



**LIFE13 INF/GR/000188**

**FINAL Report**

**Covering the project activities from 01/07/2014 to 31/12/2018**

**03/05/2019**

**“The ecological services, social benefits and economic value of the  
Ecosystem Services in Natura 2000 sites in Crete”**

*Acronym: “LIFE Natura2000Value Crete”*

<b>Project location</b>	Crete, Greece
<b>Project start date:</b>	01/07/2014
<b>Project end date:</b>	30/06/2018 <b>Extension date:</b> 31/12/2018
<b>Total Project duration (in months)</b>	52 months (including <b>Extension of 6 months</b> )
<b>Total budget</b>	1,085,171.00 €
<b>Total eligible budget</b>	1,061,921.00 €
<b>EU contribution:</b>	530,960.00 €
<b>(%) of total costs</b>	48.93%
<b>(%) of eligible costs</b>	50.00%

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## 1. List of Abbreviations

<b>AB:</b>	Associated Beneficiary
<b>CB:</b>	Coordinating Beneficiary
<b>CHM:</b>	Clearing House Mechanism
<b>DAAC:</b>	Decentralized Administration Authority of Crete – Directorate General for Forests and Agriculture, Directorate of Coordination and Supervision of Forests
<b>EC:</b>	European Commission
<b>EE:</b>	Environmental Education
<b>EMT:</b>	External Monitoring Team LIFE
<b>ES:</b>	Ecosystem Service / Ecosystem Services
<b>FD:</b>	Forest Directorate
<b>GD:</b>	Geographic Database
<b>GIS:</b>	Geographic Information Systems
<b>GDP:</b>	Gross Domestic Product
<b>HOS:</b>	Hellenic Ornithological Society
<b>ICS-FORTH:</b>	Institute of Computer Science – Foundation for Research & Technology Hellas
<b>INSPIRE:</b>	Infrastructure for Spatial Information in the European Community
<b>MtR:</b>	Mid-term Report (September 2016)
<b>N2000 / N2K:</b>	NATURA 2000 (sites)
<b>NHMC:</b>	Natural History Museum of Crete
<b>PA:</b>	Partnership Agreement
<b>PSC:</b>	Project Steering Committee
<b>SAC:</b>	Special Areas of Conservation
<b>SCIs:</b>	Sites of Community Importance
<b>SCT:</b>	Stakeholders Consultative Team
<b>SPA:</b>	Special Protection Areas
<b>UoC:</b>	University of Crete
<b>YPEKA:</b>	Greek Ministry of Environment, Energy & Climate Change (following the National Elections of January 2015, the YPEKA was renamed to “Greek Ministry of Reconstruction of Production, Environment & Energy [YPAPEN]”, while after National Elections of September 2015 the Ministry was once more renamed to “Greek Ministry of Environment & Energy [YPEN]”)
<b>YPEN:</b>	Greek Ministry of Environment & Energy (since September 2015)

## 2. Executive Summary

The present project aims to support the NATURA 2000 sites on the island of Crete, by addressing the need for protection of priority species and habitats and by recognizing the human factor as an integral part of the Mediterranean region in landscape formation.

Since the establishment of the NATURA 2000 Network and until recently, many misunderstandings and concerns have been raised about the purpose and the consequences of protection regimes in local development. The LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project was designed to help eradicate these misconceptions and demonstrate that the conservation of biodiversity is a guarantee for sustainable development, prosperity and quality of life.

The scope of the LIFE Natura2000 Value Crete project, was to highlight the value of natural ecosystems in the protected areas of the NATURA 2000 Network in Crete by informing key stakeholders about the benefits it provides to people in terms of good health, social cohesion, economic prosperity and cultural inspiration and creation.

In order to achieve this goal, a Communication Strategy was designed addressing the value of ecosystem services in the protected areas of the NATURA 2000 Network in Crete.

More specifically, the project pursued a public awareness campaign through a series of communication activities that incorporated the production and dissemination of information material and technical publications, the development of an environmental education programme, the organisation of thematic workshops, seminars and training activities for rural development and site management, which included networking with other LIFE and non-LIFE projects. The actions targeted the general public, with emphasis to be given to the inhabitants, stakeholders and target groups of the project.

Major outcomes of the project were the following:

- Awareness among the people living and working within the NATURA 2000 Network on the need for conservation and sustainable use of the protected areas occurring in Crete.
- Promotion of the NATURA 2000 Network in future activities related to environmental education and incorporation of the ecological requirements of priority species and habitats in site management regarding farming, hunting, tourism and local or regional planning.
- Reduction of the human pressure by changing the negative attitude or ignorance of stakeholders and policy makers of local and regional authorities.
- Raise of the public acceptance on the maintenance of nature and biodiversity assisted by alternative proposals of compatible rural development and recreational activities.
- Integration of the N2000 ecological value to the local economy potential and social cohesion in the “less-favoured” regions and areas of EU.

The project teams of the all Beneficiaries cooperated on a permanent basis during the whole project reporting period. Difficulties were not encountered in the coordination scheme of the project and some minor delays in the implementation of specific Actions were encountered in the best possible ways.

No major constraints were observed during the implementation of the project. All project Actions were carried out by the beneficiaries, who have previous experience, and the proper scientific and technical staff. In some cases specific actions were subcontracted to external contractors who have corresponded successfully in deadlines and delivered their work on time. The production of public awareness material, technical editions and educational material was incorporated to the ongoing education actions of the CB and HOS and was expanded to the Environmental Education Centres of Crete.

In general, time planning did not pose serious obstacles in the project's development. Minor delays in specific Actions occurred due to the financial crisis that stroke the country (slowdown in implementation due to the Capital Controls). Bureaucratic reasons and also significant changes to the Financial Management Regulations of the UoC during 2017 influenced the speed of the implementation of Actions C12 and C13. These delays did not affect the major outcomes of the project, since all Actions were completed successfully. Budgetary problems were kept into the minimum, since most of the material was produced by the department of editions of the UoC – NHMC and the scientific staff of UoC – NHMC. Distribution of the deliverable products of the project and dissemination of its outputs was conducted through the awareness raising activities of the project and the existing beneficiaries' communication networks.

What concerns the implementation of Action A1 (*Project Management*), the Partnership Agreements (PAs) between the CB and the ABs were signed till 01/09/2014. An amendment to the budget of DAAC and an Amendment to the Partnership Agreement between UoC and DAAC was signed on 24/08/2016. The Amendment No 1 to the Grant Agreement for LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project for the 6-month extension of the project's end date and some financial modifications in the fields of co-financing and specific categories of expenses was agreed with the European Commission – DG Environment on 28/06/2018.

The PSC (Project Steering Committee) and the SCT (Stakeholders Consultative Team with 21 members-associations) were established on time.

Until the end of the Project (December 2018), 7 PSC Meetings and 4 Joint SCT+PSC Meetings were implemented (*Action A5 – Monitoring of the project*), while in 4 of the PSC Meetings the EMT/NEEMO representatives participated (2<sup>nd</sup>, 4<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> PSC Meetings, respectively). The EC/DG ENV visit to the Project took place on May 22, 2018 (7<sup>th</sup> PSC Meeting).

With regard to the project networking activities (*Action A2*), the LIFE Natura2000 Value Crete project has participated in 12 Meetings and conducted networking with 10 other LIFE projects and 2 non-LIFE projects.

Preparatory Actions B1 (*Information update and establishment of a Clearing House Mechanism for the NATURA 2000 network in Crete*) and B2 (*Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in NATURA 2000 sites in Crete*) were implemented with no major constraints.

With regard to communication actions / awareness raising campaign, the steps undertaken in brief were the following:

- Action C1 (*Booklets*): Three (3) Booklets (in total 50,000 copies) have been published in March 2017. The 3 booklets were distributed to targeted audience through awareness raising activities of the project, i.e. Actions C12-C15, C20-C21, D1 and F2. Three (3) booklets in English were produced in 8,000 copies in June 2018.

- Action C2 (*Posters*): Finalised within the envisaged timeframe and were distributed through awareness raising activities of the project, i.e. Actions C12-C15, C20-C21, D1 & F2.
- Action C3 (*Banners*): Five (5) banners were produced in September 2016. These banners complement project Actions such as C12-C15, C20-C21, D1 and F2.
- Action C4 (*Two special issues of “Oionos” magazine*): The 1<sup>st</sup> special edition of “Oionos” magazine was published in August 2016. The 2<sup>nd</sup> special edition of “Oionos” magazine was published in late 2017. Both issues were distributed through awareness raising activities of the project, i.e. Actions C12-C15, C20-C21, D1 and F2, and through partners’ communication channels.
- Actions C5-C7 (*T-shirts, Hats and Stickers*): Finalised within the envisaged timeframe as described in the MtR (September 2016). Additional T-shirts and Hats were produced during 2017 and 2018. All T-shirts, Hats and Stickers have been distributed through awareness raising activities of the project, i.e. Actions C12-C15, C20-C21, D1 and F2.
- Action C8 (*Calendar*): The calendar of year 2016 was completed according to the project’s timetable. Additionally, the project management team decided to produce an additional calendar of year 2017 (2,500 copies) and it was distributed to targeted audience.
- Action C9 (*Documentary*): A thematic documentary of the NATURA 2000 sites in Crete and their ecosystem services was produced in March 2017. The distribution of the documentary to local and national media was implemented according to the proposal (see also Action C19).
- Actions C10-C11 (*Radio & TV spots*): Finalised within the envisaged timeframe as described in the MtR (September 2016). The broadcasting was implemented according to the proposal (see also Action C18).
- Action C12 (*Workshops*): All the foreseen workshops (26 out of 26) have taken place during project’s implementation period. In total, 117 lectures by 58 specialised invited speakers were given, while 869 people attended these events.
- Action C13 (*Participation in local festivals*): The project beneficiaries participated in 16 local festivals (out of the 12 foreseen), where 9,145 participants were recorded.
- Action C14 (*Open events*): Eleven (11) out of the ten (10) foreseen open events took place until the end of the project. Thirteen (13) more events were implemented in combination with Actions C12 and D1.
- Action C15 (*Travelling photo exhibition*): The Action was launched in early March 2016; the exhibition has visited in total nine (9) Municipalities of Crete. In most of the activities of Actions C12-C14, D1 & F2, part of the travelling photo exhibition was also presented.
- Action C16 (*Press articles*): Nine (9) out of eight (8) Press Articles have been published, distributed and posted by local media, informing the general public on the ecological, social and economic value of ecosystem services provided by the NATURA 2000 sites.
- Action C17 (*Press Conferences*): Four (4) Press Conferences (out of 2) were given to local Media during project’s implementation. Moreover, more than thirty (30) Press Releases have been issued by the UoC in the framework of Actions A5, C12, C14, C15, C17, C19, C20, D1 and F2.
- Action C18 (*Advertising campaign*): Three rounds of free broadcasting of the Radio and TV Spots took place within September 2016, April 2017 and October 2018, while

broadcasting on a contract-basis with specific TV Channels took place during February-April 2018 and October-November 2018. The Radio Spots were transmitted on a contract-basis during August-October 2018. The TV spots were also available to watch online in both the project website and the YouTube channel of the NHMC Ecology lab.

- Action C19 (*Broadcast of the project's documentary*): This action commenced with a small delay and has been successfully concluded. In April 2017, the UoC invited local and national TV Channels to broadcast the project's documentary. By the end of April 2017 all local TV Stations had started broadcasting the documentary. Two (2) contracts for free broadcasting of the documentary were signed between the CB and national media companies on August and November 2017, respectively. The documentary has been also broadcasted in 13 Workshops of the project (Action C12) and it was promoted through specific media portals of Crete on a contract-basis (January-May 2018). The documentary was available to watch online at the project website, social media pages and YouTube. It was also being projected in the main Multimedia Hall of NHMC's Exhibition Halls on a daily basis, while part of the DVDs have been disseminated to a wide range of recipients.
- Action C20 (*Information Centre [NATURA 2000 Hall] on the multidisciplinary value of the NATURA 2000 network in Crete*): The NATURA 2000 Hall is in full operation at NHMC's Exhibition Halls. Four (4) state-of-the-art interactive exhibits are hosted and until today more than 100,000 people visited the NATURA 2000 Hall.
- Action C21 (*Environmental Education Campaign*): A school-based education programme was designed by the Environmental Education Department of HOS under the supervision of the HOS Communication Officer and in collaboration with external experts. The Environmental Education Campaign was implemented during the school year 2017-2018 and run until the end date of the project. The Environmental Education (EE) material was inserted in the school curriculum with the support of local School Activities Officers and under the grant of the Greek Ministry of Education, Research and Religious Affairs. More than 1,850 pupils from 25 schools implemented the project EE activities, through school and/or field visits.

In addition:

- Action D1 (*Training Seminars for the target audiences*): In total, seven (7) Training Seminars (out of 7 foreseen) were addressed to journalists and media employees, University students and tourism professionals. In addition, two (2) extra Training Seminars were conducted by DAAC and were mainly addressed to public servants and/or Foresters.
- Action E1 (*Monitoring of the project impacts*) was implemented according to the established time schedule. A baseline survey was implemented in the first year of the project (October 2014 – July 2015). The second (midterm) environmental awareness survey started in autumn 2017. In total, 6,992 questionnaires were collected and analysed statistically (quantitative and qualitative).
- Action F1 (*Project's Website*) is in full operation and will be on air 5 years after the project's end date. It is regularly updated both in English and Greek and gives sufficient statistics concerning the visitation. Facebook and twitter pages are in full operation and they will be regularly updated during the After-LIFE period.
- In the framework of the Action F2 (*Dissemination and promotion of the project's major outcomes and deliverables*), the project's bilingual leaflet was produced in late December 2015 (10,000 copies), while 2,000 additional copies were printed in June 2018. The roll up-banner of the project was produced in October 2015 in both Greek and English; 12 e-



Newsletters were released and each one was delivered to more than 1,250 e-mail addresses (July 2014-December 2018). All beneficiaries promoted and disseminated project's outcomes and deliverables in 36 various events such as conferences, thematic roundtables, seminars and workshops in local, national and international level.

- Action F3 (*Notice Boards*): Its completion showed a 4-month delay (November 2016); however, this delay did not affect the objectives of other activities or the project overall implementation. Five (5) Notice Boards were produced and erected in five (5) different places as foreseen. In autumn 2018, the UoC project team replaced the printings of the 5 Notice Boards, since the existing ones did not include the updated NATURA 2000 areas of Crete.
- The Layman's Report of the project (*Action F4*) was produced and printed in 1,000 copies within December 2018 and its dissemination will continue during the After-LIFE period.

For the financial administration of the project a unified procedure is used by all partners, for facilitating the checking, the monitoring and the registration of expenses. The Coordinating Beneficiary (UoC) and the Associated Beneficiary DAAC use the provisions for a public's body financial system. The Associated Beneficiary HOS has established a formal accounting system, which is checked on a permanent basis by external financial auditors.

All beneficiaries completed the Financial Forms at a quarterly basis, while Financial Reports and relevant documentation were also provided by both Associated Beneficiaries (namely DAAC and HOS) at a quarterly basis to the Coordinating Beneficiary (UoC). The UoC kept all Financial Reports and documentation at UoC's Premises in Heraklion, in cooperation with the Financial Department of the Special Account for Research Funds of UoC (SARF UoC). The Financial Department of the Special Account for Research Funds of UoC was responsible for the financial administration of the whole project on behalf of the UoC.

**Co-financing of all beneficiaries** of the LIFE13 INF/GR/000188 project was concluded, according to the provisions of co-financing of the project's proposal and the Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete. Part of all beneficiaries co-financing was covered by YPEN (ex YPEKA) with a total amount of €100,000.00 (payments to UoC during the period 23/12/2014-23/06/2016), by Green Fund with a total amount of €33,000.00 (payment of €27,000.00 to UoC on 20/10/2017; payment of €6,000.00 to HOS on 08/01/2019 under a within year 2018 request), and by A.G. Leventis Foundation with a total amount of €45,000.00 (payments to UoC on 16/05/2018 and 07/03/2019, respectively).

The incurred costs during the whole reporting period (July 2014-December 2018) of the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project cover a **percentage of 85.78%** of the total budget of the project (totalling to an amount of €30,822.86), while **in terms of the total eligible costs the percentage is 85.56%** (the provisional budget for eligible costs was in total €1,061,921.00, while the total eligible costs for whole reporting period is €98,592.11).

The **Audit Report** (*Action A4: External Audit*) followed the format of the Standard Audit Report Form, available on the LIFE website for LIFE 2007-2013 projects.

In conclusion, the project was implemented within the established time schedule (original and/or amended one) and the difficulties that have occurred did not affect the timely completion of the project.

### 3. Introduction

NATURA 2000 sites in Crete face numerous environmental problems including stressed natural resources, desertification, deforestation, threatened species of biodiversity etc. The aforementioned issues are enhanced by inadequate law enforcement and lack or low level of implementation of the EU regulations and environmental policy. Moreover, citizens of Crete still believe that residing within the N2K network, excludes them from important development opportunities. In addition, the present financial situation of Greece has led many people to overexploit natural resources in an unsustainable way or to change land uses that deprive wildlife habitat and degrade the agricultural environment even in NATURA 2000 areas.

Experience so far has proved that working with the local societies aiming to their consensus in species and habitat protection and applying concrete and localized management actions is more successful than trying to put into effect the national or European legislation in a broader sense. Therefore, the project aims to support the N2000 sites in Crete and motivate locals and stakeholders in general to seize the opportunities and address the challenges identified by integrating the economics of ecosystems and biodiversity into the societal decision-making.

Since there was no official public surveys in Crete regarding the status of the current level of awareness of locals towards NATURA 2000 Network, a baseline survey (*Action E1: Monitoring of the project impacts*), was implemented by the present LIFE project. The impact and assessment of the project's results were measured through the 2nd survey that was conducted by the end of December 2017.

Crete is the biggest island in Greece. Its population is approximately 630,000, with a percentage of 7% living within the N2K, as shown from *Action B1*. The Region of Crete participates in the Gross Domestic Product (GDP) of the country at a percentage of 5%, while in the Primary Sector Crete contributes 9.53% to the added value of the branch at national level (2012 data). It is worthwhile to mention that the 1/3 of the inhabitants of the N2K sites work in the Primary Sector, stating clearly the importance especially of the Provisioning Services not only for the local economies but also at a national level.

The communication strategy was based in the implementation of the Awareness Raising and Training Activities Actions (*Actions C12-C21 and D1*) and the communication and dissemination of the project and its results (*Actions F1-F4*). The communication teams of the Beneficiaries circulated all technical publications and editions of the project to the stakeholders, targeted groups and policy makers during project's implementation.

The continuity of the project's communication strategy will be ensured by the implementation of the After-LIFE Communication Plan for the next 5 years (*Action A3*). It describes in a comprehensive way the methodological approach, the technical means and the tools with which the project beneficiaries intend to transfer their know-how and experience, and provide guidance to the Management Bodies of NATURA 2000 sites in Greece, as well as to competent public authorities on how they can develop an information and communication strategy to highlight the ecological, social and economic value of ecosystem services in NATURA 2000 sites. Maintenance and continuous enrichment of the infrastructure and the communication channels already established during the LIFE project implementation, continuous dissemination of project outputs/ publications/ information materials, maintenance and expansion of the cooperation networks established with stakeholders will be the basic tools for the continuity of the project's effect.

## 4. Administrative part

### 4.1 Description of the management system

The financial administration of the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project was accepted by the Research Committee of the UoC under the unique Code Number of 4107. A stamp with the LIFE logo and the relevant Reference Number of the Grant Agreement has been prepared and distributed to both ABs.

UoC received from EC the First Pre-financing Payment of 40% on 24/06/2014 (total amount of €12,384.00) and the relevant shares were transferred to both Associated Beneficiaries (ABs), i.e. on 30/07/2014 the amount of €40,216.00 to HOS and on 23/12/2014 the amount of €39,036.80 to DAAC.

UoC received from EC the Second Pre-financing Payment of 40% on 20/12/2016 (total amount of €12,384.00) and the relevant shares were transferred to both Associated Beneficiaries (ABs), i.e. on 28/12/2016 the amount of €34,946.29 to DAAC and on 30/06/2017 the amount of €40,216.00 to HOS. The delay in the transfer of the share to HOS was due to the low level of expenditures on behalf of HOS at an earlier stage.

The **Partnership Agreements** (PAs) between the Coordinating Beneficiary and the Associated Beneficiaries were signed at an early stage of the project duration: the PA for HOS was signed on 24/07/2014 and the PA for DAAC was signed on 01/09/2014. Since during the project's period there was an amendment to the budget of DAAC in specific actions and budget's categories (non-substantial financial changes in budget categories), an Amendment to the Partnership Agreement between UoC and DAAC was signed on 24/08/2016. The signed PAs between UoC and ABs were sent along with the Inception Report.

The **Inception Report** of the project, covering the period July 2014 – March 2015, was sent to EC on 03/04/2015, and the reply from EC with comments on technical and financial issues was received on 09/06/2015.

The **Mid-term Report (MtR)** of the project, covering the period July 2014 – September 2016, was sent to EC on 29/09/2016, and the reply from EC with comments on technical and financial issues was received on 16/12/2016.

The **Progress Report** of the project, covering the period October 2016 – August 2017, was sent to EC on 29/09/2017, and the reply from EC with comments on technical and financial issues was received on 03/01/2018.

The **Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete** was signed on 28/06/2018, with an extension of the project's end date on 31/12/2018 (instead of 30/06/2018 as it was provided in the original proposal) and some financial modifications in the fields of co-financing and specific categories of expenses.

A specific Contract for Co-financing has been signed on 17/09/2014 between the Coordinating Beneficiary (UoC) and YPEKA for the co-financing of the LIFE project with a total amount of €100,000.00 (in accordance with the YPEKA's commitment for co-financing [Form A6], which was included in the project's Final Proposal). The YPEKA (since September 2015, the name of YPEKA changed to Ministry of Environment & Energy – YPEN) transferred to UoC the total amount of co-financing, following the annual cash flows that was determined for the period 2014-2016 in the relevant Contract for Co-financing. The

Contract for Co-financing between the Coordinating Beneficiary (UoC) and YPEKA for the co-financing of the LIFE project was sent along with the Mid-term Report.

The UoC addressed an official request to the Green Fund for co-financing on 23/01/2017. The Green Fund under its Decision with Ref. No. 121.5/2017/23-06-2017 decided to co-finance the LIFE Natura2000 Value Crete with a total amount of €27,000.00. An official signed Form A6 for the co-financing was included in Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete. UoC provided relevant financial documentation in early September 2017 and the Green Fund transferred to UoC the aforementioned amount of co-financing on 20/10/2017.

The UoC addressed an official request to the A. G. Leventis Foundation for co-financing on 28/09/2017. The A. G. Leventis Foundation under the Decision of its Council of Commissioners (letter dated 26/01/2018) decided to co-finance the LIFE Natura2000 Value Crete with a total amount of €45,000.00, separated in 2 equal instalments of €22,500.00. An official signed Form A6 for the co-financing was included in Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete. The aforementioned instalments of the co-financing from the A. G. Leventis Foundation were transferred to UoC on 16/05/2018 and 07/03/2019, respectively.

