LIFE – Furthering appreciation for Natura 2000 through public outreach“

Together with the Estonian LIFE project "NaturallyEST LIFE: Piloting Natura 2000 communication in Estonia", a webinar on "Communicating LIFE - Furthering appreciation for Natura 2000 through public outreach" was organised and successfully held on 08.02.2022. Both projects were first introduced with presentations. The success factors for nature conservation communication were then discussed in small groups. In addition, recommendations for the planning and implementation of LIFE projects were developed and discussed.

Fourth project visit: Visit of the LIFE project “Flusserlebnis Isar”

The symposium "River Landscapes in Focus - Implementing Natura 2000 and the Water Framework Directive Together" was organised by the Bavarian LIFE project "Flusserlebnis Isar" and took place from 29.06. to 30.06.2022. The event enabled an exciting exchange with other LIFE projects such as the LIFE+ project "Rheinauen bei Rastatt" or the LIFE project "Flusserlebnis Isar". The LIFE living Natura 2000 team was able to discuss the success factors for successful communication with colleagues from other LIFE projects, particularly during the discussions in the working group on "Public participation and social function".

Fifth project visit: Visit of the LIFE project “Insektenförderne Regionen”

On 29 March 2023, a video conference was held with two representatives of the LIFE project "Insektenfördernde Regionen". Patrick Trötschler from the Lake Constance Foundation and Viktor Konitzer from the Global Nature Fund reported on the successes and difficulties of the LIFE project. The LIFE living Natura 2000 team provided tips and recommendations based on their own experiences from the project. This led to an exchange between the two projects.

Sixth project visit: Visit of the LIFE project “Bats and Birds”

On 22 November 2023, a video conference was held with Nathalie Grotz from the Luxembourg LIFE project "Bats and Birds". The respective success factors of various project measures were discussed in detail. The reasons for less successful actions were also explored.

Impacts

New contacts were made during the project visits, which were also utilised during the international symposium (D4-2). Two projects presented themselves at the poster exhibition and took part in the 2nd Bavarian Natura 2000 Summit.

2) D4-2 National project symposium

Foreseen start date: IV/2019

Actual start date: IV/2019

Foreseen end date: IV/2019

Actual end date: IV/2019

Results and achievements

The national symposium (2 days) was scheduled for October 2019. Representatives from the districts administrations, experts involved in the management of Natura 2000, stakeholder and political decision-makers as well as manager of LIFE-projects were invited.

During the symposium, the first results of the LIFE living Natura project should be presented by the project team. In addition, various experts from other LIFE- and/or Natura 2000 projects should present their results. An excursion to a Natura 2000 site should show specific problems and best practice approaches.

The event took place on October 17.-18. 2019 under the motto “taking Natura 2000 forward” in Upper Bavaria (Laufen) (see Deliverable D4-2 and Additional D4-2). About 50 experts from all over Germany participated in the conference (e.g. administration representatives, representatives from associations, universities and other projects).

Dr Axel Ssymank from the Federal Ministry of Nature Conservation opened the event with a presentation that gave an overview of the state of the Natura 2000 process in Germany. Project presentations of other federal states showed best practices regarding the management of Natura 2000 sites across Germany.

In the afternoon approaches for the future of Natura 2000 in Germany were discussed in workshops. The topics of the workshops were:

- Natura 2000 and politics
- implementation of Natura 2000
- communication of Natura 2000
- monitoring of Natura 2000

On the second day a bus excursion to the eastern Chiemgau Alps took place. Experts from the nature conservation administration in Upper Bavaria and the state forest administration joined the excursion. They presented the management of the mountain pasture and answered questions about the management and grazing practices in the Natura 2000 area. The major of the local community explained the successful visitor management of Natura 2000 sites in this community.

Important problems and deviations

We decided to plan the event in October instead of November because of a higher likelihood of good weather during the excursion.

Feedback and reactions

The University of Tübingen evaluated the event. Most of the participants rated the symposium as “very good” and important for their work. Especially the networking with other experts in the afternoon session was regarded as a very important opportunity for exchange on a nationwide level.

3) D4-2 International project symposium

Foreseen start date: IV/2021

Actual start date: IV/2022

Foreseen end date: IV/2022

Actual end date: IV/2023

Results and achievements

The event took place on 9th November 2023 in the Representation of the Free State of Bavaria to the EU in Brussels under the title “new ways of the Natura 2000 communication”. In the

hybrid event, 75 experts attended on site and 123 experts took part online. As foreseen in the project application the participants were professionals of nature conservation, agriculture and forestry and came from different state governments, interesting groups, and LIFE projects from all over Germany, other EU-States, and the European level.

Veronika Weigert took over as deputy for the Michael Hinterdobler, director from the Representation of the Free State of Bavaria to the EU, together with the ANL Director Dieter Pasch the official welcome. The presentations ranged from communication methods on the part of the European Commission to the presentation of results and success factors from the LIFE living Natura 2000 project and practical examples of Natura 2000 communication from various EU countries. Andrea Vettori, Head of Unit ENV.D.3 – Nature Conservation, Directorate-General for Environment to the European Commission, gave the introductory lecture about new ways of communicating Natura 2000 f. e. Natura 2000 Day, Natura 2000 Award, and Natura protection toolkit for educators. In order to show how to reach the young generation two Natura 2000 ambassadors presented their ways of communicating: the citizen science project Dawn Chorus from Biotopia and social media activities about Natura 2000 and their role as ambassadors. The award-winning radio journalist and photographer Dr Dirk Rohrbach gave the key speech. Based on specific examples from his live reports he informed about the wilderness and nature protection in North America.

All the participants could inform themselves in a poster exhibition during the two-day event about Natura 2000 in the Bavarian regional districts, various LIFE-projects focussed on communication and LIFE living Natura 2000 project's results as well as its successful actions. The poster exhibition showed the communication activities for Natura 2000 and explained the benefits for humans, plants and animals. To give an overview of all the student actions in Bavaria as well as Germany and the Czech Republic, one poster explained all the student actions in the project and gave pupil's quotes made in different student actions. On the specialist symposium, during the poster exhibition circuit the responsible experts served the posters and were available for questions.

Table 3: Posters in the exhibition

Poster		Poster-Austeller
LIFE4Siegerlandscapes – Siegerland's cultural and natural landscapes Surrounding areas of Burbach and Neukirchen in North Rhine- Westphalia	Germany	LIFE4Siegerlandscapes, Biologische Station Siegen- Wittgenstein
LIFE Bats & Birds Natura 2000-areas in the east of Luxembourgs	Luxembourg	LIFE Bats & Birds, Fondation Hëllef fir d'Natur von natur&ëmwelt
Area support in Bavaria. Nature conservation. For you. Locally.	Germany	Area support in Bavaria, Bavarian Nature Conservation Fund
LIFE bright tales of the Eifel Natura 2000-areas in North Rhine- Westphalia	Germany	LIFE bright tales of the Eifel – biological station

LIFE regions for insect support 7 model regions around the Lake Constance	Italien, Germany, Italy	LIFE regions for insect support, Lake Constance Foundation
LIFE living Natura 2000 New ways of communication about Natura 2000	Germany	LIFE living Natura 2000, Bavarian Academy for nature conservation and landscape
LIFE N2K Revisited For Natura 2000 in the Czech Republic	Czech Republic	LIFE N2K Revisited, Ministry of the Environment of the Czech Republic
LIFE Project City-Forest-Streams City Augsburg in Bavaria	Germany	LIFE City-Forest-Streams, Bavarian Ministry of State for Environment and Consumer Protection and City of Augsburg
LIFE WolfAlps EU Alpine regions: Italy, France, Austria, Slovenia	Italy, France, Austria, Slovenia	LIFE WolfAlps EU, Ente di Gestione delle Aree Protette delle Alpi Marittime, Italy
Natura 2000 in Upper Bavaria unparalleled diversity	Germany	Government of Upper Bavaria
Natura 2000 in Lower Bavaria River adventures and forest nature	Germany	Government of Lower Bavaria
Natura 2000 in Swabia Shell treasures, moors and meadows full of colourful flowers	Germany	Government of Swabia
Natura 2000 in der Upper Palatinate From Fichtel Mountains to Dungle	Germany	Government of Upper Palatinate
Natura 2000 in Upper Franconia Here is diversities home.	Germany	Government von Upper Franconia
Natura 2000 in Central Franconia From Rocks to wetland meadows	Germany	Government von Central Franconia
Natura 2000 in Lower Franconia The Land of wine chicken, Montagu's Harrier and Widderbock	Germany	Government von Lower Franconia
Natura 2000-Communities: market Hohenburg, Ergersheim, Iphofen and Haidmühle	Germany	LIFE living Natura 2000, Bavarian Academy for nature conservation and landscape management
Natura 2000 in Bulgaria: New Horizons	Bulgaria	Natura 2000 in Bulgaria: New Horizons, Green Balkans NGO
Natura 2000-pupil activities	Germany, Austria Czech Republic	LIFE living Natura 2000, Bavarian Academy for nature conservation and landscape management
Conservation of forest nature in the Bavarian forest administration	Germany	Bavarian forest administration

Simultaneous interpretation German to English and vice versa was provided. During the event reels and stories were published in the social media channels. The presentations that have been released for publication, were published on YouTube and on the Website.

Important problems and deviations

The International project symposium was foreseen in November 2022. After the international project symposium were merged with the final event (B1-5) and the pandemic restrictions meant that the event had to be postponed, the date was set on the 8th to 9th of November 2023. In the 6th project on 20/03/2023 visit this was agreed by the external agency.

Feedback and reactions

As the specialist symposium were merged with the final event (B1-5) the press relations covered the entire event set. About 13 reports appeared in different channels. There were reports in local newspapers printed (e.g. Passauer Neue Presse) and online (e.g. Schwäbische.de, Wochenblatt Lindau). In the poster exhibition circuits the exchange and the networking with other experts on a European level was very important for the exhibitors and the participants.

In addition, the specialist symposium received a high level of attention as the Head of Unit ENV.D.3 – Nature Conservation, Directorate-General for Environment to the European Commission, Andrea Vettori, gave a presentation and various participants from the European Commission took part.

Complementary action

The specialist symposium was held as a hybrid event.

Impacts

Particularly innovative and broadly effective measures and their success factors were presented to an audience of the above-mentioned stakeholders.

D5 Dissemination materials of project results

Foreseen start date: I/2022

Actual start date: III/2023

Foreseen end date: IV/2022

Actual end date: I/2024

Deliverables:

07/2022	D5-3 PDF-file Concluding information boards – new date: 03/2024 (achieved)
08/2022	D5-2 Final project image film – new date: 11/2023 (achieved)
09/2022	D5-1 PDF-file Leaflet with project results – new date: 03/2024 (achieved)
10/2022	D5-4 PDF-file Concluding roll-ups – new date: 03/2024 (achieved)
12/2023	D5-5 PDF-file Layman's report – new date: 06/2024 (achieved)
12/2023	D5-6 PDF-file Workbook "Information offensive in the nature conservation" – new date: 06/2024 (achieved)

Milestones:

-

1) D5-1 Leaflet with project results

Foreseen start date: I/2022

Actual start date: III/2023

Foreseen end date: IV/2022

Actual end date: I/2024

Results and achievements

In the final year of the project (2024), a general leaflet on the campaigns, activities and results achieved by the LIFE project was designed in two languages (German and English). The flyer is intended to address all target groups as well as the interested public.

The flyer provides a clear overview of the project. The aims of the project are presented together with the results and successes of the project. The flyer was finalised in March 2024. The flyer is available on the project website.

Important problems and deviations

In agreement with the external agency and committed in the 7th project visit on 12/03/2024, only a web version (pdf-file) was developed instead of a printed version.

