

ACTIONS FOR THE
CONSERVATION OF
COASTAL DUNES
WITH *JUNIPERUS*
spp. IN CRETE AND
THE SOUTH AEGEAN
(GREECE)

LIFE07NAT/GR/000296



International Centre for
Advanced Mediterranean
Agronomic Studies
Mediterranean Agronomic
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Decentralized Administration
of Crete
Forest Directorate of Chania
Forest Directorate of Lasithi
Regional Development Fund
of Crete

Action D.7
Deliverable D.7.1

AFTER-LIFE COMMUNICATION PLAN

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**“Actions for the conservation of coastal dunes with *Juniperus* spp.
in Crete and the South Aegean (Greece)”**

- JUNICOAST -

Action D.7: After-LIFE communication and conservation plans

Deliverable D.7.1: After-LIFE communication plan

Responsible beneficiary: Mediterranean Agronomic Institute of Chania (MAICh)

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Introduction

Coastal dunes with *Juniperus* spp. have been classified as a **"priority habitat"** (code 2250*) by the 92/43 EU Habitat Directive **which means types of habitats in danger of disappearance of which the Community has a particular responsibility for their conservation**. In Greece, they are mostly confined to the South and the West parts of the country especially in the Regions of Crete, the South Aegean and the Peloponnese. They are facing various natural and anthropogenic pressures and are **threatened** mainly by **woodcutting, tourism, forest fires, alien species, restricted natural regeneration of the *Juniperus* species, grazing and browsing, habitat fragmentation, building pressure and most importantly lack of public awareness**. Rapid and **uncontrolled tourism growth** in combination with **lack of environmental education and public awareness** is considered one of the most **serious threats** to this priority habitat throughout Greece.

The **objective** of the after-LIFE communication plan of the JUNICOAST project is to identify and propose communication activities which will be implemented after the end of the project to ensure that the project results and all dissemination materials developed within the project will be accessible to the general public.

Project description

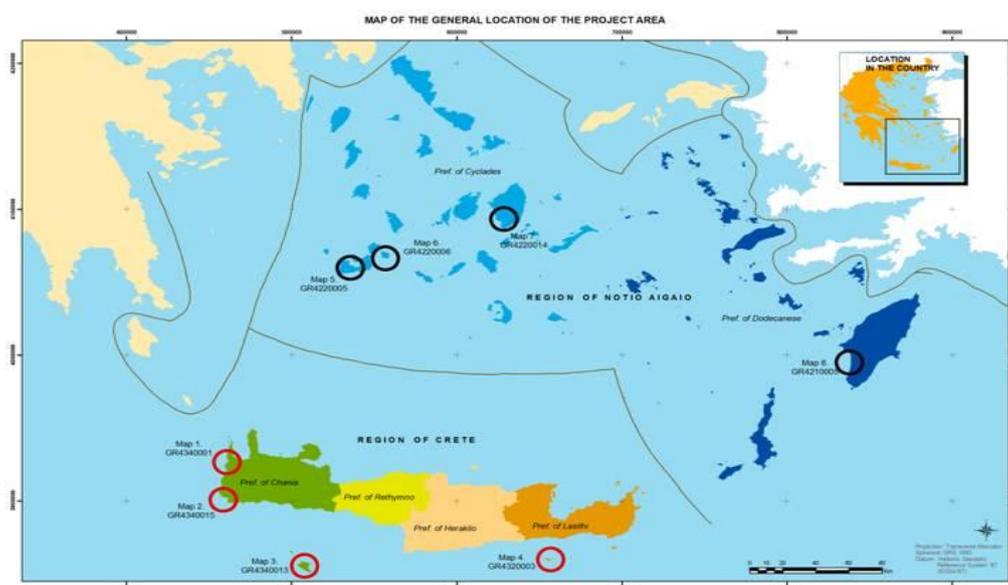
Aim of the project

The **aim** of the JUNICOAST project was to promote and enable the long term conservation of the coastal dunes with *Juniperus* spp. in Greece. The **specific objectives** for achieving this aim were:

- To contribute to the consolidation and dissemination of a knowledge base for the protection, restoration, monitoring and evaluating of coastal dunes with *Juniperus* spp. habitats in Greece,
- To understand, quantify and halt natural and anthropogenic threats that contribute to the long term degradation of the habitat,
- To design and implement concrete conservation and public awareness/dissemination actions for the restoration and the long term protection of the coastal dunes with *Juniperus* spp. and,
- To provide support for better environmental governance in Natura 2000 sites through stakeholder involvement and training.