The HOS addressed an official request to the Green Fund for co-financing on 01/06/2018. The Green Fund under its Decision with Ref. No. 138.6/2018/26-06-2018 decided to co-finance the LIFE Natura2000 Value Crete with a total amount of €6,000.00. HOS provided relevant financial documentation on 29/11/2018 and the Green Fund transferred to HOS the aforementioned amount of co-financing on 08/01/2019.

The project teams of the UoC and the ABs cooperated on a permanent basis during the whole project reporting period, for the better implementation of all project Actions. Difficulties were not encountered in the coordination scheme of the project and some minor delays in the implementation of specific actions were encountered in the best possible ways during the implementation period of the project.

The Project Steering Committee (PSC) made in total seven (7) meetings during the whole project period (July 2014 – December 2018); for details and the Minutes of the PSC Meetings please see *Action A5: Monitoring of the project*.

Members of the UoC's and the AB's project teams participated in several Networking Meetings, while several Declarations for Cooperation between the "LIFE Natura2000 Value Crete" and other LIFE projects have been already signed. Cooperation between UoC and other LIFE and non-LIFE projects was permanent during the whole reporting period of the project (*see Action A2: Networking activities, visits, meetings, exchange of information with other relevant LIFE projects or non-LIFE projects*).

The Coordinating Beneficiary (UoC) has contacted with those stakeholders' Associations that had provided letters of support to the project, as well as with other stakeholders' Associations in order to ask for their participation in the SCT (*see Action A1: Project management*). In total, four (4) joint meetings of the PSC and the SCT took place during the whole reporting period (*see also Action A5: Monitoring of the project*).

According to the provisional timetable of the project (original timetable and amended timetable with a 6-month extension to the end date of specific actions), all actions of the project were implemented timely and the impact of the project to lay public and targeted audience is believed to have reached in a significant percentage all project objectives and milestones.

## 4.2 Evaluation of the management system

During the whole reporting period of the project (01/07/2014 – 31/12/2018), the organigramme of the project and the function of the Project Steering Committee (PSC), made the management process to be efficient enough. Along with the meetings of the PSC, cooperation between the CB (UoC) and both ABs (namely DAAC and HOS) was continuous and all problems encountered in the implementation of specific actions were solved in the more efficient way.

The participation at the Stakeholders Consultative Team (SCT) was strengthened during the project's implementation, and along with the provision of communication material and the implementation of the joint meetings between the PSC and the SCT we strongly believe that a very effective cooperation have been already established with all different stakeholders. This cooperation will be continued during the 5-year period of the After-LIFE implementation, since members of the SCT have already expressed their interest to continue collaboration with the LIFE Natura2000 Value Crete project and be actively involved in project awareness and communication actions.

Delays in the implementation of Action B1 (*Information update and establishment of a clearing-house mechanism for the N2000 network in Crete*) were overcome with great efforts on behalf of DAAC, while results were disseminated in an efficient way through special awareness and communication actions that were undertaken by DAAC during the latter reporting period. Training Seminars to the personnel of all Forest Departments of Crete were organised during the last trimester of the project implementation (see also *Action D1: Training Seminars*), with emphasis given to the dissemination of Action B1 results, as well as the Natura 2000 Network and the value of ecosystem services in ecology, society and economy. DAAC also provided all competent authorities of Crete with a “Handbook for Addressing Forest Violations”, which is believed to strengthen efforts for the better management of the Natura 2000 sites in Crete.

According to results of the second midterm environmental survey in the framework of Action E1 (*Monitoring of the project impacts*), project beneficiaries have enhanced their communication efforts and were focused on the promotion of economic and social benefits that could come from the N2000 network in parallel with its protection.

The main awareness and communication actions of the project will continue in the After-LIFE implementation period and information material will continue to be distributed to stakeholders and lay public during information events, workshops, seminars, conferences etc. In addition the NATURA 2000 Hall (*Action C20: Information Centre [NATURA 2000 Hall] on the multidisciplinary value of the Natura 2000 network in Crete*), which is located at the Exhibition Halls of the UoC – NHMC in Heraklion, will continue its operation during the After-LIFE implementation period. The NATURA 2000 Hall has a high visiting rate the whole year round by pupils, students, teachers, visitors and/or tourists, while its structure and operation has gained great publicity in Crete and Greece. The NATURA 2000 Hall gained also great comments from other LIFE and non-LIFE projects, with requests for replicability to be already on board (i.e. the LIFE16 IPE/GR/000002 – LIFE IP 4Natura project have recently visited the hall and asked for the possibility to have such an exhibition / interactive communication tool for Natura 2000 Network in other places of Greece).

The Environmental Education Material and Campaign (*Action C21: Environmental Education Campaign*), which was run by HOS, proved to be quite effective for the dissemination of the

LIFE Natura2000 Value Crete project objectives to all schools of Crete. The Environmental Education Campaign will continue by HOS, combined with relevant environmental education activities that will be undertaken in Crete and other places of Greece.

Finally, no financial difficulties were encountered during the whole project implementation period. The EC contributions to the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project (First and Second Pre-financing Payments) were received within a short-time after official request, while co-financing from all project co-financers (namely the Ministry of Environment & Energy (YPEN), the Green Fund and the A. G. Leventis Foundation) were received within the relevant timetable of reimbursements.

Communication with the Commission was at an excellent level and we satisfy on time all requests on behalf of EC, i.e. participation at relevant platform meetings, provide project's indicators to the new LIFE database etc. Two requests for budget's modifications were addressed to EC, namely on 22/12/2015 and on 09/08/2016, with replies from the responsible Programme Manager – Desk Officer to be immediate. The Amendment No 1 to the Grant Agreement was also signed on time and no problems appeared in the smooth implementation of the LIFE project. The project visit by the EC / DG Environment and EMT/NEEMO took place on 22/05/2018 and it was competent and at a great level.

Cooperation with the External Monitoring Team (EMT) was at a very high level, with MEMOs to be sent from UoC at a monthly and timely basis. Also, communication for either technical or financial issues was permanent during the reporting period. The four (4) annual visits of the EMT in Crete (namely on 15/06/2015, 06/06/2016, 26/06/2017 and 22/05/2018) for the LIFE project were quite helpful for all beneficiaries, since the presentation of the project's actions and objectives was commented by both the EMT and beneficiaries, while difficulties encountered were tried to be confronted at the better possible way.

## 5. Technical part

### 5.1. Technical progress, per task

#### 5.1.1 Action A1: Project Management

*Foreseen start: 01/07/2014*

*Actual start: 01/07/2014*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

During the implemented period (01/07/2014 – 31/12/2018), Action A1 was implemented according to the established time schedule and no major delays have been encountered.

This action involves the distribution of responsibilities among partners and the establishment of the Project Steering Committee (PSC). The PSC main obligations were to monitor and support the project actions, as well as to suggest modifications if the expected outcome is not cost-effective or deviates from the aims of the project. Also, this action included the formation of the Stakeholders Consultative Team (SCT). The PSC met at a regular basis with the SCT, for ensuring the involvement of the main stakeholders in the configuration of the project (see also Action A5).

The management of the project continued properly until the end of the project. The Project Steering Committee (PSC) was monitoring and supporting the project actions, to ensure correct and timely implementation, according to the initial plan and established indicators. Communication, visits, meetings, collaboration with partners and stakeholders were organised as was initially foreseen at the project's proposal.

The Coordinating Beneficiary with the partners' cooperation, prepared and delivered to EC/DG ENV: a) the Inception Report of the Project in April 2015; b) the Midterm Report in September 2016; and c) the Progress Report in September 2017.

With regard to the establishment of the PSC, the Coordinating Beneficiary (UoC) appointed members of UoC-NHMC's permanent staff as members of the PSC. In particular, Dr. Michalis Probonas, permanent employee of NHMC, serves as Project Manager & Chairman of the PSC and Dr. Stavros Xirouchakis, permanent employee of NHMC, serves as Project Manager & Project Administrator. Initially, UoC Project Administrator was foreseen as a separate position in the PSC. However, due to the long-term experience of Dr. S. Xirouchakis in the implementation of LIFE projects, it was considered a better solution for Dr. S. Xirouchakis to hold both positions. Following this arrangement, the PSC includes two UoC-NHMC's permanent employees as Communication Officers:

- Dr. Petros Lymberakis serves as UoC's Communication Officer. Dr. Lymberakis is also President of the Management Body of Samaria National Park and his input is valuable towards the effective implementation of the project.
- Mr. Manolis Nikolakakis serves as UoC's second Communication Officer, with an expertise on websites, GIS and databases.

A call-for-tenders procedure was announced by the UoC for the employment of the Communication Coordinator of the project. Dr. Maria Sakellari employed as a Communication Coordinator of the project, for the period 1<sup>st</sup> of October 2014 to 31<sup>st</sup> of January 2016 (16 months). At the end of this contract, there was not a release of a new call-for-tenders announcement, and the position was covered by an experienced member of UoC-NHMC's permanent personnel, namely Dr. Apostolos Trichas, who is a PhD Biologist,

Curator of Arthropods in NHMC and responsible for NHMC's editions and information material.

A call-for-tenders procedure was announced for the employment of UoC's third Communication Officer of the project. Mrs. Kalliopi Baxevani has been employed as a Communication Officer of the project, for the period 14<sup>th</sup> of November 2014 to 13<sup>rd</sup> of March 2016 (16 months). For the position of the Communication Coordinator, a new release of a call-for-tender procedure was announced in early December 2016 and the position was filled by Mrs. Konstantina Ploumi, Environmental Scientist, MSc on Ecosystem Services, for the period 4<sup>th</sup> of January 2017 to 30<sup>th</sup> of June 2018 (termination of contract for personal reasons on the 30<sup>th</sup> of September 2017), while a release for a call-for-tender procedure for the 2<sup>nd</sup> Communication Officer of the project was announced in February 2017 and the position was filled by Mrs. Niki Kiriakopoulou, Biologist, MSc on Ecology, for the period 9<sup>th</sup> of March 2018 to 28<sup>th</sup> of February 2018 (termination of contract for personal reasons on the 30<sup>th</sup> of September 2017).

For the remaining period November 2017 to December 2018, Dr. Panagiotis Georgiakakis, Biologist, filled the position of the Project Manager (call-for-tender procedure announced in October 2017) and the position of the Communication Coordinator was filled by Mrs. Georgia Piligotsi, Environmental Economist, MSc (call-for-tender procedure announced on October 2017).

Dr. Elisavet Georgopoulou has been employed as a Communication Officer of the project for the period 4<sup>th</sup> of September 2018 to 31<sup>st</sup> of December 2018.

The aforementioned personnel of the project for UoC was assisted by the rest permanent personnel of UoC-NHMC, with expertise relevant to biodiversity conservation, ecosystem services, protected areas and communication – awareness practices.

An official announcement of DAAC has been published on DIAVGEIA on 26/09/2014 regarding the appointment of permanent personnel of DAAC to the project (and the PSC respectively). In particular, Dr. Maria Kozyraki served as DAAC Coordinator until May 2017, Mrs. Georgia Xylouri served as DAAC Assistant Coordinator for the whole reporting period, Mrs. Despina Stamataki served as DAAC Forest Officer until December 2016 and Mrs. Maria Pateriannaki served as DAAC Deputy Forest Officer until July 2016. Mr. Vasileios Samaritakis served as a Project Coordinator during the period September-December 2018.

Regarding PSC members on behalf of HOS, Mr. Fran Vargas was appointed as HOS Coordinator until 31/12/2015 and Mr. Georgios Sgouros as HOS Assistant Coordinator (also until 31/12/2015). Since 01/01/2016, Mr. Georgios Sgouros served as HOS Coordinator. Mrs. Varvara Trigou served as HOS Communication Officer and Mr. Ioannis Mantadis served as HOS Financial Officer until December 2017. The position of HOS Financial Officer for the period January – October 2018 was served by Mr. Ioannis Petrocheilos, and for December 2018 the same position was served by Mrs. Dora Paspaspirou. Since 01/02/2016, Mrs. Evgenia Panoriou served as HOS Environmental Education Officer.

Regarding the establishment of the SCT, contacts were made with the Stakeholders Associations of East and West Crete that have already provided letters of support to the project (Group of Stockbreeders-Producers "Cretan Mitata"; Federation of Agricultural Associations of the Prefectural Unit of Heraklion "OASNI"; Agricultural Cooperative of Lasithi Plateau; Federation of Professional Fishermen of Heraklion; A' Hunting Association of Crete and Dodecanese "AKOKD"; Heraklion Hotels Association; Business Association of



Rented Apartments & Rooms of Heraklion; Chania Hotels Association), in order to select and appoint one of their members as members of the SCT.

Contacts have been also made with Stakeholders Associations of East and West Crete that did not provide letters of support, but were willing to participate in the SCT (Association of Professional Stockbreeders of the Prefectural Unit of Rethymno, Association of Professional Stockbreeders of Anogia, Unitary Federation of Rural Associations of the Prefectural Unit of Chania, Association of Professional Stockbreeders of Lasithi, Federation of Agricultural Associations of the Prefectural Unit of Rethymno, Federation of Professional Fishermen of Kissamos, and Federation of Professional Fishermen of Ierapetra, Siteia and Agios Nikolaos, Rethymno Hotels Association, Lasithi Hotels Association, Pancretan Association of Alternative Tourism), in order to select and appoint one of their members as members of the SCT.

SCT was formulated and consists of representatives of 21 Stakeholders Associations from all over Crete. More specifically:

1. A' Hunting Association of Crete & Dodecanese (AKOKD)
2. Unitary Federation of Rural Associations of the Prefectural Unit of Chania
3. Federation of Agricultural Associations of the Prefectural Unit of Rethymno
4. Association of Professional Stockbreeders of the Prefectural Unit of Rethymno
5. Association of Professional Stockbreeders of Anogia
6. Association of Professional Stockbreeders of Lasithi
7. Agricultural Cooperative of Lasithi Plateau
8. Group of Stockbreeders-Producers "Cretan Mitata"
9. Federation of Agricultural Associations of the Prefectural Unit of Heraklion "OASNI"
10. Heraklion Hotels Association
11. Chania Hotels Association
12. Rethymno Hotels Association
13. Lasithi Hotels Association
14. Business Association of Rented Apartments & Rooms of Heraklion
15. Pancretan Association of Alternative Tourism
16. Federation of Professional Fishermen of Rethymno (Federation of Professional Fishermen of Rethymno, not initially contacted to be a member of the SCT, send an official request to the project management team to participate in the SCT)
17. Federation of Professional Fishermen of Heraklion
18. Federation of Professional Fishermen of Ierapetra
19. Federation of Professional Fishermen of Siteia
20. Federation of Professional Fishermen of Agios Nikolaos
21. Federation of Professional Fishermen of Kissamos

Although all the above Associations initially agreed in an oral way to participate in the SCT (namely farmers, stockbreeders and fishermen associations, from whom most of the representatives accepted orally the invitation to participate in the SCT, as most of communications were made orally) and in some cases acceptance was communicated by writing, representatives from only 10 Stakeholders Associations attended the 1st Meeting of SCT. The CB's project team contacted again with all stakeholders inviting them at the 2nd Meeting of the SCT, but for various (and different) reasons, only 12 Associations responded, by sending representatives to the Joint Meeting of the PSC with the PSC.

Two (2) more Joint Meetings of the PSC with the SCT took place in 13/12/2016 and in 17/01/2018 respectively (see also Action A5).

Nevertheless, the UoC-NHMC maintains regular contact with all SCT's members throughout the project's implementation. More specifically:

- ✓ The communication printed material (leaflets, posters, stickers, calendars) was sent to all members of the SCT during the period January – April 2016.
- ✓ 100 copies of the Documentary (DVDs) with the English subtitles were sent to the four main Hoteliers Association of Crete, in July 2018.
- ✓ E-mail addresses of all Stakeholders Associations were included in project's mailing list.
- ✓ The project's e-Newsletters were sent to all stakeholders at a regular basis.
- ✓ Announcements, press releases and invitations regarding the events of Actions C12, C13, C14 and C15 were communicated regularly.
- ✓ Representatives of Stakeholders Associations were invited to participate as lecturers at the workshops that were organized (Action C12).
- ✓ Representatives of Stakeholders Associations were invited to participate by giving interviews for the realization of the project's documentary (Action C9).
- ✓ The management of the project continued until the end of the project. Communication, visits, meetings, collaboration with partners and stakeholders was organised as was initially foreseen at the project's proposal.

The **Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete** was signed on 28/06/2018, with a 6-month extension of the project's end date (new end date of the project to be on 31/12/2018, instead on 30/06/2018 as it was provided in the original proposal) and some financial modifications in the fields of co-financing and specific categories of expenses.

A specific Contract for Co-financing has been signed on 17/09/2014 between the Coordinating Beneficiary (UoC) and YPEKA for the co-financing of the LIFE project with a total amount of €100,000.00 (in accordance with the YPEKA's commitment for co-financing [Form A6], which was included in the project's Final Proposal). The YPEKA (since September 2015, the name of YPEKA changed to Ministry of Environment & Energy – YPEN) transferred to UoC the total amount of co-financing, following the annual cash flows that was determined for the period 2014-2016 in the relevant Contract for Co-financing. The Contract for Co-financing between the Coordinating Beneficiary (UoC) and YPEKA for the co-financing of the LIFE project was sent along with the Mid-term Report.

The UoC addressed an official request to the Green Fund for co-financing on 23/01/2017. The Green Fund under its Decision with Ref. No. 121.5/2017/23-06-2017 decided to co-finance the LIFE Natura2000 Value Crete with a total amount of €27,000.00. An official signed Form A6 for the co-financing was included in Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete. UoC provided relevant financial documentation in early September 2017 and the Green Fund transferred to UoC the aforementioned amount of co-financing on 20/10/2017.

The UoC addressed an official request to the A. G. Leventis Foundation for co-financing on 28/09/2017. The A. G. Leventis Foundation under the Decision of its Council of Commissioners (letter dated 26/01/2018) decided to co-finance the LIFE Natura2000 Value Crete with a total amount of €45,000.00, separated in 2 equal instalments of €22,500.00. An official signed Form A6 for the co-financing was included in Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete. The

aforementioned instalments of the co-financing from the A. G. Leventis Foundation were transferred to UoC on 16/05/2018 and 07/03/2019, respectively.

The HOS addressed an official request to the Green Fund for co-financing on 01/06/2018. The Green Fund under its Decision with Ref. No. 138.6/2018/26-06-2018 decided to co-finance the LIFE Natura2000 Value Crete with a total amount of €6,000.00. HOS provided relevant financial documentation 29/11/2018 and the Green Fund transferred to HOS the aforementioned amount of co-financing on 08/01/2019.

The **Inception Report** of the project, covering the period July 2014 – March 2015, was sent to EC on 03/04/2015, and the reply from EC with comments on technical and financial issues was received on 09/06/2015.

The **Mid-term Report (MtR)** of the project, covering the period July 2014 – September 2016, was sent to EC on 29/09/2016, and the reply from EC with comments on technical and financial issues was received on 16/12/2016.

The **Progress Report** of the project, covering the period October 2016 – August 2017, was sent to EC on 29/09/2017, and the reply from EC with comments on technical and financial issues was received on 03/01/2018.

The current **Final Report** of the project, covering the period July 2014 – December 2018, which was due to be sent by the end of March 2019, is delayed by approximately one month, due to the time needed for the Financial Auditing of the project by External Auditors and the payment of the relevant invoice (issued on April 5, 2019). The date of delivery the **current Final Report** is the 3<sup>rd</sup> of May 2019.

### **5.1.2 Action A2: Networking activities, visits, meetings, exchange of information with other relevant LIFE projects or non-LIFE projects**

*Foreseen start: 01/07/2014*

*Actual start: 01/07/2014*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

This action included networking with other LIFE or non-LIFE projects related with ecosystem services, biodiversity loss and information and communication actions in NATURA 2000 sites.

Action A2 was implemented according to the established time schedule, no major delays had been encountered and no changes to the established time schedule were made.

During the reporting period, declarations of networking and cooperation were signed with the following LIFE projects: “M-N NATURA Mission”- LIFE11 INF/PL/000478, “BIOforLIFE” - LIFE11 INF/CY/000863, “LIFE Stymfalia” - LIFE12 NAT/GR/000275, “3xEnvironment” - LIFE12 INF/PL/000009, “ForestLIFE” - LIFE14/GIE/GR/000304, “LIFE ElClimA” - LIFE13 NAT/GR/000909, “LIFE-FORBIRDS” - LIFE13 NAT/CY/000176, “LIFE Natura Themis” - LIFE14/GIE/GR/000026, “iLIFE-TROODOS” - LIFE16 GIE/CY/000709 and “LIFE Euroturtles” – LIFE15 NAT/HR/000997. The non-LIFE project with which networking activities took place are the: a) After-LIFE “Innovative Actions Against Poison Baits” project and b) “Volunteers Network for 1<sup>st</sup> Aid in wild animals”, both implemented by UoC-NHMC and financed by the A.G. Leventis Foundation.

Additionally, the project beneficiaries participated in the Kick-off Meeting of LIFE13 projects of Greece and Cyprus, Athens, 14<sup>th</sup> of October 2014 and in meetings organised by the following LIFE projects LIFE09 NAT/GR/000323 (LIFE Skyros Biodiversity), LIFE11

ENV/IT/000168 (LIFE+ MAKING GOOD NATURA), LIFE13 ENV/LT/000189(LIFE Viva Grass) and LIFE16 IPE/GR/000002 (LIFE-IP 4 NATURA).

In the framework of Action's A2 implementation the Project Coordinator gave an interview for the project LIFE Natura2000 Value Crete implementation and its actions to the representative of the "3xEnvironment – LIFE12 INF/PL/000009" project. The interview was posted during April 2016 in the following link:

[http://www.3xsrodowisko.pl/en/recommended/recommended\\_details/article/wywiad\\_z\\_partn\\_orem\\_wspierajacym\\_nasz\\_projekt\\_projekt\\_life\\_natura\\_2000\\_value\\_crete.html](http://www.3xsrodowisko.pl/en/recommended/recommended_details/article/wywiad_z_partn_orem_wspierajacym_nasz_projekt_projekt_life_natura_2000_value_crete.html).

With all the aforementioned LIFE projects, cooperation and exchange of experience was taking place at a regular basis.

