

LIFE living Natura 2000

A communication project
for the European natural
heritage in Bavaria

**It's
in my
nature.**



About the project

LIFE living Natura 2000 is a communication project for the *Natura 2000* network in Bavaria, funded by the LIFE programme of the European Union.

The project will highlight the relevance of *Natura 2000* for the society, for protecting our European natural heritage and for stopping the loss of biodiversity. *LIFE living Natura 2000* also wants to show the benefits of *Natura 2000* for rural areas, e.g. for a sustainable agriculture and forestry and for eco-tourism. The ecological network is crucial for the society in general – by the manifold ecosystem services it provides.

The main objective of the project *LIFE living Natura 2000* is to spread information about *Natura 2000* and to improve the public acceptance through dialogue and a widespread communication and information campaign about *Natura 2000* in Bavaria.

Target groups

- » Stakeholders and representatives of associations and NGO's
- » Landowners and land users
- » Policy & decision makers
- » The young generation
- » Representatives of the media

The project is particularly addressing relevant stakeholders and aims to increase the acceptance and appreciation of *Natura 2000*.

Natura 2000 in Europe

Natura 2000 is a European-wide ecological network of areas protected by the Habitats Directive and the Birds Directive of the European Union. The protected area network includes more than 27,000 sites over the entire territory of the member states of the EU. These sites cover about one fifth of the total area of the EU, making the *Natura 2000* network the worldwide largest project for biodiversity protection.

Natura 2000 in Bavaria

Most of the *Natura 2000* sites in Germany are located in Bavaria: 746 sites, with 800,000 hectares that cover about 11% of Bavaria's territory. A high amount of biodiversity is found in these sites with more than 60 habitat types and 250 *Natura 2000* plant and animal species. Bavaria has many diverse landscapes with lakes and bogs of the Alpine foothills, breathtaking landscapes of the mountain ranges of the Alps, limestone rocks of the Jurassic or extensive low mountain ranges. They are typical for the country and covered by many *Natura 2000* areas.

Natura 2000 sites provide a wide range of ecosystem services – such as clean air, fresh water, food, and protection from flooding and avalanches. Those areas also cover the most valuable European natural capital and the most attractive landscapes. In many cases, these areas are particularly important for tourism and recreation and contribute significantly to the socio-economic added value of the regions.

The role of communication

Despite the high relevance, knowledge in the society about *Natura 2000* is lacking and very often there is a rather low acceptance. A low acceptance and missing appreciation limits the implementation process and necessary measures of *Natura 2000* particularly with regards to important stakeholders, such as landowners and landusers. Hence, *LIFE living Natura 2000* will improve the communication by showing the added-value for stakeholders and by efforts for a better knowledge transfer and dialogue with relevant actors. The project should also serve as a blueprint for communication of *Natura 2000* in general.

Aims of the project

LIFE living Natura 2000 is a LIFE project in the priority area "Environmental Governance and Information". The project is coordinated and managed by the Bavarian Academy for Nature Conservation and Landscape Management (ANL) and targets the following main aims:

- » **Dissemination of knowledge** and raising awareness of *Natura 2000*, its general importance for nature and society, especially focusing on the relevant stakeholder groups
- » Increasing the **willingness to cooperate and implement** *Natura 2000*, particularly addressing land owners/users (farmers, forest owners) and other important target groups
- » **Establishing cooperations** with policy, decision-makers and the economy
- » **Building networks** on the international, national and regional scale to exchange information and experiences with regards to the commu-

nication and implementation of *Natura 2000*

- » Establishing *Natura 2000* as a **positive and future-oriented topic** in the media

Timeline and actions

The LIFE project started in July 2017 and will end in March 2022. The LIFE project consists of four years where the specific actions will take place, according to a specific communication and information strategy. There will be information and awareness-raising campaigns, regional and country-wide events, a web-based information campaign, competitions and exhibitions and many other actions such as the development of best practices.



746

Natura 2000-
areas

11 %

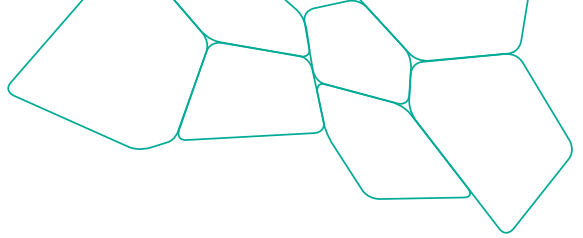
of country's territory

800.000

hectares of land

250

animal and plant
species



TEAM

Dr. Florian Wetzel

Senior project manager
Tel.: + 49 8682 8963 - 49
E-Mail: florian.wetzel@anl.bayern.de

Theresa Bode

Project manager communication
Tel.: + 49 8682 8963 - 62
E-Mail: theresa.bode@anl.bayern.de

Veronika Dieplinger

Administration
Tel.: + 49 8682 8963 - 60
E-Mail: veronika.dieplinger@anl.bayern.de

Lisa Riccarda Mitterbuchner

Design
Tel.: + 49 8682 8963 - 48
E-Mail: lisa.mitterbuchner@anl.bayern.de

WWW.GANZ-MEINE-NATUR.BAYERN

Facebook: [@ganz.meine.natur](https://www.facebook.com/ganz.meine.natur)

Bavarian Academy for Nature Conservation
and Landscape Management (ANL)
Seethalerstraße 6
D-83410 Laufen



Bayerischer Naturschutzfonds
Stiftung des Öffentlichen Rechts



Bayerische Akademie
für Naturschutz und
Landschaftspflege



Bayerisches Staatsministerium für
Umwelt und Verbraucherschutz



Budget

The overall budget of the LIFE communication project is around 3 million Euro. 60% of the costs are financed by the EU, 40% are financed by the Bavarian Academy for Nature Conservation and Management (ANL), the Bavarian State Ministry of the Environment and Consumer Protection (StMUV) and the Bavarian Nature Conservation Fund.