

Communications Plan

Conservation of Falco vespertinus in the Carpathian Basin
LIFE11 NAT/HU/000926



1. Goals of Communications

1.1 Publicize the Falco vespertinus Life+ project's conservation efforts among stakeholders and decision makers. Persuade stakeholders to apply conservation management techniques on and outside project areas.

1.2 Aid the implementation of the general goals of the Falco vespertinus Life+ project by:

- Increasing the acquaintance of the red footed falcon and communicate its conservation value, and the associated ecosystem services toward stakeholders and the general public.
- Establishing conceptual link between the communally nesting rook and its co-breeder the red footed falcon.
- Dispel misconceptions affiliated with the rook
- Reduce conflicts between farmers, hunters, city dwellers and the rooks.

2. Tools of Communications

- Project website
- FaceBook profile
- Notice boards
- Presentations
- Brochures and leaflets
- Press conferences
- Press releases
- Project films
- Scientific articles, including conference presentations and posters
- Demonstrative events
- Transferring knowledge excursions
- PR sets
- Mobile exhibition
- Interactive exhibition at Kardoskút
- Layman's report

Please always use this in every communication:

The REDFOOT project is supported by the European Union's LIFE-Nature Fund.

The partners of the '**Conservation of Falco vespertinus in the Carpathian Basin**' (REDFOOT - **LIFE11 NAT/HU/000926**) project are: MME Birdlife Hungary (project coordinator), Bükk National Park Directorate, Körös-Maros National Park Directorate, Hungarian Natural History Museum, Raptor Protection of Slovakia and The State Nature Conservancy of the Slovak Republic.

www.falcoproject.eu



3. Target audiences and the associated channels of communication

General public

- Project website
- Brochures and leaflets
- Press conferences
- Press releases
- Project films
- Mobile exhibition

Local public

- Notice boards
- Brochures and leaflets
- Press releases
- Presentations
- Demonstrative event
- PR sets
- Interactive exhibition at the Museum of Kardoskút
- Mobile exhibition

Lawmakers, chairs

- Demonstrative events
- Transferring knowledge excursions
- Press conferences
- Presentations

Stakeholders, landowners, hunters

- Demonstrative events
- Brochures and leaflets
- Presentations
- Transferring knowledge excursions
- PR sets

Action	Deadline / frequency	Responsible - preparations	Responsible - execution
Communications Plan	1.Febr. 2013	MME	Péter Szenczi
Project website	Febr. 2013	Project manager	Project manager
Update	min. 1 update each month	All partners	Péter Szenczi
Partner websites	15.Febr. 2013	MME	All Partners
Audio-vizual gallery on the website	continuous	MME	Péter Szenczi
Press reviews	quarterly together with the technical reports	all partners	Péter Szenczi
Notice boards	1 HUN by June 2013 1 HUN by Sept 2013 2 SK by Sept 2013 3 ROOK by Nov 2013	MME	BNPD, KMNPD RPS, SNC
Press conferences	Post-events or on events + start of C.4; opening of museum, final	MME	Péter Szenczi (MME), Ildikó Paulikovics (BNPI), Ádám Ezer (KMNPI)
Press releases	prior events, 1 press release each month	MME	Péter Szenczi
Presentations	MME events and partner events	MME	all partners

Project films	3 in 4 years	MME	Peter Szenczi (with subcontractor)
Demonstrative event	2 annually in HUN	Peter Szenczi	BNPD, KMNPD
	20 meeting in SK approx 1 per month, start in 2013	RPS, SNC	RPS, SNC
Transferring knowledge excursion to Hungary	September 2013	RPS, SNC, MME	RPS, SNC
Scientific publications	2 papers 5 int. conferences 20 workshops Special editions	Péter Fehérvári (HNHM)	Aniko Kovács (HNHM)
PR sets	900 sets BNPI, 900 sets KMNP 800 RPS 50% produced until June 2013	MME	BNPD, KMNPD, RPS
Mobile exhibition	April 2014 Plan until Dec. 2013	MME	HNHM
Interactive exhibition at Kardoskút	April 2016	MME	KMNPD
Layman's report	Dec. 2017	MME	MME, RPS