Finally, the project beneficiaries attended the following project meetings, conferences and workshops on which networking contacts took place:

1. 2<sup>nd</sup> IPBES Pan-European Stakeholder Consultation Meeting (PESC-2), Basel, Switzerland, 22 & 23 September 2014
2. INF LIFE PLATFORM MEETING "Raising awareness on Natura 2000", Krakow, October 13 & 14, 2014
3. Workshop of DG Research & Innovation on the "Strategic science dialogue on biodiversity and ecosystem services", Brussels, 29 February 2016
4. ALTER-Net Conference 2017 on "Natura and Society: Synergies, conflicts, trade-offs", Ghent, Belgium, 2-4 May 2017
5. EU Green Week 2017 on "Green Jobs for a Greener Future", Brussels, Belgium, 30-31 May 2017
6. 18th Panhellenic Forestry Congress on "Hellenic Forestry facing major challenges: [...]" & International Workshop on "Information Technology, Sustainable Development, Scientific Networking & Nature Protection", Edessa, Greece, 8-11 October 2017
7. 6th Symposium for Research in Protected Areas, Hohe Tauern National Park Administration Salzburg & Association National Parks Austria, Salzburg, November 2-3, 2017
8. Seminar on "Forest Ecosystems: Early Interdisciplinary Approaches and Administrative Justice", Harokopio University, Athens, on 1<sup>st</sup> and 2<sup>nd</sup> of December 2017
9. 9<sup>th</sup> Panhellenic Ecology Conference which held in Heraklion Crete, October 4-7, 2018
10. Information Event for the European Financial Program LIFE, organized by the Greek LIFE Task Force in Heraklion, Crete, on April 26, 2018
11. 9th Hellenic Conference of Range & Pasture Society, in Larissa, during the period 09-12 October 2018
12. "International Perspectives on Preventing Wildlife Crime", in the framework of LIFE NATURA THEMIS project, in Athens, during the period 23-25 November 2018
13. Networking meeting with the LIFE-IP 4 NATURA (LIFE16 IPE/GR/000002) project on December 13, 2018, in Heraklion, Crete.
14. Networking meetings in the framework of the INTERREG ADRION project entitled: "IMPRECO – Common strategies and best practices to IMProve the transnational PROtection of ECOsystem integrity and services". 26-28 September 2018 and 14 December 2018.

### **5.1.3 Action A3: After-LIFE communications plan**

*Foreseen start: 01/01/2018*

*Actual start: 01/01/2018*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

The After-LIFE Communication Plan of the LIFE Natura2000 Value Crete project is designed to ensure the dissemination of knowledge and information about the ecological, social and economic value of the NATURA 2000 sites in Crete, and thus to maximise the demonstrative value of project actions after its completion.

It describes in a comprehensive way the methodological approach, the technical means and the tools with which the project beneficiaries intend to transfer their know-how and experience, and provide guidance to the Management Bodies of N2K in Greece, as well as to competent public authorities on how they can develop an information and communication strategy to highlight the ecological, social and economic value of ecosystem services in N2K.

The After-LIFE Communication Plan indicates how beneficiaries will continue (after the end of the project) communicating the role and importance in human well-being of both the ecosystem services and the conservation of biodiversity in the NATURA 2000 Network in Crete.

Among others, the After-LIFE Communication Plan refers to the resources dedicated to each action, the beneficiaries responsible, the target groups and the timetable according to which the After-LIFE communication actions will be executed for an indicative period of 5 years after the completion of the aforementioned project.

The After-LIFE Communication Plan is available in printed and electronic format in two languages (Greek and English). The electronic format is posted in the official website of the project (field DELIVERABLES) and printed copies are available for dissemination to the authorities upon request.

### **5.1.4 Action A4: External Audit**

*Foreseen start: 01/07/2016*

*Actual start: 01/09/2016*

*Foreseen (amended) end: 31/03/2019*

*Actual end: 05/04/2019*

This action was scheduled to take place in two (2) different phases. The first phase ran during the 3<sup>rd</sup> trimester of 2016 (July – September 2016), along with the Mid-term Report, and the Coordinating Beneficiary provided all relevant data of the External Auditors that were involved to the financial auditing of the project.

In the second phase the UoC proceeded within June 2018 with the procedure for the sub-contracting of the External Audit to SOL S.A. Certified Public Accountants Auditors. The external auditing of the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project was assigned to the aforementioned enterprise and took place during the trimester January – March 2019, according to the time scheduled provided with the Amendment No. 1 to Grant Agreement Number LIFE13 INF/GR/000188.

The External Auditors Company “**SOL S.A. Certified Public Accountants Auditors, Member of Crowe Global**” was approved to be the External Auditor for the LIFE13 INF/GR/000188 project under the SARF UoC’s Decision Number 32843/2018/15-11-2018 for a Direct Treaty.

The **Audit Report** (*Action A4: External Audit*) followed the format of the Standard Audit Report Form, available on the LIFE website for LIFE 2007-2013 projects.

Original signed copies of the Auditor's Report are submitted along with the **current Final Report**.

### **5.1.5 Action A5: Monitoring of the project**

*Foreseen start: 01/07/2014*

*Actual start: 01/07/2014*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

This action aimed to ensure that the project is implemented according to plan and measure the progress of different project actions, as well as the project as a whole. This involved project meetings at a regular basis, as well as emails, website updates and reports and the use of progress indicators.

Action A5 was implemented according to the established time schedule, no major delays were encountered and no changes to the established time schedule were made.

The Kick-off meeting of the PSC took place at UoC's headquarters in Heraklion, Crete, on the 26th of August 2014, with the participation of representatives from UoC, DAAC and HOS (9 persons in total). Moreover, Mr. Panagiotis Drougas, a senior officer of the General Directorate of the Development & Protection of Forests and Natural Environment of the Greek Ministry of Environment, Energy and Climate Change (YPEKA), attended the meeting and provided guidance with regard to relevant administrative procedures that DAAC should follow in order to implement project's actions.

Moreover, with regard to the implementation of Action B1 and DAAC's financial management issues (see also Action B1: Information update and establishment of a clearing house mechanism for the NATURA 2000 network in Crete), two meetings took place between UoC's project team and DAAC's project team, one on the 1st of October 2014 and another on the 13th of November 2014. On the 27th of January 2015, a meeting regarding financial issues of the project took place between DAAC PSC's members and Michalis Probonas, Chairman of the PSC in DAAC's headquarters.

During the whole reporting period, there was continuous contact and interaction with both Associated Beneficiaries (namely DAAC and HOS) regarding the production of printed and advertising material of the project (consensus for photographic material, annotations and texts corrections, expression of opinion on the artistic work).

In total, seven (7) official PSC meetings took place during the project's implementation period, all of them at the NHMC's Exhibition Hall Premises in Heraklion, Crete. Representatives of all the beneficiaries participated in them while in four PSC meetings the EMT/NEEMO's representative attended the events. The EC/DG ENV Visit to the project took place on May 22, 2018, and the EC/DG ENV letter commented on this visit was delivered to the CB on 27/09/2018 [Ref. Ares(2018)4964881].

Minutes were kept for all and the relevant proceedings are included in the project's reports. PSC's meetings are summarised in **Table A5.1** below:

***Table A5.1: PSC's Meetings***

<b>PSC's MEETINGS for the period July 2014-December 2018</b>						
<b>a/a</b>	<b>Date</b>	<b>Place</b>	<b>Participants</b>	<b>Combined</b>	<b>Minutes</b>	<b>Deliverable</b>
1	26/8/2014	Heraklion Crete	10		YES	MtR-Deliverable of Action A5 "Minutes of the yearly meetings of the Project Steering Committee"
2	15/6/2015	Heraklion Crete	11	EMT/NEEMO Visit	YES	MtR-Deliverable of Action A5 "Minutes of the yearly meetings of the Project Steering Committee"
3	4/11/2015	Heraklion Crete	9		YES	MtR-Deliverable of Action A5 "Minutes of the yearly meetings of the Project Steering Committee"
4	6/6/2016	Heraklion Crete	11	EMT/NEEMO Visit	YES	MtR-Deliverable of Action A5 "Minutes of the yearly meetings of the Project Steering Committee"
5	12/12/2016	Heraklion Crete	9		YES	Progress Report-Deliverable of Action A5 "Third Year Resolution of the relevant meetings of the Project Steering Committee"
6	25/6/2017	Heraklion Crete	10	EMT/NEEMO Visit	YES	Progress Report-Deliverable of Action A5 "Third Year Resolution of the relevant meetings of the Project Steering Committee"
7	22/5/2018	Heraklion Crete	11	EC/EASME & EMT/NEEMO VISIT	YES	Final Report-Deliverable of Action A5 "Fourth year resolution of the relevant meetings of the Project Steering Committee"

Regarding the Joint Meetings of the Stakeholders Consultative Team (SCT) with the PSC:

The **1<sup>st</sup> Joint Meeting of the SCT along with the PSC** took place on the 26<sup>th</sup> of November 2014, at NHMC's Exhibition Halls Premises in Heraklion, Crete. Besides the members of the PSC, 11 Stakeholders Associations from all over Crete were represented (although, 21 stakeholders associations had initially agreed to participate in the SCT, see Action A1: Project management). Also, contractors of external assistance of Actions B1 and E1 attended the meeting. Participants agreed to support the scope of the project and work for its effective implementation, although some members of SCT were sceptic about the positive response of local society. Tourism stakeholders were more supportive and more engaged to the scope of the project.

In order to convince stakeholders to participate SCT and the meetings and ensure the successful implementation of Action A5, several contacts were made with the Stakeholders' Associations, the environmental officers of the Regional Unity of Chania and the Mayor of Lasithi Plateau.

The **2<sup>nd</sup> Joint Meeting of the SCT along with the PSC** took place on the 16<sup>th</sup> of June 2015, at the premises of the Exhibition Halls of the Natural History Museum of Crete (NHMC), in Heraklion, Crete. In total, 35 people attended this meeting, eighteen (18) of them being

representatives of 12 different Stakeholders' Associations. At this meeting Mr. Panagiotis Drougas also participated, on behalf of the YPAPEN (ex YPEKA), as well as Mr. Giorgos Mousouris, External Monitoring Team of LIFE Projects (NEEMO EEIG - Prospect C & S) and Mr. Zacharias Somaras, on behalf of the Region of Crete – Directorate of Veterinary Services. During the meeting, a review of actions that have either been completed or were still ongoing was conducted, while different administrative and financial issues of the project were also discussed. The meeting also consisted of presentations from representatives of the stakeholders, in reference with the NATURA 2000 Network and their professional occupation.

**The 3<sup>rd</sup> Joint Meeting of the SCT along with the PSC** took place on the 13<sup>th</sup> of December 2016 at the premises of the Exhibition Halls of the NHMC. During the meeting, a review of the actions that have either been completed or were ongoing was conducted, while administrative and financial matters of the project were also discussed. Upon completion of the presentations, an extensive discussion on several outstanding issues was conducted, while a planning of actions that was to start in the first half of year 2016, which related to the main information and awareness actions of the project, were discussed. The meeting was combined with the 1st Press Conference of the project (*see also Action C17*). Nine (9) members of the project's team participated in both the PSC Meeting and the 1st Press Conference.

**The 4<sup>th</sup> Joint Meeting of the SCT along with the PSC** took place in Heraklion on the 17<sup>th</sup> of January 2018, with the participation of more than 25 participants. On behalf of the SCT members of Hunting Associations, Stockbreeders Associations, Fishermen Associations and Farmers Associations participated, while at the Meeting representatives from the Forestry Departments of Crete also participated.

In addition, UoC – NHMC maintained regular contact with all of SCT members during the whole implementation of the project. In particular: UoC – NHMC provided part of the promotional materials (calendar, posters and stickers of the project) to all the entities that participated in the SCT. 100 copies of the Documentary with English subtitle were also disseminated to the Tourism Professionals group participated in the SCT. UoC – NHMC included the electronic addresses of all entities in the mailing list of the official website of the project and sent to them regularly all the announcements, press releases, updates and invitations to actions of the project. UoC – NHMC was also sending the quarterly project electronic Newsletter in a regular basis. Finally, members of the SCT were invited to participate as speakers in the workshops of the project.

The Joint Meetings of PSC with the SCT are summarised in **Table A5.2** below:



***Table A5.2: Joint Meetings of the PSC with the SCT***

JOINT MEETINGS of the PSC with the SCT for the period July 2014-December 2018						
a/a	DATE	Place	Participants	Presenters	Minutes	Annex
1	26/11/2014	Heraklion Crete	20	4	YES	MtR-Annex Action A5
2	16/6/2015	Heraklion Crete	35	6	YES	MtR-Annex Action A5
3	13/12/2016	Heraklion Crete	15	5	YES	Progress Report-Deliverable of Action A5 "Third Year Resolution of the relevant meetings of the Project Steering Committee"
4	17/1/2018	Heraklion Crete	19	4	YES	Final Report-Deliverable of Action A5 "Fourth year resolution of the relevant meetings of the Project Steering Committee"

### **5.1.6 Action B1: Information update and establishment of a clearing-house mechanism for the NATURA 2000 network in Crete**

*Foreseen start: 01/07/2014*

*Actual start: 01/10/2014*

*Foreseen end: 30/06/2015*

*Actual end: 30/06/2016*

The implementation of the action and all required deliverables were completed with an extension given to the end-date for the sake of the results and environmental aims of the project. Due to the unexpected difficult economic situation of the year 2015, the Scientific Consultant / External Assistant had to deliver the action's outcome in different periods of time and conclude the whole work in June 2016.

The overall aim of Action B1 as described in the project's proposal was to update existing information, focusing on establishing a framework that links ecology and economy in NATURA 2000 (N2K) sites of Crete. This link will serve as input to the communication actions / awareness raising campaigns (Actions C1-C21) and the training seminars (Action D1).

The implementation of the action started with the designation of the work team by the General Secretary of the DAAC, consisting of twelve (12) skilled officers – foresters and environmental scientists – in the four (4) Forest Directorates of Crete.

In order to achieve the goals of this action, DAAC organised meetings with members of the four Forest Directorates of Crete (FDs), as well as the Coordinating Beneficiary (UoC). Furthermore, DAAC released a call-for-tender procedure and selected an Environmental Consultant – Geographic Information Systems (GIS) Specialist who attended the meetings. In these meetings the specific aims of the project and the means to achieve concrete tangible

results were discussed. It has been agreed that key component for achieving the aims of this action is to create a Clearing House Mechanism (CHM) through an integrated Geographic Database (GD) and establish a set of relevant indicators based on existing information. This task has been completed successfully by all members of FDs who were involved. The steps undertaken in the course of the implementation of Action B1 were the following: a) Review of the Greek legislation; b) Description of all public authorities and their role in protection, management and development of N2K sites; c) Compilation of a ‘shopping list’ of data and agencies that collect data and information potentially useful for the assessment of ecosystem services in 3 scales (EU, National and Regional level); d) Description of a conceptual framework and implementation of a protocol to link ecology with socio-economic factors; e) Analysis and presentation of data regarding ecosystem services and socio-economic factors for the area of Crete and N2K sites in particular; f) Production of information (e.g. maps, graphs); g) Implementation of a pilot case study for the most relevant ecosystem services for a N2K site of Crete. Data collection was done primarily via visits and meetings with local and regional authorities, as well as public and private agencies. A GIS platform was chosen to bring together this information and become the core tool for the Clearing House Mechanism proposed in this action. Firstly, the Forest Directorates (FDs) of Crete compiled a list of data and information regarding services and benefits provided by the ecosystems in N2K sites of Crete. Secondly, all involved members of the FDs contributed in geographical and non-spatial data collection and compilation of an intergraded GIS database. The external GIS expert had the task of harmonisation, updating and processing the geographic database. New produced geographic information was harmonised to the EU standards for geographic information in accordance with the EC’s INSPIRE Directive (Directive 2007/2/EC). The output Database will serve also as a ‘shopping list’ for any future study that aims to quantify, describe or even monitor Ecosystem Services (ES) in regional scale after the completion of this LIFE project. Most interesting and useful results for the Communication Campaign (Actions C1-C21) are derived through the comparison of selected indicators of ecosystem services between NATURA 2000 sites and the whole of Crete. As a consequence the contribution of NATURA 2000 areas as a percentage of the whole Region of Crete was presented visually in 26 maps of provisioning ecosystem services. Another 7 maps were produced to present population and employment information in Crete in a spatially explicit manner. Quantitative results gave valuable insight in the linkages between N2K network, ecology and socio-economic factors. Maps provided a valuable and popular mean for disseminating information to non-experts. The case study site foreseen in Action B1 was also agreed upon between the responsible beneficiary (DAAC) and the Coordinating Beneficiary (UoC) in the course of the action.

For this purpose, as well as follow-up analysis, very recently (2016) a medium resolution satellite imagery (5m Rapideye orthorectified) was purchased for the most important N2K sites of Crete. The FDs’ members performed visual interpretation of selected sites and inventory of dominant land uses. Up to date satellite images of the most important N2K network sites are invaluable aid in all FDs’ inventories regarding ecosystems and their services beyond and after the completion of the present LIFE project. Based on the fact that Action B1 should consist a demonstration rather than an exploratory study aiming to provide clear and measurable evidence for communication and information purposes, the N2K site “GR4340008 – Lefka Ori kai paraktia zoni” was chosen as the case study site, since it is the largest and most important of all N2K sites of Crete in terms of biological and geological diversity. Furthermore, Lefka Ori holds the most important National, European and International designations for a Protected Area (National Park, EU diploma, MAB etc.).

Lefka Ori Mountains are a global biodiversity hot-spot providing two crucial ecosystem services: a) play a critical role in water cycle through the supply of freshwater and nourishment of the most important groundwater reservoirs of Crete; and b) provide recreation and attracts tourism that is of key importance for local economies. The above factors (biodiversity, contribution in water cycle and visitation patterns) were addressed in the case study via quantitative and qualitative assessment, namely the description and modelling of these key aspects.

Following to the Communication of DG ENV with Reference No. Ares (2016)7007284-16/12/2016 providing feedback on the MtR, a detailed justification for this choice is given in the “Cover Letter of the Progress Report of the LIFE13 INF/GR/000188 project” (dated September 29, 2017).

The methodology consisted of GIS techniques (ArcGIS software) and InVEST recreation model using data collected in the first steps of Action B1 (CHM – GIS and non-geographical databases). Regarding to the timetable for Action B1 it has been agreed that an extension of the final deadline will lead to better results and thus benefit the overall aims of the project. All proposed activities and deliverables of Action B1 were successfully implemented and completed by 30/06/2016.

### **5.1.7 Action B2: Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in NATURA 2000 sites in Crete**

*Foreseen start: 01/10/2014*

*Actual start: 01/10/2014*

*Foreseen end: 30/06/2015*

*Actual end: 30/06/2015*

This action, forming the basis and the strategic foundations for the implementation of all awareness, communication and engagement actions of the project, initiated immediately following the start of the project and it was completed according to the original plan, as described in the MtR (September 2016). No major delays and no changes to the established time schedule were encountered.

An orientation guideline on how we determine the communication strategy direction and priority on the basis of the baseline survey data (see Action E1), the situation analysis and problem identification findings (see Action B1) and the different needs of each segment of the audience was developed.

In order to formulate the messages of the communication campaign and maximise its impact, the following steps were implemented: Situation analysis and problem identification (Action B1), along with the use of the baseline survey data (Action E1) were used in order to determine the current status of NATURA 2000 sites and the scale of people’s awareness on that. Action B1 indicated that the most interesting and useful results for the communication campaign derived through the comparison of selected indicators of ecosystem services between NATURA 2000 site and the whole of Crete. Data derived from Action E1 indicate that a significant part of the rural population in Crete does not believe there are any important conservation and tangible benefits deriving from the NATURA 2000 network, showing a lack of awareness on how do protected areas support human well-being (*see Action E1: Monitoring of the project impacts*). In this regard, the messages themes are aiming to focus in protected areas (NATURA 2000 Network) and the multiple benefits to society.

A review of the literature in order to choose the frame that will make the messages themes attractive and persuasive was conducted. Relevant literature indicates that: Fear as a communicator carries the risk of disengagement. Positively framed messages are more effective than those with a negative frame. Culturally relevant framed messages are more effective (e.g. if the target audience is presumed as collectivists, then messages that associate environmental behaviour with positive social consequences instead of focusing on personal self are more salient).

Messages framed in terms of providing public or community benefits may be more effective than messages framed in terms of greatest economic profit. In this regard, a positive, community frame related to the benefits from NATURA 2000 Network for the local community would be more effective.

The results of the baseline survey (Action E1 – Monitoring of the project impacts) helped us determine differences in prior beliefs, interests, needs and preferences among different segments of the population. Message and campaign materials' tailoring was finalised as the final results from the baseline survey were concluded within the foreseen timeline.

In order to ensure the effective implementation of the communication strategy, an orientation guideline of the message and campaign material tailoring has been developed. The project's logo has been designed in September 2014 and slogans' creation was completed in June.

### **5.1.8 Action C1: Printed Communication Material: Booklets**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2016*

*Actual end: 31/03/2017*

A minor delay was encountered to the work plan due to the difference of opinions among the members of the project management team, mainly during the editing process. 50,000 copies (20,000 on the agricultural, 15,000 on the coastal and on the 15,000 mountainous areas of Crete) were produced in March 2017.

Each of these booklets includes information related to the ecological, social and economic value of the rural, mountainous and coastal ecosystem services in the NATURA 2000 sites in Crete, respectively. They are organized in four (4) sections as described below: a. Introductory note about the links between nature, society and economy using the concept of ecosystem services and their contribution to human well-being. b. Information, photos and maps regarding the mountainous, coastal and rural ecosystems of the NATURA 2000 Network in Crete, its priority species of flora and fauna and the main human activities that have contributed to the cultural elements and landscape characteristics of the network. c. Information on opportunities to work with nature, maintaining the ecological value of ecosystem services. d. Routes and spots for the main alternative forms of tourism that could be practiced in the NATURA 2000 Network sites in Crete.

The booklets were distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the Associated Beneficiaries of the project, the lay public (mostly visitors on the NATURA 2000 Hall), members of the SCT, Unions of Agricultural Cooperatives, local media, collaborators of the UoC – NHMC and to all public authorities of Crete (e.g. Forest Authorities of Crete, Police, Fire Brigade, Coast guard). Several copies were distributed to participants and attendants of several events organised by UoC-NHMC (conferences, seminars, workshops). Until the end of the project, more than 46,000 copies had been distributed.

In summer 2018, UoC decided to produce English versions of all three booklets. Eight thousand (8,000) copies were printed within September 2018 (3,000 copies on the agricultural areas of Crete; 2,500 copies on the coastal areas of Crete; and 2,500 copies on the mountainous areas of Crete). Until the end of the project, ca. 2,000 copies were distributed to stakeholders and collaborators of the project and through the NATURA 2000 Hall of NHMC's Exhibition Halls in Heraklion, Crete.

In addition to the 3 booklets for the public produced by UoC-NHMC, DAAC produced a specialised technical guide addressed to employees and other related target groups as a guidance in cases of violations of forest sources. The Technical Guide about violations of forest sources and how the staff of the Forestry Service should deal with them, was developed by DAAC in printed format (350 hard copies).

The Guide consists of 160 pages with information about:

- Forest sources and forest ecosystems violation cases;
- Violations during hunting;
- How the Forestry Service staff should deal with each violation;
- Application of Forestry legislation and regulations; and
- Forms templates for each case of violation.

The guide was distributed to the staff of the Forest Services of Crete and other collaborators of the project. It is also available for free use in DAAC's website, as well as in the project's website (<http://www.ecovalue-crete.eu/el/news/526>).