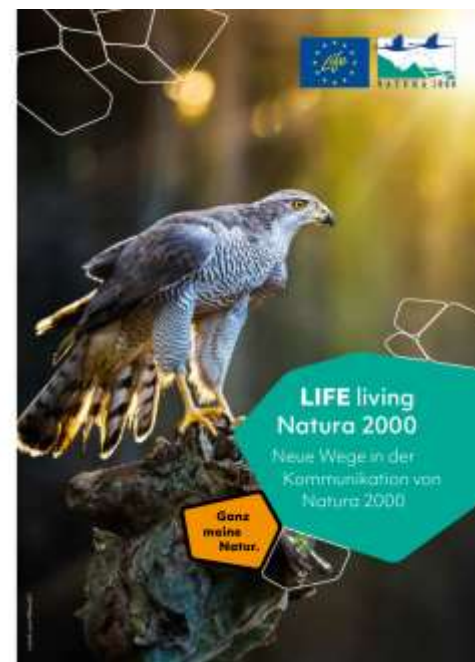
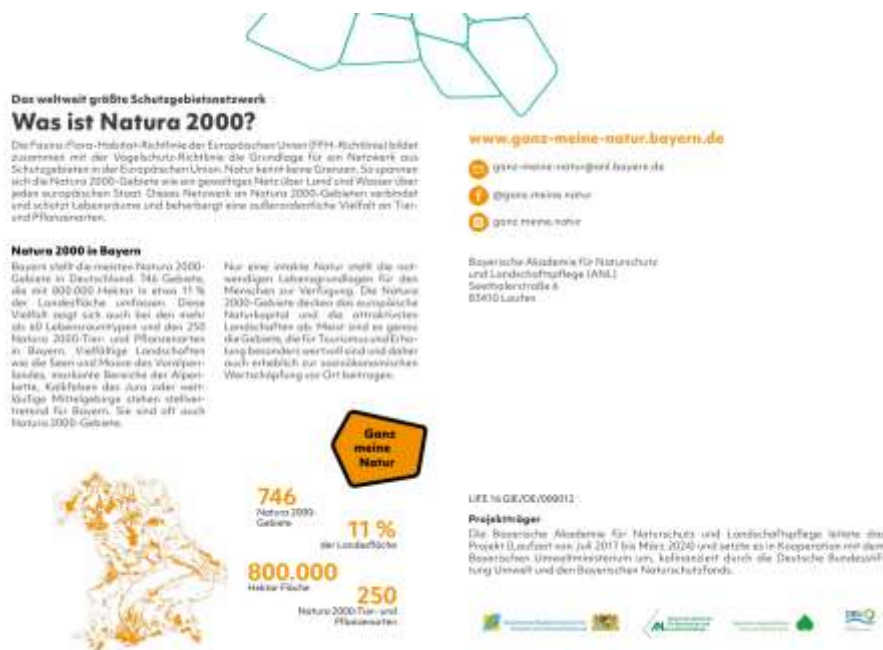




Figure 9: Leaflet with project results

2) D5-2 Final project image film

Foreseen start date: I/2022

Actual start date: I/2023

Foreseen end date: IV/2022

Actual end date: IV/2023

Results and achievements

The final project image film (see Deliverable D5-2) were produced in a close cooperation between the film agency and the LIFE living Natura 2000 team. The project team was responsible for the content, the movie locations and the key messages of the film. A first meeting with the film company took place in March 2023. The filming started in June 2023 for the first movie locations in Upper Franconia, Lower Franconia and Lower Bavaria. In August 2023, filming continued in the Upper Palatinate and Lower Bavaria. The film was finalized in November 2023.

The image film “Ganz meine Natur. Natura 2000 in Bayern” shows the beauty of Natura 2000 throughout Bavaria. The focus is on the people who are committed to preserving unique areas. Since 2017, the LIFE living Natura 2000 project has established and expanded a network of various stakeholders who are committed to Natura 2000. This network is presented in the new film as an essential building block for the realisation of the Natura 2000 vision.

In the film, Senior Project Manager takes the viewers of the film on a journey through Bavaria. The beauty, diversity and uniqueness of the Natura 2000 areas with their protected goods are presented. From lovely landscapes such as the Hafenlohr Valley or the "Mountain of Franconia" in the north of Bavaria to impressive gorge landscapes such as the Buchberger Leite in the south of Bavaria, a wide variety of Natura 2000 areas are presented with impressive images. The beauty of the European natural heritage in Bavaria is thus brought to life for viewers. The people who are committed to preserving these unique areas have their say. Political decision-makers talk about the special value of Natura 2000, while land users talk about their personal

relationship with nature and why extensive management is so important. Specialist nature conservation features of the areas will be explained by local experts. New allies for nature from the fields of tourism and nature photography also have their say. The Natura 2000 ambassadors explain why the preservation of Europe's natural heritage is so important to them.

The image film was developed for targeting all stakeholder groups as well as the interested public. In addition, several short versions for social media were produced (one short trailer (2:56 min) and three reels (15 - 60 sec)) in order to advertise the movie on Facebook and Instagram. The long version (34:14 min) of the image film is accessible via the webpage and YouTube.

Originally, the film agency was commissioned to produce the image film with a film length of 5 - 7 minutes - as foreseen in the project proposal. At the kick-off meeting with the film agency on 7 March 2023, it was decided that the film length must be increased to 12 - 30 minutes. The following reasons were decisive for this decision:

- By increasing the length of the film, it is possible to include more content on the complex topic of Natura 2000. The diversity of Natura 2000 with the variety of animals, plants, habitats and the diversity of people who are committed to Natura 2000 can thus be depicted more accurately.
- The image film should be exciting and captivating as "infotainment" and thus as a combination of information and entertainment. The film length is essential for storytelling in order to be able to build up the suspense accordingly. The more exciting the story is the more viewers will watch the film to the end.
- In order to increase the reach of the film as much as possible, the idea was born that the film not only via the project's communication channels (social media channels, project website, ...), but also at film festivals, via streaming services or similar. Here again, increasing the length of the film is urgently needed.



Figure x: Screen shot from the image film "Ganz meine Natur. Natura 2000 in Bayern"

The premiere of the image film took place at the festive evening reception of the 2nd Bavarian Natura 2000 Summit on 8 November at the Representation of the Free State of Bavaria to the European Union in Brussels.

Feedback and reactions

The dissemination of the image film was very successful (advertising via Facebook posts, newsletter and press articles). The echo of public and media was very positive (see Deliverable D6 Press review): about 11 reports (6 reports more than foreseen in the project proposal) appeared in different channels. In addition, the film was shared via the channels of various partners (website of “Gebietsbetreuung Bayern”, website of “Regierung von Niederbayern”, etc.). We received a remarkable attention in the social media – in Facebook as well as Instagram and Youtube. For example, we obtained over 29.000 clicks for the long version of the image film on Youtube.

Complementary action

To promote the film a press kit were designed including information about cast and content. In addition, the project team submitted the image film for the International Competition NaturVision 2024 in the category “German Conservation and Sustainability Film Award”. This award goes to a film that promotes sustainable interaction with our environment in a memorable and outstanding way, and best uses all filmic means to present ecological relationships in a way that is well-informed and easy to understand.

Impacts

The film premiere was on the 2nd Bavarian Natura 2000 summit in Brussels (B1-5). The network built up during the project helped to show several multipliers for different target groups.

3) D5-3 Concluding information boards

Foreseen start date: I/2022

Actual start date: IV/2023

Foreseen end date: III/2022

Actual end date: I/2024

Results and achievements

Information boards on the LIFE project are to be produced in the final year of the project. These will be used to inform the relevant target groups and the general public.

In 2023, the roll-ups were designed using the key visuals and the design concept of the LIFE project. The designed roll-ups (see Deliverable D5-3) provide a clear overview of the project. The aims of the project are presented together with the results and successes of the project. The roll-up features a map showing the measures implemented throughout Bavaria. The roll-up can also be used after the end of the project.

The following institutions received the roll-up about the project:

- StMUV
- ANL – LIFE team
- 7 regional district governments

Important problems and deviations

In agreement with the external agency in the 7th project visit on 12/03/2024 roll ups were produced instead of information boards. The reason for this was that roll-ups can be handled flexibly and can therefore also be used by partners at various events.

4) D5-4 Concluding roll-ups

Foreseen start date: I/2022

Actual start date: IV/2023

Foreseen end date: IV/2022

Actual end date: I/2024

Results and achievements

Three thematic roll-ups (see Deliverable D5-4) were produced in April 2024 for dissemination activities at events, meetings and other happenings. The three rollups focus on different actions of the project: the Natura 2000 Partnerships and Sponsorships, the Natura 2000 products and the Cycling and hiking guide (Wanderlust) Natura 2000.

In 2023, the roll-ups were designed using the key visuals and the design concept of the LIFE project. The roll-ups can also be used after the end of the project.

The following institutions received a set of roll-ups containing the three different themes:

- StMUV
- ANL – LIFE team
- 7 regional district governments

5) D5-5 Layman's report

Foreseen start date: I/2022

Actual start date: IV/2023

Foreseen end date: IV/2023

Actual end date: I/2024

Results and achievements

At the end of the last project year, a layman's report is written as a bilingual short presentation of the LIFE project and the results achieved in easily understandable language. This is intended to provide an easily understandable summary of the project. The report is intended to address all target groups of the project as well as the general public. The report shows on 40 pages the most important project results, target groups, communication concept and selected actions:

- Natura 2000 ambassadors
- Natura 2000 partner and sponsorships
- Natura 2000 products
- Natura 2000 cycling and hiking guide
- Natura 2000 student actions

In addition, the public relations and media work are explained. The Layman's report was finalised in June 2024.

Pictures and quotes round off the information in plain language. The brochure is available on the project website and it was promoted in Social Media.

The Layman's report also will be promoted in the After-LIFE-Plan.

Important problems and deviations

In agreement with the external agency and committed in the 7th project visit on 12/03/2024, only a web version (pdf-file) was developed instead of a printed version.

6) D5-6 Workbook "Information offensive in the nature conservation"

Foreseen start date: I/2022

Actual start date: IV/2023

Foreseen end date: IV/2023

Actual end date: I/2024

Results and achievements

The workbook was finalised in June 2024 with 116 pages in german and english. The communication experiences from the LIFE living Natura 2000 project are summarised in this workbook. Information campaigns are helpful in effectively communicating the goals and value of nature conservation. The workbook offers a structured guide to communicating content on a nature conservation topic in a clear, understandable and prepared way for different target groups, using the example of the Natura 2000 communication campaign. It presents both the communication structure with a well-established network and extensive sensitisation measures to convey the value, need for protection and value creation opportunities of Natura 2000. These communication methods will promote awareness of Natura 2000 and nature conservation and significantly improve acceptance among the relevant stakeholders, particularly in the key sectors of agriculture and forestry, as well as among political decision-makers and the general public.

By using this workbook, all interested parties can apply individual modules or the entire communication and information campaign. It serves as a practical tool to familiarise yourself with new communication methods in nature conservation and to receive suggestions and application-oriented tips for successful implementation. Checklists, descriptions of procedures, practical tips and illustrations help with planning and implementation. Each measure also contains a list of the selected target group, the communication channels used and the network partners (see Chapter 4.3) who supported the measure.

The brochure is available on the project website and it was promoted in Social Media.

The workbook also will be promoted in the After-LIFE-Plan.

Important problems and deviations

In agreement with the external agency and committed in the 7th project visit on 12/03/2024, only a web version (pdf-file) was developed instead of a printed version.

D6 Press- and media activities

Foreseen start date: III/2017

Actual start date: III/2017

Foreseen end date: I/2022

Actual end date: I/2024

Milestone:

07/2017	D6-1 Date of the first press report at the start of the project. (achieved).
12/2017	D6-2 First overview of press information materials. (achieved)

Deliverable:

09/2018	D6-1 Press review, for the 1 st project report in September 2018 (achieved)
11/2019	D6-1 Press review, for the midterm report in November 2019 (achieved)
03/2021	D6-1 Press review, for the 2 nd project report in March 2021 (achieved)
03/2024	D6-1 Press review, for the final report in June 2024 – new date 06/2024 (achieved)

1) D6-1 Accompanying media work

Foreseen start date: IV/2017

Actual start date: IV/2017

Foreseen end date: I/2024

Actual end date: I/2024

Results and achievements

Information with general information about the project and specific information about Natura 2000, events and actions for media representatives are available from the project website (Action D1-1). The latest information will be disseminated via newsletter, RSS-Feed, Facebook and Instagram. Regarding the graphical design, the results of Action A1-1 (key visuals) are included in the media products.

The Table in the Annex (Deliverable D6 Press review Overview and Additional D6) gives an overview of the media reports in the period 2017 to 2024 (end of project). The reports are classified into eight classes: print media, online media, broadcast, trade press, social media, media channel of the Bavarian State Ministry of the Environment and Consumer Protection.