Project areas

All project areas are Natura 2000 designated coastal dunes with *Juniperus* spp. (code 2250*) located in Crete (Gavdos, Chrysi, Kedrodasos and Falasarna) and the South Aegean (Milos, Polyegos, Naxos and Rhodes).



Project beneficiaries

The consortium working on achieving the JUNICOAST aim and specific objectives consisted of the following beneficiaries:

- 1. Coordinating beneficiary:** International Centre for Advanced Mediterranean Agronomic studies / Mediterranean Agronomic Institute of Chania (CIHEAM-MAICh).

- 2. Associated beneficiaries:**
 - National and Kapodistrian University of Athens (NKUA).

 - Decentralized Administration of Crete/Forest Directorates of Chania (FDC) and Lasithi (FDL)

 - Region of Crete, Regional Development Fund of Crete (PTA)

Project development

The activities developed began with a series of **preparatory actions in Crete** that **allowed the consolidation of a national knowledge** base providing insight on the abiotic and biotic factors that influence the habitat structure and quality but also on the effects of anthropogenic pressures.

Preparatory actions:

- Land form and land degradation processes in dune systems
- Dune system plant communities' composition and structure
- Composition and structure of *Juniperus* populations
- Habitat mapping
- Visitor impact assessment
- Stakeholder consultation
- Elaboration of long-term monitoring protocols and selection of indicators
- Elaboration of target habitat protection and restoration specifications
- Determination of the governance structure and legal status

These were followed by **concrete conservation actions in Crete targeting the main natural and anthropogenic threats**. These actions consisted of on-site soft interventions which put into practice, tested and evaluated measures and methodologies unfamiliar to the Greek habitat's context.

Concrete conservation actions:

- On site habitat demarcation
- Waste removal
- Enhancement of juniper regeneration
- Restoration of the floristic composition and structure of the target habitat
- Dune stabilization through vegetation restoration
- Visitor management intervention and infrastructures
- Design and installation of signs
- Ex situ conservation and propagation of keystone species

Being a LIFE + demonstration project, public awareness and dissemination of the results were obligatory. **Information about dune systems, their values, characteristics, functions and dynamics were incorporated into a communication strategy** to raise public awareness about basic understanding of the nature of dune systems and their role as a sand reserve for the beach.

The communication strategy was followed by a communication plan that defined a detailed sequence of communication channels and materials and implemented a set of **awareness, education/training** and **networking** activities through which the strategy was put into effect. These activities have been carried out on a National level allowing the promotion of similar concrete conservation and dissemination actions in the South Aegean, disseminate the lessons learnt, promote and provide training of the trialled techniques and methods nationally, as well as raise public awareness ensuring the wider conservation of this priority habitat throughout Greece.

Awareness, education/training and networking activities:

- Stakeholder consultation
- Development and implementation of a communication strategy,
- Website development,

- Implementation of an environmental education campaign,
- Training of stakeholders (e.g. forest directorate staff, government officers, etc),
- Production and dissemination of habitat protection and restoration guidelines,
- Dissemination of findings to the scientific community and Layman's report
- Production of After-LIFE communication and conservation plans
- Design and installation of Signs
- Scientific committee
- Networking with other similar LIFE projects
- Stakeholder committee

Communication strategy

The Junicoast communication strategy goals were:

- To promote and enable the long term conservation of the coastal dune habitats with *Juniperus* spp. in Greece and
- To design public awareness, education/training and networking activities for the protection and long term restoration of coastal dune with *Juniperus* spp. habitats.

Based on a process of stakeholder consultation, the strategy identified several 'communication partner' groups including: **central government, local authorities, local communities, tourism operators, environmental education practitioners, conservation practitioners, politicians, general public, media and relevant non-governmental organizations** (NGOs). It provided a framework for communication and addressed various possible communication channels such as Internet, TV and radio stations, newspapers, communication materials such as brochures, posters, reports, videos, promotional materials and communication activities such as community and environmental education events, workshops, conferences, publications, and networking.

Communication plan

The Junicoast communication plan implemented a set of public awareness, education/training and networking activities. These activities were adjusted taking into account the level of awareness of the various stakeholders, the results of all preparatory actions of the JUNICOAST project in Crete, nature conservation interests and other recreational uses of coastal dunes.

Plan implementation

The implementation of the communication plan was conducted following a detailed action plan developed in terms of the specific objectives of each communication activity, the target audience, the messages we wanted to deliver, the communication channels, the tasks to be performed before and during the implementation process, the duration and budget of each activity.