The remaining copies of all four booklets will be distributed in the forthcoming dissemination activities of the UoC (After-LIFE period) according to the After-LIFE Communication.

### **5.1.9 Action C2: Printed Communication Material: Posters**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2015*

*Actual end: 31/12/2015*

The action was completed within the envisaged timeframe.

Three (3) different posters in Greek addressed to stakeholders and target audience were produced and distributed properly.

Each of these posters inform stakeholders and targeted audiences of the ecological, social and economic value of the rural, mountainous and marine ecosystem services, respectively, in NATURA 2000 sites in Crete. They include the logos of LIFE and NATURA 2000, the logo and the title of the project, the partners' logos, typical photos of Cretan mountainous, marine and rural ecosystems in combination with human activities, the core message of the communication campaign for each one of the ecosystem types (according the proposal and Action B2), characteristic excerpts from Cretan authors and folklorists, as well as contact details for the website and the social media of the project (Facebook page and Twitter).

Following the development of the communication campaign messages (Action B2), a call-for-tender procedure for the graphic designer of the posters was launched on 31/07/2015. The relevant call-for-tender procedure for posters' printing has been concluded during October 2015. The production of the posters (graphic design and printing) was carried out during the period July-November 2015 and was completed during December 2015. UoC – NHMC received 5,000 copies of each of the three posters (total number: 15,000 copies) and started their distribution immediately through the NHMC's Exhibition Hall in Heraklion. At the same time the posters were posted on the website of the project.

All the posters were distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the Associated Beneficiaries of the project, the lay public (mostly visitors on the NATURA 2000 Hall, teachers and pupils are included), members of the SCT, Unions of Agricultural Cooperatives, local media, collaborators of the UoC – NHMC and to all public authorities of Crete (e.g. Forest Authorities of Crete, Police, Fire Brigade, Coast guard). Several copies were distributed to participants and attendants of several events organised by UoC-NHMC (conferences, seminars, workshops). Until the end of the project, all posters had been distributed.

#### **5.1.10 Action C3: Printed Communication Material: Banners**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2015*

*Actual end: 30/09/2016*

Five (5) banners (in Greek) were scheduled to be produced until the end of year 2015. However, some delays were encountered to the work plan, mainly due to the difference of opinions between project's partners regarding their context and illustration. Common approach was agreed in early July 2016 and they were printed by the middle of September 2016.

The messages of the project designed in Action B2 (Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in NATURA 2000 sites in Crete), along with the information from Preparatory Action B1 (Information update and establishment of the clearing-house mechanism for the NATURA 2000 network in Crete), were included in the final version of the banners. Three (3) of these banners are aimed to inform stakeholders and targeted audiences about the ecological, social and economic value of the rural, mountainous and coastal ecosystem services, respectively, in NATURA 2000 sites in Crete, while the other two (2) are aimed to inform stakeholders and targeted audiences about the NATURA 2000 network and ecosystem services. These banners complemented Actions C12-C15, C20-C21, D1 and F2. In addition, and in order to further promote the communication campaign's messages and enhance their penetration to stakeholders, targeted audiences and lay public, the electronic version of the banners was uploaded on the project's website and social media (Facebook and Twitter).

#### **5.1.11 Action C4: Printed Communication Material: Two special issues of "Oionos" magazine**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2017*

*Actual end: 31/12/2017*

Two (2) special editions of the HOS magazine "Oionos" dedicated to the LIFE Natura 2000 Value Crete LIFE project have been published in August 2016 (Issue #56) and in December 2017 (Issue #59). Both issues were published in 2,500 copies each and were distributed to HOS members and collaborators and to the Associated Beneficiaries of the project; these issues of "OIONOS" magazine are also available in the official website of the project.

Copies of both issues of "Oionos" magazine were also distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the lay public (mostly visitors at the NATURA 2000 Hall), members of the SCT, Unions of Agricultural Cooperatives, local media, collaborators of the UoC – NHMC and to all public authorities of Crete (e.g. Forest

Authorities of Crete, Police, Fire Brigade, Coast Guard). Several copies were distributed to participants and attendants of several events organised by UoC-NHMC (conferences, seminars, workshops, etc.). Until the end of the project, more than 4,500 copies had been already distributed.

Hard copies and the electronic version of Issue #56 were also included in the Environmental Education Material of Action C21.

The 16-pages special editions of “OIONOS” magazine included articles from project partners and collaborators referring to project results and achievements, the value and highlight species of NATURA 2000 sites of Crete, ecosystem services, as well as trending activities like ecotourism, birdwatching tourism, guided walking tours, etc.

#### **5.1.12 Action C5: Printed Communication Material: T-shirts**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2015*

*Actual end: 31/12/2015*

Following the development of the campaign messages (*Action B2: Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in NATURA 2000 sites in Crete*), a call-for-tender procedure for the graphic designer of the T-shirts was launched on 31/07/2015. The relevant call-for-tender procedure for the T-shirts’ printing has been concluded during October 2015. The production of the T-shirts was carried out during the period July-November 2015 and was completed within December 2015.

Three thousand (3,000) T-shirts were produced in two (2) different colours (white and black), in five (5) different sizes for adults and in four (4) different sizes for children.

The T-shirts promote the project and its main message to stakeholders and targeted audiences. The stamp of the T-shirt depicts the logo and the core message of the project (“NATURA 2000 Life for All” in Greek) in a larger size, as well as the logos of the programme (LIFE, NATURA 2000 and partners’ logos) in a smaller size. The printing of the stamp is in 4 colours Pantone silkscreen on 100% cotton fabric.

Since the T-shirts almost run out of stock in late 2017, the UoC-NHMC’s project team decided to proceed with the purchase of an additional quantity of 500 T-shirts (various sizes). The price quote procedure was finalised within November 2017 and the delivery of the T-shirts took place in early January 2018.

The T-shirts were distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the Associated Beneficiaries of the project, members of the SCT, employees in the Forest Authorities and the lay public. Several T-shirts were distributed to participants and attendants of several events organised by UoC-NHMC (conferences, seminars, workshops, etc.). Until the end of the project, all T-shirts had been distributed.

#### **5.1.13 Action C6: Printed Communication Material: Hat**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2015*

*Actual end: 31/12/2015*

Action C6 was completed within the envisaged timeframe and its deliverables were described in the MtR (September 2016). Following the development of the campaign messages (*Action B2: Communication strategy for awareness raising on ecological, social and economic value*

*of ecosystem services in NATURA 2000 sites in Crete*), a call-for-tender procedure for the graphic designer of the hat was launched on 31/07/2015. The relevant call-for-tender procedure for hats' printing has been concluded during October 2015.

The production of the hats was carried out during the period July-November 2015 and was completed within December 2015; 1,000 hats were produced in two (2) different colours and in one size (500 pieces in white, 500 pieces in beige).

The hats promote the project and its main message to stakeholders and targeted audiences. The stamp of the hat depicts the core message of the communication campaign of the project ("NATURA 2000 Life for All" in Greek), as well as the logos of LIFE, NATURA 2000 and projects' logos. The printing of the stamp is in 4-colour Pantone silkscreen on 100% cotton fabric.

The distribution of the hats started in January 2016 and continued normally according to the communication plan of the project. In January 2016, part of the material was also distributed to the Associated Beneficiaries of the project, for further dissemination to the public and their collaborators.

Since the hats almost run out of stock in late 2017, the UoC decided to proceed with the purchase of 500 more hats. The price quote procedure was finalized within November 2017 and the delivery of the hats took place in early January 2018.

In summer 2018 the UoC project team decided the production of an additional quantity of 300 hats for dissemination reasons. The new hats were produced and delivered within September 2018.

The hats were distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the Associated Beneficiaries of the project, members of the SCT, employees in the Forest Authorities and the lay public. Several hats were distributed to participants and attendants of several events organised by UoC-NHMC (conferences, seminars, workshops, etc.). Until the end of the project, all hats had been distributed.

#### **5.1.14 Action C7: Printed Communication Material: Sticker**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2015*

*Actual end: 31/12/2015*

The Action was completed within the envisaged timeframe and its deliverables were described in the MtR (September 2016).

Following to the development of the campaign messages (*Action B2: Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in NATURA 2000 sites in Crete*), a call-for-tender procedure for the graphic designer of the sticker was launched on 31/07/2015. The relevant call-for-tender procedure for stickers' printing has been concluded during October 2015. The production of 1,000 stickers was carried out during the period July-November 2015 and was completed within December 2015.

The printing was made in waterproof indelible paper for external use. The maquette was printed in four colours and depicts a swimmer in a typical scenery of the island (the southern mountainous coastline of the Regional Unity of Chania, as it is seen from the sea). In the maquette of the sticker are also included: the key message of the campaign "Natura 2000 Life for All" (in Greek), projects' logo, as well as the logos of LIFE, NATURA 2000 and project's partners.



The distribution of the stickers started in January 2016 and continued normally according to the communication plan of the project, in combination with the implementation of Actions C12-C15, C20-C21, D1 and F2. In January 2016, part of the material was also distributed to the Associated Beneficiaries of the project, for further dissemination to the public and their collaborators. At the same time the stamp of the sticker was posted on the website of the project.

#### **5.1.15 Action C8: Printed Communication Material: Calendar**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 31/12/2015*

*Actual end: 31/12/2015*

The action was completed within the envisaged timeframe. Following to the development of the campaign messages (*Action B2: Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in NATURA 2000 sites in Crete*), a call-for-tender procedure for the graphic designer of the calendar was launched on 31/07/2015. The relevant call-for-tender procedure for calendar's printing has been concluded within October 2015. The production of 3,000 calendars was carried out during the period July-November 2015 and was completed during December 2015. The printing of the office calendar was made in A5-size paper in four colours, with a spiral. It includes 16 sheets (32 pages) in recycled paper of 170gr (eco-label) for the calendar's body and a cardboard of 350gr (tied) for the support. The contents of the calendar include texts and photos relating to the NATURA 2000 Network in Crete, the ecosystem services and their connection with everyday life of Cretan people, as well as the economic and social well-being of local communities. Part of the texts is devoted to the biodiversity of the island and the statutory protection framework of the N2K network. References are also made about the importance of environmental protection, the conservation of ecosystems' good status and the opportunities for sustainable growth, through the alternative forms of tourism and green economy. In the last pages of the calendar are included information about the project and the EC's LIFE financial instrument, while graphic design is framed by the core message of the communication campaign "NATURA 2000 Life for All", the logo and the title of the project, the partners' logos and descriptions, the logos of LIFE and NATURA2000, as well as projects' contact details.

The distribution of the calendar started in January 2016 and completed in early March 2016. The calendar was also distributed to the Associated Beneficiaries of the project, for further dispensing to the public and their collaborators, to members of the SCT, to local media, to collaborators of UoC – NHMC and to all the authorities of Crete. The calendar and communication material of the project have been also disseminated to 75 people that attended the HOS event in Athens for the presentation of the 2<sup>nd</sup> Edition of the Collins Bird Identification Guide in Greek. During the event, a presentation was given by the HOS, with special mention to birdwatching tourism in Crete and other sites in Greece. At the same time it was posted on the website of the project.

In summer 2016, the project management team decided to produce a new calendar of year 2017 in 2,500 copies. The Calendar 2017 was produced in November 2016 and was distributed to all beneficiaries, members of the SCT, collaborators of the UoC-NHMC and all the authorities of Crete. The printing of the 2017 office calendar was made in A5-size paper, in four colours, tied with a spiral. The contents of the calendar include texts and photos related to the NATURA 2000 Network in Crete, the ecosystem services and their connection

with everyday life of Cretan people. In the last pages of the calendar are included information about the project and the EC's LIFE financial instrument. The distribution of the new calendar started in December 2016 and was completed in early March 2017. The Calendar 2017 is available on the project website in a PDF format.

### **5.1.16 Action C9: Audiovisual Communication material: Documentary**

*Foreseen start: 01/07/2015*

*Actual start: 01/12/2015*

*Foreseen end: 31/12/2016*

*Actual end: 31/12/2016*

The implementation of this action started with some delay and the relevant call-for-tender procedure for the production of the documentary was finalized on the 16<sup>th</sup> of December 2015. The relevant Tender Committee of UoC asked for further information regarding the experience of candidate contractors to be sent until the 30<sup>th</sup> of December 2015 for evaluation. The contractor, Action Public Relations Hellas Ltd., signed the relevant contract on 04/03/2016, with the deadline for the delivery of the documentary to be the 31<sup>st</sup> of December 2016. Repeated meetings between the project beneficiaries and the contractor took place in 2016 in order to formulate the screenplay and make necessary arrangements for its realisation. Shooting of the documentary in the NATURA 2000 sites of Crete and the interviews took place between March and September 2016.

On September 2016 the Coordinator Beneficiary (UoC) requested mutual budget allocations for Actions C9, C10, C11 and C20 in the "External Assistance" and "Equipment" categories of expenses for reasons of better and more effective implementation of relevant Actions.

The compilation of the 1<sup>st</sup> version of the full documentary was delivered by the contractor on December 2016, while the final full version that integrated corrections suggested by the CB, on was delivered in January 2017. In February 2017, after the final feedback given by the CB, the contractor delivered the documentary in all different electronic formats (digital AVI, MPEG & MPEG4), as well as 1,000 DVD copies containing the final full version of the Documentary.

The DVD copies of the documentary were distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the Associated Beneficiaries of the project), members of the SCT, collaborators of the UoC – NHMC and to public authorities of Crete (e.g. Forest Authorities Crete). Several copies were distributed to participants and attendants of several events organised by UoC-NHMC (conferences, seminars, workshops, etc.). Until the end of the project, more than 900 copies had been already distributed.

Having fulfilled the obligations of this action, the CB recognised the fact that a relatively high number of foreign visitors in the island choose to visit protected areas and should be informed for the value of ecosystem services of the NATURA 2000 sites. To this end, it was decided to carry on with the production of a version of the documentary with English subtitles. The subtitled version was produced in August 4, 2017 and was uploaded on Vimeo, the project website and the CB YouTube channel and was advertised in the social media. In September 2017, 100 DVD copies of the documentary with English subtitles were delivered to the UoC team, which distributed them to the four (4) Hotel Owners Associations of Crete, members of SCT.

### **5.1.17 Action C10: Audiovisual Communication material: Radio spots**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 30/06/2016*

*Actual end: 30/06/2016*

The action was completed within the envisaged timeframe.

Three (3) radio spots were produced, in order to highlight the value of the protected areas of NATURA 2000 Network and particularly the economic and the social contribution of mountainous, lowland and marine ecosystems, in everyday life. Each radio spot lasts for approximately one (1) minute. Their narrative is common for radio and TV spots.

The relevant call-for-tender procedure for the production of the Radio spots was finalized on the 16th of December 2015. The relevant Tender Committee of UoC asked for further information regarding the experience of candidate contractors to be sent to UoC until the 30th of December 2015 for evaluation. The contractor, Hellenic Institute of Speleological Research (HISR, Not for Profit Making Society), signed the relevant contract on 04/03/2016, with the deadline for the delivery of the Radio spots to be the 30<sup>th</sup> of June 2016.

Repeated meetings between the project beneficiaries and the contractor took place in 2016 in order to provide the contractor with appropriate material and formulate the scenario of the spots.

A meeting between UoC and the contractor took place in Heraklion on the 3<sup>rd</sup> of March 2016. Material for the Radio spots delivered to the contractor during the period March-April 2016 and a second meeting with the contractor took place in Heraklion on the 18<sup>th</sup> of April 2016 for discussing and concluding the draft scenario of the Radio spots.

On the 8<sup>th</sup> of June 2016, the contractor presented the first version of the Radio spots and corrections were made by UoC's project team. The Radio spots were finalized and delivered to UoC in late June 2016..

Upon suggestion by the Greek National Council for Radio and Television, a shorter version (40 seconds) of the radio spots was produced in August 2016 and distributed to the media for broadcast in autumn 2016 onwards (see Action C18).

### **5.1.18 Action C11: Audiovisual Communication Material: TV spots**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 30/06/2016*

*Actual end: 30/06/2016*

The action was completed within the envisaged timeframe.

Three (3) TV spots were produced, in order to highlight the value of the protected areas of NATURA 2000 Network and particularly the economic and the social contribution of mountainous, lowland and marine ecosystems, in everyday life. Each TV spot lasts for approximately one (1) minute. Their narrative is common with Radio spots. The TV spots include scenes of characteristic landscapes and activities of the island, while the logo, the title and the main messages of the project are displayed.

The relevant call-for-tender procedure for the production of the TV spots was finalized on the 16<sup>th</sup> of December 2015. The relevant Tender Committee of UoC asked for further information regarding the experience of candidate contractors to be sent to UoC until the 30th of December 2015 for evaluation. The contractor, Hellenic Institute of Speleological Research

(HISR, Non-Profit Making Society), signed the relevant contract on 04/03/2016, with the deadline for the delivery of the TV spots to be the 30th of June 2016.

Repeated meetings between the project beneficiaries and the contractor took place in 2016 in order to provide the contractor with appropriate material and formulate the scenario of the spots. On the 8<sup>th</sup> of June 2016, the contractor presented the first version of the TV spots and corrections were made by UoC's project team. The TV spots were finalised and delivered to UoC in late June 2016.

Upon suggestion by the Greek National Council for Radio and Television, a shorter version (40 seconds) of the radio spots was produced in August 2016 and distributed to the media for broadcast in autumn 2016 onwards (see Action C18).

The three (3) TV Spots were also subtitled in English during the period May-June 2017.

The electronic format of each TV spot (in Greek and English) was uploaded in NHMCs' channel in YouTube, at the following links:

In Greek:

- <https://www.youtube.com/watch?v=TEWu0cr5HKo>
- <https://www.youtube.com/watch?v=sdGcbOcl3uE>
- <https://www.youtube.com/watch?v=H1qp807GLcM>

With English subtitles:

- <https://www.youtube.com/watch?v=nL-GsI118CI>
- <https://www.youtube.com/watch?v=ul53u12bqyA>
- [https://www.youtube.com/watch?v=m2XI1OC80\\_A](https://www.youtube.com/watch?v=m2XI1OC80_A)

The TV spots were also uploaded in projects' website: <http://www.ecovalue-crete.eu/el/news/tv-spots>, in the Facebook page, and were also sent for further distribution to both Associated Beneficiaries (DAAC and HOS).

### **5.1.19 Action C12: Public awareness raising activities: Workshops**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/10/2018*

Action C12 was implemented according to the established time schedule and no major delays have occurred. As initially planned, in each of the 24 municipality of Crete the CB organised a workshop, which was entitled "NATURA 2000 Areas: Opportunity or obstacle to development?" and focused mainly on informing and motivating mostly the stakeholders, but also the lay public.

The workshops featured speeches given from 58 specialized speakers involved in the project, but also guests from academia, local administration and various stakeholders. In total, 117 lectures (3-13 per workshop) were given for a variety of issues concerning ecosystem services and management of the natural environment.

For the communication of the events, a poster designed by the UoC team was handed in each municipality for at least a week before the event, press releases for each event appeared at the very popular local online news websites such as "Cretalive", "Candia News", and "Prisma News", as well as on radio channels e.g. "Radio Crete" and on the project's and local websites and social media.

During the Workshops, printed communication material from Actions C1, C2, C4, C5, C6, C7, C8 and F2 were distributed to the participants, as well as booklets, flyers and leaflets from other LIFE projects.

More specifically, 6 workshops took place in 2016, 12 took place in 2017 and 6 were implemented in 2018. In total, 869 attendants were attracted. Although in some workshops was limited, in others the local authorities and the lay public showed great interest. For example, the representatives of the Municipality of Agios Vasilios that had come to their knowledge the workshops already done in other regions, contacted the CB in order one of the project's workshops to be part of an event focused on the "Environment – Culture: Pillars of sustainable development in the Municipality of Agios Vasilios". Similarly, representatives from the Municipality of Kissamos and Gavdos Island have invited us to their region, following their attendance in the workshop that took place in the Municipality of Chania.

Additionally, the workshop that took place at Gazi (Municipality of Malevizi) had been promoted through the TV Broadcast "Kalo Mesimeri" of Crete TV on February 16, 2017. Moreover, the coverage of the event by the Central Newscast of Crete TV on February 19, 2017 is available in YouTube. Regarding the Workshop that was organised in Heraklion, the TV Broadcast "Kalo Mesimeri" hosted members of the project team in order to promote the event on June 22, 2017.

The final two (2) workshops of the project were implemented in October 2018; one workshop in Heraklion, on October 8, 2018 and another in Chania, on October 12, 2018. The workshops featured invited speakers from different public bodies, Management Bodies of NATURA 2000 areas and NGOs, and had significant acceptance from several regional administration services (Forest Services, Municipalities, etc.) and the public. In both workshops all local media were invited to participate and cover the events, while in the workshop that took place in Chania on October 12, 2018 was combined with the final Press Conference of the project (see Action C.17).

In **Table C12.1** all events are summarised with their main info details (place, municipality, date, lectures and number of participants).

***Table C12.1: List of Workshops implemented in the frame of Action C12***

a/a	Village/City	Municipality	Date	Lectures	Participants
1	Chania	Chania	27/6/2016	5	19
2	Alikambos	Apokoronou	28/6/2016	5	37
3	Rethymno	Rethymno	28/7/2016	4	20
4	Sarakiniko	Gavdos	30/7/2016	5	25
5	Spili	Agios Vasileios	28/8/2016	13	51
6	Fragokastello	Sfakia	29/8/2016	5	20
7	Gazi	Malevyziou	17/2/2017	6	73
8	Moires	Faistos	28/2/2017	5	34
9	Archanes	Archanon Asterousion	17/3/2017	6	85
10	Anogeia	Anogeia	7/4/2017	4	22
11	Agioi Deka	Gortyna	10/5/2017	4	22
12	Ano Viannos	Viannos	15/6/2017	4	30

13	Heraklion	Heraklion	24/6/2017	11	58
14	Ierapetra	Ierapetra	10/7/2017	3	31
15	Siteia	Siteia	11/7/2017	3	36
16	Maleme	Platanias	25/7/2017	4	16
17	Kissamos	Kissamos	27/7/2017	3	16
18	Palaiochora	Kantanos-Selinos	28/7/2017	4	23
19	Agios Nikolaos	Agios Nikolaos	1/2/2018	4	36
20	Agia Foteini	Amari	15/2/2018	4	28
21	Arkalochori	Minoa Pediados	22/2/2018	4	40
22	Perama	Mylopotamou	2/3/2018	3	18
23	Chersonisos	Chersonisos	29/3/2018	5	23
24	Tzermiado	Oropedio Lassithiou	18/5/2018	3	13
25	Heraklion	Heraklion	8/10/2018	11	48
26	Chania	Chania	12/10/2018	9	45
26	<b>TOTAL</b>			<b>137</b>	<b>869</b>

### 5.1.20 Action C13: Public awareness raising activities: Participation in local festivals

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 30/09/2018*

Action C13 was implemented according to the established time schedule and no major delays or other issues had been occurred. Making use of the network of acquaintances of the local communities of Crete, during the period July 2015-December 2018 the CB participated in 16 local festivals which attracted more than 9,100 inhabitants and visitors of the island (please see **Table C13.1** below).

