

After LIFE

Communication Plan

Restoration and conservation of priority habitats and species

in the Eastern Bakony area

LIFE07 NAT/H/000321

1. About the Eastern Bakony Project

The **general objective** of the project is the implementation of Community Environmental policy through its integration to military practice and supporting the further development and implementation of the Natura 2000 network.

The **specific objectives** are managing future Natura 2000 sites in the Eastern Bakony (Hungary) area and rehabilitate natural habitats which have been damaged by past military actions and neglect. Attention will be paid to sustainable long-term maintenance of the sites and informing stakeholders and the general public about the natural values and conservation efforts of the area.

More information about the objectives and the achieved results of the Eastern Bakony project as well as the conservation actions and activities to be implemented after the project implementation period are described in the After-Life Conservation Plan. The tasks and activities detailed in the After-Life Communication Plan are in line and correspond with the commitments of the After-LIFE Conservation Plan.

2. Results of the Eastern Bakony Project in brief

The objectives of the project set in the project proposal were achieved. During the five-year project life time, the main focus was the restoration and improvement of habitats of community importance (like Pannonian woods with Downy oak (*Quercus pubescens*), Sub-pannonic steppe grasslands and *Serratula Lycopifolia*) and the protection and promotion of breeding and feeding places of protected birds, such as *Falco cherrug*.

The conservation actions, for example landscaping, habitat- and grassland-rehabilitation, afforestation, mine-reconstruction were implemented from the budget of € 2,2 Million. Abandoned military establishments were demolished or turned into bat friendly habitats, and overgrown shrubs (e.g. hawthorn (*Crataegus*), blackthorn (*Prunus spinosa*) and dog rose (*Rosa canina*)) were removed /eliminated from 600 hectares to create the preconditions of semi-natural grasslands rehabilitation. In order to reduce the risk of fires occurring during military trainings, a new and effective fire prevention and firefighting system was introduced, which include the fire prevention equipment - purchased within the project -, 6 km long fire break zone and a water catchment pool built on the project area. In order to restore semi-natural forest, black pine (*Pinus nigra*) was converted to Downy oak (*Quercus pubescens*) and Austrian Oak (*Quercus cerris*).

3. Completed communication actions during the project lifetime

Communication activities aimed to disseminate the project and its results as widely as possible both within the public and professional organisations. Especially great emphasis was placed on providing information to people living around the project area. In case of professional organisations we provided information about the project to the experts from both from the military and the nature conservation prospective.

Within the project, nature conservation, forestry and military experts worked together, sharing and developing good practices for military areas, which can be used not only in Hungary but also

internationally. It is a common understanding of the consortium members, that dissemination of project results and the conservation value of such areas hold key importance, and therefore have to be shared with the public, related professional organisations and military personnel.

3.1. Online communication of the project

Creating and maintaining the project website

The project website, as an effective communication tool to the public and other stakeholders is a key criterion for the success of LIFE projects. The project website serves multiple functions: It provides an introduction to the project and gives up-to-date information on its progress, with news and public project documents made available for download. The photo gallery shows pictures from the project's life and introduces the main species characterising the project area. In the meantime the website offers opportunity to subscribe to the newsletter. The information is available both in Hungarian and English.



Visit our website: www.life.keletibakony.hu

Educational multimedia teaching themes

The multimedia teaching materials visualise the natural habitats of the project area. The online lexicon introduces the protected species of community importance, while the short movie shows the project area and the natural habitats filmed from the air. Finally, the users can test their knowledge by using the Eastern Bakony online-quiz.

This multimedia tool was distributed to schools on a DVD, but it's also available on the project's website.

3.2. Printed materials of the project

Informational materials help to disseminate the information about the project among wider audience, inform local stakeholders and educate the general public about environmental protection issues.

Brochures and flyers

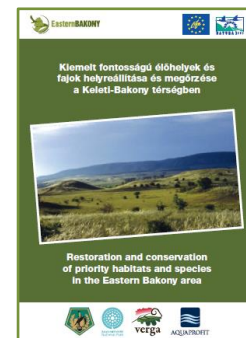
These were printed to introduce the species and habitats targeted by the conservation actions of the project in Hungarian. They were also used to advertise open events and guided excursions and were distributed to local municipalities, schools and other public institutions.

