



LIFE Project Number
LIFE11 INF/IT/000253

FINAL Report

Covering the project activities from 01/08/2012 to 30/11/2015

Reporting Date
30/11/2015

Safe haven for Wild Birds: A safe haven for wild birds: changing attitudes towards illegal killing in North Mediterranean for European biodiversity

Project Data

| | |
|---|---------------------------------------|
| Project location | Italy, Greece, Spain |
| Project start date: | 01/08/2012 |
| Project end date: | 30/11/2015 Extension date: n/a |
| Total Project duration (in months) | 40 months |
| Total budget | € 767,250 |
| Total eligible budget | € 763,650 |
| EU contribution: | € 369,568 |
| (%) of total costs | 48,16% |
| (%) of eligible costs | 48,39% |

Beneficiary Data

| | |
|-------------------------|---|
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2 Executive Summary

Migratory birds are very important for the conservation of Mediterranean and European biodiversity. They function as seed dispersers, control insect pests and contribute to the bird species diversity we enjoy. The illegal killing of wild birds is still widespread across Europe and mortality caused by it constitutes a significant threat to the conservation of bird populations and hence European biodiversity as a whole. The LIFE11 INF/IT/000253 project aimed to protect this natural heritage through the means of raising environmental awareness.

The LIFE11 INF/IT/000253 ‘*Safe haven for Wild Birds: changing attitudes towards illegal killing in North Mediterranean for European biodiversity*’ project started on 01/08/2012 and ended on 31/10/2015. The project was implemented by the Lega Italiana Protezione Uccelli (LIPU), in collaboration with Hellenic Ornithological Society (HOS), Sociedad Española de Ornitología (SEO/BirdLife) and J. Walter Thompson Italia S.p.A. (JWT).

The present document is the final report of the LIFE+ Information & Communication project, which aimed to develop and implement a northern Mediterranean communication and educational campaign against the illegal killing of wild birds.

The specific objectives of the project were:

1. Raising awareness of key stakeholder groups through a series of targeted communication tools organised into national campaigns for each one of the three involved countries, under the original title “Leaving is Living”. The campaign targeted national audiences, the local authorities, the hunting community, the poachers/trappers and local residents along the migratory flyways of the species affected, informing them about the impacts of illegal killing.
2. Change of socio-cultural attitudes towards illegal killing in the younger generation through environmental education;
3. Improve law enforcement, through increased awareness and better coordination among law enforcement authorities;
4. Demonstration through the international campaign of the added value created by the collaboration of three countries across the Mediterranean to raise awareness on illegal killing

In order to achieve these objectives, 34 actions were implemented, covering project management (actions A), preparation (actions B), communication (actions C), evaluation (action E) and dissemination (action F).

The main project achievements so far consist of:

The International Campaign and strategy (Action C1) delivered a cohesive, innovative and creative communication campaign that conveyed a cross-border message regarding illegal killing. The ‘Leaving is Living’ campaign raised awareness in a range of target groups (different but yet relevant to each country), through a 3-stage process: Raising Awareness, Educating and Activating the public. The Strategy defined tools and delivery times which partners successfully implemented. LIPU in Italy implemented the Strategy through actions C2-C8, F4, HOS in Greece through actions C9-C17, F4-F5 and SEO/BirdLife in Spain with actions C18-C20 and F4.

Italy

Preparatory Action B1 (Training of local information officers and volunteers in Italy) was successfully completed via three specialised training events, two for the staff and one for the volunteers participating in the anti-poaching camp. Since, the quality of collaboration with enforcement the officers has improved and volunteers have improved their skills and capacity to address the local communities.

Tools for the ‘traditional’ media, such as press and radio, were put to work through Action **C2** (Press and Radio Advertisement). A press advertisement was produced in English, Italian, Greek and Spanish. Two radio spots were produced in both Italian and Greek. The communication campaign was launched in Italy in April 2013. The radio advertisement was broadcasted 279 times in the top 10 national radio stations in Italy, while the press advertisement was widely published in newspapers and monthly magazines. This action reached 4.2 million of people aged 18-30, thus exceeding the initial target set by 168%. The same is true for the radio advertisement, which reached 1,050,000 radio listeners in Sardinia, again exceeding the proposed target of 40,000. Over 22 million people have seen the advertisements and the articles in magazines and newspapers.

The Internet campaign (**Action C3**) was aimed at the younger generation. The campaign website (**Action F1**), Facebook and a Viral Video were produced through this action. Information on illegal bird killing and the Projects partners’ actions were regularly posted on the websites and Facebook, but also ‘twitted’ in order to reach as many people as possible in the three countries and elsewhere. On average, the campaign reached 580 people daily (target was 500) for a total of over 1 million people through the websites and over 64,000 people were reached through LIPU’s Facebook post about the campaign (the target was 30,000).

Press Office in Italy (**Action C4**) supported the promotional activities and communication actions on the ground (see C6-8) and produced 17 press releases generating 83 articles and news bits on the press, on news sites and radio. Celebrities endorsed the campaign: three national-level personalities (a singer and two journalists) accepted to support publicly the campaign.

Educational activities were successfully implemented through **Action C6** (Awareness events at local middle and high schools in Italy) In Sardinia, LIPU targeted schools in the 4 municipalities situated in the “hotspot” area for bird killing. The two local communications officers implemented educational activities in 141 classes, educating 2,946 students.

Public events at hotspots in Italy (**Action C7**) delivered two awareness events every year, starting in December 2012 and completing the action on May 2015. The number of participants increased year after year, thus indicating the growing interest of local communities, local authorities and law enforcement agencies in the campaign.

Action C8 successfully implemented the awareness raising actions for local authorities and law enforcement agencies in Italy, as planned. As a result, the cooperation with Law Enforcement Agencies (LEA) improved significantly following the work of the LPC and the specific workshop, which was very well attended by representatives of all LEAs and by the public persecutor specialising in environmental crime. Also the support of local authorities improved significantly and majors of the municipalities participated in all the public events (**Action C7**), thus publicly showing their support to the aims of the project.

The closing event of the “Leaving is Living” campaign was the International Conference on Illegal Killing (**Action F3**), which took place in Rome in May 2015. It was attended by the Vice Minister for Agriculture, the Chair of the Parliamentary Committee on Environment and representative of the EU and CMS. This high-level conference raised the Illegal Killing of

Birds issue up the national and international political agenda , was well attended (over 120 people) and was covered by the top news programme (RAI 1) and newspaper (La Repubblica). The event closed by an award giving ceremony acknowledging the contribution of the local enforcement authorities in Italy, Spain and Greece.

The evaluation of the Italian “Safe havens for wild birds” project (Action E1) is a living proof that the campaign and project activities had a measurable and significant impact on both the students and the general public interviewed by a poll company. Also the number of traps set in the woods declined, compared to the period before the project, indicating the great and tangible success of the Italian campaign.

Greece

The “Leaving is Living” national campaign was successfully implemented through **Action C9** via numerous communication tools, especially designed to reach Greek audiences. The campaign in Greece unfolded in three developmental phases, which engaged the audiences in a growing level of involvement: newspapers, TV and radio, followed by engagement through social networks and finally an open public statement of support to the Greek campaign (such as wearing of the campaign pin). The results were very positive, as 1,485,157 people were informed and/or engaged in the fight against spring shooting.

Locally the campaign was implemented through **Actions C10-14** which included informative events and public talks, a training seminar for volunteers, summer information kiosks and wide dissemination of communication materials. The local campaign engaged the Ionian population in understanding bird migration, the threats migratory birds face today, as well as the international dimension of the impacts of illegal killing. 177 local people actively participated in public events, while the campaign reached out to 428,058 foreign visitors and local residents. Not foreseen in the project proposal, and of high significance to the lasting impact of the campaign, was the establishment of a local group in Zakynthos committed to the transmission of the campaign outputs, following the completion of the project.

The “Leaving is Living” documentary, **Action C15**, was the highlight of the Greek campaign. The documentary explored the cultural roots of spring killing in Greece and gave a “voice” to residents negatively affected by it and toured around 7 national and international locations. It entered the competition of the prestigious 17th International Thessaloniki Documentary Festival, thus reaching an unexpectedly wide and varied audience of 648,118 people.

Investing in the younger generation, HOS produced a state-of-the-art Environmental Education Kit through **Action C16**, which creatively takes schoolchildren through the journey and perils of migration. School teachers were trained to implement the Kit’s activities in their own school environment, thus ensuring ongoing implementation following the completion of the project. 7,371 children have already been educated, while the artwork produced by pupils was showcased in a 2-week mobile exhibition which toured the Ionian Islands (**Action F5**).

Building on the past years’ experiences and knowledge, **Action C17** successfully implemented the “International Conference on Best Practices for tackling Illegal Killing of Migratory Birds”, which placed Greece on the illegal killing hotspots “radar” of national law enforcement authorities and international decision makers. The Conference produced a guidance document of Best Practices, which was circulated amongst the experts on illegal killing of the Bern Convention and the EU.

The wide reaching dissemination of the campaign messages beyond the duration of this project was ensured through the installation of innovatively designed signboards in all project islands via **Action F4**, which is estimated to reach millions of residents and visitors in the near future.

The Greek campaign impact was carefully evaluated via two public surveys in **Action E2**. The survey showed a clear increase in awareness in all targeted groups. Before the campaign, only 16% of schoolchildren believed that illegal shooting pressure is significant in the Ionian Islands, while after 36%, thus demonstrating a real success in educating the younger generation. Yet the most striking change in attitude is the fact that majority of local hunters do not support anymore that spring shooting contributes to the local economy (60% before the campaign to 13% after).

Spain

The National Communication Campaign (**Action C19**) was successfully delivered through the Press office and Local communication staff. Press releases, press conferences, interviews, photos, specific articles and a video showing how a “parany” - the main illegal hunting method employed in Spain - works were employed to gain the local audiences attention. Moreover, an internet communication campaign was implemented, setting up a specific Spanish website, linked with the campaign website (see **Action F1**) and using social media (Facebook and Twitter) to disseminate the key message and latest updates and activities of the campaign. By the end of the project the press releases issued by SEO/BirdLife reached an amazing 23 million people; the website of the campaign was launched and 48 posts on Facebook and 825 ‘Twits’ were shared . The main SEO/BirdLife’s website received 1,864,022 visits. Furthermore, by means of SEO/BirdLife social network 52.836 fans in Facebook and 38.100 followers in Twitter were constantly informed about the news of the Spanish campaign against illegal killing.

Specific activities in schools and hot spots were developed to raise the awareness of local young people (**Action C18**). These activities focused on the value of migratory birds and the impact of their illegal killing and specifically of the “parany”. The educational and public awareness activities for local people began in October 2013, following the launch of the campaign. These activities reached 9,332 people from 53 different hotspot villages (4,687 people from 33 different villages attended our events whereas 4,645 pupils from 55 schools belonging to 34 different villages attended our talks). Due to the fact that illegal activities are locally accepted and considered a tradition, while SEO/BirdLife’s position is considered controversial, a specialised company was called in to develop a mediation strategy in order to hold non confrontational meetings. The mediation achieved the participation of locals from villages which practices the ‘parany’ in a debate about illegal killing of birds. These debates were partially successful because poachers violated the rules set up by the mediation agency ended up aborting the debates after having held two out of the six planned.

Action C20 aimed at increasing awareness and building the capacity of Forest Rangers, environmental authorities and law enforcement agencies in relation to the significance of “parany” as an illegal trapping method. By the end of the project, SEO/BirdLife delivered four workshops instead of the three planned, reaching 110 people. Moreover, SEO/BirdLife established new lines of communication with the Association of Forest and Environmental Agents of Spain (AEAFMA) in the hot spots, and with SEPRONA de la Guardia Civil (Service of Protection of Nature) agents. Because of all the work done, both agencies received an award recognising their work in the award giving ceremony held in Italy (Action F3), which may lead to future formative actions and collaborations.

The evaluation of the Spanish “Safe havens for wild birds” project was undertaken with **Action E3**, with the aim to assess the impact of the campaign in the hotspot and detect any change in attitudes. The change in attitude over time was monitored through questionnaires compiled by students reached by the educational activities and by the public participating to the Public events. Despite some limited response from specific stakeholders, the replies from students, who are potential future ‘paranyers’, was encouraging, showing an increased awareness and a decline in the support to ‘paranys’.

The Project Website (**Actions F.1**), www.leavingisliving.org, went online in March 2013, in four languages: English, Italian, Greek and Spanish.

The After-LIFE communication plan (**Action A.4**) and the Layman’s report (**Action F2**) are included in the current Final Report.

3 Introduction

The LIFE11 INF/IT/000253 ‘*Safe haven for Wild Birds: changing attitudes towards illegal killing in North Mediterranean for European biodiversity*’ was implemented by the Lega Italiana Protezione Uccelli (LIPU), in collaboration with Hellenic Ornithological Society (HOS), Sociedad Española de Ornitología (SEO/BirdLife) and J. Walter Thompson Italia S.p.A. (JWT). The partnership scheme changed during the first year of the project (see section 4.1). The project lasted 40 months, from 01/08/2012 till 31/11/2015.

According to the most recent Pan-Mediterranean Scientific Review on the illegal killing of birds (BirdLife International, 2015), illegal killing of wild birds is incredibly widespread across Europe and mortality caused by it constitutes a significant threat to the conservation of bird populations. Italy is the second worst country for bird killing (5.6 million birds annually) and Greece the sixth (704,000 birds annually). The project aimed to make a significant contribution to the halting of this mass phenomenon in Italy, Spain and Greece.

Hunting in the EU is regulated according to the provisions of the Birds Directive (2009/147/EC). The term “illegal killing of wild birds” refers to any form of deliberate action, such as catching, trapping, injuring, removing of birds and their eggs, outside the legal regulations of the law.

The Project is concerned with: a) Illegal killing of wild birds outside the hunting period, namely during the return of migratory birds to breeding grounds; b) Illegal killing or capturing of wild birds using indiscriminate methods of trapping, and; c) Illegal killing of non-huntable species. Migratory birds are very important for the conservation of Mediterranean and European biodiversity in several ways: In the Mediterranean, the most important seed dispersers belong to the genera *Sylvia*, *Turdus*, and *Erithacus*; in their breeding grounds, most birds feed their chicks with protein-rich prey, such as arthropods, and play a crucial role in controlling insect populations that otherwise would have a negative impact on vegetation. Therefore, killing migratory birds has a direct effect on the Mediterranean and European flora.

The problem of illegal killing is particularly intense but largely considered as unimportant and acceptable mainly in southern Europe and especially in several regions of Italy, Greece and Spain. In the Sulcis area (Sardinia, Italy) birds – thrushes (*Turdus sp.*) being the main target but many protected species are also involved – are trapped. LIPU estimates that 300,000 birds are killed illegally with snares and nests during migration and winter yearly. An average of 18,000 traps (between 2005 and 2010) per year was removed by LIPU in collaboration with the local Carabinieri station. In the Ionian Islands (Greece), Turtle dove (*Streptopelia turtur*) and several other birds are shot in the thousands during their pre-nuptial migration. Although no estimates are available, on ‘good migration days’ gunshot numbers may be as high as 15,000 per day In Castellon, north of Valencia, Tarragona south and southeast of Aragon (Spain), trapping of migratory birds takes place by means of ‘paranys’ groups of trees covered with lime sticks. Main target are Thrushes (*Turdus sp.*), but on average 30% of hundreds of thousands of birds trapped belong to protected species.

The specific objectives of the project were:

1. Raise awareness of key stakeholder groups: local communities, local authorities, hunters, local authorities and the wider public along the migratory flyways of the species affected by the illegal activities, with regards to the effects of illegal killing of birds on local and European biodiversity;

2. Change of socio-cultural attitudes towards illegal killing in the younger generation;
3. Improve law enforcement, through increased awareness and better coordination among law enforcement authorities;

The project reached a total of 88,000,000 people, a very significant result, given that the project target was 17,500,000 people. The campaign had a positive and measurable impact on local attitude toward illegal bird killing in all three hotspots. It also reduced the average number of traps removed every year in Italy (4,034 vs. 18,000 before project) and the number of active parsnips in Spain 105 in 2014 vs. 355 in 2013 (566 in 2010, 515 in 2011, 545 in 2012), while in Greece the first ever coordinated enforcement effort was attempted in 2014.

The overall aim of this project to reduce illegal killing of protected wild birds in Italy, Greece and Spain was achieved. This result will contribute to improving or maintaining the conservation status of the species affected and the conservation of the Mediterranean maquis.

The project's communication and dissemination actions approached a wide spectrum of audiences to educate and raise awareness on biodiversity issues, and especially the protection of migratory birds. Specific tools of the Project will continue to be used after the end of the Project. More specifically the Facebook pages, the brochures, the documentary and the radio spot will continue to inform the target audiences beyond the scope of this Project, thus providing a long-term effect in attitude change in the Mediterranean. Most importantly, the environmental education package will be implemented by teachers, most probably as part of the school's curriculum, beyond the completion of this Project, achieving a lasting change of attitude regarding illegal killing of wild birds in the young generations. The established extensive and active citizen's network which has been already created by the campaign, via the Project's activity in the social media, as well as the presence of project beneficiaries in the target hotspot sites, will be maintained after the completion of the LIFE project. Local citizens' networks will continue to exert pressure on the local authorities to comply with law in the coming years, and will continue to engage in the "conflict resolution" processes within the local communities in order to change attitudes towards illegal killing. This is a significant long term benefit of the project, as it can change the socio-economic context in which illegal killing takes place in the Mediterranean.

4 Administrative part

4.1 Description of the management system

The first months of the project constituted the Inception phase which was characterised by recruitment and induction of the project staff and partners, as well as setting the internal reporting system, financial rules and planning of the project actions implementation.

The project management methodology is based on:

- On time and accurate identification of the staff allocated to the project by each beneficiary and establishment of the management units required as in the project description (International Project Supervisor, National Project Coordinators, Technical units);
- Definition of common procedures for the management of administration related to the implementation of actions and the collection and sharing of documents supporting the financial reports;
- Regular contact between partners ensuring continues exchange of information and expertise, ensuring all partners are updated on the project development;
- Meeting the deadlines and adherence to the activities and individual roles and responsibilities.

With the start of the project the coordinating beneficiary informed all project partners of the start of the project and invited them to create the project team.

Each Partner established their national team following the definitions of Terms of References for each position. For those position not filled by existing staff, job advertisements were circulated and people selected on the basis of their CVs and interviews. The International Project Supervisor (IPS) was hired as per 01/08/2012 and by the same date LIPU internal staff was appointed to fulfil the remaining national positions.

As the project team was spread in three countries the opportunities for face to face meeting were limited and most communication took place via email and Skype. HOS, SEO/BirdLife and LIPU, the main players and implementers of the actions on the ground, have reviewed the project's timing of actions & deliverables and developed the National Implementation Plans (NIPs). The three NIPs constitute the International Implementation Plan (IIP), which was used to monitor the project development and implementation. An on-line facility to share documents has been established (www.Dropbox.com).

During this phase a number of small changes were made to the budget and these were incorporated in the new budget included in the Amended Grand Agreement (see below).

The start up meeting of the Project Team meeting was held on 02/10/2012 in Milan at JWT HQ and all requirement described in the Common Provisions have been revised and clarified. LIPU was involved as Associated Beneficiary in other LIFE projects and therefore an effort has been made to streamline and standardize the reporting requirements along all LIFE projects. Both HOS and SEO/BirdLife have direct and long experience of management and reporting of LIFE projects therefore adaptations to the requirements of the EC have been minimal.

The IPS and the LIPU National Coordinator (NPC) attended the LIFE+ Kick-off meeting held in Rome on 07/11/2012.

The Partners were requested to prepare written national activity reports every month to be sent to the IPS who compiled a project monthly report and sent it to the Monitor Team with the same frequency.

With the teams established and the monitoring and reporting process in place, the inception phase of the project management was concluded with the preparation of the Inception Report. It was originally scheduled for the end of 2012 and would have been able to report on the very initial phases of the project. Following consultation with the Monitoring Team with the approval of the Commission the Inception report was submitted on 30/04/2013.

The second, phase was the implementation of the management procedures and monitoring of the project actions, deliverables, results and expenditures. This phase produced the project outcomes, the revision of the Grant agreement and the Mid Term Report.

The final phase started in July when the preparation operations started for the delivery of the final report, the audit report and the After – Life communications plan. The well oiled reporting mechanism delivered in time the report as a first draft was already compiled by the end of September 2015.

- Presentation of the coordinating beneficiary, associated beneficiaries and project organisation (**Organigramme** providing information about functions, tasks, persons and companies); describe what the **project manager** and other representatives of the coordinating beneficiary have done to organise/co-ordinate the project: meetings, seminars etc.

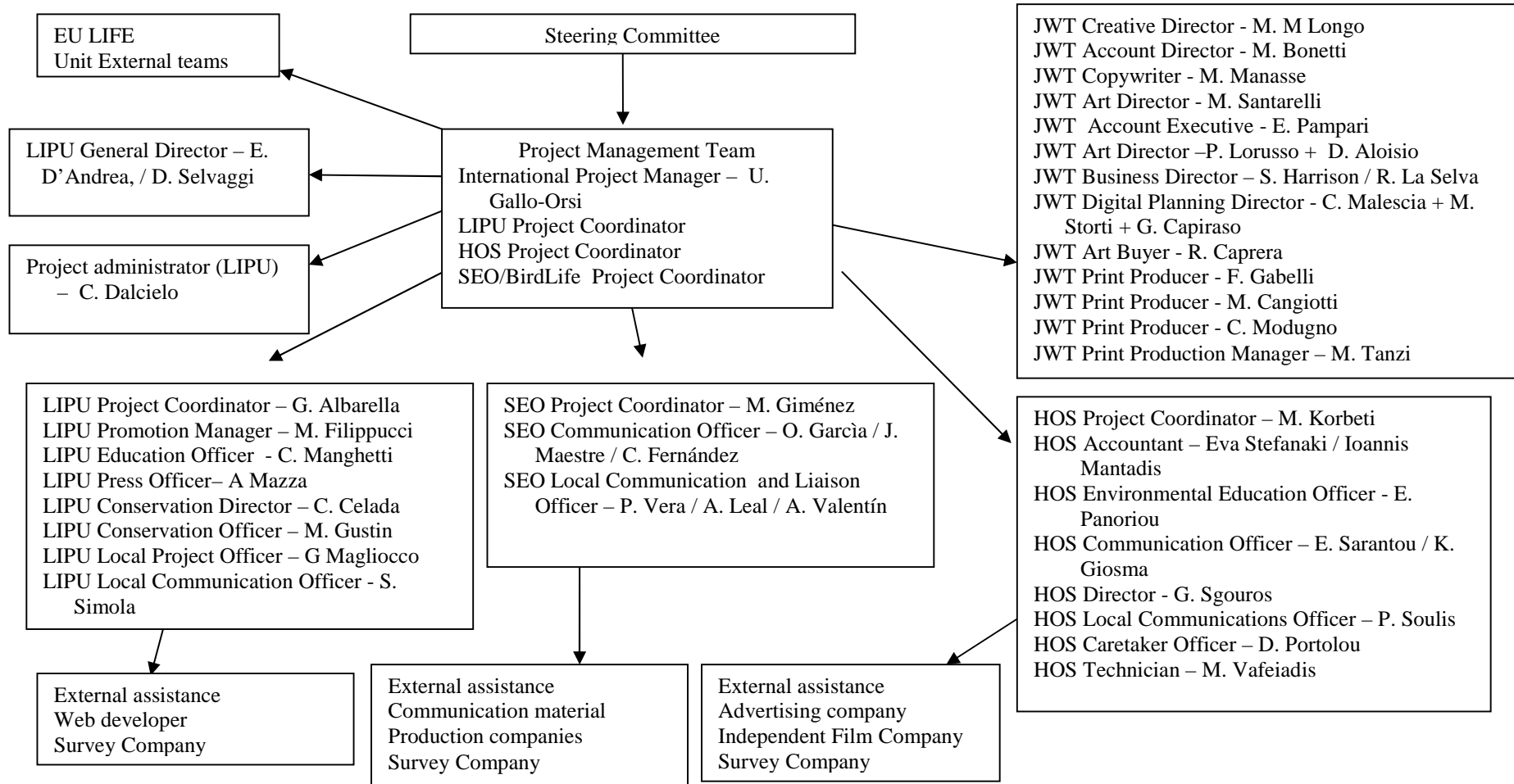
The project management was implemented by three main management units.

The International Project Supervisor (IPS) had the task of ensuring the technical and administrative coordination and supervised the adherence of the coordinating and associated beneficiaries' to schedules, deliverables and budgets of the project actions. Dr. Umberto Gallo-Orsi was hired by the Coordinating Beneficiary (LIPU) to cover this position.

Project Management Team (PMT) was composed by the national project coordinators. In order to reduce carbon footprint and contain costs the PMT met face-to-face three times: once at the Start up meeting in Milan in October 2012, at the International conference in Rome on 21/05/2015 and at the last Monitoring meeting in Parma on 30/09/2015. The IPS ensured the communications between project partners through regular Skype meetings. Information flow was also ensured by the sharing monthly reports compiled by IPS on the basis of the inputs from each NPC.

Steering Committee (SC) The committee was composed by experts from LIPU, SEO/BirdLife, HOS, BirdLife International, RSPB and FACE (the European Hunting Associations Federation) and was advisory body.

Safe Haven for Wild Birds
Project organigramme



As Coordinating Beneficiary, LIPU involved a total of 12 people by means of engagement letters or specific contracts. The full list, with roles, type of contract and period of engagement is given in Annex 4.1.1.