In 2024, we counted more than **560 reports that cover LIFE living Natura 2000** project activities (over 200 were expected in the project application). Most of the articles are online reports of regional and local media as well as postings on social media accounts of various partners. The overview shows that most articles report in case there is a regional or local interest in the topic. For example, there are many reports about Natura 2000 partnerships and partners as these events were characterised by local people and local political decision-makers. In addition, there is an increased interest of the media in case an event is combined with an award for community members. The B6-2 Natura 2000 Oscar also received greater attention in the regional media. The D2-3 Natura 2000 travelling exhibition received a lot of attention in the regional media through cooperation with well-known exhibition venues. This was another positive effect of the adaptation of this measure.

The Natura 2000 relay race received the most media coverage. The press kit, but above all the daily press releases with a daily review, close cooperation with local institutions or associations and the involvement of local or regional politicians were decisive factors here. Media representatives were also invited via the partners. The support of the relay race on social media channels was also a complete success, with an increased reach of over 2,300% on Instagram.

For events that are addressing more abstract topics, e.g. celebrating 40 years of the birds directive, it is more difficult to attract media representatives and to obtain reports in the press. The table in the Deliverable shows further, that the Actions B2-1 and D2-2 were covered only

in a few reports. This is due to the fact that the LIFE team promoted and shared the ambassador campaign and the Natura 2000-ambassador movies films particularly on the social media where the campaign received high attention (see Action B2-1).

In order to achieve greater media coverage in B2.2, significantly more press work was carried out. The project team sent out a press kit, 6 press releases and, together with the Bavarian Environment Minister Thorsten Glauber, invited Natura 2000 ambassador Peter Maffay to exclusive interviews. 26 articles in various regional and Bavaria-wide media and social media channels were a very satisfactory result.

The project team, together with its partners, issued 100 press releases to the outside world as envisaged in the project proposal. In some cases, the partners' press distribution lists were better suited to disseminating the messages about Natura 2000. At many events, media representatives were also invited directly to produce exclusive articles with their own quotes, for example.

Complementary actions

The project team created several papers for the partners in order to support the partner's public relations and press work. For example, the project team created these papers:

- Press kits to advertise and provide media support for the Natura 2000 Oscar, Natura 2000 relay race, BayernMarkt Natura 2000 and Ambassador Campaign II.
- Instructions for "Natura 2000 stories" or "Natura 2000 sound artwork".

The project took part in two international, high-profile citizen science campaigns:

- Dawn Chorus (01 to 31/05/2021): Worldwide campaign to record bird calls Participation already planned for 2020 and again in 2022.
- Looking for Cowslips/Finding the Cowslip: Citizen Science campaign, launched in Estonia in 2019 and expanded to identify and report different flower types of the protected cowslip (*Primula veris*).

We received a lot of media attention and reports regarding the official opening of the Natura 2000 info boards (Action D3-2) that took place in 2019 (see the chapter with regards to the actions in 2018 in the table). Media appearances were not demanded in the project proposal but we received great attention e.g. in the district of Swabia where media reported about the new info boards (see also Action D3-2).

In addition, the project won the award "UN-Decade on Biodiversity", i.e. that the LIFE living Natura 2000 project is presented on the UN-Decade website. Also the European Commission cited our the project in their Environment report for Germany.

The project team took part at the Natura 2000 award and became a finalist. The participation in the Natura 2000 award was promoted in the social media channels as well via emails to the network.

Impacts

The direct spatial reference of a Natura 2000 topic to a medium's own readership obviously increased the number of reports. Positive reporting on Natura 2000 was successfully realised with the various methods of press work, especially in the regional media.

In print and online media, newsletters, websites, blogs, social media channels and so on, sustainable management methods were highlighted, the commitment to Natura 2000 of well-known personalities from sport, culture, business, agriculture, forestry and politics was promoted and general information on Natura 2000 was explained.

2) D6-2 Regular provision of project-related materials

Foreseen start date: IV/2017

Actual start date: IV/2017

Foreseen end date: 2021

Actual end date: I/2024

Results and achievements

Reports and information materials of the project are online available. The online web-brochures like the B4-3 Natura 2000 products and the Natura 2000 cycling and hiking guide can also be browsed online.

The leaflets and brochures of the project can be downloaded from the LIFE living Natura 2000 webpage. Please see the download section of the project webpage (See Figure 23). In addition, all movies of the project are uploaded to the Youtube-Channel of the project.



Figure 10: Download section on the LIFE living Natura 2000 webpage.

Through its media and press work, the project team was able to achieve a far greater media response than was envisaged in the project proposal:

- over 60 reports in national print and online media (24 were foreseen)
- over 150 reports in regional print and online media (140 were foreseen)
- over 340 reports in multiplicative media (14 were foreseen)
- 14 reports in radio and broadcasting (28 were foreseen)

The project team assumes that there were even more articles in the print media and on the radio. However, due to the abundance of media in Bavaria, it was not possible to ensure complete documentation of all reports on LIFE living Natura (despite support from the partners). This is because our good press and media work far exceeded the requirements of the project application.

E Project management

E1 Project management and organization

Foreseen start date: III/2017

Actual start date: III/2017

Foreseen end date: I/2022

Actual end date: I/2024

Milestones

10/2017	E1-1 Establishing the project team - (achieved)
10/2017	E1-1 First project steering committee meeting – (achieved)
11/2017	E1-1 First meeting of the project expert group - (achieved)
03/2018	E1-1 Developing the Key performance indicators of the project (achieved)
03/2024	E1-2 Submission of audit report – new date: 06/2024 (achieved)

Deliverables:

12/2017	E1-1 Communication plan - (achieved)
03/2024	E1-3 After-LIFE-Communication Plan – (achieved)

1) E1-1 Project management and organization

Implementation team

All project personnel is appointed and contracted since 2020 until 2024.

Project steering committee (PSG)

As outlined in the project management plan, the project steering committee had its regular meetings, four meetings in 2017, three meetings in 2018, three meetings in 2019, three meetings in 2020, four meetings in 2021, three meetings in 2022 and one meeting in 2023. The steering committee consists of the StMUV, the LFU, the Bavarian district governments, the co-financing institutions (German Federal Environmental Foundation – DBU, Bavarian Nature Conservation Fund- Bayer. Naturschutzfonds) and the „Arbeitsgemeinschaft der amtlichen Fachreferenten für Naturschutz und Landschaftspflege in Bayern e.V. – AGN).

Meeting dates of the PSG (2017-2024):

- 28.06.2017: 1st meeting of the PSG
- 18.09.2017: 2nd meeting of the PSG
- 08.11.2017: 3th meeting of the PSG
- 13.12.2017: 4th meeting of the PSG
- 20.03.2018: 5th meeting of the PSG
- 25.04.2018: 6th meeting of the PSG
- 20.11.2018: 7th meeting of the PSG
- 30.01.2019: 8th meeting of the PSG

- 08.05.2019: 9th meeting of the PSG
- 09.10.2019: 10th meeting of the PSG
- 29.04.2020: 11th meeting of the PSG
- 21.07.2020: 12th meeting of the PSG
- 17.11.2020: 13th meeting of the PSG
- 26.01.2021: 14th meeting of the PSG
- 03.03.2021: 15th meeting of the PSG
- 23.06.2021: 16th meeting of the PSG
- 16.11.2021: 17th meeting of the PSG
- 25.01.2022: 18th meeting of the PSG
- 17.05.2022: 19th meeting of the PSG
- 22.11.2022: 20th meeting of the PSG
- 07.02.2023: 21th meeting of the PSG

Project expert group (PAG)

The 1st meeting of the accompanying expert group (PAG) was held on 13.12.2017 (Figure 24). The meeting started with a welcome address by the president of the District Government of Upper Bavaria. Upcoming tasks were discussed with interactive sessions. Over 35 participants from different institutions, non-governmental and governmental groups participated. Their expertise will be used for upcoming tasks in the project (see Figure 25 for PAG member institutions). The project team constantly made new contacts in order to expand the PAG network. At the end of the project in March 2024, the network had 78 members.



Figure 11: First meeting of the project expert group

(StMUV) and Dieter Pasch, Director of the Bavarian Academy for Nature Conservation and Landscape Management. The project team presented the activities and actions of the past year and its main achievements. Activities in the respective Bavarian administrative districts were presented by representatives of the Bavarian district governments. In addition, the concept of the Natura 2000 traveling exhibition were introduced by Dirk Schubert and Irina Voth (Atelier Schubert).

The fourth meeting of the PAG on the 17th November 2020 could only take place virtually due to the restrictions during the coronavirus pandemic. The meeting started with welcoming words from Dieter Pasch, Director of the Bavarian Academy for Nature Conservation and Landscape Management. The project team informed about the project extension by one year and presented the activities and actions of the past year and its main achievements.

The fifth meeting of the PAG took place on the 16th November 2021. The meeting started with welcoming words from Dieter Pasch, Director of the Bavarian Academy for Nature Conservation and Landscape Management. There was a guest lecture by Pascal Rösler, founder of CEOPure Water for Generations e.V., on the collaboration between the project team and his organisation. The project team informed about the project extension by another one year up to March 2024 and presented the activities and actions of the past year and its main achievements.

The sixth meeting of the PAG took place on the 22nd November 2022. The vice-president of the district government of Upper Bavaria, Sabine Kahle-Sander, and the Director of the Bavarian Academy for Nature Conservation and Landscape Management, Dieter Pasch, and a staff member of the Bavarian State Ministry for the Environment and Consumer Protection (StMUV) welcomed the guests. The project team presented the activities and actions of the past year and its main achievements. The Managing Director of Birke und Partner GmbH, agency for storytelling, brand management, history marketing and integrated communication, presented the results of the evaluation and explained the resulting adjustments to the communication concept. The project team then led a discussion round with all participants on the benefits, any necessary additions and the continuation of measures.

The seventh meeting of the PAG took place on the 26th March 2024. Bavarian Environment Minister Thorsten Glauber welcomed the participants with a video message, followed by Dieter Pasch, Director of the Bavarian Academy for Nature Conservation and Landscape Management, and a member staff of the Bavarian State Ministry for the Environment and Consumer Protection (StMUV). The project team presented the activities and actions of the past year and its main achievements. They presented how the LIFE living Natura 2000 project has contributed to better communication of Natura 2000. Ulrike Lorenz, Director of the Bavarian Nature Conservation Fund, Stefan Köhler, Environmental President of the Bavarian Farmers' Association and Dr Auguste von Bayern, ornithologist and Natura 2000 ambassador, presented how the LIFE living Natura 2000 project has contributed to better communication of Natura 2000.

Meeting dates of the PAG (2017-2024):

- 13.12.2017: 1st meeting of the PAG
- 20.11.2018: 2nd meeting of the PAG
- 10.12.2019: 3th meeting of the PAG

- 17.11.2020: 4th meeting of the PAG
- 16.11.2021: 5th meeting of the PAG
- 22.11.2022: 6th meeting of the PAG
- 26.03.2024: 7th meeting of the PAG

2) E1-2 Independent audit

From April 23 to 25 in 2024 the financial auditor of the LIFE living Natura 2000 project made an all day visit to the ANL in order to check the finances of the project.

For more details, please see chapter 8.4.

3) E1-3 After LIFE Communication Plan

For more details, please see into the annex.

6.2. Main deviations, problems and corrective actions implemented

Some challenges emerged during the project implementation in the LIFE project that caused delay in some of the targets of LIFE living Natura 2000.

Deviations due to the Coronavirus pandemic and corrective actions

The Coronavirus pandemic led to a first lockdown in Germany in March 2020 and lasted throughout the spring of 2020. Even during the lull in new infections in the summer months, restrictions regarding public gatherings were in place and prevented any large-scale events taking place indoors. When the second wave hit in the fall of 2020, restrictions were tightened once again, leading to a strict lockdown that began in December 2020 and several lockdowns followed. All non-essential shops and venues (including museums and schools) were closed, public gatherings were prohibited.

This has led to considerable delays in the implementation of a number of project measures, in particular those that depend on public events. For measure B1-4 seven events were scheduled and organized to take place between March 2020 and July 2020, but all had to be postponed due to the Coronavirus pandemic and the associated restrictions. They were organized later in 2021 and 2022. Measures B3-2, B4-3, B5-1, B5-2, B7-2 and D2-3 likewise suffered from the pandemic-inflicted restrictions.