4. Program Calendar

Week	Month	M	Tu	W	Th	F	Sa	Su	Program
1	JANUARY	31	01	02	03	04	05	06	
2		07	08	09	10	11	12	13	
3		14	15	16	17	18	19	20	
4		21	22	23	24	25	26	27	
5	FEBRUARY	28	29	30	31	01	02	03	
6		04	05	06	07	08	09	10	
7		11	12	13	14	15	16	17	Presentation - MBTK, Website update, Website ready, Partner websites ready
8		18	19	20	21	22	23	24	Website update - MBTK
9	MARCH	25	26	27	28	01	02	03	Press reviews for 1. technical report
10		04	05	06	07	08	09	10	Website update
11		11	12	13	14	15	16	17	Press release on SK meetings
12		18	19	20	21	22	23	24	
13		25	26	27	28	29	30	31	
14	APRIL	01	02	03	04	05	06	07	
15		08	09	10	11	12	13	14	Website update& Press release - arrival of RFFs
16		15	16	17	18	19	20	21	
17		22	23	24	25	26	27	28	
18	MAY	29	30	01	02	03	04	05	
19		06	07	08	09	10	11	12	
20		13	14	15	16	17	18	19	Website update& Press release – start of nesting
21		20	21	22	23	24	25	26	
22		27	28	29	30	31	01	02	
23	JUNE	03	04	05	06	07	08	09	
24		10	11	12	13	14	15	16	Website update& Press release - hatchings
25		17	18	19	20	21	22	23	Press release –1st demonstrative event
26		24	25	26	27	28	29	30	Demonstration Event – BNPD / press conf, notice board
27	JULY	01	02	03	04	05	06	07	
28		08	09	10	11	12	13	14	Website update& Press release –Ringings, Satellite tracking
29		15	16	17	18	19	20	21	
30		22	23	24	25	26	27	28	
31	AUGUST	29	30	31	01	02	03	04	
32		05	06	07	08	09	10	11	Website update& Press release – Satellite tracking
33		12	13	14	15	16	17	18	
34		19	20	21	22	23	24	25	
35		26	27	28	29	30	31	01	Press release - demonstrative event
36	SEPTEMBER	02	03	04	05	06	07	08	Notice boards 2 HUN, 2 SK
37		09	10	11	12	13	14	15	2nd demonstrative event - KMNPD + Transfer Knowledge Excursion
38		16	17	18	19	20	21	22	Press conference – Kardoskút, Notice boards
39		23	24	25	26	27	28	29	Website update& Press release – Migration
40	OCTOBER	30	01	02	03	04	05	06	Presentation: Animal’s Day (ZOOs)
41		07	08	09	10	11	12	13	Website update
42		14	15	16	17	18	19	20	
43		21	22	23	24	25	26	27	
44	NOVEMBER	28	29	30	31	01	02	03	Notice boards 3 Rook – RPS

45		04	05	06	07	08	09	10	Website update
46		11	12	13	14	15	16	17	Presentation: Tatai Vadlúd Sokadalom
47		18	19	20	21	22	23	24	
48		25	26	27	28	29	30	01	
49	DECEMBER	02	03	04	05	06	07	08	Press reviews for 4. technical report
50		09	10	11	12	13	14	15	Website update
51		16	17	18	19	20	21	22	
52		23	24	25	26	27	28	29	
1	JANUARY2014	30	31	01	02	03	04	05	

5. Detailed description of communication tools

Project website and partner websites – E1

Description (what, how, where and when):

1. The web site of the previous LIFE project (www.falcoproject.eu) will be updated with new informations and maintained to keep regular visitors addressed previously. All activities, results, communication tools, contacts of the project staff will be updated and maintained. The interactive MAP function developed for the previous project will serve to visualise PTT equipped birds during their migration within Action C.8. This kind of “LIVE” tracking proved to be the best way to increase public awareness toward the species.
2. All partners must create a page on their website dedicated to the project.

Facebook profile will be prepared and actualised “daily” for increase synergy between other communication tools.