Following the law n. 92/21 dated 28/06/2012, LIPU had to change the contracts of the staff involved in the LIFE project. Since February 2013 the project-basis contract ('contratto a progetto' in Italian) were transformed into employment (time-limited or time-unlimited, full-time or part-time) contracts as indicated in the table above. This is resulting in an increased cost of LIPU's staff. This change did not affect the time devoted to the project nor the contribution requested to the EC.

As Associated Beneficiary, HOS involved a total of 10 people by means of engagement letters or specific contracts. The full list, with roles, type of contract and period of engagement is given in Annex 4.1.2.

As Associated Beneficiary, JWT involved a total of 17 people by means of engagement letters or specific contracts: The full list, with roles, type of contract and period of engagement is given in Annex 4.1.3.

As Associated Beneficiary, SEO/BirdLife involved a total of 7 people by means of engagement letters or specific contracts: The full list, with roles, type of contract and period of engagement is given in Annex 4.1.4.

- Description of changes due to amendments to the Grant Agreement.

The partnership scheme changed early in the project (Year 1), when the Holy Monastery of Strofadia and Saint Dionysus of Zakynthos, initially an Associated Beneficiary, withdrew from the project. As a result a new Grant Agreement, with a revised budget was developed between the EC and LIPU and a new Partnership Agreement between LIPU and HOS was signed in June 2014. There was no impact on the achievement of the communication objectives by this change.

The total costs of the project changed from 780,855.00 € to 767,250.00 € and the EU contribution from 377,893.00 € to 369,568.00 €. HOS contribution was increased from 61,950.00 € to 77,152.00 €.

In the revised of the budget a number of small changes (i.e. below the thresholds set in article 15.2 of the Common provisions and with no impact on the overall budget) were also incorporated. They relate to: a) an increased amount allocated to 'external assistance' to cover the cost of the Local Communications Officers in Sardinia (Italy) made possible by reducing the amount allocated to the LIPU Staff; and b) costs mistakenly allocated to action C.18 were correctly moved to action C.19.

The Partnership Agreements between LIPU and JWT, SEO/BirdLife and HOS were submitted with the Inception report. Following the Amendment to the Grant Agreement, a new Partnership Agreement with HOS was agreed (Annex 4.1.3).

4.2 Evaluation of the management system

The management of the project was implemented as described in the project description. The IPS was the day-to-day reference point for the NPCs, for the Monitoring Team as well as for the

Commission, while all official correspondence was signed by LIPU's Executive Director. The IPS implemented all necessary actions to coordinate the work of the project beneficiaries through the PMT and regular and frequent contact with each NPC. The Monthly Report, through which each partner described activities implemented, problems encountered, deliverables produced and milestones reached as well as progress in meeting project targets, was the main tool used to track project implementation. These documents were the basis for the monthly reports sent by IPS to the Monitoring Team. On a bimonthly basis the partners send to the project administrator a financial report supported by all required documentation. The management system was presented and discussed at the Star up meeting held in October 2012, where reporting needs and schedule was agreed and an Administrative Vademecum (deliverable included in the Mid Term report) was given to all project partners. Each partner produced a National Implementation Plan (deliverable included in the Mid Term report) that was kept updated to reflect actual implementation detailing the timing of actions.

All the requirement and deadlines were defined and described in the partnership agreements signed by the Coordinating Beneficiary and the Associated Beneficiaries HOS, JWT and SEO/BirdLife. The monthly reports were fine-tuned during the first few months and since mid 2013 included data on the communications targets. This allowed monitoring not only the delivery of the project outputs and products, but also of its effectiveness in reaching the target groups. This proved to be a useful addendum as it acted as an early warning for the effectiveness of the different campaign tools.

This management process proved to be effective in identifying errors in the original plans and the need for adaptations to changed situations.

- Communication with the Commission and Monitoring team.

Communications with the Commission took place on a regular and constant basis by means of the reports sent to the Monitoring team at the end of each. Furthermore, any question arisen from the partners was forwarded by the IPS to the Monitoring Team by phone and or in written form. When a formal reply was required the IPS contacted the Commission after informing the Monitoring Team. This happened in few occasions:

- December 2012 about the postponement of the Inception Report to adhere to the recommended '9 month after the start of the project' timing;
- March 2013 regarding the placement of the obligatory information panels in Italy and Spain;
- June 2013 regarding the crowd-funding initiative of the Associated Beneficiary HOS;
- June 2014 regarding the eligibility of the travel costs of the interpreters engaged for the Zakynthos conference (C.17).
- January 2015 regarding the timing of the high level international conference on illegal killing of birds (F3).

The Monitoring Team visited LIPU HQ in Parma in four occasions: 30/01/2013, 10-11/12/2013, 27 – 28/11/ 2014 and 30/09/2015.

- Following the First Monitoring Visit the Coordinating Beneficiary received a letter (ref. ENV.E.3/EDR/BR/em ARES (2013) 628976, dated 10/04/2013) requesting a number of clarifications, which were given in written in the Inception Report.
- Following the Inception Report the Coordinating Beneficiary received a letter (ref. ENV.E.3/AD/BR/em ARES (2013) 3288682, dated 18/10/2013) requesting a number of clarifications, which were given in written for during the second monitoring visit.
- Following the Second Monitoring Visit the Coordinating Beneficiary received a letter (ref. ENV.E.3/EDR/BR/em ARES (2014) 1136284, dated 10/04/2014) informing that the project was formally allowed to proceed and requesting a number of clarifications, which were given

in the Mid Term Report and in a separate letter for those activities and issues occurred later in the project's life.

- Following the Mid Term Report the Coordinating Beneficiary received a letter (ref. ENV E.3/EDR7BR/ib ARES (2014) 3640774 dated 3 November 2014) requesting a number of clarifications which were addressed in the following Monitoring Visit.
- Following the Third Monitoring visit the Coordinating Beneficiary received a letter (ref. ENV E.3/EDR/BR/ib Ares(2015)276263 dated 23/01/2015) requesting a number of clarifications which were addressed at the fourth and final Monitoring Visit and in this Final Report.

5 Technical part

5.1 Technical progress, per task

5.1.1 Action A2: Monitoring of project progress

Foreseen start-end date: 01/10/2012 – 31/01/2016

Actual start-end date: 01/10/2012 – 30/09/2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

This action involved the continuous monitoring of the progress of the project’s individual actions as well as of the project as a whole: therefore most of the tasks are already described in the project management system. The IPS reported regularly to LIPU’s CEO and the senior management of LIPU. On a monthly basis the IPS compiled a report of activities based on the input from each NPC and sent it to the Monitoring team.

The action included the establishment and meeting of the Steering Committee. The Steering Committee met on 9/02/2015, later than expected. Nevertheless the organizations participating to the Steering Committee have been consulted directly or through the European Division of BirdLife International on the campaign contents and wording. Particular care was taken to avoid any confusion between hunting and illegal killing of birds.

The Steering Committee meeting took place by teleconference and provide useful contribution to the agenda of the Rome Conference (Action F.3). The summary of the meeting is in Annex 5.1.A.2.2.

Achievement of objectives and coherence with the original time schedule:

The overall monitoring proceeded as planned and proved to be effective. The Steering Committee involved key stakeholders including FACE (the Federation of Associations for Hunting and Conservation) of the European Union and provided useful input into the campaign and the high level conference held in Rome in May 2015.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----------|-----|----|------|----|-----|----|----------|----|-----|----|------|
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| Proposed | | | Realised | | | | | | | Expected | | | | |

Problems encountered:

Specific circumstances resulted in the Steering Committee (SC) meeting to be held later than expected. Firstly, it was necessary to modify the Terms or Reference (ToR) of the Steering Committee in order to make them clearer and avoid misunderstanding. The order of the aims was changed and one of the aims was removed as it described activities carried out by external experts under action F.1. The revised ToR for the SC is provided in Annex 5.1.A.2.1. Secondly, in Year 1 of the project, which coincided with the first SC meeting, the associated beneficiary HMSD exited the project and the focus of the project management team shifted toward addressing the problem. Finally, tense dynamics arose between FACE and HOS due to a disagreement on the contents of a video tackling illegal killing in Greece produced in the framework of the LIFE project “Safeguarding the Lesser White-fronted Goose” (LIFE10 NAT/GR/000638). The SC meeting was postponed until these dynamics were restored following SC members’ intervention. However, the

Steering Committee members were kept informed throughout the project implementation through Skype meetings in order to resolve issues around the project partners' relationship with the hunting community.

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.2 Action A3: External Audit

Foreseen start-end date: 01/06/2014 - 31/01/2016

Actual start-end date: 01/06/2014 – 31/11/2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

As the project budget exceeds the 300,000 € limit an external audit is required. The independent auditor, nominated by the coordinating beneficiary, has verified the final statement of expenditure and income. LIPU selected and contracted a certified auditor in order to fulfil this requirement. The contract with the auditor incorporated the requirement described in the Common Provisions.

Achievement of objectives and coherence with the original time schedule:

As expected the Auditor started working on the issue after the signing of the contract in mid 2014. Copies of the declaration of inscription of Mrs Scagliarini to the National Auditors Register of Italy and of the contract were annexed to the Mid Term Report. The Audit report is Annex 6.4 of the present Final Report.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
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| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered: None.

Deliverables submitted: n/a

Milestones achieved: n/a.

5.1.3 Action A4: After-LIFE Communication plan

Foreseen start-end date: 01/06/2015 – 31/08/2015

Actual start-end date: September - November 2015. In the timetable and the list of deliverables the timing was not updated following the 6 extra months added under the recommendation of the EC.

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The After-LIFE Communication Plan was successfully written. It is also available online on the project’s website. The Plan describes in detail all actions and initiatives the LIPU and the Associated Beneficiaries plan to continue implementing beyond the end of this project. The After-Life plan shows that there is a coherent and realistic plan to continue certain core activities of the project in all countries.

The Plan can be found in Annex 7.3.1.

Achievement of objectives and coherence with the original time schedule:

The action was successfully completed and included, as per the project requirement, in the Final Report.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | Realised | | | | Expected | | | | | | | | |

Problems encountered: None.

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.4 Action A5: Networking Activities

Foreseen start-end date: August 2012 – December 2015

Actual start-end date: August 2012 – November 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The project was showcased widely in European countries, amongst environmental NGOs, other LIFE projects, experts groups and international policy-making bodies. Frequent exchange of information and communication of the project's results via email and Skype was constant between interested BirdLife partners, mainly BirdLife Cyprus, BirdLife Malta, RSPB and BirdLife Europe.

The project was presented in the following events (see Annex 5.1. 5.1 Photos of Project Networking Activities):

- Workshop organized on 12 October 2013 by Regione Lazio, Regional Park Riviera di Ulisse, United Nations and Environment Programme, Bonn Convention about the "*The value of migratory birds for local communities*". (Annex 5.1.A5.2a presentation and Annex 5.1.A5.2b picture of the participation).
- "Campaigning for Nature" workshop in Brussels, organised by BirdLife International, 25-27/02/2013. HOS Project Manager presented the communication strategy of the 'Leaving is Living' campaign to 45 conservation scientists and policy officers from 13 BirdLife European partners.
- Public education institutions in Athens, Greece. More specifically the project was presented by HOS to a total of 130 students in the Technological Educational Institute of Athens on 20/02/2013 and 13/11/2014, in the Department of Biology at University of Athens 9/3/2015 and the Agricultural University of Athens, Department Zoology and Entomology on 15/05/2015.
- The project is included in the GELSO (GEstione Locale per la SOstenibilità) database managed by ISPRA (Istituto Superiore per la Protezione e Ricerca Ambientale) which gathers Good Practices for local sustainability and shares them with local governments, associations, practitioners and citizens. <http://www.sinanet.isprambiente.it/gelso/banca-dati/associazione/lipu-lega-italiana-protezione-uccelli-onluslega-italiana-protezione-uccelli-onlus/a-safe-haven-for-wild-birds-campagna-contro-uccisione-illegale-uccelli-migratori-protetti> .
- Project was promoted by BirdLife European Division Office by means of a article published in April 2014 issue of the European Newsletter and a short piece on the BirdLife European webpage <http://www.birdlife.org/europe-and-central-asia/news/birdlife-partners-join-forces-against-illegal-bird-killing>, March 2015 <http://www.birdlife.org/europe-and-central-asia/news/italy-spain-and-greece-join-forces-change-culture-supports-illegal> and again in September 2015 <http://www.birdlife.org/europe-and-central-asia/news/bird-migration-through-italy-good-bad-and-ugly> .
- The Illegal killing of birds issue was widely debated within the BirdLife European Partnership Meeting held in Istanbul on 23- 26/04/2014. Specifically, it was discussed how the results of the LIFE project could be magnified by the other BirdLife partners, and how they could take advantage of the LIFE project for their work.
- The EU's 'Roadmap towards eliminating illegal killing, trapping and trade of birds' and the Bern Convention's National Focal Points on Illegal Killing of Birds: the summary of the results of the International Conference on Best Practices to tackle the illegal killing of migratory birds (reported under Action C17) was shared widely amongst the 60 members of these policy experts groups.

- The project was presented at the Natura 2000 Communications Platform Meeting held in Krakow (PL) on 14 October 2014 (Annex 5.2. A5.3)
- The European Union’s Implementation and Enforcement of Environmental Law (IMPEL) Green Expert Team: HOS presented the ‘Leaving is Living’ campaign in Utrecht, Denmark, on 26-27th November 2014, where the documentary was screened and a Q&A session followed with 22 scientists, judges, prosecutors and campaigners from Italy, Croatia, Belgium, Netherlands, Cyprus, Hungary, Romania, Latvia and the UK (Annex 5.1.A5.4 List of Participants)
- The 10th European Ornithologists Union Congress on 24-28 August 2015: during the round table “The European Turtle Dove as a case study: how to conserve a declining species of hunting interest?” held by the RSPB and the Office National de la Chasse et de la Faune Sauvage (ONCFS), the projects stakeholder, TEI of Ionian Islands, presented to 30 bird experts from SEO/BirdLife, University of Leeds, Justus Liebig University Giessen how the ‘Leaving is Living’ campaign in Greece has affected Turtle Dove spring shooting and brought about positive attitude changes in the local community
- The BirdFair on 21-23 August 2015 in Rutland, UK: the project was showcased by HOS and a meeting was held between HOS, BirdLife Europe and SPNI (BirdLife Israel) regarding the continuation of the campaign beyond the duration of this LIFE project. Recognising the impact of the ‘Leaving is Living’ campaign and the success of the communication tools used, the NGOs mentioned above decided that HOS will be the next organisation to be supported by the 3rd “Champions of the Flyway” Bird Race to raise even more awareness regarding illegal killing in Greece.
- The BirdLife Malta Spring Watch camp, 8-15/04/2015: HOS exchanged information and expertise with the Maltese NGO staff, presented the project and screened the ‘Leaving is Living’ documentary to 25 volunteers from the UK, France and Italy.

Coordination and cooperation with other LIFE projects:

- LIFE+ Nature Project “Safeguarding the Lesser White-fronted Goose Fennoscandian population in key wintering and staging sites within the European flyway” (LIFE10 NAT/GR/000638). As this project has a significant amount of experience in monitoring illegal killing / shooting, representatives were invited to share knowledge during the International Conference on Illegal Killing in Greece (Action C17), through hosting an expert group on illegal killing monitoring (reported under action C17). Additionally, and throughout the entire duration of the project, the LIFE projects collaborated on numerous occasions regarding the communications with the Hellenic Hunters Confederation.
- LIFE+ Nature project "The Return of the Neophron" (LIFE10 1NAT/BG/000152). The “Safe Havens for Wild Birds” project showcased its campaign in the training CITES seminar for 34 customs officers in 24th June 2015 (Annex 5.1.A5.5 List of Participants). Moreover, the two projects issued 2 common press releases and conducted common radio interviews about the illegal killing of birds in Greece.

Furthermore the news has raised interest also from the BirdLife Middle East Regional office: its innovative approach and its material may soon be utilized also in that part of the world, that hosts wintering and migrating birds belonging to the European fauna.

Achievement of objectives and coherence with the original time schedule:

The action was completed successfully without delays and according to the original objectives. The large number of conferences, workshops and events where the project was presented proves a great interest and positive attitude towards migratory birds and our efforts to stop their killing.

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| Proposed | | | | | Realised | | | | | Expected | | | |

Problems encountered: None

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.5 Action B1: Training of local information officers and volunteers in Italy

Foreseen start-end date: Winter 2012

Actual start-end date: December 2012 – November 2013

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The training course for the local staff was split in two events. The first training course was attended by the Local Project Coordinator and was held in at the LIPU Rome Office on 05/12/2012, with the NPC, the Education Officer and LIPU Director General as trainers. The training covered a range of issues from the internal LIPU organizational structure and functions and in particular an induction with the more relevant ones: the Press office, the Environmental Education Department, the Conservation Department and Promotion Department. Next the Project background, aims and expected results were described. The training covered in details the project actions and deliverables in Sardinia, the local stakeholders including the LIPU local volunteers groups and LIPU Reserves, local law enforcement agencies and decision makers. Also the methods to monitor the number of traps were discussed. The second staff training was held on 06/02/2013 in the same venue: the Education Officer trained the Local Communication Officers (LCOs). The meeting introduced the education programme and its tools (the PPT presentation and the Educational Kit to be handed to the teachers), explained how to deliver the course, methods to improve students' engagement into the activities at school and activate discussions among students also through role play. The LCOs were also taught how to tutor the classes between the two meetings and before the final exhibition. On 09/11/2013 the training for volunteers was held at the LIPU's Centro Habitat Mediterraneo located in Ostia (Rome province). It was attended by 22 volunteers. The training was delivered by the Promotion Manager, the Press Manager, Education Officer, the NPC and the LPC. At the end of the training, in order to assess whether the training targets were achieved, the volunteers were divided in 4 groups; each group was asked to develop a communications plan for a specific target group. Soon after the training the volunteers went to Sardinia to participate to the Volunteers Anti-Poaching Camp and supported the educational and public awareness activities of the project (see actions C.6, C.7, C.8). The presentations used during the training have been shared since March 2013 with all LIPU staff and local delegations/groups through the specific LIPU Training portal www.formazionelipu.it. The transfer of the required skills to the new volunteers is ensured not only by inviting them to watch the PPTs, but by volunteer-volunteer interaction as several volunteers return year after year to the camp.

Achievement of objectives and coherence with the original time schedule:

The first Local staff training took place earlier than planned. The postponement of the Volunteers training allowed them to take full advantage of the communication campaign and to get familiar with it and its tools, which become available after April 2013 as planned. This because the volunteers were going to be working with locals already exposed to the communication campaign. This way they could see their work as part of it.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered: As most of the volunteers were from central Italy, all the training events were held in or near Rome instead of Parma (LIPU HQ) and Sardinia. This reduced the carbon footprint of the project by reducing the travel of the trainers and of the volunteers.

Deliverables submitted:

Training programmes for LPC (submitted in the Mid Term Report),

Training programme for LCOs (submitted in the Mid Term Report).

Milestones achieved: n/a

5.1.6 Action C1: International and National Campaign Development and Strategy

Foreseen start-end date: August 2012 – June 2013

Actual start-end date: September 2012 - September 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The Communication Team was established and was composed by the Communication staff of LIPU, HOS and SEO/BirdLife and JWT. The Team aimed at developing and implementing an international communications strategy to spread the knowledge and awareness of the problem of illegal bird killing in the three countries to specific targets audiences.

The three NGOs prepared a briefing to describe the aim of the campaign the type of approach and the issue to be addressed, the tone of communication and the target audiences. Based on those inputs JWT team developed a number of potential approaches. A number of virtual and face to face (between LIPU and JWT) meeting took place since early September 2012 to refine and clarify and agree upon the campaign briefing.

On 1 October 2012 at a meeting at JWT HQ in Milan, attended by LIPU, HOS and SEO/BirdLife, JWT proposed a number of approaches. Through consultation the initial four proposals were narrowed down to 2 and the final version of the campaign creativity, the logo and the strategy were approved on 24/10/2012. The campaign motto was ‘Leaving is Living’ since illegal killing deny the birds the right to migrate a crucial part of their life cycle.

The LIFE logo was prominently displayed in all Campaign materials. Additionally, the LIFE funding instrument was acknowledged on all 20 project press releases, interviews.

The campaign evolved over three years through three phases using a specific mix of communication tools.

The first phase of the campaign ‘Knowledge’ was designed to make people aware of the problem and engaged with the issue linking the ethical value of migration with illegal killing of migratory birds. The target groups could learn about the project through press advertisement, radio spots and press office work and the specific website.

The second phase of the campaign ‘Mindfulness’ aimed to reinforce the message and make people think ‘I want to do something’. This was achieved by the production of a viral video and the involvement of celebrities.

The final phase ‘Action’ aimed at rewarding the people by giving them the opportunity to take action and do something about the issue.

On the basis of the communications strategy the delivery of some tools (e.g. the viral video) was re-scheduled to end of March 2014 during the second phase of the campaign.

Achievement of objectives and coherence with the original time schedule:

The action started earlier and was successfully completed in terms of deliverables. JWT continued supporting the project partners by providing advice and designing and producing the materials for the high level conference held in Rome in May 2015 (see action F.3 for details).

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
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| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered: The cultural and legal differences between the countries required a significant amount of work for finding the appropriate approach and visual material that would have worked in all countries as in different cultures, i.e. bird migration is represented by different species. Also we had to make sure the campaign message could not be misunderstood or misinterpreted: the campaign aims at fighting illegal killing, not the hunting of migratory species (which is legal under certain rules). The Campaign strategy was launched during April 2013 with radio and/or press advertisement in each country. This had an impact on the timing of some deliverables which were originally planned at 'end of 2012'. The deadline 'end of 2012' was set and an initial target referring to the period between the end of the illegal killing peak period in Italy and Spain and before the Greek peak (mid April) (i.e. anytime between end of 2012 and early April 2013). So the changes in the timing of the deliverables had no significant impact on reaching the intended audiences and targets.

Deliverables submitted: n/a

Milestones achieved:

International Campaign message (submitted with the Mid Term Report)

Image agreed at meeting on 24/10/2012 (submitted with the Mid Term Report).

5.1.7 Action C2: Radio and Press Advertisement

Foreseen start-end date: July 2013 – September 2015

Actual start-end date: January 2013 – September 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The visual material developed for the first phase of the campaign included the Campaign Manifesto with a striking image of migrating flamingos and a text explaining the campaign motto and describing the awesomeness of bird migration and the seriousness of the impact of illegal killing of migratory birds.

The Manifesto was delivered in Italian and English in April 2013 (submitted with the Mid Term Report) and soon after in the other languages. JWT developed also three press advertisements two radio spots (submitted with the Mid Term Report)

In this part we report on the Italian results. HOS and SEO/BirdLife national campaigns, using the campaign material adapted to their national targets and styles are described in Actions C9 and C.19.

In order to obtain free-of-charge space on printed media and air-time on radio, several radio stations, newspapers and magazines were approached, with rather good results. A number of nationally distributed magazines have published the advertisements in Italy. Radio spots were particularly well received and aired by several National broadcasting stations.

Radio spots

The Italian campaign was launched on 03/04/2013 through the broadcast of the radio spot, by the top three RAI radio channels (RAI radio 1, radio 2 and radio 3), followed soon after by broadcasts on further 6 national radio stations and on the top Sardinian regional radio station. The campaign therefore covered all the top radio stations in Italy and the most popular Sardinian radio delivering the radio spot 279 times. Out of the 2,500,000 radio listeners (age 18-30) expected to be reached by the message through 10 radio stations by means of actions C2 and C4, the radio spots alone (action C2) have reached 4,218,868 listeners.

The original target of 40,000 listeners in Sardinia expected to be reached by the message through 10 radio stations through actions C2 and C4) has been largely surpassed by actions C2 alone as the radio spots reached 390,830 listeners in Sardinia.

Data on audience were obtained from Radiomonitor, the national report considered by the radio industry as the reference publication. The report is produced by GFK Eurisko, an international company active in this field in over 100 countries. The list of radio stations, the period of broadcast and the average targeted listeners are given in Annex 5.1.C2.1 List of radio broadcasts and listeners).

Press advertisements

The Press advertisement campaign was launched in October 2013. The advertisement was published free of charge by 11 monthly magazines and two newspapers. In order to ensure that also readers in the north part of Sardinia were reached the press advertisement was published at a fee on 'La Nuova Sardegna' newspaper. Through the press advertisements alone a total of 6,151,730 readers were reached in Italy (target 4,000,000 to be reached by C2 and C4 together). Despite the fact that not for all magazines the data on regional readership is available, the press advertisement have reached at least 399,155 readers in Sardinia thus contributing significantly to the target of 800,000 to be reached by C2 and C4 together.

Data on audience were obtained from Audipress the official data provider for readership of newspapers and magazines in Italy. In order to achieve uniformity of data on target audience

MindShare (one of the major media agency in Italy) as asked to gather and provide that data. The list of magazines and newspapers, the dates of publication of the advertisement and the average readership are given in Annex 5.1.C2.2 List of magazines and readership.

Achievement of objectives and coherence with the original time schedule:

The action started earlier in response to the Communication Strategy that set the launch date of the campaign in April 2013.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | Realised | | | | | | | | Expected | | | | |

The national and regional targets set in the project were to be reached by the combined efforts of actions C2 and C4. The listeners’ targets have been reached mainly by C2, while the readers’ target mainly thanks to C4. In both cases the project has reached and surpassed the set targets.