Target audience of these printed materials included the public, NGOs, on-site military personnel and other stakeholders.



Layman's report

The last printed publication of the project was the Layman's report, in which we summarised the project aims and the achieved results, was designed for a non-professional audience, for the general public. The printed issues were distributed on the international conference and the last public information meeting.



3.3. Media work

Professional articles

Besides the general information, the experts of the project published their professional experience, scientific findings and the challenges they overcame during the project. Professional articles were published in the local- and in national media.

Press conferences

Media help to disseminate the information about the project among wider audience, inform local stakeholders and draw the attention towards general environmental protection issues. Additionally, publicity communicates positive message about Natura 2000 sites and the LIFE+ programme. In order to achieve the objectives two press conferences were held.

3.4. Networking in the project

Exchange of best practice with other LIFE+ military initiatives

During the project lifetime we took part in international conferences abroad and welcomed foreign delegations in order to exchange experience with similar LIFE+ projects.

E.g.: In 2009 the representatives of the consortium made a visit in Latvia to get acquainted with the experience of a military-conservation cooperation, which is similar to the Eastern Bakony project. In 2010 a delegation from Thuringia was welcomed. In 2012 the project was introduced on the international conference called „Steppenlebensräume Europas-Gefährdung, Erhaltungsmaßnahmen und Schutz“ in Erfurt, Germany.

The international conference organised within the frame of Eastern Bakony and Hungarian Little Plain LIFE+ projects was also an excellent event for networking.

3.5. Events organised in the frame of the project

Guided excursions for the public

The Project partners organised guided excursions to the project area. For that reason an educational trail was created to introduce the public the natural environment and protected values of these unique habitats.

International Conference

In May 2014 an international conference was organised together with the Hungarian Little Plain LIFE+ project. The conference aimed to share the results, best practices gained and applied in the projects' several conservation actions, which provide unique examples for the harmonisation of military activities and nature protection aspects. On the first day of the conference presentations were held the plenary, military and nature conservation sessions and on the other 2 days the participants took part in



the field visits to the project areas. A conference issue was printed for the event to give information about the projects, programme, the keynote speakers and their presentations. A professional social media site was also created on the LinkedIn for the participants to help networking before and after the international conference: <https://www.linkedin.com/groups/Nature-protection-in-military-areas-7491656/about>

More information about the conference is available on the project's website <http://www.life.keletibakony.hu/node/234>

Public information meetings

Public information meetings and press conferences were organised to inform the locals living around the project area about the project, the planned activities and finally the achieved results.

Environmental education for the army

Environmental trainings were held for the military personnel active on site and for the foreign visiting troops, arriving from abroad for military trainings. The presentations held by the experts of the Balaton Uplands National Park Directorate introduced the natural habitats and the protected species of the project area, and emphasised the importance of preservation.

4. Communication after the project lifetime

Although the implementation period of the Eastern Bakony project ends at the summer of 2014, the communication of the achieved result and the introduction of the natural values of the project area will continue. We keep using the communication tools we had in the implementation period, and as far as possible we will use new tools, applications to provide actual information about the priority habitats of the Eastern Bakony area.

4.1. Online communication

Project website

The project website will be available online for at least 5 more years. The News menu will be updated by the actual information and newsletters will be sent to the subscribers as well.

Deadline: periodically updates

Responsible partner: AQUAPROFIT personnel

Project introduction on partners' website

The following summary will be posted on the webpage of the consortium partners: (in Hungarian)

Kiemelt fontosságú élőhelyek és fajok helyreállítása és megőrzése a Keleti-Bakony térségben (LIFE07 NAT/H/000321)