The second Natura 2000-ambassador campaign (action B2-2) was started in spring 2023. The roll out is delayed because of the pandemic. The project proposal envisaged 20 ambassadors. With this high number of ambassadors, the recognition value of the individual well-known personalities is very low and thus counteracts the actual effect of brand ambassadors. In agreement with CINEA the project team decided to reduce the circle of the ambassadors to four to five well-known personalities.

Implementation of and participation in the hands-on-campaign (B3-2) were unfortunately hampered by the pandemic and the contact restrictions. Many scheduled events, such as fruit markets, guided tours or workshops had to be cancelled by the organizers. The project team therefore decided to extend the campaign until December 2021. In agreement with CINEA (5th project visit on 09/12/2021) the action B3-2 (“Natura 2000-Mitmach-Kampagne”) was closed. Although the produced flyers were spread over large distributors, there were almost no public meadow orchards events due to the pandemic restrictions.

Due to the pandemic situation, the BayernMarkt Natura 2000 (part of measure B4-3) was postponed to 09/2022. The “BayernMarkt Natura 2000” was combined with the Bauernmarktmeile in Munich (Germany) to use the synergy effects of a popular event with several thousands of visitors. The first time after the pandemic the Bauernmarktmeile was organized in September 2022. This combination led to a greater interest in the Natura 2000-Products (action B4-3). The project team received numerous applications from farmers, which want to participate as producers of Natura 2000-Products. Therefore, the Natura 2000-product brochure was extended by further product descriptions and a new edition of the print version including the new product descriptions was published in September 2022. Additionally, the further product descriptions were added to the web version of the brochure and to the respective sub-structure of the project website. Due to the pandemic situation, the networking workshop “Natura 2000-Products” was postponed from November 2021 to November 2022.

In addition, the project team will organize a networking event and workshop for interested partners such as producers, restaurant and hotel owners and distributors in 11/2021. Due to the pandemic situation it was postponed to 11/2022

The annual event under measure B5-1 on Natura 2000-Day had to be cancelled in 2020 due to the pandemic restrictions. A “virtual tour” to the Ökostation Straß was published on the project website and the project’s YouTube channel alongside information about the significance of May 21st as Natura 2000 Day.

In 2021, it was again not possible to hold an event on 21 May. A film about the beaver was therefore made and published on the website.

With the prolongation of the project, it was decided to continue action B1-5, as this action now is developing successfully after hindering restrictions due to the pandemic in 2020.

As a consequence of the pandemic, the annual events on Natura 2000-Day were realised as digital products that could be promoted via press release and social media. However, for the event in 2022 we succeeded in motivating several young participants to take part and contribute their recordings for the sound-artwork.

For the B5-1 measure, digital toolkits for teachers on the topics of meadows, forests and water bodies were created, containing existing material (quizzes, general information on Natura 2000, videos). The purpose of the toolkit is to make it easier for students and teachers to participate in B5-1 events, especially during the pandemic restrictions.

As the number of student activities in 2021 did not correspond to the project application due to the pandemic restrictions, among other things, the project team made several improvements:

Revision of the homepage with all offers for children and young people:

- Natura 2000 school campaigns (including a review of some school campaigns), Natura 2000 Day, digital toolboxes and the water days in cooperation with the Pure Water for Generations e. V. association
- Increased promotion of the programmes via the teacher newsletters of the Ministry of Education, BayernNetzNatur, etc., Germany-wide trade press, Bavaria-wide daily press and the PAG.

This was very successful showing by over 12.500 students reached.

Measure B5-2 (Natura 2000 Relay) was postponed from 2020 to July 2021. Due to the pandemic situation, it was postponed again from July 2021 to October 2021. As travelling and recreation in the home country became more popular in the pandemic, podcasts about Natura 2000 areas were produced and published in April 2022.

As part of measure B7-2, events were planned for spring and summer 2020 and 2021 in all seven administrative districts. In Bavaria, however, restrictions on public gatherings were in place from March 2020, ranging from a limited number to outright bans. This made the organisation of the events considerably more difficult, so that ultimately only two could take place in 2020 (both outside), a few in 2021 and most of the events could only be held in 2022.

Unfortunately, the development of the pandemic and the associated restrictions prevented a tour of the traveling exhibition (D2-3) in 2020. While it remained at City Center Landshut for several weeks, it was only accessible to visitors for a short time. In addition, a theft occurred and one of the tablets from module 2 was stolen and had to be replaced. Since museums and most other public exhibition grounds remained closed for most of 2020, it was not possible to display the exhibition anywhere else.

From 01/2021 to 10/2021 the travelling exhibition was on tour again. In the fall 2021, the exhibition was advertised to a great number of potential partners, including all Bavarian cities and municipalities. This elicited great interest and within weeks, the exhibition was booked for time slots of 5-6 weeks with one week for transport between exhibition sites all the way through December 2022. Exhibition sites include the visitor centers of both Bavarian national parks, visitor centers in several nature and biosphere parks and nature-themed museums and learning centers.

In 2022, the tour of the traveling exhibition (action D2-3) continued at seven stations in different Bavarian administrative districts.

New social media channels and the dissemination of information

An important deviation was the needed adjustment in the dissemination and advertising strategy. In the project proposal there is no advertisement via social media (Facebook, Instagram) and Youtube foreseen. However, many people and stakeholders of the project use social media quite often and hence it is important to disseminate project results via social media as well. In turn, some key outcomes in 2019 were advertised in Social Media, for example in B2-1 and B2-2 Natura 2000-ambassador campaigns, D2-2 Image film - Young Generation, B3-1 Natura 2000 Partnerships and Sponsorships, B4-3 Natura 2000 Products, B5-2 Natura 2000 Relay Run and B6-2 Natura 2000-Oscar.

It is important to mention here that various aspects have been implemented for this purpose. Firstly, the 'It's in my nature' profile was also created for Instagram and for YouTube in 2021. In addition, two new profiles were created on Facebook and Instagram with 'Bayerns Wilde Winkel'. This had the advantage that the content could be liked or shared, leading to an increased reach.

Other deviations, problems and corrective actions

The public procurement activities took longer than foreseen in the project proposal. As there are several obligations from the state of Bavaria and also from the EU, correct public procurement activities takes several weeks and a good and precise documentation of the

procurement activities take some additional time. The second step was the development of specified contracts with the hired agencies. As the public procurement/contracts for the communication agency took longer than expected, all other actions which build upon their work showed in turn some delay as well. However, all mentioned work could be finalised until November 2019.

There were also some administrative challenges, e.g. in relation to the project's website. As stipulated in the contract with the communications agency, the development of the website was part of the agency's work. As the ANL is part of the StMUV in organisational terms, all websites have to be hosted by the IT department of the State Ministry, the so-called IT-DLZ. Communication between the IT-DLZ, the agency and the project team took longer than expected, the agency had no access to the server for several months and there were many security requirements that had to be met. All of this meant that the website was not online until I/2019.

It also turned out that the PSG and its members, particularly the members of the regional district governments, are crucial for the implementation of the measures on a state-wide level. Although this created some additional coordination effort, the support of the regional district governments is crucial for the success of the project. They also give added value in terms of unpaid working hours for the project (i.e. help in preparing meetings, other project-related actions).

Due to the advice of communication agency, it was decided that the Natura 2000 ambassador campaign (B2-1 and B2-2) should focus on fewer ambassadors that are well known in Bavaria with a high recognisability, a bigger outreach and hopefully long-lasting impression on the population. Focusing on high level ambassadors will help to invest the budget for the dissemination more effectively as the ability to recognize them and the campaign (to obtain a “brand recognition”) would be improved.

In 2018, there was a change of personnel in the dissemination manager in the project team. This led to delays in measure B4-2 Natura 2000 hotspots. The project team needed a little more time to coordinate with the administrative districts and there were two more hotspots than planned in the project application. This led to delays of one year. The publication of the hotspots began in IV 2019 and was fully available on the website in I/2020.

The new General Data Protection Regulation (EU) 2016/679 ("GDPR") created also some delays for the Action C1-2 “Evaluation of project results” and C.1-3 “Socio-economic monitoring”. Due to the newly implemented General Data Protection Regulation (EU) 2016/679 (GDPR) it was no longer possible to directly contact individuals/households for participation in the survey, as it was carried out as a standard-procedure in former evaluations of the University of Tuebingen. Some other ways to contact people (in order to ask them to participation in the survey) was needed but lead to some delays until the general baseline inquiry could take place.

For hiking or biking guides (action B4-4) high quality maps are essential for using. The map design depends on the scale, the map content, the tour identification and the labels. Therefore, the map creation was outsourced as the most economical solution. The visitor pressure in Natura 2000 areas highly increased. For this reason visitor guidance became even more important and the project team closely coordinates with colleagues in the districts, National Parks and Nature Parks. The web-guide was published in autumn 2021. Supply difficulties with the appropriate paper delayed the printed version.

Some people left the project team, e.g. for permanent contracts or due to personal reasons (the changes in the LIFE project team are stated in the section “E1-1 project management and organization” in Chapter 6.1). It was possible to get new members of the LIFE living Natura 2000 project team. However, this took some additional time during the course of the project and needed working time both from the Project Team and the ANL (in-kind-contribution).

The international dissemination symposium (action D4-2) was combined with the closing event (action B1-5). This 2nd Natura 2000 Summit (comparable with the central kick-off event) is postponed to autumn 2023 to present the results as complete as possible. The conference took place in Brussels to show the results to an international audience.

6.3. Evaluation of Project Implementation

There were many tasks completed that will help to achieve the objectives of LIFE living Natura 2000: to spread information about Natura 2000 and to improve the public acceptance of Natura 2000 through a widespread communication and information campaign about Natura 2000 in Bavaria.

Evaluation of the achievements

Generally the methodology, in our case the communication and dissemination strategy, was overall very successful. As we have shown in this report many different people and stakeholder people were reached with our actions in Bavaria during the course of the project from 2017-2024. The communication strategy and its related actions of the project addresses the general public and young people but also the people that are needed for the implementation. These people are for example Natura 2000 managers, public authorities, land-users and conservationists. With the different actions, campaigns and events we disseminate stakeholder-specific information, please find a review and evaluation of the actions in the next paragraph.

Achievements in disseminating stakeholder-specific information

We received very positive feedback from our actions, this could be also seen in the evaluation of the project, where actions of the project and also events were evaluated (see the two Deliverables on C1-2 in the Annex). Here we outline some of the major outcomes and show how this contributed to a successful project implementation.

The various **events (B1)** of the project were successfully held in the course of the project. We could address several thousand of participants in our own events or on events where we presented our project and Natura 2000. We experienced in the project that we need both country-wide and international events (like B1-1 “1st Natura 2000 summit” and B1-5 “2nd Bavarian Natura 2000 Summit where we could address over 300 and about 150 representatives mostly on a state-wide level) but also regional events for addressing local stakeholders and decision makers (B1-2, “7 days - 7 areas - 7 districts - on site events”). As the project evaluation shows, we received a very good rating from the participants. For example at the Natura 2000 summit, 72,1 % of participants stated that their expectations with regards to the summit were fulfilled or rather fulfilled (see Deliverables C1-2). At the event B1-3 “40 years EU Bird

Conservation" in Mertingen the evaluation results show that even 87,8% stated that their expectations with regards to the summit were fulfilled or rather fulfilled.

Despite the restrictions during the corona pandemic, all planned events were able to take place late. However, the number of participants was sometimes limited (see Chapter 6.2).

The **country-wide campaigns (B2)** are crucial for getting a country-wide attention with regards to Natura 2000. For example with the B2-1 Natura 2000 Bavarian Ambassador campaign, we could address many people by advertising the campaign via traditional print products but, and this turned out to be also crucial, via new social media channels, for example on Facebook and Instagram. Here we could address many of our stakeholder groups: In social media we received particularly high attention with regards to the general public. Specifically, many young people use Instagram and we received a high attention as well on this channel with the ambassador campaign, e.g. 1913 "Likes" from a post of Alexander Huber. By selecting two different Natura 2000 ambassadors, we could address people that are active but with Auguste von Bayern, as a princess, also stakeholders from the land-user side.