Problems encountered:

In general the availability of free space and air time has significantly declined compared to the time the proposal was written, reducing the success rate of the approached for free-of-charge services from the media. An advertising agency, who originally offered its help in looking for advertising spaces on a voluntary basis, eventually was not in the position to provide the service for free. The LIPU Marketing Manager was therefore charged with that task. This has a certain impact on the project, but the results presented above indicated that we successfully overcome the problem both for the radio and the press.

Deliverables submitted:

- Campaign manifesto in Italian and English (Submitted with the Mid Term Report)
- 2 Radio Advertisements in Italian (Submitted with the Mid Term Report)
- List of press advertisement (Annex 5.1 C2.3)

Milestones achieved: n/a

5.1.8 Action C3: Internet campaign

Foreseen start-end date: January 2014 – September 2015

Actual start-end date: December 2012 – January 2016

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The internet campaign was delivered through several internet tools: the project website (see Action F1), Facebook (FB) pages, the e-Banner and a viral video.

In this part we report on the Italian results. HOS and SEO/BirdLife national campaigns are described in Actions C.9 and C.19.

To take full advantage of the power of the internet tools, it was decided to use the web and all its distributed delivery channels (i.e. FB, G +, Twitter).

Facebook

The Communication Team decided not to establish a project FB Profile but to build on the existing FB profiles of LIPU and SEO/BirdLife. HOS developed a separate FB page dedicated to the campaign, as this was the first national effort to make illegal killing an issue of national interest in Greece and HOS aimed at investing in new allies and friends of the campaign. This decision was taken for a number of reasons: a) to build on the existing FB profiles thus reaching since the very beginning a large number of followers of the Beneficiaries FB pages; b) to ensure that the information the beneficiaries activities against poaching would keep reaching the public also after the end of the LIFE project and c) it is recognised that as the number of profiles for an organization increase, the dispersion of the information also increases, and access to information becomes more difficult.

LIPU has produced 62 posts about the project and its activities on its FB profile. The first post was published on 13 December 2012 (Annex 51 C3.1 First Facebook post about the Leaving is Living campaign) Specific activities were identified to generate attention to the project such as the Gigliola's (the LPC) blog containing daily updates on the day-by-day activities of the anti-poaching Camp in Sardinia (winters 2012, 2013 and 2014).

Viral Video

The first brain storming regarding the viral video with the agency JWT was held the 26 June 2013, in order to deliver the viral video, as decided, by the 31/03/2014 deadline. The three creativity ideas were presented by JWT the 09 September 2013. Soon after the choice on the viral video was made and the draft video was also discussed with BirdLife International (in order to verify whether the video could be misinterpreted by any stakeholder) and final adjustments were made. Video in 4 languages was launched on the web at the beginning of April 2014.

The promotion of the video the day included the following actions:

Upload of the videos on LIPU's YouTube channel

A press release was launched

The video was uploaded on the homepage of LIPU's website for two weeks

The video was shared on LIPU's FB profile

The video was shared on Leaving is Living campaign website

The same promotional actions were proposed to HOS and SEO/BirdLife as common strategy to reach the target.

In March 2015, as the initial momentum of the viral video had declined, JWT launched a promotion of the video through Facebook and YouTube. The campaign was extremely successful

as the video reached over 650,000 people via Facebook: 336,730 in Italy, 128,629 in Greece and 297,454 in Spain. Through YouTube a total of 79,726 views were reached: 33,951 in Italy, 18,728 in Greece and 27,054 in Spain. (Annex.5.1. C3.2.)

E-banner

In order to inform visitors to the LIPU website an e-banner was posted, during the launch of the radio campaign on the LIPU homepage.

Achievement of objectives and coherence with the original time schedule:

In order to inform visitors to the LIPU website an e-banner was posted, during the launch of the radio campaign on the LIPU homepage.

The target of an average of 500 web users per day has been reached as in 2013 211.630 web users has been reached through: Leaving is living website, LIPU’s FB profile, Twitter and LIPU’s website and all the delivery channels described above (Annex 5.1 C.3.3 Statistics Internet).

A total of 62 post of the Leaving is Living campaign were posted on LIPU Facebook page where the number of followers grow from the initial 30,000 to about 60,000 and the posts reached an average of 213,733 web users per year of project. These positive results indicates that the Communications Strategy, although has modified the delivery timetable of some tools, when compared to the original schedule in the project proposal, was effective and delivered the project objectives.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----------|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
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| Proposed | | | Realised | | | | | | | Expected | | | | |

Problems encountered: None significant. At the beginning of the project, with the purpose of being more efficient and effective, any news item and update on the Campaign website was automatically generating a post on the specific partners’ FB wall. In due course it has noted that those automatic posts had a smaller redemption than the posts created specifically for the FB public. It was therefore decided to adapt manually the website news for the specific target of FB profile

Deliverables submitted:

e.banner on www.LIPU.it (delivered at Mid Term Report);

Viral Video in four languages (Delivered at Mid Term Report)

Facebook first posts on LIPU’s FB profile Annex 5.1 C3.1

<https://www.facebook.com/media/set/?set=a.10151314261835777.441757.60727835776&type=3>

Milestones achieved: n/a

5.1.9 Action C4: Press Office in Italy

Foreseen start-end date: October 2012 – September 2015

Actual start-end date: August 2012 – November 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description: The press office promoted the Campaign and project activities through press releases and contacts with journalists and TV programmes. It also gathered press cuttings and analysed the results of the press releases and actions on the media. Its activities started earlier as the news of the start of the project was picked up by some press agencies.

A total of 17 press releases were produced about the events carried out in the framework of the project or mentioning the project and the campaign. (Annex 5.1 C4.1. Press releases).

In order to promote the project on TV a documentary about the anti-poaching actions in Sardinia, including the activities of the LIFE project, was produced (Annex 5.1.C4.2 Italian Documentary) by the specialised company Oropendola. This action was not planned but was crucial to get access to TV programmes as the available video material was not of sufficient quality in order to be broadcasted by TV. The decision proved successful and the project was presented in 5 TV programmes reaching over 5 million people according to Auditel the official TV audience monitor agency (Annex 5.1 C4.3 TV viewers).

Achievement of objectives and coherence with the original time schedule:

This action started earlier and will continue after the end of the project.

Through the numerous press releases and direct contact with journalists, the press office has generated a 83 articles on over 55 media outlets (20 newspapers 2 weekly magazines, 47 web news sites, 12 press agencies and 2 radios) (Annex 5.1 C4.4 Press review)

Based on the most authoritative data on press (Audiopress www.audiopress.it) web (Audiweb www.audiweb.it) readership, and radio listeners (Radiomonitor www.radiomonitor.it) (Annex 5.1. C4.5 Listeners and readers) it is clear that the action was very successful.

| Target audience | Reached by C2 | Reached by C4 | Total reached | Target (C2+C4) |
|------------------------------|---------------|---------------|---------------|----------------|
| Readers in Italy | 6,151,730 | 16,513,993 | 22,665,723 | 4,000,000 |
| Readers in Sardinia | 399,155 | 1,695,000 | 2,094,155 | 800,000 |
| Radio listeners (18-30 y.o.) | 4,281,868 | 592,000 | 4,873,868 | 2,500,000 |
| Sardinian radio listeners | 825,000 | 225,000 | 1,050,000 | 40,000 |
| TV viewers | | 5,312,339 | 5,312,339 | 3,000,000 |
| Young TV viewers | | n/a | n/a | 2,000,000 |
| Totals | 10,833,578 | 23,522,149 | 35,996,085 | 12,340,000 |

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
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| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered: None
Deliverables submitted:
Press review (Annex 5.1 C4.4)

Milestones achieved: n/a

5.1.10 Action C5 Celebrities endorsement in Italy

Foreseen start-end date: October 2012 – September 2015

Actual start-end date: May 2013 – March 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The involvement of the Celebrities as testimonials of the campaign has been postponed, in accordance to the Campaign strategy, to the end of 2013. The support of the campaign message by celebrities reinforced the second phase where people exposed to the campaign entered the stage in which they wanted ‘to do something’.

In July 2013 the nationally renowned Sardinian journalists and TV personality Ms Tessa Gelisio joined the campaign. An interview about her support to the project was published on December 2013 issue of LIPU’s member magazine ‘Ali’ (Annex5.1 C5.1) and a ‘teaser’ was published shortly before on the Leaving is Living webpage. This approach was chosen to promote the project and to have LIPU’s magazine and the campaign website work together in an integrated way.

In October 2013 Vinicio Capossela a very famous Italian singer has been involved in the campaign. In facts he approached LIPU having heard of the anti-poaching camp organised by LIPU in Sicily. He offered a sentence and an image, which has been used in July 2014 and a press release was made. (see action C4) (Annex5.1 C5.2)

Also local renowned artist Paolo Laconi supported the campaign by allowing the use of one of his painting as the image for the porter announcing the Local event held in May 2014 (Action C7) Annex 5.1 C5.3 .The journalist Edoardo Stoppa declared its support to LIPU’s activities by mean of a video message screened at the International Conference held in Rome on 21/05/2015. (Annex 5.1 C5.4)

Achievement of objectives and coherence with the original time schedule:

The Communication strategy placed this activity in the second stage (2014) of the campaign. The target was to involve three celebrities of which at least one Sardinian. We have obtained the support of 4 personalities two of which Sardinian: Tessa Gelisio (Sardinian born), Vinicio Capossela, Edoardo Stoppa and the Sardinian artist Mr. Laconi. The action was therefore successfully implemented.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
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| | | | | | | | | | | | | | | |
| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered:

In spring 2014 it was decided to involve to the local event (see Action C7), the football team of Cagliari (playing in First Division ‘Serie A’). Also the Capoterra Rugby team, very popular locally, were contacted. The process was extremely long and difficulties were encountered. The impression was that a certain kind of ‘conspiracy of silence’ about poaching was playing a major role. In the end none of them answered our requests.

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.11 Action C.6 Awareness events at local middle and high schools in Italy

Foreseen start-end date: January – June 2013; October 2013 – March 2014; October 2014 – March 2015

Actual start-end date: January – June 2013; October 2013 – June 2014; October 2014 – June 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description: The educational programme for the schools of the hotspot area aimed at having students appreciate local biodiversity. By learning about the threats affecting local biodiversity, students developed their critical and analytical skills and proposals to reduce the pressure on biodiversity. Through critical thinking and problem solving, the students, with the support and tutoring of the teachers and the LIPU educators, gained full understanding of how illegal killing of birds negatively impacts biodiversity and the ‘services’ ecosystem provides.

Local Communication Officers established contacts with local schools since January 2013 and started the educational activities in the Sulcis area. The reaction from school masters, teachers and students was much more positive than initially feared. Teachers were reached with a leaflet (not charged to the project) presenting the ‘Con i tuoi occhi [With your own eyes]’ educational programme. The teachers of the classes who asked to be involved in the educational programme received an Education Tool Package on a CD containing more information and extra educational material to be used following the meetings the LCO had with each class. To support the Local Communication Officers two laptops and multimedia projectors were acquired.

Each class involved was visited two times and after the second event the students were asked to fill a questionnaire that allowed LIPU to assess the value of the educational activities (see Action E1). All classes involved were invited to take part to a competition and asked to submit an environmental message, using any communication mean such as video, photos, drawings, painting or an essay. The best products received a prize at the end of the school year in a specially organized event. The prize giving ceremony was held on 01/06/2013, 29/05/2014 and 17/05/2015 at the Assemini Middle School, where the 4 best products were given a prize; classes from Assemini, Pula, Capoterra and Santadi were awarded a prize. .

The work with the schools was not limited to in-class activities and the Local Communication Officers provided tutoring also during the development of the messages to be submitted for the competition. Furthermore on 20/12/2013 and on 10/12/2015 a class of the Assemini High School has joined LIPU volunteers and the Regional Forestry Department (Corpo Forestale e di Vigilanza Ambientale della Sardegna) in the removal of the traps used by poachers in the forest. This offered the students a first-hand experience of the impact and extent of the illegal killing of birds in their area.

Achievement of objectives and coherence with the original time schedule:

Activities h started in March 2013 and the action were completed with the closing of the school year 2014-15. All objectives have been reached as clearly shown by the table below.

| Unit | Result obtained | Target |
|--------------------------|-----------------|--------|
| Classes in Middle school | 101 | 89 |
| Classes in High schools | 40 | 40 |
| Teachers reached | 128 | 120 |
| Students educated | 2,946 | 2,800 |

Annex 5.1 C6.1 provides the list of classes reached and Annex 5.1 C6.2 presents pictures of the school activities.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----------|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
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| Proposed | | | Realised | | | | | | | Expected | | | | |

Problems encountered:

In the Municipality of Capoterra the schools director was not cooperative, but the problem was solved as the director was replaced and thanks to the support of the Mayor who met he teachers and recommended joining the programme. The director of the only middle school in Uta refused to be part of the project and he does not allow any extra activities in his school despite the intervention of a number of officials from Uta municipality.

Deliverables submitted:

Education Tool package for teachers (submitted in the Mid Term Report),
Education activities Leaflet (submitted in the Mid Term Report).

Milestones achieved: n/a

5.1.12 Action C.7 Public events at hot spot in Italy

Foreseen start-end date: January – June 2013; October 2013 – March 2014; October 2014 – March 2015.

Actual start-end date: November 2012 – December 2013; April – December; March – June 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

As planned the first public event was held on 21/12/2012 introducing the project to local authorities and the press. The Press conference was hosted by the Municipality of Capoterra, the largest town in Sulcis and chaired by the Mayor of the city.

For the following public events a banner and a notepad have been produced in spring 2013. On 01/06/2013 the second public event was held at the Natura2000 (SPA) site Stagno di Santa Gilla wetland to watch migratory birds. The main targets were the families of the students involved in the environmental educational programme. Forty people attended the excursion, including the Major of Capoterra, the largest town in the area and considered the ‘poachers’ capital’. The Sardinian regional branch of the hunting association Arcicaccia was invited but they did not reply to the invitation and did not attend the event. The third event was originally planned to be carried out within the EuroBirdwatch event, organized by BirdLife International in early October every year. During the project implementation it became apparent that the date was far too early for Sardinia as at that time most of the people over the weekends are still enjoying the seaside beaches. It was therefore decided to postpone the event toward the winter at the peak of the season of illegal bird killing. It was therefore held on 21/12/2013 at the Middle school “Nivola” of Assemini. The movie ‘Il Popolo Migratore (‘Winged Migration’) was shown to almost 200 students (6th and 7th grade) and some 20 parents. Also the Mayor of Assemini attended the event.

In April 2014 as promotional material a bookmark have been produced and distributed (Annex 5.1 C7.1). The fourth event was held on 24/05/2014, again in Santa Gilla wetland. The event was targeted to the inhabitant of Assemini area. Birds recovered at the Monastir Wildlife recovery Centre were released at the presence of 72 participants to the event, including agents of the Regional Forestry Department.

The fifth event was held in Molentargius Regional Park on 6/12/2014 and organized in collaboration with the Park authority and the Regional Forestry Dept. and a local NGO. In the morning a number of workshop where held targeted at the students of the schools of Assemini followed by guided tours along the path of the park and the release of three birds from the Monastir Centre. In the afternoon the movie ‘Winged migration” was shown. The event was attended by 230 people including the students from Assemini.

The sixth and last event was held on 30/5/2015 in Capoterra in collaboration with the local Environmental Education Centre and the NGO ‘L’uomo che pianta gli alberi’. To the 80 participants workshops and guided walks along the poacher’s paths were offered. The mayor of Capoterra and the Regional Forestry dept. were also present. Annex 5.1 C.7.2 provides pictures of the events

Achievement of objectives and coherence with the original time schedule:

The six events were held according to the plan reaching local communities, local authorities and local law enforcement agencies. The total participation has been of about 700 people, below the expected average of 500, which proved to be over-optimistic.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|------|----|------|----|-----|----|------|----|-----|----|------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
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| | | | | | | | | | | | | | | |
| Proposed | | Realised | | | | | | | Expected | | | | | |

Problems encountered:

The participation to the events was below the expected since the beginning. The Local staff redesigned the events involving other organizations and local NGOs. Also thank to the support of the Local Law Enforcement Agencies and of the Majors of Capoterra and Assemini, the number of participants to the events increased alongside the appreciation of local communities for the opportunity to visit and appreciate natural areas around them.

Deliverables submitted:

Banner for local events (Submitted with the Mid Term Report),
 Promotional material (Submitted in the Mid Term Report)

Milestones achieved: all public events held.

5.1.13 Action C.8 Awareness raising actions for local authorities and law enforcement agencies in Italy

Foreseen start-end date: January – June 2013; October 2013 – March 2014; October 2014 – March 2015.

Actual start-end date: November 2012 – June 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

A strong, honest, collaborative and clear working relationship with Law Enforcement Agencies is the crucial basis for effective collaboration and exchange of information and knowledge. LIPU fostered its collaboration with the main LEAs at national level and at local level.

As reported in the Midterm report LIPU signed on 25/11/2012 a Memorandum of Understanding with the State Forestry Corps [Corpo Forestale dello Stato] on joint anti-poaching actions in Italy. Since December 2012, the LPC met regularly with officials of the Carabinieri and the Regional Forest Department in Sardinia to keep them informed on the project educational activities and to coordinate their actions with the volunteers camps held each winter and in February 2014. This resulted in improved cooperation with LIPU during the anti-poaching camp, improved policing against illegal killing of birds during autumn and winter, participation to the public events and cooperation in the organization of the workshop and all the public events. In particular the cooperation with the Regional Forestry Department has improved significantly as before the project little or no cooperation was possible following a breakdown in communications.

Achievement of objectives and coherence with the original time schedule:

All objectives were reached and the period of activities on this action were extended as the relationship with the LEA continued and will continue also after the project end.

As reported in the Mid Term Report, the main event planned under this action was the workshop targeted to the Law Enforcement bodies. It took place on 16/12/2013 at the HQ of the Molentargius Regional Park (SPA and SIC). The workshop was very successful, well attended (80 people vs. the target of 50) and gathered the top officials of all the Law Enforcement Agencies involved in fighting against wildlife and environmental crimes. Information about the workshop was sent to all 272 Carabinieri Stations in Sardinia.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
| | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | |
| Proposed | | Realised | | | | | | | | Expected | | | | |

The improved collaboration with the regional Forestry department is proven also by their participation to the Conference held in Zakynthos in June 2014 (Action C.17) and to the High level conference held in Rome on May 2015. As an acknowledgement of the continuous support received from the Regional Forestry Department and the Carabinieri, they received the Leaving is Living award at the conference in Rome (see Action F.3 for details).

Problems encountered:

None significant. Regrettably, the regional branches of the hunting associations running wildlife guards groups were invited to all events (Action C.7 and C.8), but they always failed to reply and did not attend the workshop.

Deliverables submitted:

Information material for the awareness raising workshop (Submitted with the Mid Term Report).

Milestones achieved: n/a

5.1.14 Action C.9 “Safe Haven for Birds” Greek national campaign

Foreseen start-end date: June 2012- September 2015

Actual start-end date: same as above

Status: Completed

Beneficiary responsible for the action: HOS

Description:

The “Leaving is Living” Greek campaign concept design was based on the international campaign concept developed in Action C1 and was adapted to the local context by award-winning graphic designer Leandros Katsouris. The HOS Project Coordinator, Communication Officer and Local Communication Officers implemented the 1st, 2nd and 3rd developmental phase of the Greek national campaign, which were completed successfully. The activities implemented under C.9 reached a total of 1.485.451 people. Provided below are all the activities of the Greek campaign, plus actions that HOS implemented complementary to the project and at no extra cost.

The LIFE logo was prominently displayed in all project publications and communication materials, annexed below. Additionally, the LIFE funding instrument was acknowledged on all 20 project press releases, interviews and articles of the campaign that were published in the media (Annex 5.1.C9.3 Press review).

The Greek campaign has been a key instrument to achieve a *measurable and visible* change in the attitudes of the local communities towards illegal killing, as indicated by the Evaluation Report of the campaign (reported under Action E.2). As the evaluation shows, the attitude of local hunters and poachers, as well as the younger generation has changed in the course of the 3 years of the campaign.

Crucial to the success of the project’s positive communication results, locally and nationally, were the HOS Local Communication officers as well as the local supporters of the campaign who followed, assisted and promoted the aims of the campaign with great enthusiasm. This is demonstrated by the fact that a local anti-spring-killing group was formed in spring 2015 with 11 members, thus ensuring the continued implementation of the project beyond its duration.

Project Website on HOS site

The project’s website, established and hosted on HOS official website, is operational since March 2013, together with the Greek part of the Project’s official “Leaving is Living” website hosted by LIPU (<http://www.leavingisliving.org/life/index.php/el/>). The total page views of the project’s web pages on HOS website throughout the three-year campaign were 43,690, while the page views related to the project’s press releases appearing on HOS’ homepage were 256,488 (Annex 5.1.C9.1 Site statistics). Both sites will continue to be on-line after the end of the Project and will be managed by the Communication Officer of HOS.

Radio spot

Two radio spots, adapted to national and local audiences, were produced at no cost to the project, with the valuable support of a Greek actor and politician, known for his environmental sensitivity and awareness, Antonis Kafetzopoulos (<http://www.leavingisliving.org/life/index.php/el/campaign-2/module-variations>). After the official approvals by the Greek National Council for Radio and Television (NCRTV), the radio spots were broadcasted for free during their available time allocated on social interest messages (Annex 5.1.C9.2 National Council for Radio and Television approvals). It is estimated that, based on the local and national radio ratings (percentage per area’s total population), 230,300 people

were informed about the campaign through radio spots, a number that far exceeded HOS predicted results. Details on radio stations and the broadcasting intensity are provided in Annex 5.1.C9.3 Press review). The spots are available on both the projects' websites, thus remaining accessible globally and not only during their airing period.

Media work

The press advertisements were adapted into Greek as foreseen and published in local and national newspapers and magazines during the spring illegal killing season (see Annex 5.1.C9.4 Media cuttings). The message conveyed together with the attractive illustration of migrating birds persuaded newspapers and magazines to publish the press advertisements with no charge, thus showing practical support to the project's cause. In total, the campaign reached 30,500 people via the press advertisement, via 9 newspapers and magazines. In addition, Corfu Airport placed the advertisement in the screens of the Departures lounge, making the campaign visible to about 130,000 people, during May 2014- October 2014 and May 2015-September 2015. The Airport continues to broadcast the advert to date and will continue to do so in 2015-16.

Throughout the campaign, HOS released 20 press releases announcing news, actions, significant collaborations and opinions on the project. Press releases proved an excellent communication tool that kept the campaign's supporters informed and active. Additionally, HOS arranged targeted articles and radio interviews during spring season with chosen media. A total of 106 articles and posts, as well as 10 radio interviews were generated through the campaign's press releases. Based on the newspapers, website and magazines readership and the radio listings, it is estimated that more than 600,811 people were informed about the campaign's actions through HOS media work. For a comprehensive list of the media, which promoted the press advertisement, all the press releases, all the articles and posts related to the Greek campaign, plus the number of people reached via HOS media work, please see Annex 5.1.C9.3 Press review.

Viral video

The Greek and the English viral videos were uploaded on HOS YouTube channel on April 2014 (Annex 5.1.C9.5 Viral video GR). In order to boost this number, JWT organised and implemented a paid campaign, which was very successful for Greece. The viral video was uploaded on YouTube and Facebook and was displayed on 159,340 computers and viewed 18,728 times (Annex 5.1.C9.6 Viral video statistics).

Brochure-poster

The Greek brochure-poster was designed by an award-winning graphic designer in order to have a strong visual communication potential and to convey in a user-friendly manner information about the importance of protecting migratory birds. Almost all copies of the brochure have been disseminated (14,500) in 16 locations in the Ionian Islands and a wide range of places throughout Greece, thus enriching the project's outreach (please see Annex 5.1.C12.1 Dissemination of brochure). The 500 left-over copies have been deliberately kept in stock for future dissemination, in order to sustain the legacy of the project beyond its duration.

Comic book

HOS collaborated with the Animation-Graphic Design Department of the Technological Educational Institute (TEI) of Athens in order to engage the younger generation in an educative process on the elimination of illegal killing. After several on-campus visits, a comic book titled "Small Stories on Big Journeys" explaining migration and its difficulties, was printed in 1,000 copies. HOS has disseminated 75% of the copies to schools, institutes, colleges, NGO's and local people during the project's events and through the kiosks. The remaining copies will be distributed as part of the after LIFE project (see Annex 5.1.C9.11 Comic book).

The "e-Policy" newsletter

Ten "e-policy" newsletter issues were published tri-monthly, as foreseen and included illegal killing, policy and the campaign's news. The HOS "e-Oionos" newsletter included an article

announcing the launch of the campaign in December 2012 (<http://files.ornithologiki.gr/newsletter/10/>). The newsletters distributed news not only about the campaign in Greece, but also about illegal killing in Italy, Spain, Malta and Cyprus to over 3,500 policy makers, scientists and members of HOS. It is estimated that 7,500 people were informed via the e-newsletters being shared on social media. All newsletters are available on the project websites and can be seen in Annex 5.1.C9.13 Newsletters.