2009 és 2014 között 2,2 millió euróból valósulhatott meg a Kelet-Bakony térségben lévő honvédségi használatban álló területek természetvédelmi rekonstrukciója a közvetlen brüsszeli finanszírozású LIFE+ közösségi programból, a Vidékfejlesztési Minisztérium társfinanszírozásával. A projekt fő célkitűzése a Várpalotai lőtér természeti értékeinek és biodiverzitásának megőrzése, a leromlott élőhelyek helyreállítása és egyes fajok populációjának megerősítése volt, a katonai tevékenységek és a természetvédelmi célok optimális



összehangolása mellett. A projekt feladatait a Honvédelmi Minisztérium Védelemgazdasági Hivatalának (és jogelődjeinek) vezetésével létrejött konzorcium tervezte és koordinálta. A konzorcium további tagjai: VERGA Veszprémi Erdőgazdaság Zrt., Balaton-felvidéki Nemzeti Park Igazgatóság és az Aquaprofit Zrt.

A vállalt természetvédelmi feladatok 2,2 millió euróból valósultak meg. Az élőhely helyreállítás során gyeprekonstrukció, erdőátalakítás, bányák rekonstrukciója, illetve az elhagyott épületek, használaton kívüli katonai objektumok elbontása vagy átalakítása történt meg, például egyes bunkerek átalakítása denevérbarát élőhellyé. A terület gyepes élőhelyeinek helyreállítása keretében az elszaporodott cserjefajok (galagonya, kökény, vadrózsa) kiirtására 600 hektáron került sor. A katonai lögyakorlatokkal járó tüzesetek megfékezése érdekében kiépült egy gyors és hatékony tűzoltási rendszer, melynek alkotóelemeit képezik a projekt keretében beszerzett tűzvédelmi berendezések beszerzésével, összesen közel egy 6 km-en létrehozott tűzvédelmi pászta, valamint a projektben kialakított vízgyűjtő medence kialakításával. Az őshonos faállomány visszaállítása érdekében a területen található feketefenyő erdők átalakítása során molyhos tölgy és csertölgy magoncok telepítése zajlott.

Bővebb információ a projekt honlapján: www.life.keletibakony.hu

Deadline: end of 2014

Responsible partner: consortium members, external assistance if needed

Social media

Facebook

In the post-communication period a new social media platform will be used to reach especially the young people. We create a Facebook page for the project to introduce the natural values and priority habitats of the Eastern Bakony area. Using Facebook can help organising guided excursions as well.

LinkedIn

In order to communicate with the professionals and continue networking we will use the social media site of the international conference in the LinkedIn, too.

Deadline: periodically updates

Responsible partner: AQUAPROFIT personnel

4.2. Networking

Promoting the project in conferences and professional events

The network we developed during the implementation period can provide invitations to lectures for the post-communication period. We will actively seek invitations to professional events where we can speak about the experiences and challenges of our project.

E.g.: attendance at international seminar of Hungarian Little Plain LIFE+ project

Deadline: periodical

Responsible partner: consortium members

4.3. Media work

Publications

The experience and knowledge of the implementation period and afterwards the monitoring give the opportunity to publish professional articles, studies. We keep posting the results on the project's website and the social media sites. In case of media interest we organise interviews with the experts of the project.

Deadline: periodical

Responsible partner: consortium members, but mainly AQUAPROFIT

4.4. Printed materials

Distributing the produced dissemination materials

The remained dissemination materials will be distributed on the guided excursions and professional events. Their electronic version is published on the website: www.life.keletibakony.hu

Deadline: occasional (the dissemination materials won't be reprinted)

Responsible partner: consortium members

4.5. Events organised in the frame of the project

Guided excursions for the public

Organisation of guided excursions continues in the maintenance period of the project. The public excursions will be communicated on the project website and on the social media sites, especially on the Facebook page.

Deadline: periodical, at least one excursion in the maintenance period

Responsible partner: VERGA, BuNP, AQUAPROFIT

Environmental education for the army

The environmental trainings of the military staff continue. If foreign troops arrive for military training, the experts of Balaton Uplands National Park will give presentations as they did in the implementation period.

Deadline: periodical, at least one excursion in the maintenance period

Responsible partner: Ministry of Defence of Hungary Defence Economic Office and BuNP

The Eastern Bakony LIFE+ project consortium members will continue cooperation after the project period.