Participation to the festivals consisted of presentations on the ecological significance of the NATURA 2000 sites in Crete and Ecosystem Services and/or implementation of environmental education activities for children and/or release to the wild of rehabilitated birds of prey. Also in some instances the documentary of the project (Action C9) was projected.

During the local festivals, printed communication material (from Actions C1, C2, C4 - C8 and F2) was distributed to the participants, as well as booklets, flyers and leaflets from LIFE and other projects implemented by the project beneficiaries.

Participation to local festivals was communicated, in advance and afterwards, with press releases, e-mail messages, posts on the project website and social media pages etc.

***Table C13.1: List of project's participation in Local Festivals***

A/A	Description	Village or City/Municipality	Date	Estimated number of participants	Relevant Annex
1	Half Marathon Run "Knossos Run"	Archanes/Archanon Asterousion	3/4/2016	600	MtR_ANNEX C13 (2016)
2	3rd Nikiforeios Run, Kalloniktis	Kalloniktis/Rethymno	10/4/2016	450	MtR_ANNEX C13 (2016)
3	5th Festival of traditional seed exchange and self-sufficiency	Πύργος / Δήμος Αρχανών - Αστερουσίων	10/4/2016	350	MtR_ANNEX C13 (2016)
4	World Environment Day organized by the Municipality of Chania	Chania/Chania	5/6/2016	150	MtR_ANNEX C13 (2016)
5	World Environment Day organized by the Municipality of Heraklion and the Cultural Association of Agios Ioannis	Heraklion/Heraklion	10/6/2016	250	MtR_ANNEX C13 (2016)
6	Local Festival organized by the Cultural Association of Skalani	Skalani/Heraklion	8/4/2017	25	Progress Report_ANNEX C13 (2017)
7	6th Festival of traditional seed exchange and self-sufficiency	Pyrgos/Archanon Asterousion	30/4/2017	500	Progress Report_ANNEX C13 (2017)
8	World Environment Day coorganized by the Project and the Municipality of Heraklion	Heraklion/Heraklion	6/6/2017	500	Progress Report_ANNEX C13 (2017)
9	World Environment Day celebration organized by the Kindergard Platania	Tavronites/Platania	7/6/2017	30	Progress Report_ANNEX C13 (2017)
10	Cretan Diet Festival	Rethymno/Rethymno	01-02/07/2017	3000	Progress Report_ANNEX C13 (2017)
11	7th Food Tasting Festival	Sivas/Faistos	15/7/2017	2000	Progress Report_ANNEX C13 (2017)
12	1st Banana Pancretan Festival	Arvi/Viannos	11/8/2017	700	Progress Report_ANNEX C13 (2017)
13	Innaugurations of the Environmental Centre of Astrakoi Pediados	Astrakoi/Minoa Pediados	16/9/2017	150	Final Report_ANNEX C13_Appendix 01
14	Festival for the Protection and Management of Chryssi Island	Ierapetra/Ierapetra	12/4/2018	40	Final Report_ANNEX C13_Appendix 02
15	Environmental Festival organized by the kindergarden "To Chamogelo"	Heraklion/Heraklion	20/5/2018	200	Final Report_ANNEX C13_Appendix 03
16	Festival "Earths Feast"	Arkalochori/Minoa Pediados	30/06-02/07/2018	200	Final Report_ANNEX C13_Appendix 04
				<b>9.145</b>	

### **5.1.21 Action C14: Public awareness raising activities: Open events**

*Foreseen start: 01/07/2015*

*Actual start: 01/05/2016*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/10/2018*

Action C14 was implemented according to the established time schedule and no major delays or other issues had been occurred.

The University of Crete-Natural History Museum of Crete, responsible beneficiary for the implementation of the Action C14 “Public Awareness raising activities: Open Events”, organized or participated in eleven (11) open events during the period July 2015-December 2018. In these activities more than 2,300 people were informed about the protected areas of the NATURA 2000 Network and the benefits that emerge from the ecosystem services for the local communities. A list with all the Open Events of the Action can be seen in **Table C14.1** below.

The Action’s plan included the documentary screening (Action C9), which was finalized by the end of 2016. For that reason the documentary viewing was not included in the agenda of the first two (2) Open Events during the year 2016 as the Documentary finalized in late December 2016. Two of the events were organized on the occasion of the European NATURA 2000 Day celebration (2016 & 2018), one on the occasion of the World Mountain Day celebration (December 11, 2017) and one in the World Environment Day celebration (June 5, 2018).

Besides the projection of the documentary and the foreseen lectures, various activities and actions took place during the implementation of the Open Events, i.e. presentation of the Travelling Photo Exhibition of the project (Action C15), release of wild birds and bird watching, outdoor excursions, creative activities for children and promotion of the Environmental Educational Material of the project.

Printed communication material (from Actions C1, C2, C4 - C8 and F2) was distributed to the participants, as well as booklets, flyers and leaflets from LIFE and other projects implemented by the project beneficiaries

For the communication of the events, a poster was designed by the UoC team in each occasion, press releases for each event appeared at popular local online news websites, as well as on radio channels and on the project’s and local websites and social media. The mass media of the island covered all Open Events.



***Table C14.1: List with the Open Events of the project***

A/A	DESCRIPTION OF THE OPEN EVENT	PLACE / MUNICIPALITY	REGIONAL UNITY	DATE	ADULTS	CHILDREN	TOTAL	RELEVANT ANEX
1	Open Event on the occasion of the European NATURA 2000 Day celebration	Axos/Mylopotamos	Rethymno	29/5/2016	80	20	100	MtR_ANNEX C14 (2016)
2	Open Event on the occasion of the European Migratory Birds celebration 2016	Potamon Dam/Amari	Rethymno	2/10/2016	35	35	70	MtR_ANNEX C14 (2016)
3	Open Event on the occasion of the 25th Anniversary of LIFE Program and the European NATURA 2000 Day celebration	Plateau of Omalos / Platanias & Kandanos/Selinos	Chania	21/5/2017	40	15	55	MtR_ANNEX C14 (2016)
4	Information Open event to the NATURA 2000 Network	Gonies Pediados/Chersonisou	Heraklio	19/11/2017	30	15	45	Final Report_Annex Action C14_Appendix 01
5	Celebration of the World Mountain Day	Exhibition Premises of UoC-NHMC / Heraklio	Heraklio	11/12/2017	86		86	Final Report_Annex Action C14_Appendix 02
6	Information Open event for the Island of Chryssi (NATURA 2000 area)	Exhibition Premises of UoC-NHMC / Heraklio	Heraklio	26/4/2018	12		12	Final Report_Annex Action C14_Appendix 03
7	Celebration of the European NATURA 2000 Day	Tzermiado / Oropedio Lassithiou	Lasithi	18/5/2018	11	75	86	Final Report_Annex Action C14_Appendix 04
8	Celebration of the World Environment Day	Venitian Port / Rethymno	Rethymno	5/6/2018	15	40	55	Final Report_Annex Action C14_Appendix 05
9	2-day information event for the nature and the environment	Ano Asites / Heraklio	Heraklio	27-29/07/2018	34	20	54	Final Report_Annex Action C14_Appendix 06
10	Agricultural August	Chania / Chania	Chania	24-30/08/2018	1500		1500	Final Report_Annex Action C14_Appendix 07
11	3rd Tourist Festival of Ierapetra "Gerapetritiki Fysi"	Ierapetra / Ierapetraw	Lasithi	4-10/09/2018	150	180	330	Final Report_Annex Action C14_Appendix 08
<b>11</b>	<b>TOTAL PARTICIPANTS</b>						<b>2393</b>	

### **5.1.22 Action C15: Public awareness raising activities: Travelling photo exhibition**

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

Action C15 was implemented according to the established time schedule and no major delays or other issues had been occurred.

Eighteen (18) banners with 60 photos were printed in early March 2016. The banners were divided into three different sections, referring to coastal, rural and mountainous ecosystems, respectively (6 banners per section). The photos were carefully selected in order to meet the expected impact. Landscapes of NATURA 2000 Network of Crete, along with characteristic human activities carried within them or indirect connected with the existence of protected areas, highlights the contribution of the ecosystems to daily lives of residents. The contents are supplemented with the key message of the communication campaign "NATURA 2000 Life for All", the title and the logos of the project and its partners, as well as the relevant legends and the reference to the project's funding from the European Commission.

The banners were presented as a "stand alone" exhibition in nine (9) municipalities of Crete and more than 21,000 people have visited it (information concerning the turnout was received from each Municipality and it was based on the average daily visitors in each location). A Press Release for the presence of the travelling photo exhibition in the Municipalities of Chania and Sfakia was issued, and the monthly schedule of its trip is posted in the official website and social media of the project.

Additionally, the "Travelling photo exhibition" was presented in synergy with 13 other events of the project such as the workshops (Action C12), the local festivals (Action C13) and the Open Events (Action C14) of the project. For the rest of the time (and after the end of the project) the travelling photo exhibition remained in the NATURA Hall, in the Exhibition Halls of the UoC-NHMC (Action C20). In total, it is estimated that more than 130,000 people have encountered the exhibition, through the course of the Action.

The photo exhibition that was presented at Gazi (Municipality of Malevizi) had been promoted through the TV Broadcast "Kalo Mesimeri" of Crete TV, on February 16, 2017, along with the upcoming workshop and through the Central Newscast of Crete TV, on February 19, 2017, after the workshop at Gazi.

### **5.1.23 Action C16: Media work at local level: Press articles**

*Foreseen start: 01/07/2014*

*Actual start: 01/07/2014*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

Action C16 was implemented according to the established time schedule and no major delays or other issues had been occurred.

In order to promote understanding of the ecological, social and economic value of NATURA 2000 sites in Crete and to encourage the audience to discover the resources available, nine (9) press articles (instead of the eight (8) articles initially planned) were published to the printed and electronic media of Crete:

1. At the end of November 2014 an article entitled "The NATURA 2000 Network and its contribution to the development of the local economy" was sent for publication in three

media. The article also summed up the Conclusions of the 1st Working Meeting of the PSC with the SCT.

2. At the end of May 2015 another article was published in five media, entitled: "May 21: Pan-European Day for the NATURA 2000 Network".
3. At the beginning of November 2015 a third article was published in three media, which presented the "Results of the survey of beliefs, attitudes and behaviours concerning the NATURA 2000 network of Crete, ecosystem services and the development of a green economy" (implemented under Action E1).
4. At the end of November 2016, the fourth article entitled "Nature as a source of artistic inspiration" was published in three media.
5. The fifth article was published at the beginning of February 2017 in at least four media and was titled "Services of the ecosystems of the rural areas of Crete".
6. The sixth article was titled "The Supply of Mountainous Ecosystems of Crete to humans" and was published at the end of April 2017 in eleven media.
7. The Project's information and public awareness actions were presented in an article published in late June and early July 2018 in at least eight media. The article was titled: "Learning about ecosystem services in the areas of the NATURA 2000 Network in Crete".
8. Another article entitled "Areas of the NATURA 2000 Network, the Soul of Crete" was published in the summer of 2018 in the quarterly magazine "ByBUS" of the KTEL of Heraklion-Lasithi, distributed free of charge in 80,000 copies .
9. The last article was published in the summer of 2018 in the quarterly newspaper "Fourniotika New" and was titled "Ecosystem Services and Natural Environment".

Additionally, a short presentation of the project and its objectives was published in the 55<sup>th</sup> issue of "Oionos" Magazine, July-December 2015 (page 3).

For the purposes of this Action and in conjunction with the events organized in the framework of Actions A5, C12, C13, C14, C15, D1 and F2, numerous press releases were issued and published in local press.

#### **5.1.24 Action C17: Media work at local level: Press Conferences**

*Foreseen start: 01/10/2015*

*Actual start: 01/10/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

This Action foreseen the concession of two (2) Press Conferences at the two main urban centres of Crete, namely Heraklion and Chania. The first Press Conference took place at the Exhibition Premises of the Natural History Museum of Crete (NHMC) in Heraklion, on the 4th of November 2015. The main objectives of the Press Conference was to publicize the results of the environmental awareness survey, disseminate the environmental messages on the economic contribution of biodiversity and ecosystem services of NATURA 2000 sites to the human well-being and encourage the lay public to discover the upcoming public awareness activities, such as the NATURA 2000 HALL, the printed and audiovisual material and the environmental education campaign.

Although all local media were invited 15 days before the event, participation was not satisfactory. Only one (1) TV channel recorded shots and interviewed the members of the project's team.

In order to achieve the objectives of the Press Conference and given the small participation of the media, a press release was issued and distributed after the event. This article was eventually published in local media.

The 2<sup>nd</sup> Press Conference took place in 12 December 2016 in Heraklion, on the occasion of the official inauguration of the NATURA 2000 HALL (Action C20) and it was combined with the 3rd Joint Meeting of the SCT with the PSC (undertaken under Action A5).

Two (2) extra Press Conferences were organised and took place during the final two workshops of the project, the first in Heraklion on October 8, 2018 and the second in Chania on October 12, 2018, with the participation of more than four (4) local media (including TV, radio stations and newspapers). Beneficiaries and invited speakers had the chance to talk to the media about the project's objectives and the value of the ecosystem services.

### **5.1.25 Action C18: Media work at local level: Advertising campaign**

*Foreseen start: 01/07/2016*

*Actual start: 01/07/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

The Action C18 was implemented according to the established time schedule, no major delays were encountered and no changes were made.

The advertising campaign of the project is mainly connected with Action C10 (Audiovisual Communication material – Radio spots), Action C11 (Audiovisual Communication material – TV spots) and C19 (Media work at local level: Broadcast of the project's documentary).

The electronic format of each TV spot (produced under Action C11) was uploaded in NHMCs' channel in YouTube, at the following links:

[https://www.youtube.com/watch?v=m2XIIOC80\\_A&list=PL3H8f6YkLzelg9rq4zpS62rNUkoZfB73c&index=2&t=0s](https://www.youtube.com/watch?v=m2XIIOC80_A&list=PL3H8f6YkLzelg9rq4zpS62rNUkoZfB73c&index=2&t=0s);

[https://www.youtube.com/watch?v=nL-](https://www.youtube.com/watch?v=nL-GsI118CI&list=PL3H8f6YkLzelg9rq4zpS62rNUkoZfB73c&index=3&t=0s)

[GsI118CI&list=PL3H8f6YkLzelg9rq4zpS62rNUkoZfB73c&index=3&t=0s](https://www.youtube.com/watch?v=nL-GsI118CI&list=PL3H8f6YkLzelg9rq4zpS62rNUkoZfB73c&index=3&t=0s);

<https://www.youtube.com/watch?v=ul53uI2bqyA&list=PL3H8f6YkLzelg9rq4zpS62rNUkoZfB73c&index=4&t=0s>

On June 2017, English and Greek subtitles were added to the TV Spots.

The TV spots were also uploaded in projects' website: <http://www.ecovalue-crete.eu/el/news/tv-spots>, in the Facebook page, and were also sent for further distribution to both Associated Beneficiaries (DAAC and HOS).

In early August 2016, the Coordinating Beneficiary (UoC) sent an official request to the Greek National Council for Radio and Television (NCRTV) for the free transmission of the Radio and TV spots (with a duration of circa 1 minute each) by national and local broadcasting networks. NCRTV prompted (unofficially) the CB to reduce the duration of the spots to less or equal to 40 seconds, due to specific regulations for the distribution of social – environmental messages. The necessary changes, regarding their duration, to the three (3) Radio spots and the three (3) TV spots were made and the new 40-seconds' duration Radio and TV spots sent to the NCRTV on the 1<sup>st</sup> of September 2016. The positive reply of the NCRTV was sent on the 13<sup>th</sup> of September 2016.

On early April 2017, the Coordinating Beneficiary (UoC) sent a 2<sup>nd</sup> official request to NCRTV to ask the transmissions of the Radio and TV spots on local and national broadcasting media. The request had been approved by the NCRTV by the Decision No

85/26-04-2017, permitting the free transmission of TV and Radio spots for the period 15/05/2017 till 15/06/2017, respectively. The distribution of the material in DVDs initiated right after the receipt of these Decisions to local media in Crete as well as national ones.

A 3<sup>rd</sup> request for a free of charge broadcast of the project's Radio and TV spots was sent to the National Council for Radio and Television (NCRTV) and the relevant permission of NCRTV was granted in mid-September 2018. Following that, many Radio stations all over Greece started broadcasting the Radio Spots in early October 2018.

For achieving greater ratings of the TV spots, the UoC decided to proceed with the distribution of the Radio & TV spots to specific TV stations of Crete under a contract basis, taking into account their audience rates reports and financial aspects.

The UoC's price quote procedure for the selection of TV stations was finalized within December 2017. The distribution and screening of TV spots to three (3) TV stations of Crete (namely NEA TV, TV Creta and Kriti TV) was concluded within February 2018 and the TV spots were on air for the period February to April 2018.

In spring 2018, the CB contacted six Cretan radio stations regarding the transmission of the project Radio spots. During July 2018, tenders from all selected radio stations were collected and processed. The broadcast of the radio spots started within August 2018 and was concluded within October 2018.

In addition, and since the broadcasting of the TV spots during the period February – May 2018 has been proved to be a very successful action with a high audience attraction, the UoC decided to proceed with relevant contracts with local TV channels for their broadcasting. During the period July-August 2018, tenders from all selected TV channels were collected and processed. The broadcast of the TV spots commenced in early October 2018 and continued until late November 2018.

During May 2017, the Communication Department of the Project contacted the Association of TAXI Owners of Heraklion, requesting the free promotion of the TV spots in the Arrivals' hall of Heraklion Airport, in which the Association has a display screen for its needs. The TV Spots with the English subtitles have been relayed from this screen daily and throughout the tourist season of 2017 (June-November 2017) and the tourist season of 2018 (April-November 2018). According to the provisional statistical data for the period April-November 2018 (Civil Aviation Authority, relevant authority for the operation of the Heraklion Airport, <http://www.hcaa.gr/profile/statistics/temporarystatistics/>), more than 3,790,000 passengers arrived from the beginning of tourist season (April-November 2018), via domestic or international flights while the period June-November 2018 the Civil Aviation Authority recorded 3,140,400 passenger arrivals (domestic and international).

A second request for free broadcast of the TV Spots was sent in August 2018, to the BUS Company of Heraklion-Lassithi in order to promote the project in the display screens of the new central station of the Company in Heraklion. The three (3) TV Spots of the Project were projected to the display screens of the central station of the BUS Company during November and December 2018.

The advertising campaign also involved several press releases promoting projects' actions.

### **5.1.26 Action C19: Media work at local level: Broadcast of the project's documentary**

*Foreseen start: 01/01/2017*

*Actual start: 01/04/2017*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

This action started in April 2017 (a few months later than the schedule due to short envisaged delays in the completion of Action C9).

On April 26, 2017, the UoC invited the broadcasting media to broadcast the project's documentary, created under Action C9). The invitation was officially sent to all major national and local TV Stations. By the end of April 2017 all local TV Stations (KRITI TV, NEA TV, TV CRETA and KYDON TV) had started broadcasting the documentary. The documentary was also broadcasted on Kriti TV on April 27, 2017 (Kalo Mesimeri) and can be viewed online. A press release was also sent to local and national e-newspapers together with the DVD of the documentary to upload it on their websites. In early May 2017, two (2) major cable TV channels, namely, NOVA TV and COSMOTE TV, were also invited to broadcast the documentary, the second of which accepted the relevant invitation. At national level, ERT TV also accepted the invitation on May 18, 2017, for the free distribution of the documentary in all TV stations of ERT S.A. (namely ERT1, ERT2 and ERT3), as well as at the Web TV Live Streaming of ERT S.A. Both these channels asked to be granted the copyright so as to broadcast it on all their digital media. The relevant contract between UoC and COSMOTE TV was signed on August 2, 2017, while the contract with ERT S.A. was signed on November 7, 2017, with a duration of 24 months.

The (subtitled) documentary is available to watch online at the project website (<http://www.ecovalue-crete.eu/>, Action F1), social media pages (Facebook & Tweeter) and on YouTube ([https://www.youtube.com/watch?time\\_continue=255&v=tUv1qx2Bhi0](https://www.youtube.com/watch?time_continue=255&v=tUv1qx2Bhi0)). It is also being projected in the Multimedia Hall of NHMC's Exhibition Halls on a daily basis every 30', since the beginning of August 2017.

The final documentary has been disseminated to a wide range of recipients, the stakeholders included, through various actions of the project.

For the broader broadcasting of the project's documentary, the UoC decided the advertising of the documentary (and the whole project) with the design of specific banners for media portals of Crete under a contract basis, taking into account their audience rates reports and financial aspects. The launch of the campaign to selected media portals has started in early January 2018 and it was concluded in May 2018.

Finally, the CB sent the project Documentary and TV spots, as well as photos from the areas NATURA 2000 network on Crete to The Hellenic Ministry of Environment and Energy (YPEN) – Directorate of International and European Activities, Department of European and International Environmental Affairs. This material was used by YPEN for the Exhibition "Biodiversity conservation and sustainable tourism in Greek islands: drivers for sustainable and resilient societies", organised in the framework of the UN High Level Policy Forum (HLPPF) on Sustainable Development, which took place on July 9-18, 2018, New York, USA.

### **5.1.27 Action C20: Information Centre (NATURA 2000 HALL) on the multidisciplinary value of the NATURA 2000 network in Crete**

*Foreseen start: 01/07/2015*

*Actual start: 01/03/2015*

*Foreseen (amended) end: 31/12/2016*

*Actual end: 31/12/2018*

Although this specific action was scheduled to begin in July 2015, the Coordinating Beneficiary (UoC) began working on it some months earlier. After some weeks of research on the available up to date technologies, a call-for-tenders procedure was announced on the 26<sup>th</sup> of May 2015 for both the External Assistance and Equipment for Action C20. The Institute of Computer Science of the Foundation for Research and Technology – Hellas (ICS-FORTH) and ERGOSYSTEMS Ltd. were the providers of the External Assistance and Equipment, respectively. Both enterprises signed their contracts within July 2015, but capital controls that were applied in Greece at the same period, delayed payments and transfers abroad, therefore the equipment were not provided before late February 2016. During the implementation of the action, there was a modification of the initial proposal regarding the final design, the equipment and the relevant software used at the NATURA 2000 HALL. Taking into account the characteristics of the available space, the profile of the target users, the available material, and the project’s dissemination requirements, and in order to ensure an optimized personal experience for the visitors of the Information Center, the space will finally host four (4) state-of-the-art interactive exhibits, which follow human-centered design and employ intuitive and user-friendly interaction techniques, while using innovative technologies.

Several meetings between the CB and the External Assistant took place between September 2015 and July 2016, in order to clarify specific technical issues and improve the artistic presentation and the contents of the 4 interactive systems. The design of the NATURA 2000 HALL was implemented by an interior designer-architect, who was an associate of the contractor.