In B2-2 Natura 2000 Ambassador II, the project team continued the approach of the first ambassador campaign. This meant that the project focussed on very well-known personalities (Bavaria, Germany, Switzerland, Austria) with a high recognition value, a wider reach and a hopefully long-lasting impression on the population. Once again, this change proved to be a great success. The ambassador campaign managed to reach new target groups, as the ambassadors, as well-known personalities, addressed the topic of Natura 2000 in their social media accounts. The authentic portrayal of the ambassadors was also decisive for the success. Press work was also intensified and the project team was not only able to gain 190 new followers on Instagram in the second ambassador campaign, but also achieved a high level of media coverage with 26 press articles.

Large-format posters are relatively expensive, but they offer the possibility of attracting a wide range of attention. Accompanying media work, social media activities and additional campaigns such as distributing postcards and promoting the films are important in order to increase the recognition effect of the ambassadors among individuals.

Another important type of campaigns are the **participation campaigns (B3)** to address specifically stakeholders that work on the Natura 2000 implementation in Bavaria. These are, on the one hand, people from conservation authorities (hNB, uNB) but also from the society, e.g. members of NGOs (LBV, BN). With the certificate "Natura 2000 Partner" and "Natura 2000 Partnership" we were able to address many of the people that are important to implement the Habitat and Bird Directive in Bavaria to highlight their efforts, to appreciate their commitment but also to provide incentives for an active work for Natura 2000 in the future. The certificate "Natura 2000 community" addresses people from the communities, as they are important for maintaining and improving Natura 2000 sites on a local level. Please find in the excel list on the Key Performance Indicators (see Annex) a listing of the different stakeholders that were addressed with our project-related actions.

The **Natura 2000 Information campaigns (B4)** help to spread the general knowledge about Natura 2000. With the action "hotspots in Natura 2000 touristic sites" (B4-2) we released information for the people to know what important touristic value these sites provide and to experience the touristic value by themselves by visiting Natura 2000 sites that are close to their hometowns. Tourism industry in Bavaria is very important and tourists in Bavaria spend 31 Billion Euro per year³. Natura 2000 offers beautiful and attractive landscapes and sites –these

³ Tourismus in Bayern – Statistiken & Zahlen 5. Ausgabe, 2017

facts are also disseminated via the actions, for example, B4-4 Natura 2000 cycling and hiking tours. In addition, we also offer on the project webpage a link to an interactive map where all Natura 2000 sites in Bavaria are located and interested people who want to inform themselves can locate the nearest Natura 2000 sites in order to visit them. The Natura 2000 products also create a link to the local area through the reference of the products to Natura 2000 areas. This also raises awareness of Natura 2000 and its special features.

The two **Natura 2000 actions (B5)** had a public impact and the European context of Natura 2000 was made clear. The Natura 2000 student campaigns and the Natura 2000 relay race, which also included the “Bayerns Wilde Winkel” podcasts, primarily reached the general public. Natura 2000 was presented positively to increase appreciation and acceptance. The students, the relay race participants, and the podcast listener should experience Natura 2000 on site or with high emotional audio stories with humans living or working in the Natura 2000 area.

By involving various actors (B5-2 Natura 2000 relay race) from the areas of sport, tourism, business, culture and politics, new target groups outside of the socio-ecological milieu could be reached. At the start and finish events as well as at the intermediate stops there were also participants from the above-mentioned areas as well as from nature and environmental protection. A lively exchange took place through the various informative contributions and the get-together formats. The target event took place in the Bavarian Forest National Park on the border with Austria and the Czech Republic. As a symbolic act, the Bavarian Environment Minister handed over the Natura 2000 relay to the director of the Šumava National Park and the Upper Austrian deputy governor. The relay race and the active involvement of the various partners from many different areas showed that networks of the new partners could be used and new target groups could be reached through their channels.

For **Natura 2000 Competitions (B6)** we had in 2018/2019 a photo-competition for kids that helped to spread information on Natura 2000 (B6-1). Over 1000 kids participated and got in touch with nature. On the touring exhibition with the winner photos we could successfully provide information on Natura 2000 as well.

The films show the winners of B6-2 Natura 2000 oscar in their dedicated work for Europe's natural heritage. This allows viewers to experience the enthusiasm behind the exemplary environmental education and nature conservation work. The films also highlight the importance of outstanding civic commitment to the conservation of unique habitats and the Natura 2000 species they contain. The award also improved the image of land users in a positive sense. The general public was made aware of the winners of the Natura 2000 Oscar through accompanying press and public relations work (e.g. press releases, posts on social media channels or on the website). In addition, a module on the competition with the winning entries and the films was included in the travelling exhibition "Ganz meine Natur. Our European natural heritage in Bavaria". The synergy effects regarding the reach of the travelling exhibition could thus also be used.

We were also told by individuals from public authorities that the “Training days N2000 communication” (B7-1) are really helpful for their daily work. These action is part of the **Natura 2000 Communication and cooperation (B7)** actions of the project. Due to this kind of feedback the ANL decided to include these training in their annual list of trainings and the ANL has been offered the training in the last and coming years (one workshop each year) as in-kind contribution. Thanks to the high level of coverage in regional media and social media contributions, successful management plans (B7-2) could be demonstrated not only to the participants of the event, but also to local residents. The fact that Natura 2000 successes take

place in one's own home region certainly contributes to increased acceptance, as a personal connection can be established more easily.

Targeted information activities (D2). Specific information for land-users are available via specific pages on the webpage but also due to other products of the project. Important information for land-users are provided for example in the Information leaflets (D2-1). The land-users often view Natura 2000 critical and by showing the possibility of generating additional income via Natura 2000, acceptance can be increased. The Bavarian State, for example, spends 31 million Euro per year for conservation related measures for agriculture and forestry. Such information is disseminated in the information leaflets that were distributed across Bavaria in the last two project years. Also for the action D2-2 “Image films” we could address the youth successfully with an image film (see the people that have seen the movie in the technical chapter). Also for the movie “Natura 2000 supporters” we expect a similar response.

The actions such as the production of banners, flags, rollups and Natura 2000 giveaways are essential for all our dissemination activities (part of **D3 “Information and dissemination of the project / results”**). However, we want to highlight the positive feedback we received particularly for the action D3-2 “Main Info-Boards”. Some opening events of the info boards were additionally conducted by regional district governments (not part of the project proposal). These events created additional media attention. In addition, many people from the public saw already the info boards in Natura 2000 sites and could get some crucial information on the topic. Also an evaluation of the University of Tübingen shows that 57,3% of the people that were asked stated that their expectations with regards to the info boards were fulfilled or rather fulfilled

During the project, there was ongoing professional exchange with other projects on the topics of Natura 2000 or nature conservation campaigns (**D4 networking with other LIFE and Natura 2000 communication projects**). On the one hand, the project visits (D4-1) were held and, on the other hand, the project team organized platforms at the national and international dissemination symposium (D4-2) that enabled and promoted exchange. Poster exhibitions with appropriate professional support and suitable periods were integrated into the programs.

The **materials for the dissemination of the project results (D5)** are flyers, roll ups, workbooks, lay reports and an image film. This is also intended to ensure that either the entire campaign or actions from it can be adopted and implemented independently. The website and social media channels will also remain in place and will continue to be used to convey information and knowledge.

With the press releases to Bavaria-wide and Germany-wide media, web and social media presences, the measures always had a local and regional connection (**D6 press and media work**). The direct spatial connection of a Natura 2000 topic to a medium's own readership obviously increased the number of reports. Positive reports about Natura 2000 were successfully implemented using various communication methods, especially in the regional media. Sustainable management methods were demonstrated in print and online media, newsletters, websites, blogs, social media channels and so on, and the commitment to Natura 2000 was promoted by well-known personalities from sport, culture, business, agriculture and forestry as well as politics, as well as general ones Information about Natura 2000 explained. With these different methods of communication, the project was able to contribute to increasing awareness of the value and importance of Natura 2000.

Action acronyms	Expected Results	Achieved results	Comments
B1-1, B1-2, B1-3, B1-4 B1-5, B2-2, B3-1, B4-3, B5-2, B6-1, B7-1, B7-2, D2-3, D4-2 and further events	44 international, national and regional events (2.480 participants) (achieved)	50 international, national and regional events (3.903 participants)	<p>B1-1 (1 international event, 370 participants), B1-2 (7 regional events, 873 participants), B1-3 (3 supra-regional events, 226 participants), B1-4 (7 regional events, 361 participants), B1-5 (1 international event, 148 participants), B2-2 (1 regional event, 17 participants), B3-1 (12 regional events, 450 participants), B4-3 (1 supra-regional event, 14 participants), B5-2 (9 regional events and a supra-regional event, 106 participants), B6-1 (1 regional event, 40 participants), B7-1 (supra-regional event, 111 participants), B7-2 (regional event, 275 participants), D2-3 (4 regional events, 370 participants), D4-2 (2 international events, 475 participants)</p> <p><u>Complementary actions:</u> further events: Lecture for the biodiversity commissioner at Siemens, 12 participants; LIFE-NAT-DE-networking-event (55 participants)</p>

B1-1, B1-2, B1-3, B1-4 B1-5, B2-2, B3-1, B4-3, B5-2, B6-1, B7-1, B7-2, D2-3, D4-2 and further events	150 supra-regional, 350 regional Multipliers achieved)	1.439 supra-regional Multipliers and 2.464 regional Multipliers	<p>International/supra-regional Events with supra-regional multipliers B1-1 (1 international event, 370 participants), B1-3 (3 supra-regional events, 226 participants), B1-5 (1 international event, 148 participants), B4-3 (1 supra-regional event, 14 participants), B5-2 (1 supra-regional events, 40 participants), B7-1 (supra-regional event, 111 participants), D4-2 (2 international events, 475 participants)</p> <p><u>Complementary actions:</u> LIFE-NAT-DE-networking-event, 55 participants</p> <p>Regional Events with regional multipliers B1-2 (7 regional events, 873 participants), B1-4 (7 regional events, 361 participants), B2-2 (1 regional event, 17 participants), B3-1 (12 regional events, 450 participants), B5-2 (9 regional events, 66 participants), B6-1 (1 regional event, 40 participants), B7-2 (regional event, 275 participants), D2-3 (4 regional events, 370 participants),</p> <p><u>Complementary actions:</u> Lecture for the biodiversity commissioner at Siemens, 12 participants;</p>
B2-1, B2-2	28 Natura 2000 ambassadors (achieved)	6 Natura 2000 ambassadors	<p>Amofa-Antwi Pia Brucker Matti and Jakob Django 3000 Huber Alexander Maffay Peter Dr von Bayern Auguste</p> <p>Modified in consultation with EASME/CINEA on the recommendation of the communications agency (see B2 Natura 2000 ambassadors campaigns)</p> <p><u>Complementary actions:</u> Opening event for the second ambassador campaign in the Natura 2000 site Nymphenburg Park in Munich. A cooperate event was hold in Gut Dietlhofen with Peter Maffay, the Bavarian Environment Minister Thorsten Glauber, the director of the LBV, Dr. Norbert Schäffer, Dieter Pasch, and with the board member of the Bavarian Naturschutzfonds, Ulrike Lorenz, and kids from a primary school and the Kindergarten. The Bavarian State Ministry of the Environment and Consumer Protection ordered 13 additional poster sites in Munich in 2018.</p>