Greek Facebook (FB) page

HOS created a separate Facebook page (“Safe Haven for Wild Birds”), focused on the Greek campaign in order to mobilise the national audience. The project’s Facebook page has gained 2,546 likes and is being regularly updated, engaging a large and lively audience. All posts are shared on the HOS Official Facebook page that enjoys more than 6,800 friends. Through all posts, shares and likes, more than 150,000 people were reached and about the campaign via all social media (88 tweets in 3 years, plus shares of all project press releases to all 500 HOS contacts on LinkedIn). HOS will continue operating this FB page as a “digital haven” for illegal killing issues and migratory birds beyond the end of the project. A detailed report of the Facebook page’s posts and the tweets regarding the campaign is delivered in Annex 5.1.C9.7 Facebook Statistics.

Pins

Six different pins were designed in both Greek and English, conveying the logo of the “Leaving is Living” campaign and original illustrations on the illegally shot species in the Ionian islands. 1,900 HOS’s members, selected celebrities, scientists, children, politicians and local citizens have worn the pin and become an advocate of the campaign (Annex 5.1.C9.8 Pins and Annex 5.1.C9.12 Photos of Greek campaign).

Complementary actions to LIFE

HOS achieved additional communication results, with no cost to the project via a series of initiatives and extra communication material when opportunities arose, thus amplifying the impact of the campaign.

Most importantly, HOS produced a promotion video for the “Leaving is Living” campaign with no extra cost, aiming to raise funds for HOS’s own contribution through crowd funding on the website *indiegogo.com*. The campaign lasted 2 months and successfully raised 4,609 € donated by 82 contributors. As a result, 40 articles in total were posted on magazines and newspapers regarding the *indiegogo* campaign, informing an audience of 57,107 people (Annex 5.1.C9.3 Press review).

Moreover, as a result of the successful collaboration with the Technological Educational Institute of Athens, the students produced 10 state-of-the-art animation videos on the “Leaving is Living” campaign at no cost for the project (Annex 5.1.C9.9 Animation videos). All videos are available online on HOS and TEI YouTube channel and have already reached 772 views.

The campaign was further boosted through the popular children's books writer Eugene Trivizas book, “The Winged Calculator”, with sketches by Stephen West. For his lasting contribution as a children's writer, Trivizas was a finalist for the biennial, international Hans Christian Andersen Award in 2006. His book was published in November 2013 in 5,000 copies and includes four pages dedicated to the “Leaving is Living” campaign (submitted with Mid-Term Report).

Finally, HOS produced 600 printed cards, in both Greek and English at no cost to the project (Annex 5.1.C9.10 Postcards), 400 of which have been disseminated through the information kiosks, local events and the conference. HOS took advantage of every available opportunity to promote the campaign and participated in the 1st Thessaloniki Science Festival in May 2015, the 5th Green Party, Municipality of Thessaloniki in June 2015 and the British Embassy Event in 2014.

All highlights of the Greek national campaign are visually presented in Annex 5.1.C9.12 Photos of Greek campaign.

Achievement of objectives and coherence with the original time schedule:

This main campaign action was completed as foreseen. The communication objectives were reached, with a total of 1,485,451 people informed about the “Leaving is Living” campaign, exceeding the initial prediction of 1,564,000 people.

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| Proposed | | Realised | | | | Expected | | | | | | | | |

Problems encountered:

Despite the sudden and significant alterations in the mass media sector in Greece due to the economic crisis, HOS managed to redesign and adjust its initial communication strategy to the new situation, applied substantial pressure to radio stations and newspapers to promote the campaign free of charge, as well as focusing more intensely on increasing social media use as a means of dissemination, in order to reach wider audiences at low cost.

There was a slight delay in the production of the comic book due to the extensive consultation and design process with the students of the TEI of Athens; however, this did not hamper its dissemination.

Deliverables submitted:

- ‘Oionos’ Magazine (submitted with Mid-term report)
- Translation of viral video (Greece) (Annex 5.1.C9.5 Viral vireo GR)
- Pins (Annex 5.1.C9.8 Pins)
- Newsletters (Greece) (Annex 5.1.C9.13 Newsletters)
- Press Review (Annex 5.1.C9.3 Press Review)
- Comic Book (Annex 5.1.C9.11 Comic book)
- Brochure-Poster (submitted with Mid-Term Report)
- Project web pages translated in HOS website (submitted with Inception Report)
- e-policy newsletter Trimonthly starting Sept/12 (submitted with Inception Report)
- Social networks set up Bimonthly starting Sept/12 (submitted with Inception Report)

Milestones achieved:

The launch of the 1st, 2nd and 3rd developmental phases of the Greek was achieved timely.

5.1.15 Action C.10 Local “Safe havens for wild birds” informative events

Foreseen start-end date: September 2012 – December 2015

Actual start-end date: September 2012 – May 2015

Status: Completed

Beneficiary responsible for the action: HOS

Description:

This action was the most challenging action of the project, but at the same time the most appropriate to build a real momentum locally for the support and continuation of the “Leaving is Living” campaign. HOS had completed all preparatory work needed for the organization of local events during the 1st developmental phase of the Project by visiting the Ionian Islands in order to establish local allies through formal meetings with all interested stakeholders.

After the selection of two Local Communication Officers, HOS implemented a series of local events aimed at engaging numerous stakeholders, with the collaboration of the island’s Municipalities who hosted the events in special venues. The public open events were announced via posters and held on 4/5/2014 in Zakynthos, 11/5/2014 in Corfu, 12/5/2014 in Paxoi and 14/5/2014 in Othonoi (Annex 5.1.C10.1 Programmes of local events). Invitations were sent to local enforcement authorities, local and regional hunters associations, environmentally-sensitive local businesses, local media and teachers. Posters announcing the events were positioned in central sites of the islands before the events.

The public events were welcomed by the Vice-President of the Prefecture of Corfu, the Vice-Mayor of Corfu, the Forestry Authorities, the Mayor of Paxoi, the Vice-Mayor of Zakynthos and the President of the Hunters Association of Zakynthos, thus showing a real and honest engagement with the discussion opened by the campaign. The HOS Project Coordinator and an expert conservation scientist talked on migration and the impacts of illegal killing. In all islands a Question & Answer session followed, with often heated conversations taking place between hunters and HOS.

In total 177 people attended the local informative events and presentations of the campaign in the Chamber of Commerce of Ilia in the Peloponese and secondary schools in Zakynthos (Annex 5.1.C10.2 List of participants in local events), while 26 local enforcement authorities and politicians were informed. The numerous articles and interviews on local newspapers, TV and media generated by the events informed 1,570 hunters and businesses and 16,910 members of the local communities HOS visited (please see analytical numbers in Annex 5.1.C9.3 Press review).

The highlights of the local events and the presentation utilised are presented in Annex 5.1.C10.3 Photos of local events and Annex 5.1.C10.4 Presentation for local events.

Achievement of objectives and coherence with the original time schedule:

The local events were completed according to the original timetable. The communication objectives were exceeded with a total of 18,536 people informed, far more than the number foreseen (2,418). This raising of awareness occurred mainly due to the aggressive events of 2015, when poachers attacked forestry authorities after HOS public announcements that enforcement will increase this year, thus providing HOS a chance to speak about the campaign to most local media. The change of attitude of the Forestry department toward illegal spring shooting was a result of the advocacy work and the show of the documentary produced by the project.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | | | | Realised | | | | | | Expected | | | |

Problems encountered:

The local event in Othonoi was poorly attended (11 people) due to the Mayor’s withdrawal of support for the event one day before the arranged date. However, this did not affect the overall achievement of communication targets in this action.

Deliverables and outputs submitted: n/a

Milestones achieved: n/a

5.1.16 Action C.11 Local “Safe havens for wild birds” raising awareness of the mass media session

Foreseen start-end date: March 2013- June 2015

Actual start-end date: March 2013- June 2014

Status: Completed

Beneficiary responsible for the action: HOS

Description:

The mass media sessions were implemented successfully in Corfu on 9/5/2014 and in Zakynthos on 26/6/2014, along with “International Workshop in Greece” (reported under Action C.17). The local media are few, but enthusiastic, and as a result of the sessions HOS has established a more personal and stable relationship with them.

Invitations were sent to all local media in March 2014 by the Local Communication Officers, and posters were taken to media offices (Annex 5.1.C11.1 Programmes of media sessions) to ensure the maximum presence.

The HOS Project Coordinator presented the “Leaving is Living” campaign in a short presentation and the HOS Communication Officer provided training on how to efficiently do “environmental reporting”, using “bad and good” examples from local publications, based on international experience and standards (Annex 5.1.C11.2 Presentations). During these sessions HOS arranged a total of 6 interviews in local TV channels and radio stations in Zakynthos and Corfu (for example, <https://www.youtube.com/watch?v=CUx9JVdPajM>).

A total of 18 journalists from local newspapers, radio and TV channels attended the training sessions and received the special “Leaving is Living” press kit (Annex 5.1.C11.3 List of participants in media sessions). The press kit included all communication material of the campaign, the Oionos magazine special Tribute and pictures that can be used by journalists when referring to the campaign.

A closer inspection of the media cuttings through the Press Review provided in Annex 5.1.C9.3 Press review shows a change in the journalistic perspective and quality of presenting the illegal killing issue. The mass media sessions improved the journalists’ knowledge, who now write in a more objective manner than before, including the campaign’s perspective in the illegal killing debate. The highlights of these sessions and HOS appearances in local media are visually presented in Annex 5.1.C11.4 Photographs of media sessions and local appearances.

Achievement of objectives and coherence with the original time schedule:

The action was completed without significant delays. The objectives were partly met, however, not impacting on the raising awareness results aimed by the project.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | | | | | Realised | | | | Expected | | | | |

Problems encountered:

Regional elections affected the attendance in the mass media sessions, as the number of journalists locally available to cover issues is limited. HOS adapted to this situation in two ways. The media session in Zakynthos was re-scheduled for after the elections, during the International Conference in Greece. Moreover, HOS Local Communication Officer in Corfu visited media offices to personally inform journalists about the training session. The collaboration between HOS

and local media has greatly intensified after the media sessions, as a press kit was provided to all media, thus not hampering the achievement of objectives of the project.

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.17 Action C.12 Local dissemination of viral video and information material

Foreseen start-end date: March 2014 - September 2015

Actual start-end date: January 2014 - September 2015

Status: Completed

Beneficiary responsible for the action: HOS

Description:

This action successfully disseminated locally the brochure-poster and the viral video of the “Leaving is Living” campaign in Corfu, Zakynthos, Paxoi and Othonoi resulting in unexpected large numbers of people informed.

The dissemination of the brochure-poster started earlier than foreseen, and therefore it has been distributed throughout the three years of the campaign (2013-2015) via HOS information kiosks in Zakynthos and Corfu. In 2014 and 2015, the Local Communications officers contacted key sites like airports, bus terminals, ships tickets bureaus, Forestry Directorates, Municipalities, Prefectures, hotels, cafeterias and ensured the placement of the brochure during the spring illegal killing months. In total, 3.000 brochures were placed in the key sites mentioned, 7.000 were offered to visitors of the kiosks and 500 were distributed during the local open events and the International Conference.

In addition to the local dissemination, HOS distributed the brochure around 14 sites in Greece, at important events, exhibitions, meetings, seminars and other LIFE projects audiences, widening the Project’s impact and multiplying its message. For a detailed report of the brochures distribution please see Annex 5.1.C12.1 Dissemination of brochure. The remaining stock (500) will be used for further dissemination and future use by HOS.

In order to adopt the viral video produced by JWT in the local context and travel hubs chosen for the promotion of the campaign, the HOS produced a shortened local silent video, at no additional cost to the project. The local silent video was played daily in Corfu Airport departure hall for domestic flights for a total of 9 months in 2014 and 2015, reaching in total 339,400 people. Additionally, boats travelling from Corfu to Paxoi played the video for 3 months in 2014, reaching approximately 12.000 people.

Dissemination evidence is provided in Annex 5.1.C.12.3 Photos of local dissemination.

Achievement of objectives and coherence with the original time schedule:

The action was completed according to the original timetable and the communication objectives were met (428.058 instead of 420,100 originally foreseen).

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| Proposed | | | | | | Realised | | | | | | Expected | | |

Problems encountered: None

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.18 Action C.13 Local “Safe havens for wild birds” information kiosks

Foreseen start-end date: March 2013- September 2015

Actual start-end date: same as above

Status: Completed

Beneficiary responsible for the action: HOS

Description:

The information kiosks run with success in the main squares of Zakynthos and Corfu, with the collaboration of the Municipality of Zakynthos, the Region of Ionian Islands and the Municipality of Corfu. The kiosks were situated appropriately in busy places and were equipped with all the communication material of the project campaign.

During the three summers of the kiosks operation, 15,530 people visited the kiosks and 250 children participated in the implementation of the Environmental Education Kit’s activities. The peak of the “Leaving is Living” campaign was during August when the highest numbers of visitors were recorded.

More specifically, the kiosks operated on a daily basis from 19:30-00:30 during the summer months of the years 2013, 2014 and 2015 of the “Leaving is Living” campaign. The HOS local Communication Officers oversaw the work of a total of 22 volunteers in both islands.

The kiosk in Zakynthos run with the help of 9 volunteers, and in total 7,850 national and foreign visitors were informed about the “Leaving is Living” campaign. The kiosk in Corfu was run with the help of 16 volunteers, and in total 7,680 national and foreign visitors was informed. On average the kiosks were visited by 30 people daily, of which 50% were children, the vast majority of Greek origin. In total, 7,000 brochures and 1,000 campaign pins were distributed through the summer kiosks.

| Place | Year | Total |
|--------------|------|---------------|
| Zakynthos | 2013 | 2,750 |
| Zakynthos | 2014 | 3,350 |
| Zakynthos | 2015 | 1,750 |
| Corfu | 2013 | 2,850 |
| Corfu | 2014 | 3,200 |
| Corfu | 2015 | 1,630 |
| TOTAL | | 15,530 |

Complementary to the actions of the LIFE project and in collaboration with the Ionian University, two students completed their summer internships in the information kiosk of Corfu in 2013 and 2015. One of the students implemented the Environmental Education Kit’s activities of the project three times per week to a total of 250 schoolchildren in 2013.

The kiosks operation proved to be a very successful communication tool for being a public contact point of the campaign and directly talking to the local population, as well as surveying their opinions (optimising the implementation of Action E2).

A visual presentation of the highlights of the kiosks is presented in Annex 5.1.C13.1 Photos of the Information Kiosks.

Achievement of objectives and coherence with the original time schedule:

The action was completed without significant delays. The number of people reached was half of those expected (30,000) due to the reasons described below.

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| 2012 | 2013 | 2014 | 2015 | 2016 |
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| Proposed | | | | | Realised | | | | | | | Expected | | |

Problems encountered:

For the year 2015 of the project, both kiosks presented reduced activity. In Corfu, the kiosk was less visible due to the fact that the large advertisement kiosk was stolen in 2014, resulting in a public installation of a simple information stand. In Zakynthos, the kiosk was moved to a slightly less busy square because the main Solomos square, used by HOS during the previous two years, was under reconstruction. HOS sought to resolve these problems in Corfu by engaging a larger number of volunteers on the kiosk and using intense lighting in Zakynthos. Moreover, HOS clarifies that the communication target as set in the initial project proposal was overestimated.

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.19 Action C.14 Local “Safe havens for wild birds” volunteer seminar

Foreseen start-end date: May 2013- August 2015

Actual start-end date: September 2014 – December 2014

Status: Completed

Beneficiary responsible for the action: HOS

Description: The volunteer seminar was run successfully on the 8-9/11/2014, as foreseen in the project proposal. The seminar was run in collaboration with the Environmental Education Centre of Lefkimmi in Corfu. Thirty seven volunteers from 32 Important Bird Areas of Greece, including volunteers from most Ionian Islands, gathered in Corfu (Annex 5.1.C14.1 List of Participants). Important Bird Areas in Greece are being monitored by 113 volunteers since 2003 who report on the state and threats of birds. In this seminar 26 new and 11experienced volunteers participated with the aim to inform the IBA Caretakers Network on the “Leaving is Living” campaign and what they can do locally to promote it.

The HOS Project Manager and Communication Officer presented the project, talked about ways to report illegal killing activities and ways to promote the campaign communication material to other areas of Greece. Moreover, the documentary “Leaving is Living” was screened and a “Question & Answer” session followed.

The seminar is visually presented in Annex 5.1.C14.2 Photos of Volunteer seminar.

Achievement of objectives and coherence with the original time schedule:

The action was completed according to the original time schedule and all objectives were met.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | | | | | Realised | | | | | Expected | | | |

Problems encountered: None

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.20 Action C.15 Production of short documentary in Greek

Foreseen start-end date: October 2012- January 2015

Actual start-end date: October 2013- September 2015

Status: Completed

Beneficiary responsible for the action: HOS

Description:

This action was completed with success and delivered unexpected positive results - a definitive highlight of the Greek “Leaving is Living” campaign. Independent filmmaker and community artist, Laura Maragoudaki, was selected as the most suitable director. After a series of consultations, HOS and the director finalised the scenario with the aim to involve all stakeholders in the documentary and achieve a high level aesthetic standard via photography that could achieve maximum promotion to wide audiences. The filming was completed successfully during spring 2013, with a total of 23 interviews and 80 hours of footage. A 1hr documentary was produced, titled “Leaving is Living”. The duration was longer than foreseen (40 minutes) in the project proposal, as it was considered necessary to involve all local stakeholders and unfold the campaign messages in a thorough and precise manner.

Complementary to the documentary, a trailer was produced at no extra cost to the project. The trailer gained 3,747 views on You Tube <http://www.youtube.com/watch?v=C2oF-0kCeU>. Moreover, original promotional material was created for the documentary, including a poster (Annex 5.1.C15.1 Documentary promotional poster), an e-flyer and DVD cover, designed at no extra cost to the project, by an award winning graphic designer.

The promotion of the documentary “Leaving is Living” was extensive and yielded amazing results, with audiences from all over the country requesting from HOS to organise screenings in their cities. The documentary premiered in the oldest cinema in Athens, “Cine Trianon” in December 2014, with an audience of 250 people. The premiere was covered by numerous articles in local and national media, reaching 288,000 people audience. In spring 2014 the documentary toured the Ionian islands with screenings and Question & Answer sessions in Zakynthos, Corfu, Paxoi, Othonoi and Kefallonia, with a local audience of 295 people. Hunters, poachers, environmentalists and local authorities engaged into lively conversations about spring killing. Most importantly, however, the film entered the prestigious competitions of two Greek Film Festivals, namely the 37th Drama International Short Film Festival where it was screened in the Agora section in September 2014 and the 17th Thessaloniki Documentary Festival where it was screened and applauded by a 350 people audience in March 2015. The festival’s website included a page tribute to the documentary (<http://tdf.filmfestival.gr/default.aspx?lang=el-GR&page=1245&SectionID=130&MovieID=1442>), which was presented in a press conference. The two film festivals promoted the “Leaving is Living” project to a very wide national and international audience. As a result, two national TV channels and two national newspapers informed 356,000 people about the documentary. Screenings of the documentary continued all the way through to the end of the project in seven national and international locations: Malta, Madrid, and Utrecht, two cafes in Athens, the University of Athens and the Agricultural University of Athens.

The continuation of this action beyond the end of this Project is planned and will be achieved via film screenings HOS will organise in various film festivals in Europe and Greece, as the audiences are still requesting this. Of course, the documentary went online after the end of the project, thus ensuring the continuation of our raising awareness objectives beyond the scope of this project (https://www.youtube.com/watch?v=rkdLEuR_t6o).

The promotional material and highlights of the screenings of the documentary are in Annex 5.1.C15.3 Photos of Documentary Production and Promotion.

Achievement of objectives and coherence with the original time schedule:

The action was completed according to the original time schedule and the communication results were far beyond those expected: instead of 13,000 people informed as predicted, 648,118 people were informed. The actual end date for this action was extended to accommodate the promotional needs of the documentary, since it was a success.

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| Proposed | | | | | | Realised | | | | Expected | | | | |

Problems encountered:

The documentary crew was attacked by local poachers during the film screenings in Paxoi threatening to destroy equipment. Immediately, HOS made contact with the local Hunter’s Association who apologised for the unfortunate event. The action was completed without any other problems.

Deliverables submitted:

Short Documentary Annex 5.1 C15.3

Milestones achieved: n/a

5.1.21 Action C.16 Environmental Education campaign at local level in Greece

Foreseen start-end date: September 2012 – September 2015

Actual start-end date: As above

Status: Completed

Beneficiary responsible for the action: HOS

Description:

The HOS Environmental Education expert, in collaboration with an external consultant, designed and compiled the project Environmental Education Package as well as the Education Tools Package for Teachers (hereafter, “the Kit”). Furthermore, HOS held several meetings with relevant local stakeholders in May 2013 in order to design the most appropriate content (reported under Midterm Report Annex 5.1.C16.1.3).

The Kit addresses three age groups (4-8, 9-12 and 13-16 years old) and consists of 27 educational activities, a 34-page teacher’s guide to the educational activities and information package on the migration of wild birds, as well as one CD where the above material can be found in digital form, including a power point presentation that teachers can use. The Kit also includes activities that involve schoolchildren in public awareness events such as the project’s mobile exhibition (reported under Action F5). The Kit was produced in 350 copies (Annex 5.1.C16.1 Environmental Education Package and Annex 5.1.C16.2 Education Tools Package for Teachers) and was delivered to schools of project areas (Corfu and Zakynthos Prefecture), as well as Environmental Education Centres, libraries, Management Bodies of Protected areas, Ministry of Education Directorates (Annex 5.1.C16.3 List of Environmental Education Kit recipients). The Kit is also available online in the project website, as well as in HOS’s website.

In total, 7,371 children and 1,462 teachers participated in the Environmental Education Campaign via implementing selected activities of the created Kit during HOS visits to schools, HOS events and EEC centres daily visits by schools. A total of 165 schools participated in implementing the Kit’s activities to their students throughout those events, demonstrating the popularity and definite success of the educational material produced in this project.

For optimal implementation of the Kit in the school environment, two training seminars were addressed to the teachers’ community of Zakynthos and Corfu in May 2014, in collaboration with the Environmental Education Directorates of Zakynthos and Corfu Prefectures and the Environmental Education Centres of Lithakia and Lefkimi. In total, 82 teachers attended the seminars (Annex 5.1.C16.4 List of Participants in the Education Seminar). As an immediate result of the workshop at Zakynthos, Lithakia’s Kindergarten Teachers Association run a mini project on the protection of migratory birds, with the participation of 10 children. Ensuring the long-term implementation of the campaign beyond the duration of this project, the Environmental Education Centres of Lithakia and Corfu incorporated the Kit in their annual educational programs, thus from now on reaching 8,100 thousands of children annually. Furthermore, in the beginning of each school year, the Ministry’s Environmental Education Officers in Zakynthos and Corfu Prefectures will officially encourage the local schools to implement the Kit at school, thus demonstrating official governmental support for the campaign.

Complementary and beyond the outputs foreseen in action C16, HOS implemented selected activities of the Kit at the Primary School of Paxoi with a total of 63 schoolchildren in May 2014. Demonstrating the great success of the Kit’s approach and educational value, HOS was invited to present the Kit to 54 teachers during a two-day Environmental Education Seminar in Zakynthos organised by the Environmental Education Centre of Lithakia in April 2015, were HOS

implemented four 2-hour workshops (Annex 5.1.C16.6 List of Participants in Lithakia Teachers Seminar).

The promotion of the education campaign went far beyond the project target areas to reach a national audience in every opportunity possible. Activities of the Kit were implemented during the open event “Eurobirdwatch 2014”, an annual BirdLife International event which in Greece is coordinated by HOS. “Eurobirdwatch” took place during October in more than 40 different regions all over Greece, including two project sites (Corfu and Zakynthos), as well as other Ionian Islands (Kefalonia). The Environmental Centre of Corfu and Lithakia organised events for 5 days with the participation of 500 local schoolchildren in total, implementing the Kit’s activities. In total, in the framework of “Eurobirdwatch”, more than 6,500 people attended the events, of which 2,700 were children participating in the project activities. HOS will promote the Kit for the “Eurobirdwatch” events to follow, thus ensuring the implementation of the campaign beyond the duration and the sites of this project.

Taking the educational campaign even a step further, the HOS Environmental Education Department designed a two-hour educational program, based on the Kit, called “Feathered Visitors”, which was implemented during the school year 2014-2015 with various children’s groups. More specifically, during the period December 2014-February 2015, “Feathered Visitors” programmes were implemented at 3 intercultural schools, 8 child-caring institutions, the Stavros Niarchos Foundation Cultural Centre in Athens and the primary school “Arsakeio” with the participation of a total of 432 students. Furthermore, the Kit was used in the 6-day (19 – 24/05/2015) “Parathinoupoli” event organised by the Kalamaria Municipality in North Greece where 200 students participated. After the positive feedback of both children and teachers, HOS will apply the Kit’s 2-hour educational program “Feathered Visitors” in its all-ear-round school programs in Athens and Thessaloniki.

The Kit’s educational activities can be used in multiple ways and adapted accordingly to different settings, thus reaching a wide audience, in particular, during the summer months in North Greece (Sani, Chalkidiki) where illegal trapping takes places during autumn. HOS implemented the Kit’s activities every Sunday with a total of 550 children participating, in the framework of “Sani Eco Days” awareness events organised by the Sani Resort. At the same location, 416 children participated in the implementation of the Kit’s activities at HOS’s Summer Information Kiosk at Sani.

All highlights of the above teachers’ seminars, children’s workshops and events are visually presented in Annex 5.1.C16.5 Photos of the Environmental Education Campaign.