The timing of each communication activity was closely coordinated with the other activities of the communication plan. The timing was consistent with the development of stakeholders' awareness and understanding of the issues at stake.

The action plan was not rigid but characterized by a flexibility, which allowed adjusting the activities to the evolution of the situation and to the results obtained with the stakeholders and communities.

Detailed tasks of each communication activity

Communication activity	Specific objectives	Target audiences	Communication Channels	Tasks performed	Timing
A6 Stakeholders' consultations	<ul style="list-style-type: none"> Establish the stakeholders' level of awareness, perceived values, threats and recommendations for conservation of the habitat in their localities, Increase public awareness Exchange of experiences among various stakeholders, Improve interactions and communications between various stakeholders, Promote the general public participation in the protection of habitat 2250* 	<p>Local communities National and local authorities Conservation practitioners Relevant NGOs</p>	<p>Interpersonal channels Printed channels Mass media channels Visual channels Digital channels</p>	<ul style="list-style-type: none"> Workshop preparation and organization Community surveys Stakeholders interviews Power point presentations Reports on Stakeholder consultation and community surveys for all Cretan sites 	Onset of the project
D1 Development and implementation of a communication strategy	<ul style="list-style-type: none"> Provide information (values, threats, pressures, code of conducts, etc) about habitat 2250* to the general public in various format, Promote the general public participation in the protection of habitat 2250*, Increase public awareness 	<p>General public School children Local communities Tourism operators National and Local authorities Relevant NGOs</p>	<p>Mass media channels Printed channels Interpersonal channels Visual channels Digital channels</p>	<ul style="list-style-type: none"> Leaflets & posters production Posters content and design Code of conduct design Key messages T-shirts stamp and content Media publicity content and format Radio spot content -Video production YOUTUBE presentation Power point presentations 	Throughout the project duration
D2 Website development	<ul style="list-style-type: none"> Improve interactions and communications between various stakeholders, Provide detailed description of the project, its objectives, actions, progress and results, Increase public awareness 	Internet users	Digital channels	<ul style="list-style-type: none"> Project website (www.junicoast.gr) content and design 	Onset of the project
D3 Environmental education campaign	<ul style="list-style-type: none"> Promote the general public participation in the protection of habitat 2250*, Exchange of experiences among various stakeholders, 	<p>General public School children Environmental education</p>	<p>Interpersonal channels Mass media channels</p>	<ul style="list-style-type: none"> Educational workshops preparation and organization Power point presentations Content of the educational guideline 	Throughout the project duration

Communication activity	Specific objectives	Target audiences	Communication Channels	Tasks performed	Timing
	<ul style="list-style-type: none"> • Provide school teachers with information on the conservation of habitat 2250*, • Creation of an educational network, • Increase public awareness 	practitioners Local communities Tourism operators National and Local authorities Relevant NGOs	Printed channels Visual channels Digital channels	on coastal dunes with <i>Juniperus</i> spp. <ul style="list-style-type: none"> • Students weeks preparation and organization • Local events/guided visits preparation and organization • Children fairy tale production • Education network organization 	
D4 Training for habitat protection and restoration	<ul style="list-style-type: none"> • Improve capacity building (forest directorate staff, government officers, • Transfer of know-how, • Promote future best practices 	National and local authorities Conservation practitioners	Interpersonal channels Printed channels Mass media channels Visual channels Digital channels	<ul style="list-style-type: none"> • Training workshops preparation and organizations • Power point presentations • Content of training material 	End of the project
D5 Production of habitat protection and restoration guidelines	<ul style="list-style-type: none"> • Promote future best practices, • Transfer of know-how • Increase public awareness 	National and local authorities Conservation practitioners Relevant NGOs	Printed channels Digital channels	<ul style="list-style-type: none"> • Content of the guideline for habitat protection and restoration (training material) 	Mid way of the project
D6 Dissemination of findings and Layman’s report	<ul style="list-style-type: none"> • Consolidation of knowledge base, • Promote future best practices • Increase public awareness 	Local communities National and local authorities Scientific community Relevant NGOs	Printed channels Digital channels	<ul style="list-style-type: none"> • Preparation/submission of scientific posters and scientific publications • Layman's report content and design 	Throughout the project duration, Layman's report by the end of the project