			The Bavarian State Ministry of the Environment and Consumer Protection ordered 110 additional poster sites for Peter Maffay and Pia Amofa-Antwi in Munich in 2023.
B5-1	100 at the Natura 2000 day participating students classes (achieved)	119 student classes 68 student actions 521 digital toolboxes Sum: 12.500 kids and youths as participants	Modified in consultation with EASME/CINEA and written in the Mid Term Report (see B5 Natura 2000 Actions) 68 student actions with 119 student classes: circa 2.600 students took part. Due to the pandemic lockdowns, 521 digital toolboxes (Digitale Werkzeugkoffer) were created for the habitats meadow, forest and water. The average number of pupils in a class in Bavaria in the primary school is 19. As 521 digital toolboxes were sent about 9.900 pupils learned more details to Natura 2000. <u>Complementary actions:</u> Event “Tabaluga trifft seine Freunde” with 61 kids and Peter Maffay and the Bavarian Minister of Environment Thorsten Glauber
B3-1	40 Natura 2000 Partnerships and Sponsorships (achieved)	183 Partnerships and 47 Sponsorships (in 22 events)	<u>Complementary actions:</u> 1 more Natura 2000 Partner and 3 more Natura 2000 partnerships (with 71 certificates)
B3-2	70 Natura 2000-Mitmachaktionen		As agreed with CINEA/EASME, the action could not be carried out due to the restrictions imposed by the pandemic. The application was carried out via various channels: digital and analogue media reports as well as social media
B6-1 and B6-2	2 competitions with 650 participants (achieved)	2 competitions with 1070 participants B6-2 (31 participants) and B6-1 (1039 participants)	
B4-2	25 Hot Spots Natura 2000 recreation (achieved)	31 Hot Spots	<u>Complementary actions:</u> 6 more hot spots
B4-3	Network for Natura 2000 products and BayernMarkt Natura 2000 (achieved)	ca. 20.000 visitors at the BayernMarkt Natura 2000 organized within in the Bauernmarktmeile To initiate the networking of relevant actors like representatives of the Bavarian Farmers Association, the “Landschaftspflegeverbände” and the producers of the Natura 2000-Products, the workshop “Natura 2000-Products” was successfully conducted in Munich on 8th November 2022. (14 participants)	<u>Complementary actions:</u> The “BayernMarkt Natura 2000” flyer was printed disseminated at the Bauernmarktmeile in Munich. Information stand at the regional event „Landwirtschaft Rupertiwinkel miteinander“ in Waging am See on 16.10.2022

B4-4	Interactive cycling and hiking guide with 20 Natura 2000 tours (achieved)	20 Natura 2000 tours in a cycling and hiking guide (web and print), suggestions for further tours, publishing the tours on the website and in the Outdooractive platform, individual tours in natur.digital 24.350 views (Outdooractive and website) 18.550 distributed brochures	<u>Complementary actions:</u> Some tours are already published in the app NaturDigital. An interview with the ambassador Alexander Huber about the guide, his recommended tour with a description of the importance of Natura 2000 was published. As a supplement winter tours were presented on social media.
B4-1	Web brochure with 12 Best-Practice-examples to Natura 2000 (achieved)	13 articles in the ANL-Newsletter (Web) and ANLiegen Natur (Print) 10.400 subscribers	<u>Complementary actions:</u> One more article was published
D1-1	Project website with bog, newsletter, Facebook profile with 135.000 visitors (achieved)	Total 182.676 visitors: Website with newsblog: 15.300 visitors Partner newsletters: 8.589 subscribers Channels "Ganz meine Natur" and "Bayerns Wilde Winkel": Facebook: 502 Follower, range: 86.744 Instagram: 1.120 Follower, range: 71.683	Modified in consultation with EASME/CINEA to use existing newsletter with wide ranges Newsletter often used: Newsletter Informationsdienst Naturschutz: 3.261 subscribers BayerTourNatur: 4.366 subscribers Infobrief Regierung von Niederbayern: figure could not be evaluated Bayerisches Artenschutzzentrum: 962 subscribers <u>Complementary actions:</u> Instagram profile "Ganz meine Natur" Facebook- and Instagram profiles: Bayerns Wilde Winkel YouTube: 360 followers
B6-1, B6-2, D2-3	Interactive travelling exhibition (50 exhibition venues), 2 travelling exhibitions about the competitions (6 and 17 venues), in total 74.000 visitors (achieved)	2 interactive travelling exhibitions, 23 exhibition venues, over 89.226 visitors B6-1: photo competition and exhibition of the 20 finalists (8 exhibition venues, 3.346 visitors) B6-2: competition with awards for outstanding Natura 2000 projects A module on the competition and the winning entries is integrated into the travelling exhibition "Ganz meine Natur. Our European natural heritage in Bavaria". D2-3: An interactive travelling exhibition with tablet (quiz), media table and screens (films), wooden rotating elements and audio elements (15 exhibition locations, 85.880 visitors).	B6-1: <u>Complementary actions:</u> The natural history museum in Munich 'Mensch und Natur' financed the production. Two more locations. 30 000 postcards were produced and distributed. B6-2: Modified in consultation with EASME/CINEA to integrate the winner results into the successful travelling exhibition D2-3 D2-3: Modified in consultation with EASME/CINEA to extend the exhibition time at the respective locations and to reduce the exhibition venues. Travelling exhibition with media table with Natura 2000 measures: sponsorships and partnerships, products <u>Complementary actions:</u> The exhibition was always accompanied by comprehensive public relations work and advertising. For this purpose, the project team created a CI kit that was used by the exhibitors.

D2-1	3 information leaflets 57.000 printed copies, 94.000 reached humans (achieved)	3 information leaflets (land owners and land users, for politicians and decision makers and for non-governmental organizations and associations): 49.750 printed copies, 45.200 leaflets distributed	<u>Complementary actions:</u> Distribution over the Bavarian State Ministry for Food, Agriculture and Forestry (StMELF) to their subordinated governmental organizations.
D5-1	Leaflet project results, German 35.000 printed copies, English 5.000 printed copies, ca. 75.000 reached humans (partially achieved)	German and English leaflet, only web versions As the leaflet was finalized at the end of the project period not as many people could be reached.	Modified in consultation with EASME/CINEA to produce only a web version.
D2-2, D5-2	3 image films, 66.000 reached humans (achieved)	89.475 humans reached 2 image films (young generation and stakeholder groups, 59.691 humans reached) Imagefilm LIFE Project (29.784 humans reached)	D2-2 <u>Complementary actions:</u> The movies were shown at several meetings of the LIFE team and meetings of the regional district governments. D5-2 <u>Complementary actions:</u> To promote the film a press kit were designed including information about cast and content. The image film was submitted for the International Competition NaturVision 2024 in the category "German Conservation and Sustainability Film Award".
D3-4	20.000 give aways (achieved)	24.432 give aways: Grass folders "Ganz meine Natur": 500 pieces Letterhead Natura 2000: 5.000 pieces Powerbanks: 25 pieces Seed packets: 5.000 pieces Green Coins - Shopping tokens: 3.114 pieces Pencils: 3.955 pieces Notepads A5: 1.750 pieces Cloth gym bag: 1.488 pieces Fabric bags: 1.500 pieces Visiting cards Podcast: 500 pieces Natura 2000 badge: 200 pieces LIFE badge: 200 pieces Visiting cards LIFE employees: 1.200 pieces	In addition, around 504.000 printed copies (e.g. flyers, leaflets, postcards, brochures) <u>Complementary actions:</u> Over 4000 more give aways
D5-3	9 project information boards, 10.000 humans reached (partially achieved)	9 roll ups produced As the leaflet was finalized at the end of the project period not as many people could be reached.	Modified in consultation with EASME/CINEA to produce only a web version.

D3-2	70 signposted Natura 2000 sites, 3.000 humans reached (achieved)	80 signs have been erected on designated hiking trails at well-frequented locations for several years (starting in 2018). 20 additional signs have also been erected. (8.000 humans reached)	Each sign must have been seen by 100 people over several years.
D3-1, D3-3, D5-4	5 roll ups LIFE/project/Natura 2000 (10 times): 5.000 humans reached, 3 roll ups project results (4.500 humans reached) (partially achieved)	D3-1 and D3-3: 5 Roll-ups , 10 banner and flags for StMUV, ANL/LIFE-Team and 7 Regierungsbezirke (issued at events and Meetings: 7.700 participants, issued at information stands at external events: Bauernmarktmeile: 20.000 visitors, „Landwirtschaft Rupertiwinkel miteinand“, Naturschutzfond-Jubiläum, Landesgartenschauen, 40 Jahre ANL/ Markt der Vielfalt, Jahrestage des amtlichen Naturschutzes): far beyond 9.500 humans reached D5-4: 3 Roll ups project results. As the leaflet was finalized at the end of the project period not as many people could be reached. Installation only from the end of the project by the ANL, governments etc. at events.	
B7-1	3 Training days on Natura 2000 communication and Manual (45 participants) (achieved)	6 training days and Manual "Natura 2000 - Wege für eine gelungene Kommunikation" (111 participants)	The first 3 training courses were run via the project and were then incorporated into the ANL programme.
D5-5	Layman report 1.000 Pieces, pdf., 6.000 humans reached (partially achieved)	Layman report in German and English As the leaflet was finalized at the end of the project period not as many people could be reached.	Modified in consultation with EASME/CINEA to produce only a web version.
D5-6	Workbook: 1.000 Pieces, pdf: 3.000 humans reached (professionals) (partially achieved)	Workbook in German and English As the leaflet was finalized at the end of the project period not as many people could be reached.	Modified in consultation with EASME/CINEA to produce only a web version.
All actions	100 Presse releases (achieved)	100 press releases (inclusive press invitations)	
	High media resonance: > 200 press reports, marginal radio and television reports (achieved)	More than 560 reports (all articles in print and online media published by newspapers, magazines, public organisations, etc.)	

The evaluation of the project results was awarded to the University of Tübingen and the University of Saarland. For this purpose, media analyses and surveys were carried out in 2018, 2019 and 2021. Publications from the *Süddeutsche Zeitung*, *Nordbayern.de* and *Bayerischer Rundfunk* were evaluated for the media analysis. The number of reports decreased significantly in comparison to the phases, as the topic was no longer relevant in current national daily events. Conclusion: The project was hardly able to generate any attention at the national level. Whereas at the regional level there was a high level of attention, as the large number of press reports shows. The surveys were conducted online due to the General Data Protection Regulation. This was advertised via advertisements, mailing lists of the ANL and other institutions. Participants were therefore mainly people with an affinity for the topic or from certain milieus. The underrepresentation of the younger population was identified as a central problem of current nature conservation efforts. All three surveys made it clear that conflicts of use combined with information and communication challenges make Natura 2000 demanding and highly relevant. Two stakeholder surveys were conducted in 2018 and 2021 with the following results: high awareness and positive attitude towards Natura 2000 in this group; demand for more extensive, in-depth communication as well as raising awareness and increasing acceptance among the population through greater participation. The implementation of Natura 2000 goals is seen as having high potential for conflict.

The political decision-makers emphasized that they consider the European network of protected areas to be ecologically, nature conservation-wise and socially meaningful. In this way, "natural landscapes in Bavaria" could be preserved as part of a pan-European protected asset, i.e. integrated into an overall network, which is "naturally indispensable from an ecological point of view". In this regard, Natura 2000 was also positively highlighted as "living Europe". From a political point of view, the main hurdle to the actually sensible further implementation of Natura 2000 was the agreement between agricultural use and nature conservation measures, with a lack of financial and human resources for the quite possible "defusing". In conjunction with this, the respondents stated that there was inadequate communication or communication that was sometimes perceived as non-transparent at the start of Natura 2000, which led to a loss of trust among land users, among others. Instead of a "success story", some people got the impression of the opposite. In addition, awareness among the population was rated as rather low. Starting communication measures about the LIFE living Natura 2000 project was therefore seen as a necessary component of action.

All interviewees who are familiar with the ANL's LIFE living communication project see it as positive. The stakeholders of landowners and land users, interest and association representatives as well as political decision-makers assess that, especially in comparison to 2018, Natura 2000 has become more tangible and noticeable, but the reach is still to be seen as limited. It therefore makes sense to further strengthen LIFE living Natura 2000 among the population.

The total budget of the LIFE living Natura 2000 project was almost 3 million euros. The project extension was not subsidised by an increase in EU funds. The coordinating and associated beneficiaries as well as the two co-financiers subsidised the costs of the project extension.

The various actions of the LIFE living Natura 2000 project reached more than 8 million people in Bavaria.

The cost-benefit ratio was particularly good for several actions of the LIFE living Natura 2000 project. For example, the Natura 2000 ambassadors work on a voluntary basis and therefore free of charge for the European Natura 2000 protected area network. Because the personalities are well known, they have a particularly high reach among large sections of the population.

A wide range of cooperations enabled cost-effective, successful implementation, for example the Natura 2000 products. These became very well known through the cooperation with the Bavarian Farmers' Association at minimal cost.