Achievement of objectives and coherence with the original time schedule: Despite initial delays due to the necessary adaptation and enrichment of the educational kit to new information HOS gathered from local stakeholders, the action achieved its objectives (30,274 total people informed, when 31,100 were foreseen) within the foreseen timeframe. The Environmental Education Kit was enthusiastically adopted by the local Environmental Education Centres and the Ministry’s Environmental Education Directorates therefore ensuring future implementation by local stakeholders beyond the duration of this project.

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| Proposed | | | | | Realised | | | | | Expected | | | | |

Problems encountered:

The results of the Baseline Evaluation Report (reported under Action E2) and HOS's preparatory meetings with the teachers of local schools showed that the Kit needed to be adapted and enriched so as to satisfy the cognitive gaps of the local schoolchildren, thus resulting in a delay in its printing. However, the material, consisting of 27 activities instead of the initial 11, is of a high quality and reflects the true educational needs of the local communities. There were no further delays or problems.

Deliverables submitted:

Environmental Education Package Annex 5.1.C16.1

Education Tools Package for Teachers Annex 5.1.C16.2

Milestones achieved: n/a

5.1.22 Action C.17 International workshop in Greece

Foreseen start-end date: March 2013- June 2013

Actual start-end date: March 2014- June 2014- was changed to be aligned with the International Bern Convention processes, as reported under the Inception Report

Status: Completed

Beneficiary responsible for the action: HOS

Description: The “International Conference on Best Practices to tackle illegal killing of Migratory Birds” took place in Zakynthos, on 26-27/06/2014 with the participation of 110 people reaching the project’s target in participants (100 people). NGO experts, law enforcement authorities’ officers, scientists on migration and hunter’s associations from Greece, Italy, Malta, Cyprus, Spain, Brussels, Netherlands and the UK attended the Conference (Annex 5.1.C17.1 List of Participants in International Conference and Annex 5.1.C17.2 Conference Participants Folder). A team of 8 translators (Greek, English, and Italian) assisted the Conference proceedings. The Conference aimed at pushing the illegal killing issue up the political agenda of EU decision makers, raise awareness amongst law enforcement authorities and engage with the hunting community regarding ways to tackle illegal killing.

The Conference was honoured by the attendance of Kriton Arsenis, member of the European parliament, Fotios Papoulias, from the European Commission’s Directorate General for the Environment, Fernando Spina, Chair of the Convention of Migratory Birds, as well as Ivana D’Alessandro, General Secretary of the Bern Convention and officials from the Ministry of Environment. For the first time in Greece, 11 representatives of the Hunters Associations and 10 representatives of Greek competent enforcement authorities met and discussed with NGO and international experts. Several presentations were organised during Day 1 of the Conference (Annex 5.1.C17.3 Conference Presentations). During Day 2 all participants discussed monitoring, awareness tools for tackling illegal killing, as well as the bettering of law enforcement practices in working groups (Annex 5.1.C17.4 Conference Agenda).

HOS Conference produced tangible results and ideas which contributed to the most significant global initiatives to tackle illegal killing. Namely, the project issued a best practices guideline document regarding monitoring, enforcement and communication, utilising the knowledge of experts from 8 European countries. The document was communicated to the Bern Convention’s National Focal Points on Illegal Killing of Birds and the working group of the EU’s ‘Roadmap towards eliminating illegal killing, trapping and trade of birds’ (Annex 5.1.C17.5 Conference Summary of Results). Moreover, the policy forces in Spain (Valencia) produced an Action Plan to eradicate illegal Killing, after their participation in the enforcement working group of the project Conference (Annex 5.1.C17.7 IKB Action Plan for Valencia). The International Conference highlight pictures can be found in Annex 5.1.C17.6 Photos of International Conference.

Achievement of objectives and coherence with the original time schedule:

The International Conference in Greece was successfully organised in accordance to the project’s expected timetable. The participation of international policy bodies and Ministry officials in the Conference is considered of vital importance to the optimal utilization of the Conference results by all stakeholders.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | |
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5.1.23 Action C.18: Improve awareness of local communities in Spain

Foreseen start-end date: 01/09/2012 – 30/09/2015

Actual start-end date: 01/09/2012 – 10/09/2015

Status: Completed

Beneficiary responsible for the action: SEO/BirdLife

Description:

The action aimed at raising awareness in the local, hot spots communities, through working with students in schools (environmental education campaign) and with public events to reach an older audience. Both activities were developed by the Local Communication Staff, with the support of the Communication Officer and the National Project manager and started accordingly to the schedule.

Environmental education campaign with school children

First approaches were done in the last quarter of 2013, however not great response of schools was received before the second and third quarter of 2014 when schools were planning their external activities. SEO/BirdLife contacted 328 different schools in the project area (Aragón, Tarragona, Castellón, Valencia and Alicante) and held more than 30 meetings with school teachers to present the specially designed teaching kit developed in Spanish and Catalan and available as hard copies and on-line (<http://www.seo.org/ud-volar-viajar-vivir/>) and to encourage them to participate in the project. SEO/BirdLife also contacted the Science Teacher's Advisor of Castellón County that helped in reaching more schools. Educational visits were done only to those schools that agreed on participate in the project (Annex 5.1 C18.1 School List). Between December 2013 and July 2015 SEO/BirdLife worked with 55 schools and 4,645 children have participated to the activities (Annex 5.1 C18.2 School activities picts and Annex 5.1 C18.2.1 School proof activities). In November 2014 SEO/BirdLife held two intensive work weeks in the CEACV (Environmental Education Centre of Valencia region¹) around migratory birds and their problems. The activities were so successful that the Centre has decided to implement the teaching kit and to hold Leaving is Living Campaign activities every autumn from now on. In February 2015 SEO/BirdLife signed an agreement with Fundació Caixa Castelló² (Annex 5.1 C.18.3 Fundació Caixa Castelló Agreement) ensuring that the Foundation's environmental education activities will include "Migratory role playing game" created for the Spanish campaign. Hence, the Life project will have continuity through activities about migratory birds and poaching after the end of the LIFE project in Spain.

Local events

SEO/BirdLife started to contact villages' representatives in autumn 2013 in order to carry out the activities in their facilities. Altogether SEO/BirdLife approached over 70 villages (Annex 5.1 C18.4 List Event Villages). The first approach to hot spot villages had not much success because of the high political profile and media relevance the parany debate had reached following the legal battle between SEO/BirdLife and the Regional Government around the licensing of some parany which resulted in the withdrawal of these licenses following a court order. The support to parany is normally widespread in these communities and the tension between SEO/BirdLife and the Regional Government did not ease the situation for SEO/BirdLife. In order to overcome this situation SEO/BirdLife developed two different strategies:

¹ CEACV is a Regional Government centre of reference for Environmental Education Activities and every year thousands of students visit them.

² The Social branch of a bank corporation that develops cultural and environmental activities in Castellón region

- a) Hiring a mediation agency that helped SEO/BirdLife in gathering information about the local feelings and developed a strategy to work with local stakeholders (paranyers and hunters). This mediator with the support of the municipalities and the direct involvement of the hunters associations organized joint events/debates. During the third and fourth quarter of 2014, 20 hotspot villages were selected to work with (Annex 5.1 C18.5 Mediations company TOR workshop). Fieldwork started in June 2014 and the events were meant to be conducted between September and October 2014. (Annex 5.1 C18.5.1 Mediations company TOR Fieldwork planning). On the 23 and 24/09/2014 two mediation meetings were held congregating stakeholders from 5 different hot spot villages. Since the first meeting, paranyers broke the agreed rules between all the stakeholders, and more than 80 people attended the meeting with an aggressive attitudes and launching several press releases without previous agreement with SEO/BirdLife or mediators. To overcome the situation the Mediation Company held a private meeting where all the stakeholders were invited; however one of the most important stakeholders (APAVAL) did not come and therefore, the debates/round tables planned were cancelled, not only because “paranyers” and some hunters didn’t follow the agreed rules and format of the debates but also because APAVAL (the paranyer’s representative) didn’t appeared to the final meeting (Annex 5.1 C18.5.2 Workshop Report)
- b) Meanwhile, in the villages where the attitude was less hostile, SEO/BirdLife made contacts with Local Development Agents (public servants that works for the community) and local associations in order to develop events and to place the exhibition (Annex 5.1 C18.4.1 Events Pics).

Thanks to those two strategies until July 2015 included, 32 local events (out of the 40 originally foreseen) were organised reaching 4,687 people from 34 different hot spots (Annex 5.1 C18.4 List Event Villages). Detailed data is available in Annex 5.1 C18.6 Schools and Events Analysis)

Educational and informative materials

The Local Communication Staff thought out and developed all the material needed for the development of the action including the teaching kit, brochures, travel exhibition, stickers and posters; all the materials were ready to use on 25/10/2013.. By the end of the project a total of 250 teaching kits were handed and 2,665 brochures, 1,535 posters and 17,916 stickers were distributed. The travel exhibition was displayed in 14 different locations within the hotspot and was visited by 4,000 people.

The distribution of the remaining material is expected to continue at events organised by SEO/BirdLife. The travel exhibition will be available for anyone interested in exhibit it and the remaining teaching kits will be distributed among the teachers that visit whether the CEACV or The Environmental Education Centre of the “Fundación Caja Castellón”. Moreover, the teaching kit will be ready to use for any school after the Life Project as it will be available on line.

Achievement of objectives and coherence with the original time schedule:

The activities were implemented according to the planned schedules and largely reached the expected results.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | |
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| Proposed | | | | | Realised | | | | | Expected | | | |

Problems encountered:

There was a delay in the production of the teaching kit as it required a greater effort than expected (i.e. online availability, interactive activities, fully translated in two languages, and revised by

teachers) that led to better quality product, reaching more schools thanks to the on-line version. This delay did have any serious impact, as the education campaign was focused in the second and third school years (Sept 2013- July 2014 and Sept 2014-July 2015). At the beginning of the project, both activities had less success than expected because local schools plan their activities before summer holidays and many of them were reluctant to change their planned activities.

For what concerns local events, civil servants and other stakeholders were reluctant to hold any activity that could produce confrontation between the villagers and the conflict between SEO/BirdLife and the Regional Government had a negative impact also on local municipalities and mayors, many of whom support “parany” for electoral reasons.

Ensuring the participation of the Regional Government, Parany’s and Hunters’ Associations has been difficult. The main Hunters’ Association in Valencia showed its support to the campaign in a private meeting. Despite SEO/BirdLife’s attempt (by involving a mediator) to ease the tensions and promote a structured public debate where all parties (i.e. hunting organizations and nature conservation organizations, scientists, etc.) could present their positions on the issue of the use of “parany”, the poachers and their association APAVAL showed no intention to participate in such a debate but tried to take advantage of the media to spread their position. Finally, because of the upcoming elections (held in May 2015) Majors and local associations cancel all planned activities from the last quarter of 2014 as they were considered at risk of impacting voters.

Deliverables submitted in the Mid Term Report:

Posters 5,000 copies. (23/07/2013) http://www.seo.org/wp-content/uploads/2013/10/Poster-migracion_VVV.pdf

Brochures: 10,000 copies. (23/07/2013) http://www.seo.org/wp-content/uploads/2013/10/cuadr%C3%ADpitico_VVV.pdf

Stickers: 10,000 copies. (23/07/2013)

Mobile Exhibition (23/09/2013)

<http://www.leavingisliving.org/life/index.php/es/proyecto/reference-documents-downloads-links/documents-download>

Teaching unit on-line (25/10/2013) (<http://www.seo.org/ud-volar-viajar-vivir/>)

Milestones achieved:

Teaching kit production (electronically storage + folder with student’s activities) (23/09/2013)

Teaching unit on-line (<http://www.seo.org/ud-volar-viajar-vivir/>) (25/10/2013)

Mobile Exhibition (23/09/2013)

Poster, Brochures and stickers (23/07/2013)

5.1.24 Action C.19: National Communication Campaign in Spain

Foreseen start-end date: 01/09/2012 – 30/09/2015

Actual start-end date: 01/09/2012 – 30/07/2015

Status: Completed

Beneficiary responsible for the action: SEO/BirdLife

Description:

The aim of this action was to develop a national communications campaign in Spain by means of media work distributed through of website, the SEO/BirdLife members' magazine and the national media.

The Spanish National campaign "Volar, viajar, vivir" is the International Campaign "Leaving in Living" adapted to Spanish environment and specifically to the target audiences. This action was developed by the Local Communication Staff and the Communication Officer, with the close support of the National Project Coordinator.

Website

The project information in Spanish is hosted in the project website (www.leavingisliving.org). The nationwide campaign included in the production of a sub-website hosted in SEO/BirdLife's website (<http://www.seo.org>) that had an average of 100.000 visits per month. The Spanish project sub-website was opened to access after the launch of the campaign. SEO/BirdLife's main homepage included a slide about the campaign and linked to the several pages specifically devoted to illegal killing (www.seo.org/volar-viajar-vivir). In this sub-site all the material generated within the project have been made available also for download. Links were established to the online teaching kit (Action C.18) and to the on-line questionnaires (Action E3). The Leaving is Living Logo is very visible and we have provided several links to the international website which was regularly fed with news generated by SEO/BirdLife. The Spanish pages of the Leaving is Living website were kept updated with the latest news of the project.

Since the campaign launch, SEO/BirdLife website visits have exceeded the target having an overall of 1,864,022 million visits (155,335 visits per month on average).

Members' magazine

SEO/BirdLife included information about this Life Project in 3 different issues of SEO/BirdLife Journal "Aves y Naturaleza" (13,000 subscriptions that correspond to 13,000 copies published four times on a yearly basis) Annex 5.1 C19.1.1 ; 5.1 C19.1.2 and 5.1.C19.1.3; and one in the children's Magazine "Aventurer@" (Annex 5.1 C19.1.4) with about 1000 subscriptions. The latest news on the project was featured also in the online SEO/BirdLife newspaper.

Media presence

SEO/BirdLife launched the communication campaign on 29/11/2013 (Annex 5.1 C19.2 LIFE Launching 2013_10_29) with an event attended by public and the press in the Valencia's Botanic Garden; on the 30/10/2013 a short documentary was showed in the Madrid's Underground Channel which was been potentially watched by the about 2 millions underground daily users (<http://youtu.be/b8niYQrRhAI>).

In order to show the extent of the problem about illegal hunting, all the activities developed, were promoted through press releases. From the launch of the campaign in Spain 19 press releases were generated that produced 381 articles and generated good media interest reached an estimated 23,789,400 people (calculated by Kantar Media Spain, (Annex 5.1 C19.3).

In the days before the launch of the campaign the issue of illegal bird killing by 'parany' was well covered by SEO/BirdLife's webpage, blog and social media (Facebook and Twitter) because the regional Government of the Valencia Autonomous Community released more than 150 permits to

kill birds with “parany” as part of a scientific study on the migration of the species more frequently killed with “parany”. As a reaction to that decision SEO/BirdLife produced a manifesto that was supported by several Spanish universities and by SEO/BirdLife’s Scientific Board. The manifesto rejected the claim that “parany” can be a tool for studying bird migration (<http://www.seo.org/2013/10/14/investigadores-y-docentes-de-las-universidades-de-valencia-y-zaragoza-contra-la-practica-del-parany/> and <http://www.seo.org/wp-content/uploads/2013/10/Manifiesto-CC-SEO-parany-final-2.pdf>). From that moment on, the Parany’s association launched numerous and regular press release in favour of “parany” legalization (Annex 5.1 C19.3 Press Report Poaching and C19.3.1 Clipping Poaching) and made one more attempt to obtain the permit for scientific reasons in autumn 2014 but that failed too.

Social media

SEO/BirdLife’s social networks (Facebook, Twitter, YouTube, and Vimeo) (Annex 5.1 C19.4 Social Media Monitoring) spread news about illegal killing and project’s contents. Since the Project’s launch in Spain SEO/BirdLife delivered a total of 825 Tweets that have been re-tweeted 2116 times and marked as favourite 1085 times.

The creation of a specific campaign in Castellón city and its subsequent hastag for its communication produced an increase in the number of tweets and retweets, and therefore of the level of knowledge of the campaign. SEO/BirdLife has uploaded in Facebook a total of 48 posts related with the project since February 2013. Those posts have generated 10,509 likes and have been shared 5,961 times. By the end of the project we had 52.836 fans in Facebook and 38.100 followers in Twitter, which means a remarkable spreading of the campaign in Spain. The SEO/BirdLife’s video about the “parany” created for the Spanish campaign (Annex 5.1 C19.5) and uploaded in YouTube has had 66.564 views (40 comments, 41 likes and 9 dislikes). We should add the views of the same video uploaded in Vimeo since the launch of the campaign with 7.912 views; summarizing the SEO/BirdLife’s video campaign has had 74.476 views.

Furthermore, 4 posts in SEO/BirdLife’s blog were produced with great audience success (Annex 5.1 C19. 7 Blog Posts and 5.1 C19.4).

Viral Video

The Spanish version of the viral video (Annex 5.1.C19.6 Viral Video Spanish <http://www.leavingisliving.org/life/index.php/es/campaign-news/project-updates/125-leaving-is-living-viral-video> created by JWT had in Spain an overall of 1,225 visits (15 likes) before the promotion implemented in 2015 (see Action C3).

Volunteers’ engagement

Finally SEO/BirdLife, in cooperation with other local groups, activated volunteers against illegal killing of birds from the 1st of October to the 9th of November of 2014, where **13** SEO/BirdLife **volunteers** located and denounced poachers. The locations of the parany and their activity status were displayed on a website which has been tracking the parany locations and activities in the last decade. Thanks to the work of the volunteers and previous years’ work, 2014 has seen the least number of active “parany” in the last 10 years.

At the end of the project, as calculated by Kantar Media Spain, SEO/BirdLife reached 27,789,764 million people, well above the expected results.

Achievement of objectives and coherence with the original time schedule:

The actions was implemented according to schedule and delivered a far larger number of people informed about the project that expected.

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| Proposed | | | | Realised | | | | | | Expected | | | |

Problems encountered: None

Deliverables submitted: n/a

Milestones achieved: n/a

5.1.25 Action C.20: Awareness raising actions for local authorities and law enforcement agencies in Spain

Foreseen start-end date: 01/09/2012 – 31/03/2015

Actual start-end date: 01/09/2012 – 31/03/2015

Status: Completed

Beneficiary responsible for the action: SEO/BirdLife

Description:

In order to improve law enforcement, SEO/BirdLife developed four workshops to raise awareness about illegal killing of birds and to build capacity amongst the law enforcement agencies and authorities. Originally three workshops were planned in three hot spots.

This action was developed by the National Project Manager and the Liaison Officer, with the close support of Communication Officer to communicate the results via local and national media.

The main challenge of this action was to have a good collaboration with regional administration, which is tolerant toward “parany”.

The political decision by the Regional Government of Valencia authorising some “parany” to operate as part of a scientific work in the last quarter of 2013 (Annex 5.1.C20.1 Scientific Parany 2013) had an impact on the progress of this action. This problem was set aside: SEO/BirdLife filed an Appeal (Annex 5.1.C20.2 SEO Hierarchical recourse) and the public prosecutor (Fiscalia General) opened an investigation on legality of the decision of the Valencia government and suspended the licences (Annex 5.1.C20.3 Temporarily Permit suspension). The European Commission, consulted by the Autonomous Government about the legality of their decision, confirmed the illegality of the use of lime as a hunting method and declared that mist netting should be used for studying the bird migration rather than lime stick. (Annex 5.1.C20.4 Commission answer and Annex 5.1 C20.5 info & appeals).

Following this incident SEO/BirdLife developed a communication strategy toward the regional authority to obtain their support to the project. Several meetings were held with law enforcement agencies, regional administration and Prosecution.

The first workshop was held on 5th November 2013 with the Valencia’s Local Police (Policía Local de Valencia) and the head of the Environmental Department of the Autonomous Police (Policía Autonómica de la Comunidad Valenciana), Valencia’s municipality technical staff and other technical staff of several agencies dependant of the Valencia Regional Government for a total of 40 people. The second workshop with the Valencia Division of the National Service for the Nature Protection (SEPRONA de la Guardia Civil) took place on the 24/02/2014; the third workshop was held on 3/03/2014 and addressed to the Valencia Division of the National Service for the Nature Protection (SEPRONA de la guardia Civil). In these lasts two workshops reached a total of 70 people (<http://www.leavingisliving.org/life/index.php/es/campaign-news/project-updates/130-el-seprona-de-valencia-contra-la-caza-ilegal-de-aves>). (Annex 5.1 C20.7 SEPRONA pics).

The fourth and last workshop was held on 26/11/2014 where attended an overall of 20 people belonging to Castellón SEPRONA de la Guardia Civil, Castellón city Local Police and Castellón Region Police.

The workshops not only raised awareness among the Law Enforcement Agencies and their personnel, but fostered direct linked between the agents and SEO/BirdLife staff. Proof of this improved collaboration was the participation of Spanish representative of SEPRONA de la Guardia Civil to the Zakynthos international conference (actions C.17) and of SEPRONA de la Guardia Civil and AEAFFMA the High level conference in Rome (Actions F.3). The prize given at the Final event in Rome to the Association of Forest and Environmental Agents of Spain

(AEAFMA) and EPRONA recognising their work, is likely to lead to future formative actions and fruitful collaboration.

Achievement of objectives and coherence with the original time schedule:

This action delivered four instead of three workshops. 110 officials took part to the workshops, furthermore the results and aims of the project have reached all over 1500 law enforcement agents members of AEAFMA through the news posted on their website about the Life project and the Award received in Rome in May 2015 <http://www.aeafma.es/gabinete-prensa/noticias/364-reconocimiento-europeo-agentes-forestales-espana.html> .

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | |
|----------|----|------|----|-----|----------|------|----|-----|----|----------|----|-----|----|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV |
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| Proposed | | | | | Realised | | | | | Expected | | | |

Problems encountered:

The legal battle caused a delay in the implementation of the action.

Ensuring the participation of the Regional Government has been difficult because of the legal battle first and the lack of support afterwards.

Despite of having reached the agreement on December 2014 on developing a workshop for technical and environmental authorities and law enforcement agents such rangers in 2015, due to the local and council elections, the Valencia Environmental Agency did not finally show any interest on holding them.

Deliverables submitted: n/a.

Milestones achieved: n/a

5.1.26 Action E1: Evaluation of the “Safe havens for wild birds” campaign: Monitoring of the project impact on the main target audience and on the environmental problem targeted in Italy.

Foreseen start-end date: September 2012- December 2015

Actual start-end date: September 2012- May 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description: In order to assess the impact of the project three main actions were implemented: a poll was carried among the populations in the hotspot; the number of traps and nets removed in the area were monitored, and; students were asked to fill an assessment questionnaire to evaluate the educational activities.

The number of people reached by the campaign and the educational activities was also recorded and the results reported under each action.

The poll

An external contractor carried out the poll on the impact of the communication campaign in Sardinia through interviews to local young people in the Sulcis area. The baseline and the final assessments of the attitude of local populations to illegal activities were carried out done by means of telephone interviews to young people (18-30 years) living the municipalities of Capoterra, Santadi, Pula, Uta, Assemini. The pre-campaign interviews were carried out between 15-29/03/2013; the post campaign poll was carried out between 04-13/05/2015.

The final report shows as the information campaign has been effective in informing people about illegal killing of birds and in changing people’s attitude toward this illegal activity. The results indicate an improved the knowledge about the illegal killing (+6%), an increase of the percentage of the population that consider illegal killing as serious or very serious problem (+2%), improved awareness of the presence of illegal killing in their region (+12%), an increase desire to protect migratory birds, and a decline in the percentage of people justifying the illegal killing of birds as a tradition. The final report is in Annex 5.1.E1.1.

Trap removal monitoring

The numbers of traps removed during the Anti-poaching camp organized by LIPU (not part of this project) in December 2012, 2013 and 2014 were recorded daily. The number of traps removed declined from 4,891 (2012) to 3,991 (2014). The traps removed in 2013 were even less (3,220). The number of bird migrating and wintering in the areas – and therefore the amount of traps set, varies from year to year due to regional and local weather conditions. Nevertheless the number of traps removed, despite the improved collaboration with the LEAs (which could have resulted in more traps removed) indicates that the improved policing efforts and the communications campaign had a positive impact as the numbers before the campaign were much high (18,000 traps removed year (average 2005-2010). The cooperation with LEA resulted in the expansion of the areas covered as in 2014 searches for path with traps was extended to the municipality of Pula. Annex 5.1.E1.2 provides a detail of the traps removed

Students’ questionnaires

The impact of the environmental education activities on the students was evaluated through a questionnaire that each student was asked to fill at the end of the two meetings with the LIPU educators. The results indicate that the vast majority of students (86%) fully appreciated the activities. Over 90% of the students were able to correctly list the main threats to biodiversity at local and global level. Illegal killing of birds was listed in about half of the lists. 85% of the students correctly listed proper nature conservation actions, 55% included anti-poaching activities.

Considering that the educational activities were not specifically targeting the illegal killing of birds, the results are very positive. The full results are in Annex 5.1.E1. 3.

Achievement of objectives and coherence with the original time schedule:

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
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| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered: None.

Deliverables submitted:
 Final Evaluation report (Annex 5.1 E1.1).
 Report on trap removed (Annex 5.1 E1.2).
 Results of the students’ questionnaires (Annex 5.1 E1.3)

Milestones achieved: n/a

5.1.27 Action E.2: Evaluation of the “Safe havens for wild birds” campaign: Monitoring of the project impact on the main target audience and on the environmental problem targeted in Greece.