The presentation of the new Information Centre to the public took place as part of the 2nd Press Conference (Action C17).

After the revision of the NATURA 2000 Network in Greece (OJ Number 4432 B’/15.12.2017), the changes that occurred in the NATURA 2000 areas of Crete were updated in the relevant interactive systems of the NATURA 2000 Hall.

Apart from the plain public, the Information Centre hosted special events, e.g.:

- ✓ In the framework of the “Days of Expression and Creativity” of the European educational action “Teachers4Europe Network – Cycle of European Dialogue 2”, which took place in January 17-18, 2018, the NATURA 2000 Hall had been selected as an example for the pedagogical use of its interactive systems.
- ✓ On Thursday, May 17, a group of Sustainable Tourism Curriculum students of the Hospitality and Tourism Department, Stockton University (New Jersey, USA) was guided in the NATURA2000 Hall by the project staff. On June 15, 2018, a group of Student Chefs, Hospitality & Tourism Majors from Johnson & Wales University (Providence, USA) also visited the Hall.
- ✓ Participants of the networking visit of iLIFETroodos (LIFE16 GIE/CY/000709) were also guided in the NATURA 2000 Hall after the end of the meeting (see also Action A2).

### 5.1.28 Action C21: Environmental Education Campaign

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

A school-based education programme was designed by the HOS Environmental Education Department under the supervision of the HOS Communication Officer and in collaboration with external experts to be implemented during the school year 2017-2018 and so on. The project Environmental Education (EE) material was inserted in the school curriculum with the support of the local School Activities Officers and under the grant of the Greek Ministry of Education, Research and Religious Affairs.

More than **1,850 pupils** from **25 schools** implemented the project EE activities, through school and field visits. The positive results of the school-based education programme are also evident from the various learning results that were sent to the HOS from the educational groups that participated at the programme. Moreover, 7 days of open events were organised during the project lifetime with the participation of 230 pupils, succeeding a total participation of 2,114 school pupils in the EE programme.

Prior to the final production of the project environmental education material, in April 2017 the educational activities were piloted and evaluated by teachers from the project sites, in collaboration with the HOS during school visits. A 5-days educational trip was organised in Crete by the HOS, in collaboration with the local Educational Directorates. Visits to six (6) schools of Chania and Kissamos (5 Primary Schools and 1 High School) have taken place, with the participation of 640 pupils of all grades. All comments by teachers were incorporated in the final educational material which was accordingly refined.

An environmental education kit addressed to pupils 9-15 years old (primary and secondary education) has been designed by the HOS Environmental Education Department in collaboration with external experts. The aim of the project material is to support the educators in creating the appropriate circumstances for the engagement and sensitization of their pupils in the protection of the endangered species and the importance of biodiversity in the Natura 2000 sites of Crete in relation to ecosystem services, while the number and structure of the activities allow their implementation during an annual EEP according to the aim of the current Action.

The environmental education kit was printed in 500 copies and additionally 500 copies in digital format were produced for further and future dissemination. The kit includes 25 environmental education activities, a 24-page Teacher Guide with guidelines on how to use the educational material as well as useful supplementary tools, a 6-page comic entitled “A thousand years stories” and a CD-ROM with the educational material in digital format and supplementary educational material such as presentations and additional activities.

Moreover, educational material for preschool age pupils was created. The material consists of a floor game entitled “The Game of the Griffon Vulture” and a 42-page Guide with activities for pupils of 4-8 years old age, as well as guidelines for teachers on how to use the educational material. Finally, 5 stickers for children were printed in 500 copies each (2,500 copies in total) in order to be disseminated to school pupils during the implementation of project educational activities in open events and school visits. All stickers are illustrating the NATURA 2000 Network and ecosystem services in relation to local birdlife. All the project educational material is available online at the project website (<http://www.ecovalue-crete.eu/el/envedu>) as well as at the HOS website ([http://www.ornithologiki.gr/page\\_cn.php?tID=79830&aID=1953](http://www.ornithologiki.gr/page_cn.php?tID=79830&aID=1953)).



The project educational kit was posted to all the primary and secondary (high schools) education schools of Crete. In total, 327 schools have received the educational material and 47 educational authorities, associations, libraries etc.

The project educational material was implemented by primary and secondary education of Crete during the period 2017-2018 and so on. Three educational seminars were organised in Chania (20/3/2018), Heraklion (20/3/2018) and Ierapetra, Lasithi Region (6/11/2018) with the participation of 73 teachers of primary and secondary education, in order to enhance the implementation of the project educational material by the local schools, as well as to ensure the implementation of school based programmes after the end of the LIFE Natura2000 Value Crete LIFE project.

The educational seminars were implemented in collaboration with the local Educational Directorates and Environmental Education Centres.

The project educational material was uploaded and is available for free use in project's website (please see the following link: <http://www.ecovalue-crete.eu/el/enviedu>).

We believe that the Environmental Education Campaign and the relevant material was overwhelmed by the Cretan educational community depicting multiplier results. During school visits, the project communication material (leaflet, posters, documentary, handbooks, t-shirts) was disseminated to educators and school pupils.

#### **5.1.29 Action D1: Training seminars for the target audiences**

*Foreseen start: 01/07/2015*

*Actual start: 01/03/2016*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

Although this action was scheduled to start in July 2015, the Coordinating Beneficiary decided to delay its initiation, due to the failure of the initial plan (it was not predicted that the launch of the seminars will precede of the core actions of Category C, namely Actions C1-C3, C5-C8). The absence of the printed and information material would create an image of improvisation and unprofessionalism to the participants, from the organizers part. In addition, the Action D1 wouldn't have been delivered on time according to the projects management planning, due to drastic changes in the national procurement system, which caused a suspension of payments during the first trimester of 2017.

The **1<sup>st</sup> Training Seminar** addressed to journalists, students of Schools of Journalism and employees of mass media was organized in the Premises of the Exhibition Hall of UoC-NHMC, in Heraklion, on the 16<sup>th</sup> of April 2016. The seminar lasted 4 hours and 27 people participated in it. Scientists from the NHMC, as well as a journalist from the national newspaper KATHIMERINI, gave oral presentations on themes related to scientific and special environmental issues, aiming at the development of the most comprehensible and efficient ways to communicate them to the average reader.

In May 2017, **three (3) seminars addressed to students** of the Technical University of Crete and the University of Crete were implemented: 22<sup>nd</sup> of May in Chania, 23<sup>rd</sup> of May in Heraklion and 24<sup>th</sup> of May in Rethymno, respectively. In total, 178 students attended the seminars.

The **2<sup>nd</sup> Training Seminar for journalists**, students of Schools of Journalism and employees of mass media took place in Chania on the 26<sup>th</sup> of July 2017 and was attended by 35 people.

**Two (2) Training Seminars for professionals** involved in tourism were organised by the CB in spring 2018: one in East Crete (more specifically in Tzermiado, Lassithi Plateau, March 24-25, 2018) and one in West Crete (more specifically in Omalos Chanion, March 30 – April 1, 2018). Both 2-day Training Seminars had a series of lectures and 1 study tour in NATURA 2000 areas. The seminars were attended by 40 tourism professionals in total.

Although the Training Seminars foreseen in the project’s Grand Agreement have been concluded, UoC and DAAC decided to **organise two (2) more Training Seminars**, under the title: “Protected Areas of the NATURA 2000 Network - Infringements of Forest Law”, especially for the employees of the Forest Directorates of Crete. The first Seminar took place in Heraklion, November 27, 2018 and 69 Employees of the Forest Services of East Crete (mostly foresters, forest rangers, rural rangers of the Regional Unities of Heraklion and Lassithi) attended. The second Seminar took place in Chania, on December 3, 2018 with 45 attendants, mostly employees of the Forest Directorates of West Crete (foresters, forest rangers, rural rangers and other employees of the Regional Unities of Chania and Rethymno). The scope of the two seminars was to disseminate specialized information regarding the ecosystem services of the NATURA2000 Network and support the capacity building of the staff of the Department of Forests of Crete in effectively applying Forestry Law with regards to the protection of the NATURA2000 sites.

In the following **Table D1.1** we summarise all the Training Seminars organised by the Project:

***Table D1.1: List with the Training Seminars organised in the framework of the project***

a/a	Description	Date	Place	No of Lectures	No of Participants	Relevant Annex	Deliverable in Final Report
1	1st Training Seminars for Journalists	16/4/2016	Exhibition Halls of NHMC, Heraklion	4	27	MtR-Annex Action D1	CD 01_FILE 01.01
2	1st Training Seminars for Students	22/5/2017	Technical University of Crete, Chania	6	63	Progress Report	CD 01_FILE 01.01
3	2nd Training Seminar for Students	23/5/2017	University of Crete, Voutes, Heraklion	5	40	Progress Report	CD 02_FILE 02.01
4	3rd Training Seminar for Students	24/5/2017	University of Crete, Gallos, Rethymnon	5	75	Progress Report	CD 02_FILE 02.02
5	2nd Training Seminar for Journalists	26/7/2017	Chania	4	35	Progress Report	CD 02_FILE 02.03
6	1st Training Seminar for tourism professionals	24/03/2018-25/03/2018	Tzermiado, Lassithi Plateau	8	18	Final Report, Annex Action D1_Appendix 01	CD 03_FILE 03.01
7	2nd Training Seminar for tourism professionals	30/03/2018-01/04/2018	Omalos Plateau, Chania	10	22	Final Report, Annex Action D1_Appendix 02	CD 03_FILE 03.02

a/a	Description	Date	Place	No of Lectures	No of Participants	Relevant Annex	Deliverable in Final Report
8	1 <sup>st</sup> Training Seminar for Employees of the Forest Services	27/11/208	Heraklion	5	69	Final Report, Annex Action D1_Appendix 04	CD 04_FILE 04.01
9	2nd Training Seminar for Employees of the Forest Services	03/12/208	Chania	6	45	Final Report, Annex Action D1_Appendix 04	CD 04_FILE 04.02
<b>9</b>	<b>TOTAL</b>			<b>53</b>	<b>394</b>		

In order to improve the implementation of Action D1, especially the training seminars addressed to tourism professionals, a Technical Implementation Guide was developed by DAAC in both electronic and printed format (1,500 hard copies) aiming to provide professionals of tourism with specific guidelines on how to use N2000 sites and how they can contribute to their sustainability and conservation.

The Guide consists of 24 pages and incorporates a map of Crete with the N2000 sites depicted as well as information for:

- ✓ The NATURA 2000 sites in Crete and the important species
- ✓ What are ecosystem services with examples
- ✓ Do's & Don'ts in NATURA 2000 sites.

The Guide was distributed to professionals of tourism through the 2 training seminars. Since then it has been distributed in every dissemination action of the project. It was also uploaded to project's website (<http://www.ecovalue-crete.eu/el/news/525>) and was promoted through the Facebook page of the project.

In all seminars the participants were given communication material of the programme, as well as a certificate of attendance in the seminar. The presentations of the seminars, as well as photographic material were posted in the official website of the project. Press releases announcing the seminars were sent to the media well in advance. The 1st seminar was also covered by a local TV channel of Crete. For the purposes of Action D1, as well as C12, C14 and C21, the UoC – NHMC designed and produced a folder (material training in 1,000 copies) during August 2016.

### **5.1.30 Action E1: Monitoring of the project impacts**

*Foreseen start: 01/07/2014*

*Actual start: 01/07/2014*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 30/06/2018*

The Action E1 was implemented according to the established time schedule and no significant delays had occurred. A baseline survey was implemented in the first year of the project (October 2014 – July 2015), as a result of the collaboration of the UoC – NHMC with the contractor of the External Assistance of Action E1. The goal of the survey was the assessment of the current level of knowledge, attitudes and practices of the stakeholders and target audiences, with respect to the project objectives. Questionnaires were formulated according to the project's objectives and were distributed to the following 10 groups of stakeholders and target audiences in NATURA 2000 sites of Crete:

1. *Rural population in NATURA 2000 sites (stockbreeders, farmers and hunters).*
2. *Fishermen in NATURA 2000 sites.*
3. *Professionals of tourism.*
4. *Public servants of the Region of Crete and local authorities.*
5. *Students of the UoC and the Technical University of Crete.*
6. *Architects and engineers.*
7. *School teachers.*
8. *General public in NATURA 2000 sites of Crete.*
9. *Tourists / visitors in NATURA 2000 sites of Crete.*
10. *Journalists and employees in local media.*

Two forms of questionnaires were used: a) Printed. b) Digital through the platform “survey monkey”, <https://www.surveymonkey.com>.

In total, 3,587 questionnaires were collected and 3,570 were analysed statistically (numbers close to the acceptable limit set in the contract of the External Assistance). Based on the results of the baseline survey, the indicators of the impact of the project that have been initially submitted through the project’s proposal was revised in order to best monitor and assess the change in attitude of the main target audiences. A new list of indicators has been developed and the relevant tables are filled with information reflecting the initial situation. The results of the survey were also taken into account for the building of the communication policy of the project and the finalization of the messages of the environmental campaign.

The second (Midterm) Environmental Awareness Survey started in autumn, 2017, after the assignment of a new contractor. Again, the questionnaires of the baseline survey were used, containing two extra questions. The 10 questionnaires are also uploaded on the project’s website in a relevant digital banner, while several e-mails have been sent to targeted groups. The survey was concluded in early January 2018 and the qualitative and quantitative analysis of the results of the 3,422 filled questionnaires was finalised within early April 2018.

Comparison of the results of the two surveys showed that an increasing number of people becomes familiar with the project and recognizes the importance of Ecosystem Services. The implementation of the LIFE Natura2000 Value Crete project seemed to improve the attitude, of at least some social groups, towards the NATURA 2000 Network. This improvement was not as clear as regards adoption of environmental friendly activities, both professional (possibly due to the general economic situation) and voluntary.

## **5.2 Dissemination actions**

### **5.2.1 Objectives**

All Actions included in the dissemination plan were initiated within the foreseen timetable and all of them were dealt on time without any specific problems or obstacles.

The objectives of the dissemination plan include the dissemination of the project activities, the project progress and results, as well as information on the beneficiaries and the N2K, via electronic and printed forms of communication. The methods used to publicize the project and its results included among others the project’s website, the e-newsletters, the project leaflets, the banner, the notice boards and a Layman’s Report.

The project’s website is in full operation since December 2014. All visibility requirements of the EC have been fulfilled. The website is updated in a regular basis in both languages with

all the news from the project's actions, while in a separate field all deliverables of the project (e-Newsletters, printed and electronic material, reports on the awareness raising activities, articles etc.) are available. The social media pages of the project have been created and are under operation since October 2014. They are regularly updated too. According to the proposal the project website is expected to attract 33,000 unique visitors per year, an objective which was partly reached considering the 112,428 pageviews until the end of the project. Although electronic media of the project did not reach the foreseen rates, all the other activities of the dissemination were overachieved.

The banner of the project was produced in October 2015 while the 1<sup>st</sup> e-newsletter was released the same period. In total 12 e-newsletters were issued and circulated in more than 1,250 e-mail addresses. The bilingual leaflet of the project was delivered in December 2015 in 10,000 copies and a second print of 2,000 copies took place in June 2018. All visibility requirements of the EC have been fulfilled and all hard copies have been already disseminated.

The construction and printing of the five (5) Notice boards was finalised within October 2016 and their placement took place within November 2016, with a delay regarding the anticipated end date. All visibility requirements of the EC have been fulfilled. Notice boards will stay at the erected points during the After-LIFE period of the project.

The Layman's Report of the project was produced and printed within December 2018 while its dissemination is in progress and will continue during the After-LIFE period. All visibility requirements of the EC have been fulfilled.

Moreover, in order to publicize the project, its aims and results all partners participated in conferences, workshops, round tables, work meetings etc. and presented the project either with oral presentations and/or posters and/or papers or by distributing communication material and having personal contacts with stakeholders and lay public in various events.

## **5.2.2 Dissemination: overview per activity**

### **5.2.2.1 Action F1: Project website**

*Foreseen start: 01/07/2014*

*Actual start: 01/07/2014*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

Action F1 was implemented by the UoC-NHMC according to the established time schedule, no major delays had been encountered and no changes to the established time schedule were made.

The project website ([www.ecovalue-crete.eu](http://www.ecovalue-crete.eu)) was created after the purchase of the domain name (for a period of 4 years, with a projection for its 5-years' extension) and is under operation since December 2014. A summary of the project, including name and contact information of the coordinating beneficiary and the associated beneficiaries is placed on the project website and made available to the general public. In addition, the website hosts information for the following: the NATURA 2000 sites of Crete, deliverables of the project, news and press releases, links of other relevant LIFE or non-LIFE projects, reference for the LIFE funding and a statistical counter (some of these issues and/or shortages were highlighted in EC's letter of 09/06/2015, with Ref. No. 2405318). A special e-mail address of the project has been created in NHMC's server: [ecovalue@nhmc.uoc.gr](mailto:ecovalue@nhmc.uoc.gr). The project website was regularly updated both in English and Greek languages and gave sufficient statistics

concerning the visitation (112,428 pageviews, 26,999 users with an average time on page 1'18"). Most attractive page of the website was emerged the field of the protected areas "The Natura 2000 network" on which information about all Network's sites in Crete with the relevant map and indicative photographs were included (data base available in the link <http://www.ecovalue-crete.eu/en/node/154>).

A reference to the project's website is posted in HOS website at the following link: [http://www.ornithologiki.gr/page\\_cn.php?aID=1797](http://www.ornithologiki.gr/page_cn.php?aID=1797).

More than 1,265 people were subscribed to the project's mailing list, which was enriched with new e-mail addresses on a regular basis (participants on the events/workshops/seminars, as well as individuals who ask to be informed for the project's news or to receive the newsletter).

The social media pages of the project have been created and are under operation since October 2014:

- a) the Facebook page (<https://www.facebook.com/LIFENATURA2000ValueCrete/>) attracted 895 followers, while
- b) the Twitter page (<https://twitter.com/Natura2000value>) attracted 255 followers.

Re-posts of project's actions can be seen in the Facebook page of HOS in the following link: [https://www.facebook.com/Elliniki-Ornithologiki-Etaireia-132273833481/?hc\\_ref=SEARCH&fref=nf](https://www.facebook.com/Elliniki-Ornithologiki-Etaireia-132273833481/?hc_ref=SEARCH&fref=nf)

### **5.2.2.2 Action F2: Dissemination and promotion of the project's major outcomes and deliverables**

*Foreseen start: 01/01/2015*

*Actual start: 01/01/2015*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

Action F2 was implemented according to the established time schedule, no major delays had been encountered and no changes to the established time schedule were made.

This action aimed to publicise the project and its results and included:

- **Release of 12 e-newsletters** about the progress of the project. The first e-newsletter was (1) released in early October 2015, four (4) newsletters were released in 2016, four in 2017 (4), and three (3) in 2018. All news, announcements etc. were sent automatically every three (3) months as an electronic newspaper in more than 1,250 e-mail addresses which were collected from beneficiaries', stakeholders' and competent authorities' databases. The list was also updated with the e-mail addresses of the participants in project's awareness activities such as workshops, training seminars etc. Due to the implementation of the **General Data Protection Regulation 2016/679** (GDPR) which came into force on **May 25, 2018** the Coordinating Beneficiary was obliged to inform all the contacts of the project about the implementation of Regulation asking for consent to use recipients e-mail addresses (e-mail on June 13, 2018). After that info message came up a small reduction in the number of e-newsletter recipients. The problem was corrected by adding the e-mail addresses of other Actions' participants (C12, C13, C14, C21 and D1).
- **Project's leaflet.** 10,000 copies of the project's leaflet were produced in late December 2015. The leaflet is bilingual (Greek and English) with dimensions 30 cm x 50 cm and includes a brief description of the project, its objectives, a summary of the project's actions

and the contact details. In addition, information about the NATURA 2000 network in Crete, the basic ecosystem services and the main environmental threats are also given.

An additional 2,000 copies of the project leaflets (updated with information regarding the co-financing of the project, i.e. Green Fund & A. G. Leventis Foundation) were printed in late June 2018 for the forthcoming dissemination actions.

The leaflets were distributed during the implementation of Actions A2, C12-C15, C20-C21, D1 and F2, as well as to the Associated Beneficiaries of the project, the lay public (visitors on the NATURA 2000 Hall included), members of the SCT, Unions of Agricultural Cooperatives, local media, collaborators of the UoC – NHMC and to all public authorities of Crete (e.g. Forest Authorities of Crete, Police, Fire Brigade, Coast guard). Several copies were distributed to participants and attendants of several events (conferences, seminars, workshops) which were either organised or attended by the project beneficiaries. Until the end of the project, almost all the leaflets (11,960 hard copies) had been distributed.

- **Project's banner.** The roll up-banner of the project was produced during October 2015 in both in Greek and English (85cm width x 200cm height, 4-colour printing). The banner was used in every event organized in the framework of Actions A5, C12, C13, C14, C17, D1 and F2, with the official material of EC (flag of LIFE, flag of NATURA 2000, etc.).
- Although not foreseen in the project proposal, a **press release** on the project's profile was disseminated to the local media on the 9th of September 2014 in order to publicise the project in the local society. Also, a press release on the meeting between UoC PSC members and the Mayor on the 18th of February 2015 was distributed by the Municipality of Lassithi Plateau (see *MtR September* 2016).
- The project was promoted through local media in 3 independent newspaper publications and through a TV show of the local Channel 4U. At the same time the Project Manager presented the LIFE Natura2000 Value Crete project in the famous independent TV show TEDx.

As far as the dissemination of project's outcomes and deliverables concern, all beneficiaries contributed with their participation and/or project's presentation in various conferences, thematic roundtables, training seminars, special events and workshops from the beginning of the project till the ending date.

More specifically the project participated and/or was presented in **36** different events such as conferences, congresses, workshops, thematic meetings, international festivals, training seminars etc. in which 27 oral presentations were given, 7 posters were presented, 6 papers were submitted and more than **10,500** people became aware about NATURA 2000 Network importance for Crete island, biodiversity's value and ecosystem services' offers to the social and financial communities' well-being. During these events, the project leaflets and/or the banner were promoted, thus achieving the objective of the specific action.

An overview of the activities supporting the implementation of the Action F2 can be seen in the following **Table F2.1**.