6.4. Analysis of benefits

The main objective of the project is to spread information about Natura 2000 and to improve the public acceptance through dialogue and a widespread communication and information campaign. Another goal is to increase the positive perception of Natura 2000 and the number of partners, who are willing to be an advocate, as well as to built networks on regional, national and international level for the protection of our natural treasures. Therefore an innovative communication concept was developed. It focused on the two pillars “information” and “balance”. Both parts are summarized under the slogan "It's in my nature". To achieve this goal, several hundreds of innovative actions were successfully implemented all over Bavaria, for example the Natura 2000 ambassador campaign as a unique approach in the field of nature conservation communication: Six well-known personalities from the fields of music, culture, science and sport have been recruited. Numerous target groups have been reached via events, awards, student actions, relay, exhibition, videos and movies and different media channels such as the project website, social media, print media, radio and television.

The cooperation with local partners was implemented with around 150 partners such as public bodies, NGOs and other institutions mainly through the following measures. This strengthened the collaboration and established a broad, interdisciplinary network throughout Bavaria:

- B1-2 (7 regional events, 873 participants),
- B1-4 (7 regional events, 361 participants),
- B2-2 (1 regional event, 17 participants),
- B3-1 (12 regional events, 450 participants),
- B5-2 (9 regional events, 66 participants),
- B6-1 (1 regional event, 40 participants),
- B7-2 (regional event, 275 participants),
- D2-3 (4 regional events, 370 participants),
- B4-3 (brochure and BayernMarket Natura 2000),
- B4-4 (cycling and hiking tours as recommendation of several partners including the promotion of the tours), etc

With the media coverage of these and other measures, Natura 2000 was presented as a positive topic by local partners and should encourage imitation. The farmers and producers of Natura 2000 products deserve special mention here.

In many of these events as well as in supranational events (see table in chapter 6.3), politicians took part in an active role, for example welcoming words or speeches. In addition, the economy was integrated via caterers, coach operators, conference hotels and rooms, bus companies, technical companies for conferences, music groups, external presenters, influencer, transport company and print shops.

In order to communicate the importance, objectives and relevance of Natura 2000 in Bavaria and in Europe the following staff were published:

- nine reports,
- 560 articles in print and online media,
- 110 videos, podcasts and flyers,
- 266 events and exhibitions,
- 202 additional information such as posters, signs, placards or digital toolboxes as well as
- around 1.400 articles each on the social media channels Facebook and Instagram

The social media activities increased significantly and therefore social media is an important platform for the latest news about the project, the actions and the partners. Different target groups of the project are on social media (younger generation use Instagram and the generation older than generation Z uses Facebook). The increased activities reach especially the young generation, which is very important as the results in the Evaluation Final Report showed.

The LIFE living Natura 2000 project has set up an extensive communication platform for Natura 2000 to exchange experiences and knowledge (regional, national, international). A wide range of communication structures and tools have been developed, installed and used for this purpose.

The project goals are already firmly established as an integral part of the work spectrum of the bodies responsible for implementing Natura 2000, in particular the nature conservation authorities.

The project has set up a large network for Natura 2000 consisting of many actors from various areas of society: nature and environmental protection, land use, business, science, sport, politics, culture, education, administration, tourism, associations, the media world and more. The network has been constantly expanded and strengthened through continuous cooperation. The regular exchange and promotion of the actions via the communication channels of these partners contributed to the successful implementation. The well-functioning network should definitely remain and continue to be used.

Phenomenal results like more than 8 million individuals reached and 500 press articles show the success of the project. Through over 100 actions, Natura 2000 has been established as a positive and future-oriented topic for nature conservation, the protection of Bavarian landscapes, biodiversity and the society.

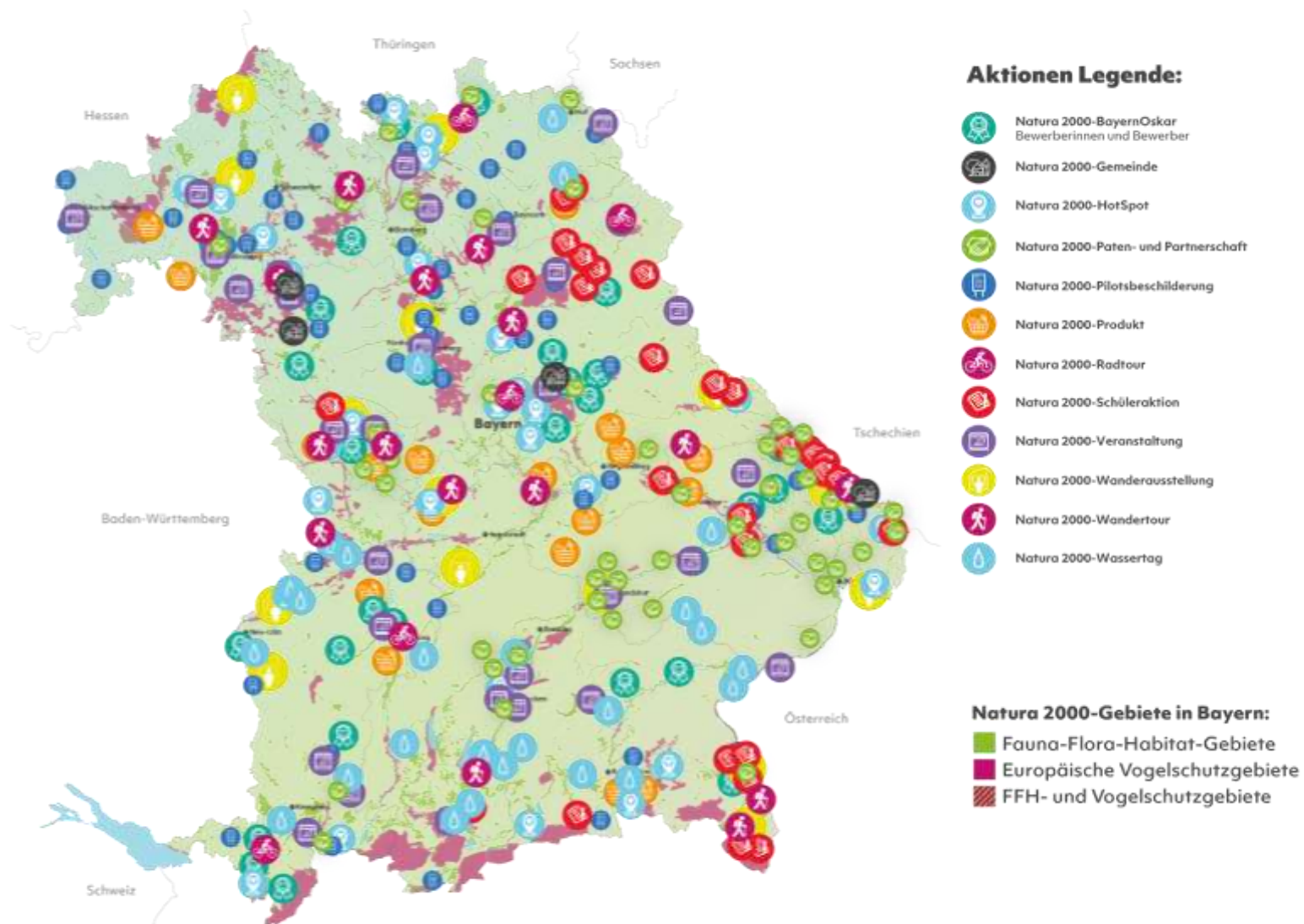


Figure 13: Project actions in Bavaria (designed by Vernonika Bauer)

Qualitative environmental benefits and policy relevance

As a Eurobarometer survey from 2019 shows⁴ many people in Europe do not know what Natura 2000 is, e.g. 70% of the people never heard of Natura 2000, and many still do not obtain information on the crucial benefits of this protected area network across Europe. Hence, the project LIFE living Natura 2000 is essential to improve knowledge and to disseminate information, as the project particularly address relevant stakeholders. As we could already see from our evaluation results (see the two Deliverables on action C1-2 in the Annex), it also helps to increase the acceptance and appreciation of Natura 2000, both for the public but also for people that are urgently needed for the implementation of this policy.

Raising acceptance and providing information is key for Natura 2000 in Bavaria in order to successfully establish, manage and maintain the sites of the two related directives. By improving the communication on Natura 2000, our project is specifically designed to help implementing the Habitats Directive (Council Directive 92/43/EEC on the Conservation of natural habitats and of wild fauna and flora) and the Birds Directive (Council Directive 2009/147/EC on the conservation of wild birds). Due to the actions of the project, also political decision makers are addressed to raise acceptance and to get their support for Natura 2000-related measures. Such political support is needed for example on the level of the regional district governments, in the past two years the LIFE project organised several events where many presidents of the regional district governments took part. But also the local political decision makers were addressed in local Natura 2000 events.

Economic benefits

During the project period 3.75 jobs were created for qualitative personal. External contracts were awarded to film and media agencies, caterers, coach operators, conference hotels and rooms, bus companies, technical companies for conferences, music groups, external presenters, influencers, transport companies and print shops. In total the project team awarded 130 contracts to different companies.

Replication, transferability and cooperation

For the LIFE living Natura 2000 information campaign, a comprehensive CI kit with a claim, colors, fonts, logos, key visuals and network graphics was developed for visual anchoring and recognition. Templates for all campaigns were created from this. The CI kit and the templates were used in all project campaigns as well as in other Natura 2000 campaigns by the administration and associations. In addition, special press and media kits were created for individual campaigns and social media. A CI kit was also created for the design of uniform information boards for signposting the Natura 2000 areas in Bavaria with general information on the European Natura 2000 protected area network as well as area-specific information on the Natura 2000 area, the habitat type and the protected animal and plant species. This CI kit is already being used by all relevant partners in Bavaria (nature conservation authorities, forestry administration, municipalities, nature park centers, etc.). Permanent Natura 2000

⁴ Attitudes of Europeans towards Biodiversity (2019): Survey requested by the European Commission, Directorate-General for Environment and co-ordinated by the Directorate-General for Communication. Special Eurobarometer 481 – Wave EB90.4 – Kantar Public Brussels.

signage makes the European Natura 2000 network more visible and more tangible in the landscape.

As part of the Natura 2000 student campaigns, digital, interactive toolboxes were created to impart knowledge. These serve teachers as ready-made teaching materials that provide motivating opportunities and valuable support. With educational short videos, quizzes and species portraits, students can independently discover Natura 2000 in species-rich meadows, in the forest or in water in a fun and varied way. With over 300 inquiries from teachers (primary and middle schools as well as high schools), employees of environmental education centers, area managers, municipalities or volunteers from nature conservation, the free toolboxes are very popular and attractive. They will also be available after the end of the project.

The interactive Natura 2000 travelling exhibition "All my nature - our European natural heritage in Bavaria" serves to convey information with its various modules (films, quizzes, media table, BayernOskar). The exhibition shows the importance of Natura 2000 in general as well as for individual species and areas and highlights the importance of everyone's commitment. Particularly excellent examples are shown in the numerous films. Due to the variety of different modules and interactive elements, the travelling exhibition is an example of how successful knowledge transfer can be achieved in a playful way. The travelling exhibition consists of a total of 6 exhibition elements. The main part of the exhibition furniture was built from regional spruce wood, graphics and motifs were printed on the wooden surface using a direct printing process. Demand for the Natura 2000 travelling exhibition from various partners is still very high, so the travelling exhibition will continue its tour through Bavaria even after the end of the project.

The Natura 2000 cycling and hiking tours lead through various Bavarian Natura 2000 areas that are particularly attractive. The tour descriptions contain interesting information about the respective Natura 2000 area and the animal and plant species found there. Important rules on how people can move carefully in nature are also a central component. The Natura 2000 cycling and hiking tours have already been passed on: The tours can be found in the "natur.digital" app from the Bavarian State Ministry for the Environment and Consumer Protection and in the online tour portal "Outdooractive". Cooperation with other partners is also conceivable after the end of the project, so that the Natura 2000 cycling and hiking tours can be supplemented and become increasingly well-known.

Finally, a workbook for successful nature conservation communication was created, which is made available to anyone interested. The workbook provides the opportunity to implement the entire campaign or individual components. The project team assumes that the employees in the relevant authorities in Bavaria, as well as numerous employees in various European authorities and associations, will need a tool for communicating nature conservation and will use the workbook accordingly (high replication).

In addition to the events and campaigns, important success factors are a broad, interdisciplinary network as mentioned above on the one hand and the establishment and maintenance of cooperation on the other. The project team pushed for cooperation with representatives from agriculture and forestry. For Natura 2000 products and the BayernMarkt Natura 2000, the project team worked with farmers and the Bavarian Farmers' Association. At the administrative level, there was an annual exchange with employees of the Ministry of Forestry, the Bavarian

Farmers' Association, the State Association for Bird Protection and the Nature Conservation Association.