Foreseen start-end date: September 2012- December 2015
Actual start-end date: September 2012—September 2015
Status: Completed
Beneficiary responsible for the action: HOS

Description:

The action carried out an opinion survey which evaluated the change in local attitudes before and after the “Leaving is Living” campaign. Data was collected through a questionnaire-based survey which was conducted in collaboration with a number of public and private services in Zakynthos and Corfu Prefectures. The survey took place in four Ionian islands and provided HOS with significant findings. The Baseline and Final Evaluation Reports (December-April 2013 and July-September 2015 respectively) were completed by the external contractor, who surveyed 416 local residents and competent authorities’ employees in total, from four different target groups: schoolchildren, hunters, adult local residents and competent local authorities. The results of the study show a clear increase in awareness in all these groups.

More specifically, the Baseline Evaluation Report showed that 45% of the schoolchildren were not aware of the importance of the Ionian Islands for spring migration, but after two years of the campaign, as the Final Evaluation Report showed, there was a significant increase in awareness, as only 30% of the children were not aware of this importance (a significant reduction of 15%). The percentage of schoolchildren who believe that illegal shooting pressure is significant in the Ionian Islands increased from 16% in 2013 to 36% after the campaign, demonstrating a real success in educating the younger generation and gradually preventing the creation of possible poachers. Local hunters declared that their participation in informative events regarding poaching increased, from 5% before the campaign to 22% after. Yet the most striking change in attitude is the fact that local hunters do not support anymore the argument that spring shooting contributes to the local economy (60% before the campaign to 13% after).

The public survey proved an invaluable tool for adapting and specifying the communication and education tools, according to the level of awareness. Also, the evaluation quantified the change in attitudes in the areas targeted by the campaign, showing that the objectives of the campaign were successfully met.

Achievement of objectives and coherence with the original time schedule:

The action was completed successfully and according to the original time schedule.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----|-----|----|----------|----|-----|----|------|----|----------|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Proposed | | | | | | Realised | | | | | | Expected | | |

Problems encountered: During the final survey the local authorities of Zakynthos did not respond appropriately to the questionnaires, due to the violent public demonstrations that took place on the island in support of illegal spring shooting and against any law enforcement. This might have

affected the outcome of the Final Evaluation Report, as the authorities were hesitant to express any opinion and criticism regarding spring shooting.

Deliverables submitted:

Baseline Evaluation report (submitted with Inception Report)

Final Evaluation Report (Annex 5.1.E2.1)

Milestones achieved: n/a

5.1.28 Action E3: Evaluation of the “Safe havens for wild birds” campaign: Monitoring of the project impact on the main target audience and on the environmental problem targeted in Spain.

Foreseen start-end date: 01/08/2011 – 31/01/2016

Actual start-end date: 10/12/2013 – 31/01/2016

Status: Completed

Beneficiary responsible for the action: SEO/BirdLife

Description:

This action consisted on monitoring, measuring and evaluating the national campaign in terms of attitude changes through surveys. In Spain, as described in the proposal, two parallel processes were carried out. Before each school educational event, pupils were asked to fill a questionnaire and a second was filled after the event. The comparison between the results of the first and the second round of questionnaires allowed assessing the success of SEO/BirdLife educational activities towards changing the attitudes of young people in schools.

In order to monitor the effectiveness of the campaign each participant to a public event was asked, to fill a questionnaire on the spot, however very few did it despite SEO/BirdLife insistence and the availability of the questionnaire also on-line. For this reason SEO/BirdLife could produce only one report gathering opinions and assessing level of acknowledge on illegal killing of birds and ‘parany’.

The questionnaires and the evaluations report were produced by ARC Mediación Ambiental (Annex 5.1 E.3.1_MediationCompany_CV). The subcontractor was hired on December 2013 not only to help SEO/BirdLife to tackle the poacher’s issue in the hot spots but also to elaborate the questionnaires and evaluate the campaign.

All the questionnaires are available on-line: for school children (from July 2014) https://docs.google.com/forms/d/1jp_NAbZZ2a0n-hko5UwD0aYgQ2DFp9D7FMnOY0OwS9U/viewform for local communities’ stakeholders (from October 2014):https://docs.google.com/forms/d/1qRuEwXKs6xR68kJhNWHWhXlJSGPFOU0PN5zKFJ-Oo6g/viewform?sid&c=0&w=1&token&usp=mail_form_link;and for law enforcement agencies (from October 2014): <https://docs.google.com/forms/d/11A4O2uYyUIN3PWQZLV5p8RoJVUPh1e8YZJOuqbZOHAs/viewform>

All three baseline reports were available by the end of January 2015 (Annex 5.1 E3.2).

School questionnaires were collected from July on constituting the baseline. Once the school participated the same questionnaire was ask to be filled toward the end of the project (Annex 5.1.E3.4. Evaluation_Report). The comparison between the results of the questionnaires filled will provide the assessment report. From the 1075 questionnaires answered, 668 were prior to the activities and 407 afterwards. The next table point out some results:

| Statements | Before | After |
|---|--------|-------|
| Birds are important for the environment | 67% | 73.7% |
| Concerned that migration might disappears | 82.9% | 91.5% |
| I know what a ‘parany’ is | 58% | 66% |
| Using lime sticks is indiscriminate and its chemicals are bad | 55% | 74% |
| ‘Parany’ should not be banned because is a tradition | 11.8% | 7.4% |

Stakeholders and Law Enforcement Agencies questionnaires: Until January 2015 only 25 stakeholders questionnaires were filled and 31 from Law Enforcement Agents (78% of them belonged to ranger’s students). According to in the answers more than half of the stakeholders (56%) considered necessary to ban the ‘parany’ and 28% considered that there’s is a possibility to

still using them with some changes. Among the Law Enforcement Agents 67% of respondents did not feel socially supported in their work of prosecuting illegal hunting and although 61% considered that the ‘parany’ has no future as a hunting method.

Achievement of objectives and coherence with the original time schedule:

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | |
|----------|----|----------|----|-----|----|----------|----|-----|----|------|----|-----|----|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV |
| | | | | | | | | | | | | | |
| Proposed | | Realised | | | | Expected | | | | | | | |

Problems encountered:

School questionnaires: the school baseline report was not ready until February 2015 because the work on mediation took much more time than expected resulting on the questionnaire to be ready only in July 2014, thus at the end of the school year, and with no much questionnaires filled until the next school year.

Stakeholders questionnaires: The questionnaire was meant to be filled during the debates that were cancelled (see Action C.18). Therefore SEO/BirdLife during November and December of 2014 called majors and hunting associations in the order to encourage them to fill the questionnaires. a Total of 107 villages were contacted and explained that their answer will be useful, few returned a filled questionnaire (Annex 5.1 E.3.3_PhoneCalls_Questionnaires) demonstrating once more how wide spread the support to parany was.

Law enforcement agencies' questionnaires: The first three workshops were conducted when the questionnaire was not elaborated yet. Furthermore due to the lack of support from the Regional Government to the campaign, the staff of the regional law enforcement agencies were unwilling to fill in the questionnaire, fearing reprisals if they did it, despite they assured anonymity). A last attempt to encouraging them to participate was done by in late June 2015, hoping that after their associations (AEAFME) given the award (See Action F.3), they would have shown more interest. Nonetheless no changes were observed.

Deliverables submitted:

- Baseline Evaluation report (Annex 5.1 E.3.2)
- Evaluation Report (Annex 5.1 E.3.4)

Milestones achieved: n/a

5.2 Dissemination Actions

5.2.1 Objectives

The objective of the Dissemination Actions coincide with those of the entire Communication project. Please refer to § 3. Introduction for details.

5.2.2 Action F.1 Project Website

Foreseen start - end date: April 2013 – September 2015

Actual start-end date: November 2012 – September 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The project website www.leavingisliving.org (annex 5.2 F1) was developed as soon as the campaign was selected and the visual material (logo, images) were available in order to meet the 6 month target set in the Common Provisions although the project description had set a later delivery time. The Website is in 4 languages continuously updated with news, videos and images. LIPU HOS and SEO/BirdLife are responsible for their own national version as have received a specific training and a manual on how to add contents to the website. JWT worked with the webmaster for the lay out. The Website is regularly updated by the relevant beneficiary and all links are properly working. The website was developed not only to meet the LIFE requirements but with the purpose to use it to raise awareness and keep update the target audience. In this respect as far as Italy is concerned it was created the possibility to subscribe a newsletter to be keep updated about the project.

Achievement of objectives and coherence with the original time schedule: Website on line earlier than in the project plan and will stay on line for 5 years to comply with the requirement in the Common Provisions. The total number of unique visitors over the three years was 98,140, thus below the expected results for the project website. An early assessment indicated that the target set was overambitious and early attempts to raise the number of visits did not obtained much result. Therefore the Beneficiaries decided to concentrate the efforts aimed at reaching the on-line community by focussing on other online tools which were more effective in reaching people (FB, Twitter, and Blogs). As a result the web-users reached are well over 1.000.000.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered:

None significant. The website did not generate as much traffic as hoped. For that reasons the beneficiaries intensified the actions on more effective tools to reach the web-users such as the Facebook pages, Twitter and the viral video. This strategy was successful.

Deliverables submitted: n/a

Milestones achieved:

Website www.leavingisliving.org (annex 5.2 F1)

5.2.3 Action F.2 Layman's report

Foreseen start-end date: April – June 2015

Actual start-end date: April – September 2015

Status: This action will start in 2015

Beneficiary responsible for the action: LIPU

Description:

The Save Haven for Wild Birds project, its objectives, its actions and the key results achieved are presented in a Layman’s Report. The Report was prepared in three versions: Italian - English, Spanish- English and Greek - English. It is included in this Final Report (Annex 7.3.1) and in parallel has been distributed in PDF form and in printed version to representatives of the key stakeholders and journalists and is available on the project’s web site.

Achievement of objectives and coherence with the original time schedule:

The anticipation of the High Level conference (Action F.3), while project activities were still ongoing, did not allow for the preparation of the Layman Report by May 2015. At the conference a leaflet in two versions (Italian and English) summarizing the project activities and results was distributed. The leaflet is also available on the website.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----------|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Proposed | | | Realised | | | | | | | Expected | | | | |

Problems encountered: None

Deliverables submitted: n/a

Milestones achieved: n/a

5.2.4 Action F.3 High level international conference on Illegal killing

Foreseen start-end date: July – September 2015

Actual start-end date: March – May 2015

Status: Completed

Beneficiary responsible for the action: LIPU

Description:

The High level international conference was the main closing event of the Save Haven for Wild Birds project. It was held on Rome on 21 May 2015. The date was chosen to coincide with the celebrations of the LIPU's 50th anniversary and to take advantage of the media interest and the access to a very prestigious venue.

Planning started early in 2015, involving the project beneficiaries and the Steering Committee who provide a list of expected outcomes and list of participants. JWT mobilized some available resources from the project budget to produce the conference material in Italian and English, the invitations cards (Annex 5.2. F3.1 Invitation, folder and information material) and the banners, totems and signs for the venue (Annex 5.2 F3.2 Pictures of the event). Also the Conference was announced through an advertisement on the 'La Repubblica' (the top selling Italian newspaper) on the day of the event with an estimated readership of 2,282,000. (Annex 5.2 F3.3 copy of the advertisement on Repubblica)

Achievement of objectives and coherence with the original time schedule:

All objectives of this activity were met.

Over 140 people took part to the conference (target was 100). High ranking decision makers attended the conference: the Italian Vice Ministry for Agricultural Policies Sen. Andrea Olivero, the Chair of the Parliamentary Committee on Environment, On. Ermete Realacci, and Ms Marita Arvela, representing the EU and the Mayor of Capoterra, Mr. Francesco Dessì. Following the presentation of the project by the NPCs and the IPS, a roundtable gathered several stakeholders, including law enforcement agencies from Italy (Corpo Forestale dello Stato) e Spain (SEPRONA de la Guardia Civil), the hunting community, represented by FACE, the Italian Ministry for the Environment, the Convention on Migratory Species, the EU and the conservationists (BirdLife International). From the discussion a number of issues emerged and in particular the following required actions:

- Progress on the Environmental Inspections Directive;
- Development of national Action plan to tackle IBK (including identification of 'Black spots');
- Monitoring of the IBK and development of national and European databases;
- Implement exchange programmes involving Law Enforcement Agencies, NGOs, and Judicial system for training and exchange of knowledge;
- Development of common and shared protocols on how to collect evidence, and process IBK cases;
- Ensure that all MS allocate adequate resources to address IBK (Incl. Support for extra European countries).

The event was concluded with the award-giving ceremony to reward the Law Enforcement Agencies in Italy, Spain and Greece for their efforts in their countries. The award was given to: the Capoterra station of the Carabinieri, the Capoterra station of Regional Forestry Department, the Cagliari Section of the Regional Forestry Department, the Corpo Forestale dello Stato, Servicio Proteccion de la Naturaleza (SEPRONA de la Guardia Civil), the Spanish Association of the Forestry and Wildlife Guards and the Zakynthos Forestry Department.

As member of the Steering Committee David de la Bodega Zugasti, from SEO/BirdLife, attended the event.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----------|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Proposed | | | Realised | | | | | | | Expected | | | | |

Problems encountered: None significant.

Despite our formal invitation to FACE Italy and the presence of FACE representative, it did not participate to the High level conference. At the conference dott. Osvaldo Veneziano, president of Arcicaccia was given the floor. He welcome the project and declared that an improved political support to the law enforcement agencies and the implementation of public awareness campaigns (such as the LIFE “ A save haven for wild birds”) are the two most important factors to fight illegal activities against wild birds.

Deliverables submitted:

Info document for the workshop (invitation, agenda) Annex 5.2. F3.1

Electronic Invitation (Annex 5.2. F3.1)

International conference folder (Annex 5.2. F3.1)

Milestones achieved:

High level conference held on 21/05/2015 (expected by June 2015)

5.2.5 Action F.4 Dissemination of Projects results: Information Boards and Beneficiaries' Member magazines

Foreseen start-end date: September 2012- September 2015

Actual start-end date: same as above

Status: Completed

Beneficiary responsible for the action: LIPU, HOS, SEO/BirdLife

Description:

The action included the publication of special tributes to the project in the Beneficiaries Member Magazines and the design and installation of information boards in central chosen spots in target areas in Spain, Italy and Greece.

Members' Magazines

The project was presented in 7 issues of the magazine 'Ali' received by some 24,000 members and supporters of LIPU. Articles appeared on the March 2013, June 2013, December 2013, March 2014 (Copies of these issues were included in the Mid Term Report). In July 2014 an updated on the project activities was presented; in September 2014 the support to receive to the Campaign by Vinicio Capossela (see action C.5). the June 2015 issue reported o the high level conference held in May in Rome (Action F3).

HOS members magazine "Oionos" issued a special 18-page tribute to the "Leaving is Living" campaign in issue 52 (submitted with Mid-Term Report), which included contributions of all Project partners (LIPU, JWT, SEO/BirdLife, HOS), BirdLife International, RSPB, the Ministry of Environment, the Hunters Association of Corfu, ANIMA and BirdLife Malta, thus ensuring the active engagement of most project stakeholders. The press manifesto was published all through issues 51 to 54, each to 2.500 HOS contacts (members, Management Bodies, Ministries, Environmental Education Centres, Hunters' Associations, scientific institutions, decision makers), while project news of local events and children's activities were constantly communicated through articles in "Oionos" issues 52, 53 and 55, (Annex 5.1.F4.4 News articles in Oionos magazine).

SEO/BirdLife included information about this Life Project in 3 different issues of SEO/BirdLife Journal "Aves y Naturaleza" (13,000 subscriptions that correspond to 13,000 copies published four times on a yearly basis) Annex 5.1 C19.1.1 ; 5.1 C19.1.2 and 5.1.C19.1.3; and one in the children's Magazine "Aventurer@s" (Annex 5.1 C19.1.4) with over 1000 subscriptions. The latest news on the project was featured also in the online SEO/BirdLife newspaper.

Panels

After the approval of the relevant authorities, in total 21 of information boards were designed and installed (see Annex 5.1.F4.1 pictures of boards). In total until the end of the project, an estimated 3,470,000 foreign and local visitors were informed. This achievement will keep increasing beyond the duration of this project, as the information boards are installed indefinitely.

LIPU set a panel in the Cagliari airport and smaller posters in all Municipalities covered by the project: Santadi, Capoterra, Pula, Assemini and Uta and in all schools involved in the project in Assemini and Santadi, Capoterra and Pula. Cagliari airport is used by 3,500,000 travellers every year and the choice of posting the project information in the City Halls was made to reduce the high risk of vandalism on the panels. It is estimated that some 70,000 people were reached by the information

In Greece, 8 information boards were installed as follows: 2 in Zakynthos, 2 in Corfu, 1 in Paxoi, 1 in Antipaxoi, 1 in Strofadia and 1 in Othonoi (Annex 5.1.F4.1 Photos of information Boards). In order to maximise the dissemination of the campaign messages during spring and summer months, HOS installed the boards in central travel hubs, such as the port in Zakynthos, Paxoi, Corfu and Othonoi. Annually, the Corfu and Zakynthos ports receive 400,000 visitors each, while the smaller ports of Othonoi and Paxoi receive about 80,000 visitors each. The boards are bilingual (Greek and English) in order to reach a wider audience in the Ionian islands. It is estimated that already 90,000 visitors have been informed by the information boards.

In Spain, upon approval by the Commission (Annex 5.2 F.4.6) the obligatory information panels were produced and displayed as part of the travelling exhibition (see action C.18) because, as in Italy, the risk of vandalism of panels positioned on the public land was considered to be too high. The panels were used in every event held in the hot spots, therefore 4687 people have seen them.

Achievement of objectives and coherence with the original time schedule:

The communication objectives for this action were more than surpassed resulting in an astounding number of people (ca. 3,500,000) informed. The original time schedule suffered some delays, which however eventually did not hinder the achievement of the project objectives.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|----------|----|-----|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | 1 |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Proposed | | Realised | | | | | | | | Expected | | | | |

Problems encountered:

After discussing the issue with local authorities it emerged that in Italy and Spain there is a high risk of immediate and repeated defacing of any panels on public roads. LIPU and SEO/BirdLife developed alternatives that were accepted by the Commission (e-mail on 8/03/2013): this caused a delay in the finalisation of the panels.

In Greece, there was a delay in the relevant authorities approvals (see Annex 5.1.F4.2.1-2.5 for Infoboard applications and Annex 5.1.F4.2.6—2.8 for Infoboard approvals). This was due to local politics on poaching as well as the low capacity and effectiveness of local authorities which resulted in a slow response and postponing of the approvals. The boards were eventually installed in safe and high impact places, after extensive consultation and discussions with the authorities.

Deliverables submitted:

Information Boards in Italy (Submitted with Mid Term Report),
 Greece (Annex 5.2 F4.1 Photos Information Boards), and
 Spain (Submitted with Mid Term Report)

Milestones achieved: n/a

5.2.6 Action F.5 Mobile exhibition in Greece

Foreseen start-end date: March 2013 – June 2015

Actual start-end date: March 2013 – July 2015

Status: Completed

Beneficiary responsible for the action: HOS

Description:

The mobile exhibition toured the Ionian islands from the 18th until the 26th of July. HOS timely invited schools to submit artwork to be included in the mobile exhibition in April 2015. The demonstration of the commitment of the Ministry of Education to our campaign was exhibited by their formal approval and nationwide call for participation in the mobile exhibition. HOS selected the best 11 out of the 61 artworks which were submitted by 12 schools in April 2015 (Annex 5.1.F5.2 List of Schools Participated in the Mobile Exhibition Call). The high number of schoolchildren participating (225) shows a lively interest in the campaign, which will gradually lead to a reduction of the migration threats to birds.

The mobile exhibition included 6 two-sided panels with original artwork, collage, texts and poems. The panels were placed in a HOS branded van and travelled to Zakynthos and Corfu main squares staying 4 days in each island.

In total 19,304 Greek nationals, as well as foreign tourists were informed by the exhibition, as local media promoted the action. Moreover, 5,400 teachers were informed nationally through the Ministry of Education announcement of the exhibition.

Achievement of objectives and coherence with the original time schedule:

The creation and actual operation of the mobile exhibition was implemented in accordance to the project timetable. The exhibition proved to be a very effective communication tool that engaged young people as well as adults. The number of children creating artwork for the exhibition (225) exceeded by far the number foreseen by the project (50); also the number of people informed about the exhibition also exceeded project's objectives.

| 2012 | | 2013 | | | | 2014 | | | | 2015 | | | | 2016 |
|----------|----|------|----|----------|----|------|----|-----|----|----------|----|-----|----|------|
| III | IV | I | II | III | IV | I | II | III | IV | I | II | III | IV | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| Proposed | | | | Realised | | | | | | Expected | | | | |

Problems encountered:

The mobile exhibition did not tour to the two smaller islands of the project, Paxoi and Othonoi, as it was considered a risk to HOS staff, after the spring 2015 attacks in Zakynthos. This estimation was proven correct as the mobile exhibition in Zakynthos suffered a verbal attack. HOS achieved the communication objectives by remaining for more days in each of the large and touristic islands (Corfu and Zakynthos), thus informing as many people as predicted.

Deliverables and outputs submitted:

Photos of mobile exhibition (Annex 5.1.F5.1)

Milestones achieved: n/a

For an overview of the Deliverables and Outputs produced please refer to § 7

5.3 Evaluation of Project Implementation

An efficient management system scheme and operation was crucial to the successful implementation of this challenging project, involving three countries with different social and political contexts, 34 actions and their 46 deliverables and an illegal activity deeply rooted in society. The project management process met all standards required by LIFE projects and achieved a smooth running of all operations. Additionally, the project management methods by LIPU proved to be effective in tracking the project's progress, identifying problems and addressing them timely and successfully.

The "Leaving is Living" campaign and the education campaigns in each country achieved the expected results. In many actions the expected results were exceeded highlighting the broad appreciation and interest in the illegal killing issue and the campaign's approach. This is reflected by: a) the continuous interest of local, national and international media to the illegal killing issue, b) the interest of the public to for the communication material of the project, which has run out of stock, c) the own initiatives by schools and the Ministry of Education to implement education activities in Greece, d).the request from schools in Italy and Spain for further educational events by LIPU and SEO/BirdLife) the improved working relationship with Law Enforcement Agencies .resulted in a decline of illegal activities at the hotspot in Italy and Spain. e) the initiative of the Regional Government Environmental Education Centre in Valencia region to implement every autumn the environmental education activities based on the material developed by the project. f) the inclusion by the Fundació Caixa Castelló in their educational activities of the "Migratory role playing game" created for the Spanish campaign.

The communication actions were monitored successfully through a number of tools including: audience and readership data from independent and officially recognized data sources, Google analytics and similar tools for the web-tools, independent companies implementing polls and questionnaires filled in by members of the target groups.

Of the 137 expected results, 116 have been achieved, of which 40 have significantly surpassed the expected results and only 16 have only partially met the expected results. proving that the project plans were appropriate and were properly implemented. Based on official readership data the project communication outputs have reached an estimated 72.8 million people in the three countries. Educational activities were implemented in all countries with almost 15,000 students attending the partners events and over 300 schools informed of the educational material developed.

The expected results are already visible in target areas, as the public surveys with which the change of attitude was measured through actions E1-3. A measurable decline of illegal activities or a measurable change in attitudes has been observed following the integrated approach 'Educate (students), Inform (target groups and general public), Support (Law Enforcement agencies)' the three partners are implementing.

The actions were implemented within the foreseen budget without large deviations in cost per unit or per action. Session 6 provides details of expenditure levels.

The table below provides a detailed account of each expected result.