***Table F2.1: Participation of the project in various dissemination events***

a/a	Description of the activity	Date of event	No of oral presentations	No of posters	Papers	No of Participants (estimated)
1	3 <sup>rd</sup> Science for the Environment Conference 2015, Aarhus, Denmark, during the period	1-2/10/2015		1		200
2	A 3-days excursion to the Natura 2000 sites of Crete (Chania and Heraklion regions) organised by HOS	25-27/03/2015	1			52
3	The 53 <sup>rd</sup> World Congress of the International Federation of Landscape Architects (IFLA), Turin, Italy	20-22/04/2016	1	1	1	1,300
4	Workshop under the topic “Action Plan for the biodiversity of Skyros: Actions for life”, organized by LIFE09 NAT/GR/000323 – LIFE Skyros Biodiversity in Skyros island	24-26/06/2016	1			50
5	Workshop on “Energy Saving, Energy Management and Environment”, organized by the Energy Management Office of the Naval Base of Crete in the framework of the LIFE11 ENV/GR/000938- LIFE MECM, Naval Base of Crete, Souda, Prefectural Unity of Chania,	13/7/2016	1			80
6	Presentation of the 2nd edition of the Collins Bird Identification Guide in Greek, Athens	5/10/2016	1			75
7	Training seminar for Environmental NGOs “Environmental law and Environmental NGOs” Heraklion, organized in the framework of the project LIFE Natura Themis (LIFE14 GIE/GR/000026)	11/3/2017	1			60
8	Presentation of the edition of Waterbird Census in Greece (1968-2006), Athens	17/3/2017	1			150
9	Special event for the celebration of the 25 years of LIFE, organised by the Green Fund, Athens	18/5/2017				70
10	10th Conference on Environmental Policy and Management, Mytilene	09-11/06/2017	1			30
11	2nd Conference on GIS and Spatial Planning, Athens	25-26/06/2017		1		
12	1st Summer Ecological School organized by the Hellenic Society for the Protection of Nature (HSPN), Heraklion	01-04/07/2017	1			50
13	British Birdwatching Fair, Egleton, Rutland, UK	19-21/08/2017				2,500
14	National Conference on “Environmental Liability, Prevention and Remediation: Challenges and Opportunities for the Protection of Biodiversity in Greece”, Heraklion, Crete. The Conference was organised by the UoC in the framework of the LIFE Natura Themis project (LIFE14/GIE/GR/000026)	08-10/09/2017		1	1	120



a/a	Description of the activity	Date of event	No of oral presentations	No of posters	Papers	No of Participants (estimated)
15	6th International Symposium for Research in Protected Areas 2017, Salzburg, Austria	02-03/11/2017		2	2	350
16	“Days of Expression and Creativity” of the European educational action “Teachers4Europe Network – Cycle of European Dialogue 2”, Heraklion, Crete	17-18/01/2018	1			65
17	3-days excursion to the Natura 2000 sites of Crete (Lasithi, Heraklion, Asteroussia) organised by HOS members	16-19/02/2018	1			48
18	4th Pancretan Beekeeping Conference, Agyia, Municipality of Chania, Regional Unity of Chania	24-25/02/2018	1			100
19	3-days Training Seminar for teachers of the National Thematic Network of Environmental Education “Tourism and Environment” organised by the Centre of Environmental Education of Archanes-Rouvas-Gazi, Archanes, Municipality of Archanes-Asterousia	16-18/03/2018	1			50
20	TEDx Presentation of the University of Crete, Heraklion, Crete	24/3/2018	1			350
21	Special excursion organised by HOS at the Natura 2000 sites of central – east Crete (Heraklion, Lassithi, Mt. Asterousia)	29/03-01/04/2018	1			40
22	Information Event for the European Financial Program LIFE, organized by the Greek LIFE Task Force	26/4/2018	1			15
23	2nd Conference of the Urban Network for Volunteering and Community Empowerment in Kolympari, Chania	04-06/05/2018	1			450
24	National Conference about the “NATURA 2000 Network: Protection and Sustainable Development” organised by the Region of Crete, Chania	10-11/05/2018	1			200
25	International Seminar on “Integrating ecosystem service concept into spatial planning - for sustainable land-use in grasslands and beyond”, organised by the LIFE Viva Grass project, Sigulda, Latvia	16-18/05/2018				55
26	“Final Event & Training of the Rusdela Project (Rural Sustainable Development for Local Actors – Erasmus+)” in MAICH (Mediterranean Agronomic Institute of Chania), Chania	31/5/2018				44
27	“ESMERALDA Final Project Conference: A success story of science support to policy”, Brussels	11-13/06/2018				100
28	7th Summer School on Environmental Journalism, Chania, Crete	20-29/07/2018	2			30
29	British Birdfair 2018, Rutland Water Nature Reserve, Oakham, UK	17-19/08/2018				3,000

a/a	Description of the activity	Date of event	No of oral presentations	No of posters	Papers	No of Participants (estimated)
30	International Conference summarizing LIFE13 NAT/PL/000038 project on the "Protection of valuable natural habitats in Poniżdzie", Busko-Zdroj and project areas in Pinczow, Poland	27-28/09/2018				85
31	9th Panhellenic Ecology Conference (HELECOS-9), Heraklion, Crete	04-07/10/2018	1	1	2	280
32	9th Panhellenic Meadow Management Conference, Larissa, Greece	09-12/10/2018				150
33	1st Workshop of the LIFE Natura Themis project-LIFE14 GIE/GR/000026, Melidoni, Municipality of Mylopotamos	12/11/2018	2			46
34	International Conference on "International Perspectives on Preventing Wildlife Crime", organised by the LIFE Natura Themis Project -LIFE14 GIE/GR/000026, Athens	23-25/11/2018				134
35	2nd Workshop of the LIFE Natura Themis project-LIFE14 GIE/GR/000026, Krya Vrysi, Municipality of Agios Vasileios	15/12/2018	2			78
36	Educational seminar for birdwatching tourism organised by HOS, Chania	17/12/2018	2			48
	<b>TOTAL</b>		<b>27</b>	<b>7</b>	<b>6</b>	<b>10,455</b>

At the same time, during the reporting period (01/07/2014-31/12/2018) in **18** different occasions the communication material (outcomes of Actions C1, C2, C4-C8 and F2) has been disseminated complementary to the project and added to its impact through Outside LIFE activities, as can be seen in **Table F2.2** below.

***Table F2.2: Outside LIFE activities***

a/a	Description of the activity	Date of event	Participants (estimated)	Disseminated material
1	The Coordinating Beneficiary participated in the Thematic Workshop for the "Citizens' Sensitization about stray animals", organized by the Environmental Education Centre of Archanes (Archanes, 2/03/2017). Project's leaflets, hats, T-shirts and informational guides were disseminated during the workshop	2/3/2017	35	35
2	Booklets, hats and T-shirts of the project were distributed during the trail race from Heraklion to Iera Moni Koudouma (73Km), on Saturday 17 and Sunday 18 June, 2017	17-18/06/2017	50	50
3	Communication with the Environmental Law Observatory of West Crete to disseminate 360 informative Guides (3*120 booklets) to the participants of the 10th Basketball Championship organized by the Association of Layers from Chania and Cyprus on July 18-23, 2017	18-23/07/2017	360	360
4	1st Seminar for Hunters under the title "First Aid for Hunting Dogs" 19 July 2017, Heraklion	19/7/2017	71	75
5	Communication for the dissemination of project informational material to the Cultural Association of the village Elos Chanion named "Anagenisis" August 2017	August 2017	15	15
6	15th Panhellenic Scientific Congress of the Greek Botanic Society, MAICH, Chania, 14-17.09.2017. European and national strategy for the conservation of fauna's biodiversity in Greece	14-17/09/2017	50	50

a/a	Description of the activity	Date of event	Participants (estimated)	Disseminated material
7	2nd Training Seminar for Hunters under the title "First Aid for Hunting Dogs" in Chania	1/12/2017	30	30
8	Hiking Race "15th Minoan Athlos", organized by Marathon runners' Club of Crete, in Archanes on December 10, 2017	10/12/2017	30	54
9	Communication material of the project was distributed to the participants of the Training Seminar "First Aid for Hunting Dogs" which was organized by UoC-NHMC in collaboration with the 1st Hunting Association of Chania on December 12, 2017 in Chania	12/12/2017	70	70
10	Information material (leaflets and T-shirts) was distributed during the 5th Half-mountainous road and hiking race "In the paths of Knossos and Giouchta", March 18, 2018	18/3/2018	100	100
11	Information material of the project (20 leaflets, 120 copies from each of the three different booklets) was also distributed at the Exhibition "KINIGESIA 2018", the biggest festival for hunting, cynophilia and persons who are activated in the countryside, which was organised in the Exhibition Centre "MEC Paianias", Athens, March 30 – April 1, 2018	30/03-01/04/2018	150	200
12	Initial Dissemination Event of the project LIFE IGIC, Heraklion, Crete	30/3/2018	15	15
13	Information material (leaflets, booklets and hats) were distributed to participants of the 1st Training Seminar on "First Aids for the Wildlife and Organisation of a Volunteers' Network", which was organised by the UoC – NHMC in Heraklion, on April 21-22, 2018	21-22/04/2018	25	25
14	The LIFE Natura2000 Value Crete project was selected to be presented as "The LIFE Project of month May 2018" at the website of the Greek LIFE Task Force ( <a href="http://www.lifetaskforce.gr/en/">http://www.lifetaskforce.gr/en/</a> ).	May 2018	NA	NA
15	Communication material of the project was distributed to the participants of the 31st Korakovounios Race in Heraklion, on May 5, 2018	6/5/2018	50	50
16	2nd Training Seminar on "First Aids to Wildlife and Organization of a Volunteers Network, organized by UoC-NHMC on June 2-3, 2018, Chania, Crete	02-03/06/2018	30	30
17	The booklets of the project were disseminated to the participants of the Mountainous Race Trail "Cretantrail - Zaros Running Team", Sunday May 13, 2018 in Zaros, Municipality of Festos	13/6/2018	240	720
18	1st Stakeholders Meeting of the LIFE IGIC project-LIFE16 NAT/GR/000575, Sivas, Municipality of Festos	9/11/2018	60	60
<b>TOTAL</b>			<b>1381</b>	<b>1939</b>

### 5.2.2.3 Action F3: Notice boards

*Foreseen start: 01/07/2015*

*Actual start: 01/07/2015*

*Foreseen end: 30/06/2016*

*Actual end: 30/11/2016*

The construction and printing of the five (5) Notice boards was finalised within October 2016 and their placement took place within November 2016, with a delay regarding the anticipated end date. The delay was mainly due to the final decision for the exact place of their installation. During various discussions between project's partners, it was considered preferable for the efficiency and effectiveness of the project, the signs not to be placed in the

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countryside (e.g. in N2K sites in rural or mountainous areas) as initially planned, but in central urban locations. More specifically, the most appropriate points are the Premises of DAAC in the four (4) big cities of Crete (and capitals of relevant Regional Unities), namely Heraklion, Chania, Rethymno and Agios Nikolaos. The offices of the Forest Directorates (FDs) of the Decentralized Administration Authority of Crete are visited by a sufficient number of citizens, including the majority of stakeholders, for various reasons. The fifth Notice Board was erected in the Region of Crete – Directorate of Environment in Heraklion.

The contents of the Notice Boards are the same for all five different maquettes. Maps and photos vary, depending on the Regional Unity of Crete in which they will be erected (i.e. photos and maps from the Chania area on the Chania's Regional Unity etc.).

In autumn 2018 the UoC team decided to replace the 5 Notice Boards, since the existing ones did not include the updated NATURA 2000 areas of Crete. Additionally, some minor designing corrections were made. Approval of the respective request to SARF-UoC has been already delivered and the Notice Boards were produced and erected within early December 2018.

#### **5.2.2.4 Action F4: Layman's Report**

*Foreseen start: 01/01/2018*

*Actual start: 01/01/2018*

*Foreseen (amended) end: 31/12/2018*

*Actual end: 31/12/2018*

The Layman's Report of the LIFE Natura2000 Value Crete project was produced (32 pages, A4 format, bilingual and coloured edition) and printed in 1,000 copies within December 2018. The Layman's Report presents to the general public the project, its objectives, its actions and its results. Dissemination of the copies to the project partners started in late December.

### **5.3 Evaluation of Project Implementation**

In general, the chosen methodology for the implementation of the project could be evaluated as successful. The Preparatory Actions (*Actions B1 and B2*) and Action E1 (*Monitoring of the project impacts*) were planned in a way to ensure smooth implementation of all Core Actions (Categories C and D). Despite the minor delays and dysfunctions caused due to bureaucracy and systemic weaknesses of the State and competent authorities, all aforementioned Actions were implemented successfully.

Any burdens and constraints that have arisen in the implementation of Actions B1, C9, C14, C19 and D1 were resolved directly with the cooperation and involvement of all project beneficiaries. The methodology applied was generally effective. The personal contact between the project beneficiaries (i.e. UoC, HOS and DAAC) and the stakeholders and administrative clerks of the competent authorities opened the LIFE Natura2000 Value Crete project to the local, national and international community. Relations were built upon trust and cooperation.

Almost all the Actions achieved the expected results and their objectives were met.

The outputs of Action B1 (new data in socioeconomic situation of the island, especially among the communities located within or near NATURA 2000 areas) were used for the implementation of all Actions of Categories C and D. New produced geographic information was harmonised to the EU standards for geographic information in accordance with the EC's INSPIRE Directive (Directive 2007/2/EC). The output Database will serve also as a 'shopping

list' for any future study that aims to quantify, describe or even monitor Ecosystem Services (ES) in regional scale after the completion of this LIFE project.

The produced information material was of high quality and covered to the maximum the objectives of the project. Most of the products have been already distributed (*Actions C1-C2, C4-C10*). The NATURA 2000 Hall (*Action C20*) is the most innovative Action of the project and this is reflected in the reactions of the public visiting it. The implementation of the educational campaign of the project was implemented in collaboration with the local Educational Directorates and Environmental Education Centres. The project educational material was overwhelmed by the Cretan educational community depicting multiplier results.

The Actions of the Category “Media work at local level” (*Actions C16-C19*) gave more than satisfying results. Beneficiaries maintain an active network of communication with local media, which has helped to further promotion of the project and is reflected in the outcomes of these actions.

The Radio and TV Spots as well as the Documentary were circulated all over the island and the country, receiving positive feedback on the quality of production and the transmission of the message. There were also international projections that added to the value of the project.






The objectives of the dissemination actions are overachieved and no drawbacks were noted. Project's website is in full operation and will be active and updated during the forthcoming After-LIFE period; the Notice boards were erected in key accessible points and they will remain at least till the end of year 2023; the Layman's Report has been produced and is distributed regularly with a plan of a wider dissemination in the near future, while the project's major outcomes and deliverables were well promoted and disseminated to a wide audience inside and outside of Greece.

The only failure in the applied methodology was the poor feedback of some stakeholders groups (i.e. tourism professionals) and the low participation in some events of Actions C12 and C14. However, despite the low participation, the feedback from the attendants was positive, with very active participation in the debate that followed the meetings. Furthermore, through the project's participation in local festivals and open events (C13-C14) a significant number of locals and tourists were informed about the protected areas of the NATURA 2000 Network and the benefits that emerge from the ecosystem services for the local communities, and the project itself.

Project results became obvious during the last year of its implementation and were verified by the evaluation survey (2<sup>nd</sup> survey of Action E1). At the same time the feedback gained from the activities of that period as well as the activities implemented during the project's prolongation period ensured the necessity of the environmental campaign.

In the following **Table 5.3.1** we summarise the results of all project's Action and we comment through quantitative and qualitative information the final achievement of the objectives compared with the foreseen expected results of the revised proposal:










***Table 5.3.1: Summary of results of all project's Actions***














<b>Task</b>	<b>Foreseen in the revised proposal</b>	<b>Achieved</b>	<b>Evaluation</b>
A1	Establishment of the Project Steering Committee (PSC) and Stakeholders Consultation Team (SCT)		PSC and SCT were established on time. The management of the project continued properly until the end of the project.
A2	Greater mutual background about the effectiveness of different methodologies of environmental communication campaigns		Networking activities, visits, participation in relevant conferences/seminars/workshops and exchange of experience and information with other LIFE and non-LIFE project took place during project's implementation. 10 Declaration Agreements were assigned and 2 networking visits were organized. Partners participated and/or presented project in 12 conferences/workshops, thematic meetings etc. in national and international level
	Efficient transfer of know-how and experience in order to foster its replication in similar contexts		
A3	Transfer of know-how and experience		The After-LIFE Communication Plan was completed on time. The 24-pages manual in Greek and English is available in electronic and paper format submitted with the current report
	Continue communication after the end of the project		
	After-LIFE Communication Plan in paper and electronic format		
A4	External auditor's statement		A fully justified financial report and the auditor's relevant statement are available with the current report
A5	Best monitoring and operation of the project		7 PSC meetings took place during the implementation period of the Project, while regular internal contacts between partners secured project's successful operation.
	Improvement of the project actions through SCT intervention		PSC and SCT met 4 times, while stakeholders' representatives delivered and distributed project's communication material and participated in project's actions. Communication with them was regular and their feedback encouraging to project's staff
















	A year basis resolution of the relevant meetings		Four (4) reports (yearly resolutions of PSC meetings as well as joint meetings with the SCT) were submitted with the Inception Report (March 2015), the Midterm Report (September 2016), the Progress Report (September 2017) and the current Final Report (April 2019).
B1	Update of knowledge on economic and social landscape of NATURA 2000 Network in Crete	😊	The implementation of the action and all required deliverables were completed and used to support the environmental campaign. The relevant deliverable was submitted with the Midterm Report (September 2016).
	Report on the evaluation of the current economic and social situation of the NATURA 2000 sites in Crete.		
B2	Communication Strategy. Project's logo and messages	😊😊	One logo and five (5) slogans were produced and used in all the printings of the communication material. The design of logo and all materials gained positive comments from communication specialists and public. An orientation guideline for the information campaign has been developed and monitored the awareness activities.
C1	Production of 3 different Booklets (50,000 copies in total)	😊😊	3 different booklets were produced in Greek (50,000 copies) and English version (8,000 copies). 48,600 Greek booklets and 2,000 English booklets have been already distributed
C2	Production of 3 different posters (15,000 copies in total)	😊	15,000 copies of the 3 different posters produced and disseminated in public
C3	Production of 5 different banners	😊	Five (5) different banners were produced and used in almost all the activities organized by the project, in the framework of Actions' C12-C15, C20-C21, D1, F2 implementation
C4	Production of two special editions of the HOS magazine printed in 2,500 copies each one	😊😊	2,500 copies of each issue published and disseminated in local and national level.
C5	Production of 3,000 T-shirts	😊😊	3,500 T-shirts were produced (July 2015 and January 2018) in two (2) different colours (white and black), in five (5) different sizes for adults and four (4) different sizes for children. All T-shirts have been distributed.
C6	Production of 1,000 hats	😊😊	1,800 hats were produced (December 2015, January 2018 and September 2018) in two (2) different colours. All hats have been distributed.
C7	Production of 1,000 stickers	😊	1,000 stickers were produced in December 2015. All stickers have been distributed.
C8	Production of 3,000 calendar for the year 2016	😊😊	In December 2015 3,000 calendars of the year 2016 were produced and distributed. In November 2016 a calendar for the year 2017 was produced in 2,500 copies.

C9	Production of a 30' Documentary		In February 2017 the Documentary of the project was completed and 1,000 DVD copies were delivered. Their distribution will continue during the After-LIFE period. The Documentary was translated in English too and 100 copies with English subtitles were delivered in September 2017.
C10	Production of 3 Radio Spots		3 Radio Spots were produced on time.
C11	Production of 3 TV Spots		3 TV Spots were produced on time. They are available with English subtitles too.
C12	Implementation of 26 workshops		26 workshops in all the municipalities of Crete were organized and implemented by the CB.
	1,500 individuals from stakeholders and main target audiences to be informed		117 lectures had been given and 869 attended them
	A report on planning, the implementation and the impacts of the workshops to be delivered		Deliverable of the Action C12 is available with the current report
C13	Participation of the project in 12 local festivals		The project participated in 16 local festivals.
	30,000 people to be informed		More than 9,100 people have been informed about the project, its results and its objectives. We estimate though that participants in local festivals were more than the aforementioned numbers.
	A report on planning, the implementation and the impacts of the participation to be delivered		Deliverable of the Action C13 is available with the current report
C14	Organization of 10 Open Events		The project organized and/or participated in 11 Open Events.
	2,000 participants		More than 2,150 people met project's interests, watched the projection of the documentary and the lectures and participated in the discussion and the extra activities that were included in the schedule of the Open Events
	A report on planning, the implementation and the impacts of the open events		Deliverable of the Action C14 is available with the current report
C15	Production of a Photo Exhibition		Eighteen (18) banners divided in 3 different sections with 60 excellent photos in total were printed in early March 2016



	Presentation of the Travelling Photo Exhibition		The banners were presented as a “stand alone” exhibition in nine municipalities of Crete. Part of the exhibition framed other Actions of the projects i.e. Actions C13, C14, C20, C21, D1, F2. At the moment the banners are presented in the NHMC Exhibition Halls
	15,000 be informed		More than 21,000 have visited the Travelling Photo Exhibition in the eight municipalities in which it has been presented.
	A report on planning, the implementation and the impacts of the travelling photo exhibition		Deliverable of the Action C15 is available with the current report.
C16	Release of eight (8) articles		Nine (9) press articles were issued and circulated to all printed and electronic media of Crete. For the purposes of this Action and in conjunction with the events organized in the framework of Actions A5, C12, C13, C14, C15, D1 and F2, numerous press releases were issued and published in local press. A report on Action's implementation is submitted with the Final Report.
C17	Organization of two (2) Press Conferences at the two main cities of the island		Two (2) Press Conferences were organized by the CB on November 2015 and December 2016 while two (2) extra Press Conferences were organised and took place during the final two workshops of the project, the first in Heraklion on October 8, 2018 and the second in Chania on October 12, 2018. The Deliverable of the Action was submitted with the Progress Report (September 2017)
C18	Advertising campaign and promotion of Radio Spots and TV Spots of the project		Three (3) free broadcasting activities were implemented in November 2016, in May-June 2017 and October 2018 in local and national level. In addition two (2) under payment broadcastings were implemented in February and August-October 2018. The TV Spots with the English subtitles were projected for free at the Heraklion Airport in June-November 2017 and April-November 2018 and at the Central Station of Bus Company of Heraklion-Lassithi in December 2018.
	More than 80% of the main target audience in Crete to be informed		More than 80% of the main target audience in Crete met the project and its objectives.
	A report on the advertising campaign		Deliverable of the Action C18 is available with the current report
C19	Broadcast of the project's documentary		The Documentary of the project was circulated to all major national and local TV Channels in April 2017. Two (2) cable TV Channels signed contracts for the free projection of the Documentary in their stations and web live streaming. An advertisement through specific banners for media portals concluded in May 2018. The documentary has been disseminated in a wide range of recipients (stakeholders, authorities, schools, Environmental Education Centres, individuals), it is available for free viewing in project's website and was promoted in the UN High Level Policy Forum (HLPF) on Sustainable Development, which took place on July 9-18, 2018, New York, USA.