Communication activity	Specific objectives	Target audiences	Communication Channels	Tasks performed	Timing
D7 Production of After-LIFE communication and conservation plans	<ul style="list-style-type: none"> • Contribute to the long-term dissemination of the project results after the end of the project, • Contribute to the long-term conservation of the habitat after the end of the project, thus ensuring its long-term sustainability • Increase public awareness 	General public Local communities National and Local authorities Relevant NGOs	Printed channels Digital channels	<ul style="list-style-type: none"> • Communication and conservation plans content and design 	End of the project
C7 Design and installation of Signs	<ul style="list-style-type: none"> • Increase visitors’ level of environmental awareness, • Reduce visitors’ onsite negative impacts 	Site visitors’	Visual channels	<ul style="list-style-type: none"> • Content, design, fabrication and installation of signs 	Mid way of the project
E3 Scientific committee	<ul style="list-style-type: none"> • Enhance the effective coordination of the project • Advise and evaluate the scientific quality of the deliverables 	Scientific committee members	Interpersonal channels Printed channels Digital channels	<ul style="list-style-type: none"> • Preparation and organization of scientific committee meetings • Minutes of scientific committee meetings 	Once per year, throughout the project duration
E4 Networking with similar LIFE projects	<ul style="list-style-type: none"> • Exchange of Know how among various European stakeholders working on coastal dunes 	Consortia working on similar LIFE projects Conservation practitioners	Interpersonal channels Printed channels Visual channels Digital channels	<ul style="list-style-type: none"> • Official contacts with consortia working on similar LIFE projects and organization of meetings • Report on networking with other similar LIFE projects • Report on the success and failures of previous experiences in Europe 	Throughout the project duration
E5 Stakeholder committee	<ul style="list-style-type: none"> • Link the project with local and National administrative authorities • Reduce potential expected risks related to the implementation of the project 	Local and National administrative authorities	Interpersonal channels Printed channels Visual channels Digital channels	<ul style="list-style-type: none"> • Preparation and organization of stakeholder committee meetings • Minutes of stakeholder committee meetings 	Once per year, throughout the project duration

Main results

Dissemination materials:

- 20.000 project leaflets
- 7.000 project T-shirts
- One (1) 30 minutes documentary video entitled: "A journey to coastal dunes with Juniperus spp."
- 1 Radio spot in Greek and English
- 30 project articles
- 15 notice boards
- 1.200 colored posters
- 6 TV interviews on coastal dunes with Juniperus spp.
- 1 slide show presentation (YOUTUBE) on coastal dunes with Juniperus spp.
- 4.000 copies of a fairy tale entitled: "A journey of a sand grain to the coastal dunes with Juniperus spp."
- Teachers' guide for coastal dunes with Juniperus spp.
- "Habitat protection and restoration guidelines"
- After-LIFE communication plan
- After-LIFE conservation plan
- Scientific publications (peer reviewed journals)
- Poster presentations (National/International conferences)

Workshops and local events:

- 1 stakeholder consultation workshop at MAICH
- 1 community workshop in Gavdos

- 3 workshops for environmental educators
- 2 workshops for tourism representatives
- 2 training workshops with stakeholders involved in the protection and management of coastal dunes with *Juniperus* spp. (forest directorate staff, government officers)
- 4 student weeks and 11 student days
- 20 local events (guided site visits, school visits, workshops and final project event / target audience: school students, teachers and general public)

Surveys:

- 4 community surveys with questionnaires in local municipalities (Kissamos, Kantanou-Selinou, Gavdos, and Ierapetra)
- 35 interviews with stakeholders

Project website

- Official page: www.junicoast.gr

Installation of information signs

- 16 information signs in all Cretan sites

Meetings

- 4 project meetings
- 4 scientific committee meetings
- 4 stakeholders committee meetings

Networking with similar LIFE projects

- 3 meetings with similar LIFE projects [PROVIDUNE (LIFE07NAT/IT/000519) and JUNIPERCY (LIFE10NAT/CY/000717)]

After-LIFE communication activities

The AFTER-LIFE Communication Plan aims at continuing the dissemination and communication of the results of the JUNICOAST project after the end of the project. To that purpose, several communication activities and dissemination actions are expected to be carried out at the regional, National and whenever possible, at the European level.

The Mediterranean Agronomic Institute of Chania will be responsible for the implementation of the After-LIFE communication plan, since it was the coordinating beneficiary of the Junicoast project, and had the responsibility to implement all communication actions.