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|---|--|----------|--|
| A1. Project management | 1. The timely, effective and efficient management and implementation of the project. | Achieved | All reports submitted on time |
| | 2. The selection of the appropriate personnel with clear duties and responsibilities in relevance to the project, operating within a well defined structure of decision making. | Achieved | All necessary staff hired or allocated to the project based on clear ToR and contract/ letter of assignments. |
| | 3. The effective collaboration between the project's beneficiaries and subcontractors | Achieved | Joint products of the campaign agreed and delivered. |
| | 4. The effective, cost efficient and transparent project financial management | Achieved | Monitoring of expenditure in place with financial report received from each beneficiary at least every 4 months with all supporting documentation. All reports submitted on time. Final report delivered well in advance. |
| | 5. The accurate, timely and verified, in accordance to the national legislation and accounting rules as well as to the Life+ Common Provisions and Financial Statements, reports. | Achieved | |
| | 6. The timely production of the project's outcomes and deliverable products, as well as the timely achievements of the project's milestones. | Achieved | The project delivered generally on time with minor delays in some actions not jeopardizing the delivery of the expected results. |
| | 7. The prompt exchange of information, knowledge, experiences and best practices among executants of similar projects from various European countries. | Achieved | The three beneficiaries with direct experience on LIFE project management exchange regular information and experiences. |
| A2. Monitoring of project progress | 1. The International Project Supervisor obtaining throughout the project period a timely and complete evaluation of the progress of all the individual project actions and of the overall project.- - | Achieved | Project activities were monitored on a monthly basis and reported to the Monitoring team. Effective monitoring of expenditure successfully implemented; financial report received from each beneficiary at least every 4 months with all supporting documentation. |
| | 2. Effectively responding to any unexpected obstacle, delay or constrain by providing to the International Project Supervisor and the Management Team the opportunity to make on time the necessary amendments and adjust the project's plan of actions and financial management plan. | Achieved | The withdrawal of a beneficiary was addressed and a solution found after several other options were tested. Budget changes (after the budget amendment) kept within CP limits |
| | 3. The effective, efficient, and unimpeded implementation of the project. | Achieved | Project has delivered all expected results. |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|---|---|----------------------------|---|
| A3 External audit | 1. Auditor's report assessing the compliance with national legislation and accounting rules and certifying that all costs incurred comply with this grant agreement. | Achieved | Positive audit report is part of the Final Report. |
| A4. After-LIFE Communication plan | 1. Communications Plan produced and included with Final Report | Achieved | Delivered with Final Report |
| A5. Networking activities | 1. Improved exchange of information and data collection. | Achieved | Experiences on LIFE project administration and on technical issues successfully shared among partners. |
| | 2. Shared understanding on "dos and don'ts" on how to communicate the local and European impact of illegal killing. | Achieved | BirdLife international consulted in the development phase of the communications material. Steering committee members supporting of project actions and achievements |
| | 3. Beneficiaries' participation to at least two international networking event per year | Largely achieved | On average the project partners attended more than 1 meeting per year where the project as discussed or presented. |
| B1. Training of local information officers and volunteers in Italy | 1. Two local staff trained on Communication and Media Relations and familiar with LIPU's procedure and project administrative needs. | Achieved | The two local staff have been trained. |
| | 2. 20 Volunteers trained on communication and public relations and to raise awareness with different target audiences. | Achieved - Target exceeded | Workshop attended by 22 volunteers |
| | 3. After attending the course, 70% of volunteers will be able to distinguish different target audiences and establish for each one a different communication style and activities | Achieved - Target exceeded | All (100%) participants have proven to be able to develop a communications plan designed for different target groups, therefore including several communications actions. |
| | 4. After attending the course, 70% of volunteers will be able to write a communication plan | Achieved - Target exceeded | |
| | 5. After attending the course, 70% of volunteers will be able to organize at least one communication event or activity related to local wildlife protection | Achieved - Target exceeded | |
| C1 International and National Campaign Development and Strategy | 1. An international communication strategy developed and agreed between Italy, Greece and Spain that have to guide the international communication campaign, helping the management of the project and guarantee the same message all over the Mediterranean. | Achieved | Campaign and strategy developed in 2012. Launched in early 2013. |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|---|--|----------------------------|---|
| | 2. A common claim and logo for all the three countries. | Achieved | Leaving is Living |
| | 3. The creative brief. | Achieved | The Partners prepared a Briefing for JWT in September 2012. |
| C2 Radio and Press Advertisement | 1. 2.500.000 people aged 18-30 reach through radio slots on at least 10 national radio (press office + radio spot) | Achieved - Target exceeded | The expected results in the proposal are given together for actions C.2 and C.4. We reached, through 10 national radio stations, a total of 4,281,868 people aged 18-30 |
| | 2. 40.000 radio listeners in Sardinia reached through radio slots on 2 local radio press office + radio spot) | Achieved- Target exceeded | The number of radio listeners in Sardinia reached by the project's communications tools has been 1,050,000. This figure has been obtained calculating the audience of the only Sardinian radio station that has agreed to broadcast the radio spot and the Sardinian audience of the national radios. |
| | 3. at least 4.000.000 readers in Italy reached through national newspapers and magazines (advert + articles) | Achieved - Target exceeded | 22,665,723 are the readers reached by the articles and press advertisement in Italy. |
| | 4. at least 800.000 readers in Sardinia reached through articles on at least 3 local newspapers (advert + articles). | Achieved - Target exceeded | A total of 2,094,155 Sardinian readers have been reached. |
| C3 Internet campaign | 1. 500 web users per day in Italy reached through the project web site and banner | Achieved - Target exceeded | The average number of daily Italian web users is calculated in ca. 580 as the total has been 1,062,721. |
| | 2. At least 30.000 Facebook users aged 18-30 in Italy through the project Facebook page | Achieved - Target exceeded | A total of 64,514 Italian web surfers have seen the campaign posts in the LIPU FB page. |
| C4 Press Office in Italy | 1. At least 4,000,000 readers in Italy reached through national newspapers and magazines (press office + advertising campaign) | Achieved - Target exceeded | The expected results in the proposal are given together for actions C.2 and C.4. 22,665,723 are the readers reached by the articles and press advertisement in Italy. |
| | 2. At least 800,000 readers in Sardinia reached through articles on at least 3 local newspapers (press office + advertising campaign); | Achieved - Target exceeded | A total of 2,094,155 Sardinian readers have been reached. |
| | 3. 2,000,000 young TV viewers in Italy reached through at least 2 TV shows for youngsters; | Achieved | Through the participation to 5 TV programmes the project reached 5,312,339 TV viewers |
| | 4. 3,000,000 TV viewers in Italy reached through at least 4 TV shows dedicated to environment; | Achieved | |
| | 5. 2,500,000 people aged 18-30 reach through radio slots on at least 10 national radio (press office + radio spot); | Achieved - Target exceeded | In March 2014 we reached, through 10 national radio stations, a total of 4,281,868 people aged 18-30. This action is achieved. |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|--|--|-----------------------------|---|
| | 6. 40.000 radio listeners in Sardinia reached through radio slots on 2 local radio (press office + radio spot); | Achieved - Target exceeded | The number of radio listeners in Sardinia reached by the project's communications tools has been 1,050,000. This figure has been obtained calculating the audience of the only Sardinian radio station that has agreed to broadcast the radio spot and the Sardinian audience of the national radios. |
| C5 Celebrities endorsement in Italy | 1. Three celebrities endorsing the campaign allowing their name and image to be used in the campaign material (Website, Facebook page, press releases and interviews). | Achieved | As per September 2015, 3 national Celebrities have agreed to support the campaign: the Journalist and TV presenter Tessa Geliso, the singer Vinicio Capossela and the JTV journalist Edoardo Stoppa. |
| | 2. One of the three Celebrities should be particularly significant in Sardinia | Achieved | Ms Tessa Gelisio is Sardinian. Also the Sardinian artist Paolo Lanconi supported the campaign by offering a painting to be used to promote the local events. |
| C6 Awareness events at local middle and high schools in Italy | 1. Educational programme performed in 89 classes of middle school in the villages of Capoterra, Pula, Uta, Santadi, Assemini | Achieved, - Target exceeded | A total of 101 classes in the Middle-schools in the hotspot have been reached in 4 municipalities. |
| | 2. Educational programme performed in 40 classes of high schools in the villages of Capoterra, Pula, Uta, Santadi, Assemini through direct encounters and activities in schools; | Achieved | 40 are the High-school classes in the hotspot that received the environmental education training. |
| | 3. 120 teachers+ school staff of middle and high schools of Capoterra, Pula, Uta, Santadi, Assemini contacted through direct encounters and activities in schools | Achieved | 128 teachers have been met by the local project staff. |
| C7 Public events at hot spot in Italy | 1. At least 500 people on average participate to "Welcome Migratory Bird" event each year | Partially achieved | Total participation to the six events is around 1,000 people. |
| | 2. The local communities in Capoterra and nearby municipalities are reached by the message also through the participations of the Local staff to other public events | Achieved | Majors of the municipalities hosted the events have always participated to the events. |
| | 3. The event covered by local and regional newspaper and news programme (radio and TV). | Achieved | Press releases were sent to local newspaper |
| | 4. Sardinian participation to the EuroBirdwatch and SpringAlive showcased also in the press release by BirdLife International. | Not relevant | The timing of these two events did not match well with the local situation. The project local events were therefore not linked with the international ones. |
| C8 Awareness raising actions for | 1. Attendance of the Workshop of at least 50 Law enforcement agents | Achieved -Target exceeded | 80 people from different law enforcement agencies took part to the workshop. |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|--|---|----------------------------|---|
| local authorities and law enforcement agencies in Italy | 2. All 210 Carabinieri local stations in Sardinia received outputs from the workshops | Achieved | The 272 Carabinieri station in Sardinia received info about the LEA workshop held in Cagliari in 2014 and of the Final event and on how to obtain the results of the LEA workshop. Improved engagement of the Regional Forestry Department (RFD) with the fight against illegal bird killing is indicated by collaboration with the LIPU anti-poaching camp and planned participation of a RFD to the international workshop in Greece (June 2014) and by the prize given in Rome (see action F.3) |
| | 3. At least 150 agents of other Law Enforcement agencies (Regional Forestry dept, Polizia di Stato, Wildlife guards) met and made aware of the problem, its impact on local and European biodiversity and the seriousness of the crime also considering the newly approved legislations on Environmental crime. | Achieved | |
| | 4. Decision makers awareness of the issue increased by their participation to the workshop. | Achieved | |
| C9 “Safe Haven for Birds” Greek national campaign | 1. An increase of the awareness of the targeted audiences regarding the importance of bird protection and conservation in contrast to the long term tradition of illegal killing of migratory birds in spring. | Achieved | The increase is significant in all targeted groups, as measured by the public survey (Action E2). |
| | 2. More than 1,000,000 individuals informed through the broadcasting of the webspot | Partly achieved | 559,670 people were reached by the viral video and the additional video adapted to the local context that HOS produced. However, it is estimated that there was an over-evaluation of the reach out that was possible. |
| | 3. More than 20.000 individuals informed through the radio spot | Achieved – Target exceeded | 230,300 individuals informed |
| | 4. Approximately 1,500,000 individuals being informed through articles and ads published in magazines and newspapers nationally and locally | Achieved – Target exceeded | 606,811 individuals informed. The target of 1.5 Million was a clerical error as unrealistic. The target set should have read 15,000. |
| | 5. More than 2,000 individuals informed through social media means | Achieved – Target exceeded | 150,772 individuals informed |
| | 6. More than 5,000 individuals informed through the trimonthly e-newsletter | Achieved – Target exceeded | 7,500 individuals informed |
| | 7. More than 500,000 informed through the Project’s web pages in HOS’s website | Partly achieved | 310,178 individuals informed |
| | 8. 20,000 individuals informed through the printed material | Achieved | 18,650 individuals informed |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|---|--|----------------------------|---|
| | 9. 2,000 individuals supporting actively the campaign through wearing the campaign's pin | Achieved | 1,900 individuals informed |
| C10 Local "Safe havens for wild birds" informative events | 1. 1000 local stakeholders (business, hunters association and their members) informed through the public events in total | Achieved | 1,570 local stakeholders informed |
| | 2. 1000 individuals from the targeted audiences (national visitors and landowners) informed through the public events in total | Achieved – Target exceeded | 16,910 individuals informed |
| | 3. Ten local political figures supporting the Project's messages | Achieved – Target exceeded | 16 political figures |
| | 4. Eight departments of Forestry Authorities and Coast Guards informed by the events in total | Achieved – Target exceeded | 10 departments |
| C11 Local "Safe havens for wild birds" raising awareness of the mass media session | 1. At least 30 journalists will be informed about the Project and the problem it is trying to raise awareness on | Partly achieved | 18 journalists informed. The local elections limited the results of this action. |
| | 2. In Zakynthos we expect 2 newspapers, 1 TV channel and 3 radio stations to attend the event and be informed | Achieved | 2 newspapers, 2 TV channel and 2 radio station journalists were informed in the event |
| | 3. In Corfu we expect 4 newspapers, 1 TV channel and 5 radio stations to attend the event and be informed | Partly achieved | 2 newspapers, 3 TV channel and 3 radio station journalists were informed in the event |
| | 4. Close collaboration throughout the project with 10 journalists in Zakynthos and Corfu | Partly achieved | 7 journalists |
| C12 Local dissemination of viral video and information material | 1. 100,000 national visitors will be informed via the viral video and information material in Corfu | Achieved – Target exceeded | 266,400 national visitors informed |
| | 2. 70,000 national visitors will be informed via the viral video and information material in Zakynthos | Partly achieved | 5,230 national visitors informed |
| | 3. 150,000 foreign visitors will be informed via the viral video and information material in Corfu | Achieved – Target exceeded | 219,700 foreign visitors informed |
| | 4. 90,000 foreign visitors will be informed via the viral video and information material in Zakynthos | Partly achieved | 9,000 foreign visitors informed |
| | 5. 1,000 foreign visitors will be informed via the viral video and information material in Paxoi-Antipaxoi | Achieved – Target exceeded | 12,000 foreign visitors informed |
| | 6. About 6,000 children will be informed via the viral video included in the environmental education package | Partly achieved | 5,364 children informed |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|--|--|----------------------------|--|
| | 7. 3,000 local people will be informed via the viral video shows in the mobile exhibition | Achieved – Target exceeded | 10,164 local people informed |
| C13 Local “Safe havens for wild birds” information kiosks | 1. 15,000 visitors and local people informed in Zakynthos per year of the Project | Partly achieved | 7,850 visitors and local people informed |
| | 2. 15,000 visitors and local people informed in Corfu per year of the Project | Partly achieved | 7,930 visitors and local people informed |
| C14 Local “Safe havens for wild birds” volunteer seminar | 1. Participation of at least 30 volunteers, responsible for about 15 IBAs of eastern Greece | Achieved – Target exceeded | 37 volunteers participated |
| | 2. Raising awareness of the complete IBA Caretakers Network which consists of 80 volunteers in 60 IBAs | Achieved – Target exceeded | 113 IBA volunteers |
| | 3. Collection of data regarding spring killing for years after the completion of the Project | Achieved | |
| | 4. Multiplying the effect of the local campaign through media work of the volunteers | Achieved | Members of the local group created in Zakynthos have spoken in public to the media. |
| | 5. Running of the information kiosk together with HMSD staff | Cancelled | Due to HMSD withdrawal |
| | 6. Technically supporting the informative events of Action C10 | Cancelled | Due to HMSD withdrawal |
| C15 Production of short documentary in Greek | 1. 3,000 local people will be informed via the mobile screenings. | Achieved – Target exceeded | 14,795 local people informed |
| | 2. 5,000 local people will be informed via the participation in film festivals. | Partly achieved | 2,750 local people informed |
| | 3. 5,000 people nationally and internationally will be informed via the online distribution of the film | Achieved – Target exceeded | 648,118 people nationally and internationally informed |
| C16 Environmental Education campaign at local level in Greece | 1. 250 schools (100%) in the targeted islands will receive the environmental education package | Achieved – Target exceeded | 302 schools |
| | 2. About 6,000 schoolchildren (46%) will be educated through activities of the environmental education package | Achieved – Target exceeded | 7,371 schoolchildren educated |
| | 3. 60% of schools in the target areas will implement activities from the environmental education package | Partly achieved | 165 schools. This will be achieved long-term as the schools will formally integrate the package activities into their curriculum |
| | 4. 70% of the teachers will participate in the events presenting the environmental education package | Achieved | 69% of teachers (1,462 out of 2,100 teachers in Ionian islands) were informed by events regarding the Kit |
| | 5. About 20,000 visitors and local people will visit the mobile exhibition | Achieved | 19,304 people were informed and visited the mobile exhibition |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|--|---|----------------------------|--|
| | 6. A minimum of 5 press releases are published about this action's results and events throughout the 3 years of implementation | Achieved | 1 announcement for schools and 4 press releases (2 in the framework of the project, 1 for Eurobird Day events and one for Migratory bird day events). |
| | 7. Approximately 3,000 visitors using the environmental education WebPages on HOS's website yearly | Partly achieved | 2,137 visitors using the environmental education WebPages |
| | 8. An increase of the schoolchildren and teachers awareness on the issue of illegal killing during spring migration will be achieved, as well as a change in the perception of this activity and hence a shift in behaviour | Achieved | Increase of awareness was show in public survey (Action E2) |
| C17 International workshop in Greece | 1. Approximately 100 participants attending the workshop | Achieved | 110 participants |
| | 2. Local media and national media coverage of the workshop | Achieved | |
| | 3. Approximately 10 police officers, 10 port and forest authority participants, 15 wardens of the hunters associations will participate in the workshop | Achieved | |
| | 4. It is anticipated that authorities will carry out more informed law enforcement techniques for illegal killing | Achieved | One year after the Conference the Forestry Authorities organised road blocks in Zakynthos during spring. |
| C 18: Improve awareness of local communities in Spain | 1. Increase awareness against illegal hunting | Achieved | Increase of awareness was show in public survey (Action E3) |
| | 2. 60 high schools implemented the teaching kit | Largely achieved | Despite the very tense atmosphere on hotspots, and the reluctance to participate in the project 55 schools were reached and have participated an overall of 4,645 children (nowadays there's a high demand of SHWB activities in new schools). |
| | 3. 6.000 schoolchildren educated. | Partly achieved | |
| | 4. 40 events held in 40 villages reaching 200 people at each event | Largely achieved | We have done 32 events reaching 34 different hot spots reaching on average 142 people at each event. |
| | 5. Minimum of 5 PR of this action along the 3 years | Achieved - Target exceeded | We have released 13 PR of this action, and have informed to 4,687 citizens. |
| | 6. 8.000 citizens of local population informed. | Largely achieved | |
| C 19: National Communication Campaign in Spain. | 1. Increase awareness about the impacts of parany. | Achieved | Overall we have reached to 27.789.764 people since the campaign launching through the video projected in Madrid's tube, 19 press releases (that have generated |
| | 2. More than 100.000 individuals informed through the websites. | Achieved | |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|---|--|----------------------------|--|
| | 3. Approximately 2.000.000 individuals informed through articles in magazines and newspapers nationally and locally. | Achieved – Target exceeded | 381 press articles), 4 blog posts, 825 tweets, 48 Facebook post, 74,476 SEO/BirdLife's video viewings and 4 articles in SEO/BirdLife's journals. We have 52836 fans in Facebook and 38100 followers in Twitter and 1,864,022 visits to the main website. |
| | 4. More than 14.000 informed through the monthly e-newsletter | Achieved | |
| C. 20 Awareness raising actions for local authorities and law enforcement agencies in Spain | 1. 1200 forest ranger and 50 authority officers will be informed. | Achieved | 4 workshops for authority officers and rangers were held and attended by a total of 110 people. Furthermore over 1500 law enforcement agents were informed of the project through AEAFFMA. |
| | 2. Increased convictions to poachers by the end of the project. | Ongoing | Is still early to know if there have been more convictions of poachers. |
| | 3. Reinforcing and supporting the law authorities and decision makers. | Achieved | SEO/BirdLife obtained an oral agreement with LEAs to go strengthen the collaboration on this issue. |
| E1. Evaluation of the “Safe havens for wild birds” campaign in Italy: Monitoring of the project impact on the main target audience and on the environmental problem targeted | 1. Evaluation of the achievement or level of failure of the Project’s objectives | Achieved | Baseline report delivered. Final report at the end of the project. The final survey was carried out in May 2015 after the end of the educational activities. |
| | 2. Identification of the weaknesses of the communication tools chosen in this context | Achieved | The project website delivered less than expected and the project focussed on other tools (viral video, FB) which were more productive. |
| | 3. Development of a questionnaire suitable for measuring sensitive campaign impacts on local communities | Achieved | Questionnaire prepared and used for the baseline assessment. |
| | 4. Decrease the number of trap removed (adjusting for a constant effort) in three years | Achieved | Monitoring of traps found and removed implemented. Improved collaboration with Regional Forestry Dept. resulted in the number of traps being stable as a result of increased coordinated efforts indicating overall decline of the numbers of traps set. Total number of trap removed well below numbers found before the project. |
| | 5. Decline the number of killing birds in three years. | Achieved | |
| | 6. Decline the number of poachers in three years. | Achieved | |
| E2 Evaluation of the “Safe havens for wild birds” campaign: Monitoring of the project impact on the main target | 1. Evaluation of the achievement or level of failure of the Project’s objectives | Achieved | Both Baseline and Final Evaluation Report submitted. |
| | 2. Identification of the weaknesses of the communication tools chosen in this context | Achieved | Identification carried out in the Baseline and Final Evaluation Report submitted. |
| | 3. Development of a questionnaire suitable for measuring sensitive-issues campaign impacts on local communities | Achieved | Annexed with the Baseline and Final Evaluation Report |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|--|--|----------------------------|---|
| audience and on the environmental problem targeted in Greece | 4. Record of significant changes in poachers behaviour, as well as law enforcement authorities behaviour | Achieved | |
| E. 3 Evaluation of the “Safe havens for wild birds” campaign: Monitoring of the project impact on the main target audience and on the environmental problem targeted in Spain | 1. Evaluation of the achievement or level of failure of the Project’s objectives. | Achieved | Evaluations questionnaires developed and used on different target audiences (Students, Public, LEA and other stakeholders. All are accessible on-line.). Final report to be included in Final report. |
| | 2. Identification of the weaknesses of the communication tools chosen in this context | Achieved | Local events planning changed several times to adapt to the local socio-political environment. |
| | 3. Development of a questionnaire suitable for measuring sensitive campaign impacts on local communities. | Achieved | Several questionnaires developed for separate target audience. |
| | 4. Record of significant changes in poacher’s behaviour, as well as law enforcement authorities’ behaviour. | Achieved | Questionnaires and face-to-face communications indicated that parany is losing support. The last Parany school closed in 2015. |
| | 5. Decrease the number of active parany in three years. | Achieved | Lowest number of active Parany recorded in the last 10 years. |
| | 6. Decline the number of poachers in three years. | Achieved | |
| F1 Project Website | 1. It is anticipated that approximately 150,000 visitors per year will be informed about the project through the web site | Achieved - Target exceeded | Total number of unique visitors over the three years was 98,140. An early assessment indicated that the target set was overambitious. The Beneficiaries decided to concentrate on other online tools which were more effective in reaching people (FB, Twitter, and Blogs). As a result the webs users reached are well over 1.000.000. |
| F2 Layman’s report | 1. The project’s Layman’s Report will be directly forwarded to approximately 150 recipients (European Commission, key stakeholders, journalists, etc.) and will be available to all the project’s web site visitors. | Achieved | The report is delivered with the Final Report |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|---|--|----------------------------|---|
| F3. High level international conference on Illegal killing | 1. Parallel media coverage will result in an increase in the dissemination of the information of the project's activities and results | Achieved | On 21 May in Rome hold the Conference, over 140 people attended. The Authorities giving opening speeches included: the vice Ministry for Agricultural policies, the chair of the Environment Committee of the Parliament and the Mayor of Capoterra. Among the speakers: BirdLife, FACE, IMPEL, CMS, SEPRONA, Italian Ministry of Environment and the European Commission. RAI main News programme (TG1) reported the news about the conference |
| F4. Dissemination of projects results: Information boards and member's magazines | 1. More than 15,000 visitors and local people will be informed about the LIFE+ contribution to the environment by the European Commission | Achieved - Target exceeded | The panels in Italy are located at the Cagliari Airport, the local schools and city halls, reaching a total of about 3,700,000 people. In Greece already 90,000 people informed. In Spain the Panels in two languages travelled with the mobile exhibition, which was seen by 4,000 people. |
| | 2 Local authorities' awareness of the support of the European Commission for their area will be raised. | Achieved | Municipalities in Italy have been involved as the panels are displayed in the city halls. In Greece the port authorities and all Municipalities were involved. |
| | 3 Schools visiting protected areas will be informed on the Project | Achieved | Italian Panels are displayed in all school reached by the project through the educational activities. Two panels in Greece are situated in the Environmental Education Centre in Corfu, and the Info Centre of Laganas in Zakynthos, where hundreds of schools visit annually. |
| | 4 47,500 people will be informed about the Project's actions and results via "Ali", "Oionos" and "Aves y Naturaleza" magazine | Achieved | Several articles have been published in the beneficiaries' members' magazine, reaching about 49,000. (readers: Ali, 30,000, Oionos 5,000, Aves y Naturaleza 13,000+, Aventurer@ 1000). |
| F5 Mobile exhibition in Greece | 1. An increase of the awareness of the targeted audiences regarding the Project's actions, the campaign's impacts and support in the local communities, as well internationally. | Achieved | Local audiences were made aware of the project actions throughout the mobile exhibition, as the brochure was given to all local and foreign visitors of the exhibition and the Local Communication Officer discussed the campaign with them. |
| | 2. At least 50 schoolchildren and young adults participating in the mobile exhibition via their artwork | Achieved - Target exceeded | 225 schoolchildren and young adults participated |
| | 3. 3,000 local people informed via the mobile exhibition in each of the selected sites | Partly achieved | 1,740 local people informed |

| Task | Foreseen results in the revised proposal | Status | Evaluation / comments on the results |
|-------------|--|----------------------------|--------------------------------------|
| | 4. At least 10,000 people will be informed through the promotional activities before and after the mobile exhibition | Achieved - Target exceeded | 17,5741 people informed |
| | 5. At least 40 journalists informed of the Project's results | Achieved - Target exceeded | 42 journalists |

There were several limiting factors in the smooth implementation of the campaign, which the partners eventually overcame. In the beginning of the Project, the Associated Beneficiary Holy Monastery of Strofadia and Saint Dionysus of Zakynthos withdrew from the project. This however did not jeopardise the implementation of the project in Greece, as HOS, despite the financial situation in their country, re-structured parts of the actions and reevaluated the budget in order to take responsibility for the actions previously under HMSD control. This was made possible with minor delivery changes despite the reduced budget. This change increased the administrative efforts by HOS staff, however, not affecting the overall achievement of communication objectives in Greece.

The partners had to adapt and respond to different challenging situations that arose as a result of local reactions to the campaign's messages.