Beneficiary responsible for implementation: MME with the active support of all associated beneficiaries

Expected results (quantitative information when possible): The project website with available general information will be set up by 28/02/2013 and developed and maintained regularly. The various and unique actions visualized and presented spectacularly by the project website will result more than 300000 visitors during the project.

Audio-vizual gallery – E.1

An Audio-visual Archive, containing photographs, sound and video archive of the project actions will be assembled without copyright constraints to maximize the efficiency and quality of communication with key stakeholders and the general public. This archive will be the source of all images, sound and video used in the project website, in printed and electronic education materials, events media activities and reports.

Notice boards–E.2

Description (what, how, where and when): (max. 10.000 characters)

In Hungary: Two LIFE project notice boards will be installed in project SPAs HUBN10004 and HUKM10004.

In Slovakia: Two LIFE project notice boards will be installed in project SPAs SKCHVU023 and SKCHVU012.

Three more notice boards stressing the importance of rook, besides informing about the project,

will be installed near the Municipal Office of villages where the rook colonies important for *F. vespertinus* are situated in SKCHVU005 and SKCHVU019.

Where: Geographical level 3. (HUBN10004 and HUKM10004 in Hungary, SKCHVU005, SKCHVU012, SKCHVU019, SKCHVU023 in Slovakia)

When: by September 2014

Beneficiary responsible for implementation:

In Hungary: MME, BNPD, KMNPD

In Slovakia: RPS, SNC

Expected results (quantitative information when possible): In Hungary 2 notice boards are erected in project SPAs by 30.09.2013.

In Slovakia: 2 project notice boards will be installed in project SPAs SKCHVU023 and SKCHVU012 by 30.09.2013. Another 3 notice boards stressing the importance of Rook will be installed in SKCHVU005 and SKCHVU019 by 30.11.2013.

Press conferences – E.3

Results achieved and/or problems met during the execution of all actions of the project will continuously disseminated to the public through the different channels of the media.

The following press conferences are planned:

- On the demonstrative event of action C.4; June 2013;
- On the opening of the exhibition at the Museum of Kardoskút; April 2016
- Finalizing the project's main activities; December 2017

Press releases – E.3

Press releases will be prepared and sent to all relevant media in every month of the project in average (resulting ca. 70 releases), which reports will also base the News section of the project website (E.1).

Besides the actual press releases MME and project partners will strengthen the already existing extensive personnel contacts with the media, and further detailed reports about the project will be given to the most relevant TV and radio channels, and printed and online journals. Media reports dealing with the project will be included in the audio-visual archive of the project.

Project films – E.3

Description (what, how, where and when):

Short thematic project films on the relation of farming and the red-footed Falcon will be created (3x15 minutes).

Production of 2000 copies of project films on DVD will take place.

Beneficiary responsible for implementation: MME

Scientific articles – E.8

Description (what, how, where and when): (max. 10.000 characters)

Scientific communication on conferences, workshops, publishing in international journals. Special edition of the “Slovak Raptor Journal” and “Heliaca” (raptor annual of MME) focusing on Red-footed Falcon to disseminate the results among experts.

Attendance at the following conferences are planned (travel and registration fee for the project staff of HNHM):

- 3rd European Congress of Conservation Biology, Glasgow, Scotland, UK.
- INTECOL 18 - 23 August 2013, London, UK.
- International Ornithological Congress, Rikkyo University in Tokyo, Japan
- Conference of the European Bird Census Committee
- European Ornithologists Union’s conference

Beneficiary responsible for implementation: HNHM, MME, RPS

Expected results (quantitative information when possible):

Scientific results are documented and ready to be used elsewhere. For the dissemination of results 5 presentations on international conferences will be held:

- 3rd European Congress of Conservation Biology, Glasgow, Scotland, UK.
- INTECOL 18 - 23 August 2013, London, UK.
- International Ornithological Congress, Rikkyo University in Tokyo, Japan
- Conference of the European Bird Census Committee (not announced yet, EU country)
- European Ornithologists Union’s conference (not announced yet, EU country)

In addition 20 presentations on workshops will be held.