More specifically the communication activities that will continue after the end of the project are presented in the following table:

Detailed action plan of the After-LIFE communication activities

Future communication activity	Specific objectives	Target audiences	Communication Channels	Tasks to be performed
Dissemination of communication materials	<ul style="list-style-type: none"> • Provide information (values, threats, pressures, code of conducts, etc) about habitat 2250* to the general public in various format, • Promote the general public participation in the protection of habitat 2250*, • Increase public awareness 	<p>General public School children Local communities Tourism operators National and Local authorities Relevant NGOs</p>	<p>Mass media channels Printed channels Interpersonal channels Visual channels Digital channels</p>	<ul style="list-style-type: none"> • Distribution of the project leaflets, T-shirts, fairytale, Video, habitat protection and restoration guidelines and teachers' guideline • Media publicity • Power point presentations available on the website of the project in pdf format • Project Video available on the website of the project and on the website of the LIFE programme
Project Website update and maintenance	<ul style="list-style-type: none"> • Improve interactions and communications between various stakeholders, • Provide detailed description of the project, its objectives, actions, progress and results, • Increase public awareness 	<p>Internet users</p>	<p>Digital channels</p>	<ul style="list-style-type: none"> • The project website www.junicoast.gr will be available for 5 years after the end-date of the project. All information about the project, its objectives, activities, results will be available on-line (in English and Greek). • Project website regularly updated and maintained

Future communication activity	Specific objectives	Target audiences	Communication Channels	Tasks to be performed
<p>Social networking</p>	<ul style="list-style-type: none"> • Increase public awareness 	<p>Internet users</p>	<p>Digital channels</p>	<ul style="list-style-type: none"> • Creation of the JUNICOAST Facebook page • Facebook page regularly updated and maintained • Creation of the JUNICOAST photographic gallery on the Flickr platform (www.flickr.com)
<p>Environmental education campaign</p>	<ul style="list-style-type: none"> • Promote the general public participation in the protection of habitat 2250*, • Exchange of experiences among various stakeholders, • Provide school teachers with information on the conservation of habitat 2250*, • Supporting the educational network, • Increase public awareness 	<p>General public School children Environmental education practitioners Local communities Tourism operators National and Local authorities Relevant NGOs</p>	<p>Interpersonal channels Mass media channels Printed channels Visual channels Digital channels</p>	<ul style="list-style-type: none"> • Organization of a number of student days. The student days would include schools visits to the exhibition Center and botanical garden of MAICH, Video presentation and educational games. • Organization of local events in MAICH which include visits to the exhibition Center and botanical garden of MAICH. • Organization of local events/guided visits to habitat 2250* in Crete. • Power point presentations available on the website of the project. • Participation in local TVs interviews on topics related to coastal dunes. • Participation in local fairs

Future communication activity	Specific objectives	Target audiences	Communication Channels	Tasks to be performed
Dissemination of findings, Layman’s report and After-LIFE communication and conservation plans	<ul style="list-style-type: none"> • Consolidation of knowledge base, • Promote future best practices • Increase public awareness 	Local communities National and local authorities Scientific community Conservation practitioners Relevant NGOs	Printed channels Digital channels	<ul style="list-style-type: none"> • Scientific papers on coastal dunes with <i>Juniperus</i> spp. will be published in scientific journals. • Whenever possible, presentations of the project results in International or National meetings/ conferences • Publications produced by the project will be available in pdf format on the website of the project. • Distribution of the project Layman's report (paper and digital format, in Greek and English) • Distribution of the project After-LIFE communication and conservation plans (paper and digital format, in Greek and English) •
Educational Kit	<ul style="list-style-type: none"> • Dissemination of the project knowledge and experience to all local authorities of the 17 Natura 2000 sites in Greece with the habitat 2250* 	Forest Directorates Forest Services Regional Departments of Environment Municipalities	Printed channels Digital channels	The educational kit will include: <ul style="list-style-type: none"> • All project deliverables in digital format • Leaflets, Video, Layman’s report & Posters • The fairytale • The templates of Information signs

Conclusion

The AFTER-LIFE communication plan was presented at the final event of the project that was held on August 27, 2013 at the conference Center of MAICh. This is the final version of the plan after receiving feedbacks, comments and corrections proposed by the relevant stakeholders.

The main conclusion of the event was that for the fulfillment of the aim and the objectives of Junicoast, efforts made should not stop at the end of the project, but should continue in the future. In this spirit, the proposed future communication activities will be implemented by the Mediterranean Agronomic Institute of Chania with the contribution of various stakeholders wherever needed.