- In Greece, poachers attacked the Forest Authorities in 2015 claiming that their tradition has been "pressurised" by the campaign, which must stop. The installation of information boards has similarly been a slow process because of the unwillingness of certain authorities to grant approvals as a reaction to the campaign.
- SEO/BirdLife has involved a Mediations Company as local attitude toward the issue made very hard for SEO/BirdLife to organize public events; this problem, although identified since the beginning as a potential challenge, became more acute with the decision of the Valencia government to allow some 'scientific' parsnips and the subsequent legal and media 'war' that such a decision caused.

In Italy the budget was modified to devote more resources to the personnel working at the hotspot, ensuring more effective local delivery of the educational and awareness raising actions.

5.4 Analysis of long-term benefits

1 Environmental benefits

a. Direct / quantitative environmental benefits:

The project had two main goals:

- Improved awareness of the three main target groups (local authorities, teenagers and young adults and local communities) of the existence of the illegal killing of protected bird species and declined acceptance of the situation.
- Improved capacity of the local authorities / police forces to effectively fight against the criminal activities targeting wild birds.

The improved awareness and change of attitude toward illegal bird killing has been proved through the polls and questionnaires as described in actions E.1-E.3.

The decline in illegal activities was measured in both Italy and Spain. The project was a communication project and as such the activities did not include direct conservation actions. Nevertheless the on-the ground anti-poaching actions implemented by CB LIPU and AB SEO/BirdLife (outside the remit of this project) with the support of volunteers certainly benefitted from the ongoing campaign. In Italy volunteer from many parts of Italy have since 10 years located and removed traps in the forests around Capoterra, often in cooperation with the local Carabinieri Station and more recently also with the Regional Forestry Department . In Spain, SEO/BirdLife and other local NGOs have been mapping the locations and monitoring the activity status of the parsnips within the hotspot. Through these activities it has been possible to measure some indicators of the extent of illegal killing of birds in these two countries proving a decline of the illegal killing of birds. .

In Greece, on the other hand, the lack of historical statistics, the numerous variables affecting the number of birds migrating through the islands and the different method used (guns vs. traps) makes measuring the impact of the project in terms of number of birds saved or extent of illegal activities largely meaningless. Nevertheless the project is trying to develop, also in consultation with other BirdLife partners involved in similar activities, indirect methods to assess the intensity of the illegal shooting, but no target can be set. Nevertheless, the information collected locally by the public surveys indicate a *decline in the illegal killing of birds* as measured in terms of number of days of intensive shooting.

These very important conservation results are due to a number of factors:

- Improve relationship with local Forestry authorities in all countries obtained by involving them in other project activities such as the public events and the awareness raising workshops (Italy & Spain) and the shooting of the documentary and International Conference (Greece). This was possible due to the advocacy work carried out by the local project staff. In all countries the law enforcement agencies in charge of wildlife crimes have improved their actions against poaching (e.g. by establishing road checks, searches in the woods, reacting to reports by the public).
- The fact that the Hunters Association of Corfu (Greece) has agreed to collaborate with the Project. Their board participated in the shootings of the documentary and their members will attend the local informative events. The minority of poachers who are still persisting on illegal killing in south Corfu have altered their previous position to “allow spring hunting for 15 days during April and May”, due to increasing pressure from the Hunters Association of Corfu.

Due to all the above-mentioned factors, and the continuation of many of the communication actions beyond the Project’s end date, the campaign is well placed and is predicted to achieve a decrease in the illegal killing of migratory birds in the Mediterranean.

b. Relevance for environmentally significant issues or policy areas

Illegal bird killing has an impact on the species that the EC Birds Directive is set to protect and manage sustainably. The project had therefore a direct immediate and significant impact on the proper implementation of the EU legislation. Also the areas where these activities occur include sites belonging to the Natura2000 Network (SPA and SIC) and several taxa of birds affected by the illegal activities have an important role in seed dissemination of the key species in the Mediterranean forests and shrubs.

The Project also contributed to the Biodiversity Action Plan’s objective: to achieve the halt in loss of biodiversity through the promotion of public education, awareness and participation (known as “Supporting measures”). The Project activated and engaged key stakeholder groups to participate in the achievement of the project’s objectives through awareness raising and capacity building actions.

The project also implemented the recommendations of the Bern Convention’s Larnaka Declaration, and the EU Road Map. The Larnaka declaration has been signed also by the EU. The declaration calls on responsible stakeholders to unequivocally condemn all forms of illegal taking and trading in wild birds, and to pledge a zero tolerance approach to illegal killing, and a full and proactive role in fighting against this illegal activity. The Road Map identifies the priority actions listed by the Larnaka declaration, to be implemented in the EU.

The Project addressed and asked stakeholders to actively adopt this message thus enabling EU policy to precipitate in all levels of governance and community.

Finally, the Project was a practical implementation of the Sustainable Hunting Agreement signed between BirdLife International and FACE (the Federation of Associations for Hunting and Conservation of the EU) in 2004.

2 Long-term benefits and sustainability

a. Long-term / qualitative environmental benefits

The awareness raising and capacity building activities targeted to LEA at local and international level have built strong basis for in long term improved enforcement of the existing law and reduced level of illegal activities against wild birds, at hot spot level and beyond. The cooperation, with the LEA which has being enhanced by the project, will have to continue in the years to come as experience tells that illegal activities, especially when considered ‘traditional’, will not be eradicated in a few years of work.

The citizen’s networks established in the three countries by the Project’s activities through the use of social network, public events and educational activities, as well as the presence of Project partners in the target hotspot sites, will be maintained after the completion of the LIFE project. Local citizens networks will continue to be a pressure factor for the local authorities to comply with law in the coming years, and could support the LEA in their work on the ground.

The After Life Communication Plan (annex to this report) details how the Project Beneficiaries intend to ensure the continuation of the activities and therefore build on the benefits derived by the project.

Furthermore news about the project and its campaign has been posted several times on BirdLife International’s web-pages and published on the BirdLife European newsletters, reaching therefore, among the general public, the BirdLife European and Global partners and had raised interest also from the BirdLife Middle East Regional office: its innovative approach and its material may soon be utilized also in that part of the world, that hosts wintering and migrating birds belonging to the European bird fauna.

b. Long-term / qualitative economic benefits (e.g. long-term cost savings and/or business opportunities with new technology etc., regional development, cost reductions or revenues in other sectors)

The project did not expect to have direct economical benefits as it was specifically targeted at raising public awareness. Nevertheless the project activities aimed at raising the awareness of the importance of biodiversity and highlighted the potential of nature friendly tourism in the hotspots as an alternative to the income generated by the illegal activities. There is therefore the potential for the project to have an economic benefit to the local populations. The improved techniques implemented by the LEA, as a result of experience sharing and cooperation with local volunteers resulted, at least in some instances, in more effective investigation procedures and therefore a better cost-effectiveness of the police operations. The reduced mortality of migrating /wintering birds will have a potential beneficial impact on reducing insect populations in the breeding areas and improved seed dispersion in the Mediterranean areas.

c. Long-term / qualitative social benefits (e.g. positive effects on employment, health, ethnic integration, equality and other socio-economic impact etc.)

The established extensive and active citizen’s networks in the three countries, which have been already created by the campaign, via the project’s activity in the social media, as well as the presence of Project partners in the target hotspot sites, will be maintained after the completion of the LIFE project. Local citizens’ networks will continue to be a pressure factor for the local authorities to comply with law in the coming years, and will continue to engage in the “conflict

resolution” processes within the local communities in order to change attitudes towards illegal killing. This is a significant long term benefit of the project, as it can change the socio-economic context in which illegal killing takes place in the Mediterranean.

d. Continuation of the project actions by the beneficiary or by other stakeholders.

The project’s communication and dissemination actions targeted a wide spectrum of audiences to educate and raise awareness on biodiversity issues, and especially the protection of migratory birds. The Specific tools developed by the project will continue to be used well after the end of the project. More specifically the Facebook pages, the brochures, posters and stickers, the documentaries the travelling exhibitions, and the radio spots will continue to inform the target audiences beyond the scope of this project, thus providing a long-term effect in attitude change in the Mediterranean. This will happen through two parallel mechanisms: they will reinforce the message and remind of the problem those reached and affected by the campaign during the project and; the number of people reached by the message will continue to grow over the years to come. LIPU, HOS and SEO/BirdLife will continue working on the issues, also using the tools developed within this project, with their own resources also relying on the network of local volunteers and supporters the project is contributing to establish and strengthen.

Most importantly, environmental education packages will be implemented by teachers, also as part of the school’s curriculum, and by public and private Environmental Education Centres beyond the completion of this project, achieving a lasting change of attitude regarding illegal killing of wild birds in the young generations. This is made possible by the fact that the environmental education material is available on-line in all three countries. The workshops and conferences organized during the project allowed the sharing of the experiences of the project beneficiaries and the law enforcement agencies on fighting illegal bird killing and on how to cooperate between NGOs and law enforcement agencies. Sharing of experiences by means of conference in Zakynthos, other meetings and the BirdLife website and newsletters involved also NGOs from other Mediterranean countries involved in similar activities: the project had therefore a lasting impact also in other countries. The interest the project has generated within the BirdLife partnership indicates that the project, its innovative approach and its materials may soon be utilized also in other part of the world, including those that host wintering and migrating birds belonging to the European bird fauna.

3 Replicability, demonstration, transferability, cooperation

As indicated above, the project attracted interests by other BirdLife International partners in countries where illegal bird killing is a serious conservation issue, such as those on the eastern shores of the Mediterranean. This because the concept (“the protected birds have the right to migrate safely”), the campaign materials and the approach, (i.e. developing parallel actions of support to the LEA, educational activities in schools and public awareness raising events), can be used in any country. Thus the project will be replicated in other parts of the countries currently involved (Italy, Greece and Spain) as indicated in the After LIFE Communications plan and can be transferred to other countries.

The campaign has been adapted in terms of tools and methods to respond to the local conditions, governed by the level of support to the illegal activities and therefore willingness of local authorities to facilitate and contribute to the project activities. This experience has shown that the campaign is not a rigid tool, but can adapt to local cultural, socio-economic and political conditions.

4 Best Practice lessons:

Several are the best practices the project can share:

- Changing people's attitudes toward activities considered traditional requires an integrated, three level approach: Educate young people, raise awareness of the public and build capacity of the law enforcement agencies.
- The three step campaign 'Engage, Educate, Activate' required different tools and media used in the appropriate moments. The campaign generated the hoped interest reaching an overall number of people well above the expected results and resulting in measurable changes in attitude among the local communities in the hot spots.
- National adaptation of the Campaign. The campaign message, tone and approach agreed in October 2012 was adapted, in order to be most effective, at each national and local culture both by using the national language or adapting to the Partner's visual and headline. The Leaving is Living campaign logo was therefore translated in Greek while in Spain the campaign was called 'Volar, Viajar y Vivir' maintaining nevertheless obvious link to the Leaving is Living campaign by displaying also the English 'winged' logo.
- Some communications tools have performed less well than expected: being able to identify the less performing tools and procedures has been crucial. This allowed the project beneficiaries to concentrate efforts and resources on improving some tools (e.g. promotion of viral video) or to concentrate on those performing better (e.g. Facebook pages).
- Despite the difficulties encountered, the beneficiaries believe that opening a dialogue with all stakeholders, including Hunting associations and poachers (e.g. paranyers association) both with individually and as organizations is the way forward to ensure law is respected and enforced.
- Both SEO/BirdLife and LIPU have proved that the help of trained volunteers is an effective way to monitor the extent of illegal activities through specific protocols. In Italy the number of traps located and removed was recorded as well as the search effort. In Spain the number of active paranyes was monitored by volunteers and their locations mapped and shared through a website. Both monitoring schemes demonstrated a significant decline in number of traps active during migrations / wintering.
- Crowd funding as a way to raise resources for the implementation of the project has been a positive experience implemented by HOS with the approval of the Commission. Although the competition is intense, HOS's video appeal raised a good amount of funds.

5 Innovation and demonstration value:

Two are the innovative aspects of the project: International cooperation and the integrated approach:

- Having the campaign implemented in three countries allowed each beneficiary to put pressure on local authorities and decision makers by informing them that illegal activities in the national hotspots were publicized abroad and represented an embarrassment for the entire community and nation. On the other side the fact that the problem was serious and widespread and was addressed successfully in other areas of the Mediterranean indicated that the local community were not 'singled out' and that the project contributed to share experience and difficulties with others to address the problem.
- The EU funding allowed developing an integrated approach, building capacity of LEAs, raising awareness of local communities and educating children through the schools. The project partners have extensive experience in each of the approaches, but never before they had developed such an integrated approach on Illegal Killing of Birds.

6 Long term indicators of the project success:

The project aimed to have long term impact on people's attitude toward the killing of birds by illegal, unselective and massive methods and during the pre-nuptial migration. The long term indicator of the changes the project brought about has been the decline of the illegal killing of

birds in the hotspots. This was the results of changed attitude of local people, who now consider the 'traditional' activities no longer a 'small crime' but as not any longer acceptable. Also the law enforcement Agencies and agents now feel empowered by this new attitude to more thoroughly enforce the specific laws protecting wild birds.

6 Annexes

List of deliverables

| Name | Action Number | Annex no. in Interim Report | Annex no. in Mid Term Report | Annex no. in Final Report |
|--|---------------|-----------------------------|---------------------------------|---------------------------|
| Project Start up meeting minutes | A.1 | 2 a, b | 4.2.1 a, b | |
| Plan of action vademecum | A.1 | 4 a, b, c | 4.2.3 a-c | |
| Management administrative vademecum | A.1 | 3 | 4.2.2 | |
| Training programme (Italy) | B.1 | 6a, b | 5.1 B1.1, 5.1 B1.2, 5.1 B1.3 | |
| Radio advertisement | C.02 | | 5.1 C2.1 5.1 C2.2 | |
| Press advertisement | C.02 | 8a,b | 5.1 C2.3 5.1 C2.4 | 5.1 C2.3 |
| Web banner | C.03 | | 5.1 C3.1 | |
| Facebook page | C.03 | | 5.1 C3.5 | 5.1 C3.1 |
| Viral Video | C.03 | | 5.1 C3.3 5.1 C18.9 | |
| Press review (Italy) | C.04 | 9 | 5.1 C2.5.1 | 5.1 C4.4 |
| Education tools package for teachers (Italy) | C.06 | 10, 11 | 5.1 C6.2 | |
| Promotional material for local events (Italy) | C.07 | 13 | 5.1 C7.2 | |
| Banners for local events (Italy) | C.07 | 12 | 5.1 C7.1 | |
| Info documents for local awareness workshop | C.08 | | 5.1 C8.1 | |
| Social networks set up .Bimonthly starting Sept/12 | C.09 | | | |
| e-policy newsletter Trimonthly starting Sept/12 | C.09 | 15 | 5.1 C 9.12 a-e | |
| Project's webpages translated in HOS website | C.09 | | 5.1 C.9.10 5.1 C.9.11 | |
| Brochure | C.09 | | 5.1.C9.3.1 | |
| Newsletters (Greece) | C.09 | 14 | 5.1 C9.13 | 5.1.C9.13 |
| Press review (Greece) | C.09 | | 5.1.C9.1.5 | 5.1.C9.3 |
| Pins | C.09 | | | 5.1.C9.8 |
| Translation of viral video (Greece) | C.09 | | 5.1 C9.4 | 5.1.C9.5 |
| Comic Book | C.09 | | | 5.1.C9.11 |
| 'Oionos' Magazine | C.09 | | 5.1.C9.9 | |
| Short documentary | C.15 | | 5.1 C15.1. | 5.1 C15.2 |
| Environmental education package | C.16 | | | 5.1.C16.1 |
| Education tools package for teachers (Greece) | C.16 | | | 5.1.C16.2 |
| Electronic invitation / questionnaires for int. work | C.17 | | 5.1.C17.1 | |
| Info documents for international workshop (Greece) | C.17 | | 5.1.C17.2 | |
| Posters, Brochures and stickers | C.18 | | 5.1 C18.5, 5.1 C18.6, 5.1 C18.7 | |

| Name | Action Number | Annex no. in Interim Report | Annex no. in Mid Term Report | Annex no. in Final Report |
|---|---------------|-----------------------------|------------------------------|-----------------------------------|
| Education tools package for teachers (Spain) | C.18 | | 5.1 C18.9 | |
| Mobile exhibition (Spain) | C.18 | | 5.1 C18.8 | |
| 'Baseline' Evaluation Reports (Italy) | E.1 | 16, 17, 18 | 5.1 E1.1 | |
| Evaluation report (Italy) | E.1 | | | 5.1 E1.1, 5.1 E1.2 5.1 E1.3 |
| 'Baseline' Evaluation Reports (Greece) | E.2 | 19 | 5.1.E2.1 | |
| Evaluation report (Greece) | E.2 | | | 5.1.E2.1 |
| Evaluation report (Spain) [raw data available in electronic format] | E.3 | | | 5.1 E.3.4 |
| 'Baseline' Evaluation Reports (Spain) | E.3 | | | 5.1 E.3.2 |
| Magazine "Ali" | F.4 | 22 | | 5.1 F4.1 |
| Info documents for workshop | F.3 | | | 5.2. F3.1 |
| International conference electronic invitations | F.3 | | | 5.2. F3.1 |
| International conference folders | F.3 | | | 5.2. F3.1 |
| Information boards in Italy | F.4 | 20a, b | 5.2 F4.2, 5.2 F4.3 | |
| Information boards in Greece | F.4 | 21 | | 5.2 F4.2 |
| Information boards In Spain | F.4 | | 5.1 C18.8 | |
| Mobile exhibition panels and Branded Bus | F.5 | | | 5.1.F5.1 |

6.1 Administrative annexes

- 4.1.1 List of LIPU personnel
- 4.1.2 List of HOS personnel
- 4.1.3 List of JWT personnel
- 4.1.4 List of SEO/BirdLife personnel
- 6.2.1 Rules on costs management HOS
- 6.5.1 Email from EC re action C17 costs

6.2 Technical annexes

FB - FaceBook

HMSD - Holy Monastery of Strofadia and Saint Dionysus of Zakynthos

HOS - Hellenic Ornithological Society

IIP - International Implementation Plan

IPS - International Project Supervisor

JWT - J. Walter Thompson Italia S.p.A.

LEA – Law Enforcement Agency

LIPU - Lega Italiana Protezione Uccelli

MA - Management Authority

NAP - National Action Plan

NIP - National Implementation Plan

PM - Project Manager

PMG - Project Management Group

SEO/BirdLife - Sociedad Española de Ornitología / Spanish Ornithological Society

6.3 Dissemination annexes

6.3.1 Layman's report

6.3.2 After-LIFE Communication plan

6.3.3 Other dissemination annexes

List of extra information and outputs

5.1.A.2.1 Revised SC ToR

5.1.A.2.2 Steering Committee Meeting minutes

5.1.A5.1 Photos of networking activities

5.1.A5.2a Presentation Lipu at Formia

5.1.A5.2b Picture of participation

5.1.A5.3 INF LIFE Platform Meeting Programme

5.1.A5.4 List of Participants IMPEL workshop

5.1.A5.5 List of Participants CITES workshop

5.1.C02.1 List of radio broadcasts and listeners

5.1.C02.2 List of magazines and readership

5.1.C03.1 First FB post

5.1.C03.2 Report JWT

5.1.C03.3 Statistics Internet

5.1.C04.1 Press releases

5.1.C04.2 Italian Documentary

5.1.C04.3 Tv viewers

5.1.C04.5 Listeners and readers

5.1.C05.1 - Gelisio

5.1.C05.2 Capossela

5.1.C05.3 Laconi

5.1.C05.4 Stoppa

5.1.C06.1 List of classes

5.1.C06.2 Pictures of activities

5.1.C07.1 Bookmark

5.1.C07.2 Pictures of events

5.1.C09.1 Site statistics

5.1.C09.10 Postcards

5.1.C09.12 Photos of Greek campaign

5.1.C09.2 National Council for Radio and Television approvals

5.1.C09.4 Media cuttings

5.1.C09.6 Viral video statistics

5.1.C09.7 Facebook statistics

5.1.C09.9 Animation videos

5.1.C10.1 Programmes of local events

5.1.C10.2 List of participants in local events

5.1.C10.3 Photos of local events

5.1.C10.4 Presentation for local events

5.1.C11.1 Programmes of media sessions

5.1.C11.2 Presentation of media sessions

5.1.C11.3 List of participants in media sessions

5.1.C11.4 Photographs of media sessions and local appearances

- 5.1.C12.1 Dissemination of brochure
- 5.1.C12.3 Photos of local dissemination
- 5.1.C13.1 Photos of Information Kiosks
- 5.1.C14.1 List of Participants in volunteer seminar
- 5.1.C14.2 Photos of Volunteer seminar
- 5.1.C15.1 Documentary promotional poster
- 5.1.C15.3 Photos of Documentary Promotion
- 5.1.C16.3 List of Environmental Education Kit recipients
- 5.1.C16.4 List of Participants in the Education Seminar
- 5.1.C16.5 Photos of the Environmental Education Campaign
- 5.1.C16.6 List of Participants in Lithakia Teachers Seminar
- 5.1.C17.1 List of Participants in International Conference
- 5.1.c17.2 Conference participant's folder
- 5.1.C17.3 Conference Presentations
- 5.1.C17.4 Conference Agenda
- 5.1.C17.5 Conference Summary of Results
- 5.1.C17.6 Photos of International Conference
- 5.1.C17.7 IKB Action Plan for Valencia
- 5.1.C18.1_School_list
- 5.1.C18.2.1_School_proof_activities
- 5.1.C18.2_School_activities_pics
- 5.1.C18.3 _Fundacio _ Caixa_ Castello _Agreement
- 5.1.C18.4.1_Events_pics
- 5.1.C18.4.2_Events_proof
- 5.1.C18.4_Villages_List_Events
- 5.1.C18.5.1_MediationCompany Fieldwork Planning
- 5.1.C18.5.2_MediationCompany report Workshop
- 5.1.C18.5_MediationCompany TOR Workshop
- 5.1.C18.6_School&Events_Analysis
- 5.1.C19.1.1_2013 AyN 13
- 5.1.C19.1.2_2014 AyN 14
- 5.1.C19.1.3_2014 AyN 14 opinion
- 5.1.C19.1.4_2013 Children Journal
- 5.1.C19.2_LIFE_Launching_2013_10_29
- 5.1.C19.3.1_ Clipping_Illegal_Killing
- 5.1.C19.3_Press_Report_Illegal_hunting
- 5.1.C19.4_Social Media Monitoring
- 5.1.C19.5_Parany_ Video
- 5.1.C19.7 _Blog_Posts
- 5.1.C20.1 _Scientific _Parany_2013
- 5.1.C20.2_SEO_Hierarchical_recourse
- 5.1.C20.3_temporarily_permits_suspension
- 5.1.C20.4 _ C ommission_answer
- 5.1.C20.5_info& appeals
- 5.1.C20.6_Valencia's Local Police_Pics
- 5.1.C20.7 _SEPRONA_PICS
- 5.1.C20.8_ Castellon; Workshop _Proof
- 5.1.E.3.1_MediationCompany_CV
- 5.1.E.3.3_PhoneCalls_Questionnaires
- 5.1.F3.2 Pictures of event
- 5.1.F3.3 Repubblica
- 5.1.F4.2.1 Infoboard application for Strofadia

- 5.1.F4.2.2 Infoboard application in Zakynthos
- 5.1.F4.2.3 Infoboard application in Corfu
- 5.1.F4.2.4 Infoboard application in Othnoi
- 5.1.F4.2.5 Infoboard application in Paxoi
- 5.1.F4.2.6 Infoboard approval for Corfu
- 5.1.F4.2.7 Infoboard approval for Paxoi
- 5.1.F4.2.8 Infoboard approval for Strofadia
- 5.1.F5.2. List of participants in the Mobile Exhibition Call

6.4 Table of indicators

7 Financial report and annexes

- Annex 8.1 "Standard Payment Request and Beneficiary's Certificate" signed in original by LIPU
- Annex 8.2 "Consolidated Cost Statement for the Project" signed in original by LIPU
- Annex 8.3 "Financial Statement of the Individual Beneficiary LIPU" signed in original, with form Personnel costs, Travel costs, External assistance, Infrastructure, Equipment, Land purchase, Lease of land, Consumable material, Other direct costs, Overheads, Funding from other sources only in digital;
- Annex 8.4 "Financial Statement of the Individual Beneficiary HOS" signed in original, with form Personnel costs, Travel costs, External assistance, Infrastructure, Equipment, Land purchase, Lease of land, Consumable material, Other direct costs, Overheads, Funding from other sources only in digital;
- Annex 8.5 "Financial Statement of the Individual Beneficiary SEO/BirdLife" signed in original, with form Personnel costs, Travel costs, External assistance, Infrastructure, Equipment, Land purchase, Lease of land, Consumable material, Other direct costs, Overheads, Funding from other sources only in digital;
- Annex 8.6 "Financial Statement of the Individual Beneficiary JWT" signed in original, with form Personnel costs, Travel costs, External assistance, Infrastructure, Equipment, Land purchase, Lease of land, Consumable material, Other direct costs, Overheads, Funding from other sources only in digital;
- Annex 8.7 HOS reply to Commission letter ARES (2014) 1136284, with annex C.16.3 in hard copy and other annexes on CD-rom
- Annex 6.1.1 Personnel costs supporting documents (Lipu, HOS, SEO/BirdLife, JWT)
- Annex 6.1.2 External assistance supporting documents (Lipu, HOS, SEO/BirdLife, JWT)
- Annex 6.3.1 Letter from Monastery