2 scientific publications in peer-reviewed international scientific journals will be written.

Special edition of the “Slovak Raptor Journal” (200) and “Heliaca” (500) focusing on Red-footed edited and printed by 31.12.2017.

Demonstrative events – E.4

Demonstrative events will be organized with site visits to ensure the two way communication of the participants. Catering of all events will be subcontracted.

In Slovakia: At least 20 meetings with stakeholders (hunters, land users, decision makers, representatives of Municipal Offices) will be held.

Transferring knowledge excursion – E.4

50 land users and other stakeholders from Slovakia will participate on transferring knowledge excursion in Hungary. The aim of the meetings will be to ensure the proper implementation of Actions C.1, C.2, C.3, C.7, C.9, C.10 by influencing the behaviour of key stakeholders and to improve mutual cooperation.

PR sets - E.4

Description (what, how, where and when):

The following project related communication material will be produced: 2600 „PR sets“ (project leaflets, caps or T-shirts, vignettes or fridge magnets, pens or badges, bags) will be produced (900 by KMNPD, 900 by BNPD and 800 by RPS)

Where: Geographical level 3. (HUBN10004 and HUKM10004), whole project area in Slovakia

Beneficiary responsible for implementation:

MME, BNPD, KMNPD, RPS, SNC

Mobile exhibition – E.5

Description (what, how, where and when):

A transportable exhibition will be developed by HNHM. The life of Red-footed Falcons and other flagship bird species of the Hungarian Great plains will be used to promote nature conservation and the Natura 2000 network. Project goals and the role of EC in the financing of Natura 2000 related conservation works will be presented.

Where: Geographical level 2. (Hungary), but mainly HUBN10004 and HUKM10004

When: by 01.04.2014 (first opening in the Natural History Museum of Budapest)

Beneficiary responsible for implementation: HNHM, MME

Expected results (quantitative information when possible): The exhibition will be set up at least at 50 different locations during the project period. The events will be documented in the project communication summary

Interactive exhibition at Kardoskút – E.6

Description (what, how, where and when): (max. 10.000 characters)

An interactive exhibition will be developed for the museum of Kardoskút-Pusztaközpont, owned and operated by KMNPD. The building of the exhibition is situated in the gate of one of the most characteristic breeding site of the Red-footed Falcon (HUKM10004). The current exhibition room was established decades ago and displays the main geomorphologic, floristic and faunistic specialities of the area, without any accent on the species and the suitable conservation management. Both the refurbishment of the 120 m² exhibition area and the replacement of the exhibition could be beneficial to disseminate natural value and conservation results of the area. Modern solutions could raise public awareness in more efficient way.

In the new exhibition room a live camera system will be constructed, 3 D animations on the life and conservation of Red-footed Falcons and other natural values will be used for attractive dissemination of results. The exhibition and visitors WC will be developed in a way that handicapped persons will be also able to visit it.

Where: Geographical level 3. (HUKM10004)

When: by 01.04.2016

Beneficiary responsible for implementation:KMNPD

Expected results (quantitative information when possible):

Annual number of visitors will be increased by 150% compared with average baseline data available for many years in KMNPD administration.

Layman's Report – E.7

Description (what, how, where and when): (max. 10.000 characters)