The various programmes for children and young people, which were prepared in an age-appropriate way, were able to reach the younger generation with active measures. In addition to these activities, the project team chose other communication channels to reach children and young people:

- Natura 2000 ambassador Pia Amofa-Antwi is very well known among this generation as the presenter of a children's programme (she was regularly recognised both during the filming and on the postcards that were distributed at the events).
- Natura 2000 ambassador Peter Maffay is known to children through the fairytale character Tabaluga
- Two profiles were created on the social media channel Instagram (According to Statista, 78 per cent of 16 to 19-year-olds surveyed in 2021/22 said they used Instagram).

Best Practice lessons

Using best practice examples is also highly relevant for the communication of Natura 2000. We also experienced during the project time that it is important to use and disseminate such best practice examples with regards to Natura 2000, for example within the project actions of "Networking with another projects" (B4). Best practice examples were gathered by many experts on Natura 2000 in the past: on Natura 2000 management, Natura 2000 communication and implementation. For example in our national and international project symposium, we were able to invite many participants across Germany and German speaking countries and to discuss best practices and best strategies related to Natura 2000.

Selected ambassadors promote Natura 2000 throughout Bavaria (B2-1 and B2-2). The campaign runs for several months and consists of films, posters and postcards for each ambassador. Each ambassador promotes their personal connection to nature and emphasises the value of Europe's natural heritage to society as a whole. This is expressed in the claim itself as well as in the individual statements in the films and on the website.

The basic idea is to use several personalities to cover different target groups that complement each other. They convey several core messages and thus appeal to different target groups.

The ambassadors also take part in Natura 2000 events and other activities.

The adjustments made by the communications agency to combine ambassadors from different milieus with the respective target groups turned out to be a success, as this created a recognition value. As a result, more target groups outside the socio-ecological milieu were addressed. The campaign was also advertised on the channels of the ambassadors, the StMUV, etc. Another important success factor was the personal, individual statements made by the ambassadors in the film, on the poster (claim) and on the website (quote). This authentically conveyed their motivation.

Natura 2000 products come from Bavarian Natura 2000 areas. They are sustainable, regional and help to preserve Europe's natural heritage. The Natura 2000 products are presented on the website and in a brochure.

Habitats and animal and plant species protected by Natura 2000 are often dependent on certain forms of ecological utilisation. Agriculture and forestry are important partners here. They keep areas open for rare species and create near-natural forest edges. They use extensive methods to manage their orchards. They maintain species-rich meadows through careful utilisation. In this

way, they not only safeguard valuable habitats and rare species, but also create products that preserve the balance between humans, animals and nature. This is a benefit for Natura 2000 in Bavaria and for everyone who appreciates high-quality food and body products: First-class meat from species-appropriate grazing, delicious fruit juices from local orchards and natural cosmetics.

In co-operation with the Bavarian Farmers' Association, Natura 2000 products will be presented to a wider public at the "BayernMarkt Natura 2000" on the farmers' market mile in Munich. The producers offer their products for sale at their own stands to visitors to the farmers' market mile.

In this way, it can be communicated to the general public that sustainable land use is possible in Natura 2000 areas. At the same time, awareness of Natura 2000 is raised through the use or consumption of the products. Cooperation with the Bavarian Farmers' Association has also been strengthened.

Podcasts were created and distributed in response to current trends such as the significant increase in internet usage. Discussions with experienced media experts led to a sound conceptual basis for successful realisation and implementation. The aim was to attract more listeners and increase reach. The 16 episodes of "Wilde Winkel. Bavaria's Nature Podcast" are set in five Natura 2000 areas. With touching and exciting stories from people about why and how they are committed to Natura 2000 areas, positive examples were highlighted, knowledge was imparted and people were encouraged to follow suit. The new social media profile "Bayerns Wilde Winkel" promoted the episodes and content. This made it possible to vividly communicate the complex idea of preserving our natural heritage.

Innovation and demonstration value

Our project for the communication of Natura 2000 has a high demonstration value. Due to our experiences with Natura 2000 for different stakeholders (general public, youth, land-users, decision makers and press) we will be able to compile valuable information on how Natura 2000 communication can be improved, both on a local but also on a state-wide and European level. As you can see from the chapter on Technical Development we also state the experiences and adjustments that need to be made for each action. These experiences will be also compiled in the actions E1-3 "After LIFE communication plan", D5-6 "Workbook nature conservation information campaign" and D5-5 "Laymens Report" for further use of other future Natura 2000 communication projects. We cover many different ways of communication in our project (events, campaigns, competitions, information activities, communication and cooperation activities) so we could provide a comprehensive review of communication actions for Natura 2000 at the end of the project.

With a focus on social media, besides the classical print products, we have a high innovation value in the project. Some stakeholder groups, such as kids and the young generation use the internet and social media primarily for getting access to information. With different campaigns in the project, we also share information on different social media channels and target this information channels as well.

Based on the experiences with our project it will be also possible to draft recommendations on how it will be possible to establish actions in a way that they will be also pursued after the project time. We already have some examples how project actions can be transferred to long-lasting actions after the project time, for example due to a cooperation with the main

conservation authorities (for Natura 2000 Info Boards) or due to incorporating successful actions such as the Natura 2000 communication trainings in the regular and annual ANL training activities.

7. Key Project-level Indicators

The key project-level indicators provide a good summary of the achievements of the project with regards to the people addressed and in terms of the produced output of the project. Please find attached the table on the KPIs and the Annex Overview meetings 2017-2024. As the tables shows, many individuals were influenced by the project.

The reference area for the project is the whole of Bavaria. During implementation, the project team ensured that the measures were implemented to a balanced extent in all administrative districts. In order to be able to illustrate the overall impact of the measures, the reference area of Bavaria or Germany was chosen, as the illustration of the impact of measures in selected Natura 2000 areas only reflects a fraction of the overall impact. Secondly, the impact of measures cannot be clearly limited to one Natura 2000 site. Reports in regional media or social media posts on a specific Natura 2000 site are examples of this. Significantly more people than those living near the Natura 2000 site were informed. Another example is the shooting of films that took place in a Natura 2000 site, but the film had a reach in German-speaking countries and was seen by many people living far away from the Natura 2000 site.

Humans influenced by the project

Until the end of the project period, over 8.425.000 humans were reached. Well over 50% of citizens in Bavaria were reached through events, campaigns and activities. Around 200.600 people were reached with numerous local and regional measures (e.g. B1-1, B4-4, B7-1) in Bavaria. Measures with a nationwide impact (examples include the D1-1 website and social media) reached at least 235.300 people. Many measures (B1-2 and B2-2 ambassador campaigns) have their greatest impact in Bavaria, but also beyond in German-speaking countries: 7.957.00 people were reached. People who were also reached throughout Germany are therefore also included in this indicator (see table sheet “humans (to be) influenced by the project” and “information and awareness raising to the general public” of the KPI data in the Annex).

In the ambassador billboard campaign, around 2.6 million individuals were reached and 23.9 million contacts were made, 646.647 people were reached with social media (first photo campaign) and 670.140 individuals with the Natura 2000-ambassador movies on Facebook and Instagram. 78.059 individuals have seen the movies on YouTube. With 450 large billboard poster in all larger Bavarian cities had around 43.1 million eye contacts and reached 4.91 million individuals.

The image film for the young generation (D2-2) was also successful, on YouTube 59.747 people watched the movie, the short movie clips (three versions) on Facebook and Instagram reached over 236.713 individuals. The cycling and hiking tours (B4-4) on the platform outdooractive were 24.350 visitors and 18.550 brochures were distributed.

Governance

The development and establishment of a broad network for the exchange of information and experience was one of the project objectives. The PSG and the PAG were established at the

beginning and consolidated through regular exchange and cooperative collaboration. In addition, the project team gained new co-operation partners from the fields of nature and environmental protection, culture, sport, television, education, business and science. The network consisted of 75 NGOs, 51 public institutions and 16 educational institutions and foundations ("other" category). In addition, the project team commissioned 130 companies such as caterers, hotels, media and film agencies (see table sheet "governance" of the KPI data in the Annex).

Information and awareness raising of the general public

In total, the online media (website, partner newsletters, "Ganz meine Natur" and "Bayerns Wilde Winkel" profiles on Facebook and Instagram) had around 183.000 visitors. The website itself only had 15.300 visitors. The website was linked in the press releases and publications as well as in the social media posts. The partner newsletters have 8.600 subscribers and Facebook and Instagram had a reach of 87.000 and 72.000 respectively. If all online media are considered, there were around 30.000 more visitors than planned in the application.

There were 11 specialist publications (layman report, workbook, manual for a communication seminar) or articles in the specialist journal (68.840 views) ANLiegen Natur.

Furthermore, about 560 articles were published in print and online media. Many people were reached through this.

In addition, around 40 different flyers, leaflets and postcards were produced as print and web versions and printed with a print run of 630.000 copies. The remaining 72.200 copies are still being distributed at various ANL events. The indicator number of different displayed information created also includes films and podcasts that were created in the project. A total of 110 films, podcasts, other videos (e.g. lectures) as well as flyers, leaflets, postcards are included in this indicator.

For the indicator number of different displayed information created over 200 different posters, placards, signs, roll-ups, programmes, invitation cards, stand lettering and banners were created and particularly printed (around 9.200 copies). They were used with the CD "All my nature" as a further advertising measure in publicity campaigns and in the digital media.

Over 260 meetings (f. e. PSG meetings, PAG meetings, annual meetings with associations) and events (of these 50 international, national and regional events with 3.903 participants) were held during the course of the project and almost 8.000 people took part (see table sheet "information and awareness raising to the general public" of the KPI data in the Annex).

Capacity building

1.261 professionals (3.270 were foreseen in the project application) took part in some events organised specifically for experts, for example D4-2 1st and 2nd Bavaria Natura 2000-Summits with 248 participants), B7-1 Training days on N2000 communication with 111 participants) and B7-2 Natura 2000 Management on site with 275 participants.

Naturally, experts also took part in other events. In some cases, the pandemic restrictions limited the number of participants.

The events as B1-1 and B1-5 1st and 2nd Bavaria Natura 2000-Summits with 518 participants, B1-2 7 days - 7 areas - 7 districts with 873 participants, B1-4 Natura 2000 on-site event with 354 participants and B3-1 Natura 2000 Partnerships and Sponsorships with 450 participants were especially designed for members of interesting groups (3.000 were foreseen in the project

application). More than 2.500 members took part at these events. Of course, in many other events members visited the events. Pandemic restrictions limited the number of participants. As some Natura 2000 events will continue to take place, the figures will increase after 5 years.

13.600 students got information and learned about Natura 2000 (2.000 students were foreseen in the project application). The figure shows all students (2.600) taking part in B5-1 Natura 2000 School actions, all students (1.039) taking part in B6-1 Natura 2000 Photo-competition "See the Natura 2000 Beauty", the kids (61) taking part in the event "Tabaluga trifft seine Freunde" and all students used the digital toolboxes. Due to the pandemic lockdowns, digital toolboxes (Digitale Werkzeugkoffer) were created for the habitats meadow, forest and water. The average number of pupils in a class in Bavaria in the primary school is 19. As 521 digital toolboxes were sent about 9.900 pupils learned more details to Natura 2000 (see table sheet "capacity building" of the KPI data in the Annex).

Jobs

During the project period 3.75 jobs were created for qualitative personal. The communication of nature conservation issues in Bavaria has a high priority. At present, tasks and competences lie with various official institutions. The communication of Natura 2000 is an important area of nature conservation communication in Bavaria. At the ANL, around 0.6 posts are to be created for this purpose over the next 5 years. One permanent post at the ANL will be responsible for the measures under the After LIFE Plan. To ensure the project results, the LIFE living Natura 2000 project started the process of communicating Natura 2000 and nature conservation issues as early as 2022.

Contribution to Economic growth

Due to the Coronavirus pandemic, the project prolongation was confirmed by the executive agency. This did not change the approved project budget from the EU. However, the associated beneficiaries (StMUV, DBU and Bayerischer Naturschutzzfonds) were supporting the prolongation.