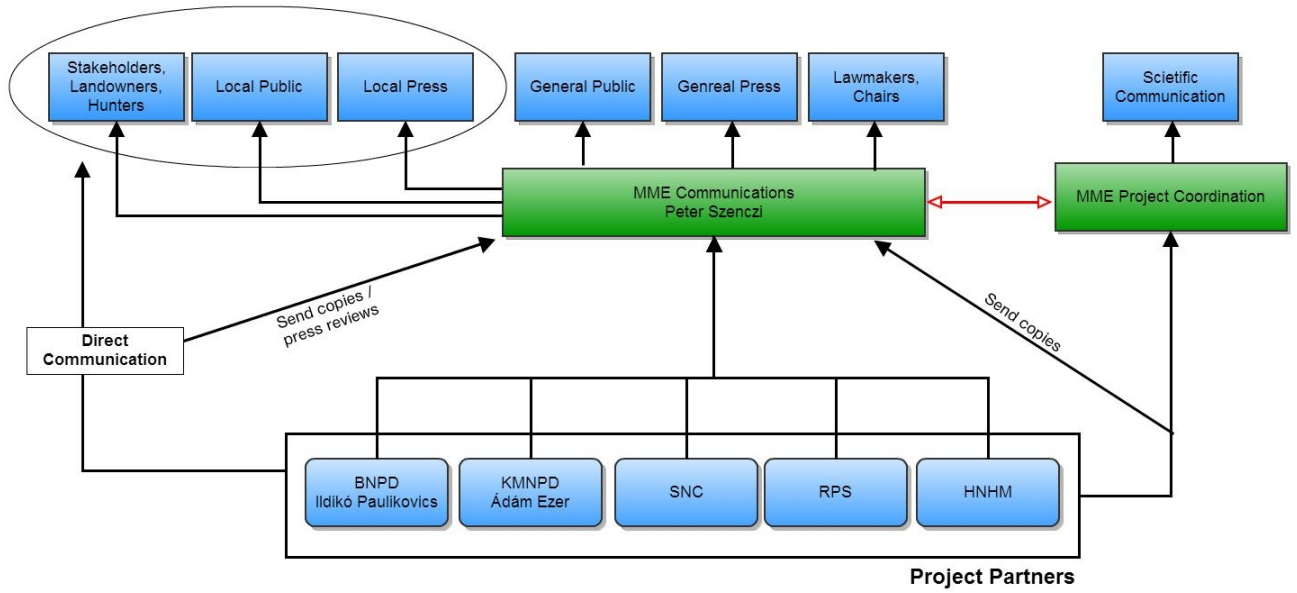
At the end of the project MME will produce a layman's report in both paper and electronic formats. The paper version will be disseminated among decision makers, international partners and key stakeholders, while the electronic version will be freely available through the project website. The report will describe the project and its achievements in succinct, non-technical language. The report will be printed in 3 languages hungarian (2000), slovakian (1000) and english (300).

When: by 10.12.2017

Beneficiary responsible for implementation: MME, RPS

Expected results (quantitative information when possible): The Layman's report will be printed in 3 languages hungarian (2000), slovakian (1000) and english (300). and disseminated by the project end.

6. Routes of Communication



7. Results

Action E.1 Develop project website

Results:

- 300k total hits on project website during the project
- 500 followers of Facebook page

Things to present: Statistics on websites

Accountable: Peter Szenczi

Action E.2 Produce and erect notice boards in project area

Results:

- Erect seven notice boards in project sites

Things to present: Project documentation

Accountable: BNPDP, KMNPDP, RPS, SNC

Action E.3 Project communication

Results: 70 press release during the project,
regular appearance in online, print and electronic media

Things to present: Monthly press reviews by Observer

Accountable: Peter Szenczi

Action E.4 Communication with stakeholders

Results: 530 contacts of stakeholders from Hevesi sík area; collect 370 contacts of stakeholders from Vásárhelyi puszta area, 20 meetings with stakeholders in Slovakia

Things to present: Attendance sheets with contact infos, questionnaires, 250 signed commitments (HU), Agreement of cooperation will be signed with at least 3 hunting associations (SK)

Accountable: KMNPDP, BNPDP, RPS, SNC

Action E.5 Transportable exhibition for schools

Results: mobile exhibition ready for display

Things to present: Project documentation

Accountable: HNHM

Action E.6 Exhibition in the Museum of Kardoskút

Result: Opening of the exhibition at the Museum of Kardoskut

Things to present: Project documentation

Accountable: KMNPD

Action E.7 Layman's report

Results:Layman's report in 3 languages:hungarian (2000), slovakian (1000) and english (300)

Things to present: Delivery documentation

Accountable: MME

7. Attachments

M.1. Full names and logos of all partners (both in .ai and .jpeg format) - attached electronically

M.2. Powerpoint slide to use with related presentation - attached electronically