	More than 80% of the main target audience in Crete to be informed		More than 80% of the main target audience in Crete met the project and its objectives through Action C19.
	A report on the broadcast of the project's documentary		Deliverable of the Action C19 is available with the current report
C20	Construction of NATURA 2000 Hall		Construction of the NATURA 2000 Hall in the NHMC's Exhibition Halls was finalized and given to the public in September 2016. The inauguration of the infrastructure took place in combination with the 2nd Press Conference of the Project in December 2016.
	90,000 visitors during project's implementation		The visitors of the NATURA 2000 Hall during its operational period (September 2016-December 2018) are estimated to be more than 100,000 (Greeks and foreigners).
	A report on the operation of the Information Centre		Deliverable of the Action C20 is available with the current report
C21	Production of 1.000 copies of EE material		Production and dissemination of 500 copies of EE kit for 9-15 years old pupils, 500 copies of the EE kit in digital format (CD), 200 copies of EE material for 4-8 years old pupils
	Environmental education material implemented in at least 20 schools		EE material implemented in 25 schools, with the participation of 2,114 school pupils.
	3 Educational Seminars implemented		Three educational seminars were implemented with the participation of 73 teachers.
	Webpage hosted in the project website including all the EE activities		Project educational material available online at the project website ( <a href="http://www.ecovalue-crete.eu/el/enviedu">http://www.ecovalue-crete.eu/el/enviedu</a> ) as well as at the HOS website ( <a href="http://www.ornithologiki.gr/page_cn.php?tID=79830&amp;aID=1953">http://www.ornithologiki.gr/page_cn.php?tID=79830&amp;aID=1953</a> ).
	6 events implemented		9 days of event implementation with the participation of more than 300 school pupils.
D1	Organization of 2 training seminars for professionals involved in tourism section		2 training seminars of professionals involved in tourism conducted in March and April 2018.
	160 participants		39 tourism professionals attended the 2 training seminars
	Organization of 3 training seminars for students of UoC and TUC		3 training seminars addressed to students of the UoC and the TUC took place in May 2017 in Chania, Rethymno and Heraklion.

	450 participants		181 students participated in the 3 training seminars
	Organization of 2 Training seminars for local journalists/media employees		The 1st training seminar for the journalists organized in Heraklion on April 2016 and the 2nd in Chania in July 2017.
	40 participants		62 Journalists and media employees participated in the 2 training seminars addressed to Media
	NOT FORESEEN		Two (2) more Training Seminars for employees of the Forest Directorates of Crete were organized in November 2018, in Heraklion and Chania. The participants were more than 120.
	3 CDs with the lectures presentations of each of the 3 training seminar categories		3 CDs with the lectures of the training seminars are submitted with the current Final Report and 1 CD with the lectures of the extra training seminars addressed to public servants are also submitted with the current report
E1	Conduction of 2 surveys		Two (2) surveys were conducted during project's implementation. The baseline survey took place in October 2014-July 2015 and 3,587 questionnaires were collected. The 2nd survey (midterm evaluation) implemented during September 2017-January 2018 and 3,422 questionnaires were analysed.
	A report of the assessment of the two environmental surveys results		The report on the evaluation of the assessment of the two environmental surveys results is submitted in this Final Report
F1	Development and operation of the Project's website		Project's website is in full operation since December 2014.
	33,000 unique visitors per year		Pageviews 112,428 (period December 2014-December 2018) i.e. 28,107 pageviews per year (average rate)
	Social media pages formation		Project's social media pages are under operation since October 2014 (Facebook page and Twitter).
	25,000 unique visitors per year		895 people follow the Facebook page. However, certain posts of the page attracted even 9,000 people
	Mailing list with 2,500 e-mailing addresses		Project's e-mailing list included 1,265 e-mail addresses
F2	12 e-newsletters		12 e-newsletters were released in project's mailing list (1 in 2015, 4 in 2016, 4 in 2017 and 3 in 2018)
	Project leaflet (10,000 copies)		12,000 copies of the project's bilingual leaflet produced and disseminated.
	One (1) banner		The project's bilingual banner was produced in October 2015 and was used in all actions.

	Dissemination and promotion of the project. Contribution in 12 conferences		All beneficiaries contributed with their participation and/or project's presentation in 36 different conferences/congresses/workshops/thematic meetings/training seminars etc. 27 oral presentations were given, 7 posters were presented and 6 papers were submitted while more than 10,500 met LIFE Natura2000 Value Crete project through them.
F3	Production and erection of 5 notice boards		5 notice boards were produced and erected on time. The printings of the notice boards were replaced with updated information during December 2018.
	A report with a map and relevant photos where the location of the erection of the Notice boards has taken place will be depicted.		The deliverable was submitted with the Progress Report (September 2017).
F4	Layman's report in Greek (1,000 hard copies) and English (800 hard copies).		The Layman's report was produced in a bilingual version (32 pages coloured book) in 1,000 hard copies. It is also available in the project's website. Its distribution will continue during the After-LIFE Period. 3 hard copies are submitted with the Final Report.

**Legend:**

	<b>Achieved</b>
	<b>Over Achieved</b>
	<b>Unsatisfactory results</b>

## 5.4 Analysis of long-term benefits

### 5.4.1 Environmental benefits

Project's main purposes were to inform and aware the inhabitants of Crete on the importance of the protected areas and biodiversity and the ecosystem services of the NATURA 2000 Network. Although LIFE Natura2000 Value Crete focused in communication actions, several positive environmental benefits can be described as obvious.

The comparison of the results of the two surveys of Action E1 showed that an increasing number of people becomes familiar with the project and recognizes the importance of Ecosystem Services. The implementation of the LIFE Natura2000 Value Crete project seemed to improve the attitude, of at least some social groups, towards the NATURA 2000 Network.

Of course it is not possible to verify if this change in attitude converted or will be transformed in environmental friendly activities adoption. But we believe that certain people working in the primary sector have been concerned and reviewed some of their views on conventional farming or stockbreeding. A fact that gives us the hope of adopting environmentally friendly practices in the future by a significant proportion of Cretan farmers / breeders.

The UoC and HOS continue to implement actions regarding the environmental degradation and illegal environmental activities – such as the use of poisoned baits – through the implementation of LIFE and non-LIFE Project (e.g. After-LIFE Actions Against Poisoned Baits – After-LIFE09 NAT/ES/000533, LIFE Euroturtles-LIFE15 NAT/HR/000997, LIFE+ The return of Neophron-LIFE10 NAT/BG/000152 and LIFE14 GIE/GR/000026-LIFE Natura Themis), which cooperate continuously with LIFE Natura2000 Value Crete project in these topics. Since the illegal use of poisoned baits is considered a major threat to biodiversity and human health –and since this practice is a major wildlife crime – the LIFE Natura2000 Value Crete provided information to several stakeholders about the serious impacts of this practise on the biodiversity of Crete. This cooperation for example is considered to reduce the illegal use of poisoned baits with positive results for both the biodiversity and human health.

The project beneficiaries applied efforts to reduce transportation and energy/resources consumption of the project activities thus contributing to the reduction of the ecological footprint of the project.

The alternative cultivation, livestock and fishing methods and the adoption by professionals in the tertiary sector of ecotourism forms were well communicated through the project's actions, adding to the EU's efforts to move towards a sustainable model for the development and progress of European populations.

The implementation of the Environmental Education Campaign (*Action C21*) helped to prepare the new generation on the road to sustainability too.

#### **5.4.2 Long-term benefits and sustainability**

The participation of the social partners, even if it was lower than the expected in specific actions of the program, their involvement with the joint meetings with the PSC but also as speakers in several information activities (e.g. *Action C12*), will have a positive social impact in the long-term. The representatives of Farmers and Stockbreeders Associations are considered as opinion leaders in their local societies and they can influence their citizens especially their colleagues, either theoretically or practically. It is estimated that the adoption of environmental friendly practices by farmers and the increased awareness of other stakeholders will improve the condition of the natural environment and of the natural resources related to biodiversity. Combined with the requirements of the EU's new Agricultural Policy, it is expected to have a positive impact on the natural environment of the island as well as on the economic parameters of local communities.

For example, the expected reduction in inputs to crops and livestock by adopting environmental friendly practices is expected to benefit the environmental status of farmland and waters, as well as farmers' income.

On the other hand communications' specialists and professionals working in Media as well as stakeholders and citizens expressed their positive comments about the quality of the communication material (printed and electronic) and the effective dissemination of their messages giving an additional sense of successful implementation of the project and future positive impact. We do believe that the work done during the project's implementation with the local media yielded the expected results and that the benefits will multiply in the forthcoming After-LIFE period.

The improvement of social and economic conditions in local communities is fully connected with a reliable, comprehensible and easily manageable information, which should be available to the administration and all the population of a country. Right decisions primarily require

proper information. In this context LIFE Natura2000 Value Crete provided Cretans the necessary knowledge and information about the protected areas of the NATURA 2000 Network and sensitized the citizens about the permitted activities in them. In addition, it pointed out the economic benefits of maintaining the good status of ecosystems resulting from environmentally friendly business activities. Although not immediately visible and measurable, the adoption of such practices by citizens will improve their long-term economic situation and contribute to improving local community welfare indicators.

Apart from the Beneficiaries' permanent personnel, job opportunities for qualified staff have been created within Actions B1, C12-C15 and D1. Four young environmentalists, specialised in ecosystem services or other environmental sciences were involved in the implementation of the LIFE Natura2000 Value Crete project.

These activities positively empowered young scientists to direct their interest in environmental topics and ecosystem services assessment respectively.

It is also important to highlight that public services, journalists, academics and NGOs and even individuals are often contacting Beneficiaries in order to take information concerning NATURA 2000 Network and ask for advices concerning certain activities and their impact in protected areas. The implementation of the project along with the dialogue opened with the locals through the local media, constantly and effectively fills in an existing gap in public's knowledge, information and awareness.

All partners continue to implement actions regarding habitats/species conservation and protection through various projects (LIFE and non-LIFE) and within their spheres of competence and work.

The continuation of the project actions by the beneficiaries is described in the After-LIFE Communication Plan of the project, submitted with the current report. The After-LIFE Communication Plan of the LIFE Natura2000 Value Crete project is designed to ensure the dissemination of knowledge and information about the ecological, social and economic value of the NATURA 2000 sites in Crete, and thus to maximise the demonstrative value of project actions after its completion.

The communication and dissemination strategy of the LIFE Natura2000 Value Crete project After-LIFE plan intends to accomplish the continuous update of knowledge about the ecosystem services provided by N2K areas in Crete; the maintenance and continuous enrichment of the infrastructure and the communication channels already established during the LIFE project implementation; the continuous dissemination of project outputs and publications / information material and utilisation of communication tools; the maintenance and expansion of the cooperation networks established with stakeholders.

### **5.4.3 Replicability, demonstration, transferability, cooperation**

The methodology and the output Database produced in the framework of Action B1 could serve as a 'shopping list' for any future study that aims to quantify, describe or even monitor Ecosystem Services (ES) in regional scale after the completion of this LIFE project.

The LIFE Natura2000 Value Crete had a very fruitful cooperation with the new LIFE-IP 4 NATURA (LIFE16 IPE/GR/000002) project on "Integrated actions for the conservation and management of NATURA 2000 sites, species, habitats and ecosystems in Greece" (<http://edozoume.gr/>). Personal contacts between communication officers of the two projects has led to the definition of the social partners groups in the island of Crete. The project LIFE

Natura2000 Value Crete provided to LIFE-IP stakeholders' contact information, suggested the most effective ways of approaching them, helped with its experience gathered through its implementation, to the completion of the critical stakeholders groups' lists.

The After-LIFE Communication Plan describes in a comprehensive way the methodological approach, the technical means and the tools with which the project beneficiaries intend to transfer their know-how and experience, and provide guidance to the Management Bodies of NATURA 2000 sites in Greece, as well as to competent public authorities on how they can develop an information and communication strategy to highlight the ecological, social and economic value of ecosystem services in NATURA 2000 sites. The guidelines included in the After-LIFE Communication Plan could be implemented successfully from any Mediterranean or Balkan country because the people of these countries share the Greek culture and understand better the Greek mentality.

The NATURA 2000 Hall (*Action C20*), an innovative info-tainment application constructed in the frame of LIFE Natura2000 Value Crete project could be applicable and reproduced by the Management Bodies of Protected Areas of NATURA 2000 Network and other protected areas all over Europe in order to inform and aware visitors, avoiding the impacts of mass tourism in the sensitive habitats and species of their responsibility.

The interactive systems installed in NATURA 2000 Hall (*Action C20*) can be used either in combination or autonomous each one, adapted according to the available place and infrastructure of each operator. The contents of each interactive system can be tailored according to the needs of each organization.

#### **5.4.4 Best Practice lessons**

The structure preferred for the organization of the Open Events of the Project (*Action C14*) seemed to be more effective and essential for participants. Besides the projection of the documentary and the foreseen lectures, various activities and actions took place during the implementation of the Open Events, i.e. presentation of the Travelling Photo Exhibition of the project (*Action C15*), release of wild birds and bird watching, outdoor excursions and creative activities for children. In this way the attendants were informed about the protected areas of the NATURA 2000 Network and the benefits that emerge from the ecosystem services and the conservation of biodiversity towards the local communities in an alternative and more interactive manner.

For the implementation of *Action C14* we preferred to cooperate with the local Cultural and/or Environmental Associations of the selected areas, in order to activate local communities, to achieve wider participation and to engage local leaders in supporting the project's aims. On the contrary, for the implementation of the *Action C12* it was preferred to cooperate with the Municipalities. This choice gave poor results in workshops success for two reasons: a) The Municipalities as administrative authorities have limited flexibility in human resources and facilities; and b) Citizens are disappointed by the municipal authorities for a number of reasons that have to do with the country's political situation.

The choice of using banners to create a Travelling photo exhibition (*Action C15*) has also proven to be very wise and effective. It is an economic and ecological solution. The banners are easily adapted to any place indoors or outdoors, in any set up, without the need for large spaces or interventions in them. Moreover, it is easily transportable and does not require specialised personnel to set up. Even if the photo paper tears, it can be reprinted at a low cost and placed on the same device, saving money and time to operator.

### 5.4.5 Innovation and demonstration value

The demonstration value added by this EU funding has been quite sufficient. Firstly, the environmental campaign for highlighting the benefits of N2K areas and ecosystem services would very likely not have been carried out at all without the financial support of LIFE+, especially not since it was the first ever attempt at such scale in Greece and specifically in Crete.

The NATURA 2000 Hall (*Action C20*) is an innovative info-tainment application constructed in the framework of LIFE Natura2000 Value Crete project, which is fully transferable in other countries in Europe and abroad.

### 5.5 Long term indicators of the project success

First it must be noted that an environmental campaign should be adapted to the socio-economic data of the area of application. Not all project actions are applicable in all regions with the same intensity and effectiveness.

Indicatively we list a few long-term indicators of project success that we think would be suitable to evaluate the impact of LIFE Natura2000 Value Crete project:

- a) The changes of attitudes can be quantified through **social surveys** (see *Action E1*). Surveys can monitor in quantitative and qualitative terms the individuals' knowledge and attitudes concerning the protected areas and the ecosystem services.
- b) The project's Environmental Education Campaign can be characterized as very successful. The **number of new Environmental Education Campaigns** relative to the project's objectives organized by the Greek Ministry of Education, Research and Religious Affairs, the local Educational Directorates and the Environmental Education Centres of the country could be a very important indicator of the project's success.
- c) The reproduction of specific Actions of the project such as the Action C15 (*Travelling Photo Exhibition*) and the Action C20 (*NATURA 2000 Hall*) by competent authorities or Management Bodies of Protected Areas or Environmental Education Centers in Greece and abroad could be also a useful indicator to quantify the project's impact.



## 6. Comments on the financial report

The Standard Statement of Expenditure (available in the 'Toolkit' on the LIFE web page) has been used by both the CB (UoC) and ABs (namely DAAC and HOS) and is presented in a separate document, as described below – see section 8 on financial reporting. This part of the technical report includes the following points:

- overview of costs incurred;
- information about the accounting system and relevant issues from the partnership agreements; and
- allocation of the costs per action.

This information includes sufficient detail to establish a clear link between technical activities on the one hand, and costs declared in the financial forms on the other. This section justifies and explains extraordinary cases, e.g. necessary costs not foreseen in the budget, persons changing status during the project from external consultants to employed staff (or vice versa), etc.

The CB (UoC) has officially requested two (2) budget modifications, namely on 22/12/2015 (for DAAC's budget) and on 09/08/2016 (for the budgets of both UoC and HOS). The proposed amendment in the project's budget increased the costs foreseen by less than 10% and €30,000.00 in the different categories of expenses. Official replies from the Commission were sent on 22/12/2015 and 10/08/2016, respectively.

The **Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete** was signed on 28/06/2018, with an extension of the project's end date on 31/12/2018 (instead of 30/06/2018 as it was provided in the original proposal) and some financial modifications in the fields of co-financing and specific categories of expenses.

### 6.1 Summary of Costs Incurred

The costs during the whole reporting period (July 2014 – December 2018) of the Final Report of the LIFE13 INF/GR/000188 – LIFE Natura2000ValueCrete project cover a **percentage of 85.78%** of the total budget of the project. In **Table 6.1.1**, the incurred project costs per category of expenses for the period 01/07/2014 – 31/12/2018, can be overviewed. In the column “Budget according to the Grant Agreement”, the relevant amounts per cost category include both non-substantial and substantial changes, which were approved during the whole project period.

**TABLE 6.1.1: Incurred project costs per category of expenses, 01/07/2014 – 31/12/2018**

<b>PROJECT COSTS INCURRED</b>			
<b>Cost category</b>	<b>Budget according to the Grant Agreement*</b>	<b>Costs incurred within the project duration (01/07/2014–31/12/2018)</b>	<b>%**</b>
1. Personnel	597,700.00 €	520,354.27 €	87.06%
2. Travel	125,500.00 €	67,970.87 €	54.16%
3. External assistance	131,500.00 €	136,076.19 €	103.48%
4. Durables: total <u>non-depreciated</u> cost			
- Infrastructure sub-tot.			
- Equipment sub-tot.	46,500.00 €	44,461.50 €	95.62%
- Prototypes sub-tot.	<i>Not applicable</i>		
5. Consumables	37,500.00 €	34,561.77 €	92.16%
6. Other costs	77,000.00 €	67,957.65 €	88.26%
7. Overheads	69,471.00 €	59,440.61 €	85.56%
<b>TOTAL</b>	<b>1,085,171.00 €</b>	<b>930,822.86 €</b>	<b>85.78%</b>

\*) The Commission has officially approved budget modifications, after an official request of the CB (UoC) addressed on 22/12/2015 (for DAAC's budget) and on 09/02/2016 (for the budgets of both HOS and UoC), respectively. Official replies from the Commission were sent on 22/12/2015 and 10/08/2016, respectively.

The Amendment No 1 to the Grant Agreement of project LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete was signed on 28/06/2018, with a 6-month prolongation of the project's end date (amended end date of the project was on 31/12/2018, instead of the provisional end date on 30/06/2018) and some substantial financial modifications in co-financing of the project and specific categories of expenses.

In the column of the "Budget according to the Grant Agreement", the breakdown of the budget is as it appears in Form R1 of the Amendment No 1 to the Grant Agreement of the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project.

\*\*\*) Calculation of percentages by budget lines, e.g. the % of the budgeted personnel costs that were actually incurred.

If non-substantial changes to specific Cost Categories of UoC, DAAC and HOS are included in the budget of the project, then the new total amounts of the changed budget can be overviewed in the following **Table 6.1.2:**

**TABLE 6.1.2: Budget according to the Grant Agreement (Form R1 of the Amendment No 1 to the Grant Agreement of the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project) and budget with non-substantial financial changes to be included**

<b>PROJECT BUDGET</b>		
<b>Cost category</b>	<b>Budget according to the Grant Agreement</b>	<b>Budget with non-substantial financial changes to be included</b>
1. Personnel	597,700.00 €	597,700.00 €
2. Travel	125,500.00 €	115,500.00 €
3. External assistance	131,500.00 €	143,500.00 €
4. Durables: total <u>non-depreciated</u> cost		
- <i>Infrastructure sub-tot.</i>		
- <i>Equipment sub-tot.</i>	46,500.00 €	45,500.00 €
- <i>Prototypes sub-tot.</i>	<i>Not applicable</i>	
5. Consumables	37,500.00 €	36,500.00 €
6. Other costs	77,000.00 €	77,000.00 €
7. Overheads	69,471.00 €	69,471.00 €
<b>TOTAL</b>	<b>1,085,171.00 €</b>	<b>1,085,171.00 €</b>

During the period of the Final Report (1<sup>st</sup> of July 2014 to 31<sup>st</sup> of December 2018; 54 months in total), all Actions of Category A (Project management and monitoring of project progress), Category B (Preparatory actions), Category C (Communication actions / awareness raising campaigns), Category D (Training activities), Category E (Monitoring of the project impact on the target audiences and on environmental problem targeted), and Category F (Communication and dissemination of the project and its results) were implemented according to project's timetable (original proposal timetable and/or amended timetable of June 2018).

**The total percentage of costs incurred within the Final Report period is 85.78%** (totalling to an amount of 930,822.86 €), while **in terms of the total eligible costs the percentage is 85.56%** (the provisional budget for eligible costs was in total 1,061,921.00 € while the total eligible costs for the Final Report period is 908,592.11 €).

## **6.2 Accounting System**

For the financial administration of the project a unified procedure is used by all partners, for facilitating the checking, the monitoring and the registration of expenses. The Coordinating Beneficiary (UoC) and the Associated Beneficiary DAAC use the provisions for a public's body financial system. The Associated Beneficiary HOS has established a formal accounting system, which is checked on a permanent basis by external financial auditors. For the LIFE13 INF/GR/000188 – LIFE Natura2000 Value Crete project, HOS has established a specific accounting statement of expenditures for the registration and payments only the relevant expenditures.

Each beneficiary of the project keeps the electronic file of the Financial Form of the official website of LIFE project (Financial Reporting Document), as well as dossiers with all

necessary documentation for the payment of expenses, e.g. time-sheets on a monthly basis, receipts, invoices, travel diaries, call-for-tenders procedures, contracts, payment of expenses etc. Guidelines for the completion of the Financial Forms were provided by the CB (UoC) to both ABs. during the whole project duration period. Also, regarding the eligibility of expenses, the LIFE Common Provisions 2013 were used.

All beneficiaries completed the Financial Forms at a quarterly basis, while Financial Reports and relevant documentation were also provided by both Associated Beneficiaries (namely DAAC and HOS) at a quarterly basis to the Coordinating Beneficiary (UoC). The UoC kept all Financial Reports and documentation at UoC's Premises in Heraklion, in cooperation with the Financial Department of the Special Account for Research Funds of UoC (SARF UoC). The Financial Department of the Special Account for Research Funds of UoC was responsible for the financial administration of the whole project on behalf of the UoC.

### **6.3 Partnership Arrangements**

Financial transactions between the Coordinating Beneficiary (UoC) and the Associated Beneficiaries (namely DAAC and HOS) have taken place on time, along with the signing of the relevant Partnership Agreements (PAs) and provisions on this issue.

UoC has received the First Pre-Financing Payment from EC (40% of EC's contribution to the LIFE project) on 24/06/2014.

UoC has received the Second Pre-Financing Payment from EC (40% of EC's contribution to the LIFE project) on 20/12/2016.

The financial reporting was implemented by the Financial Administrator of each beneficiary, which was allocated to the LIFE13 INF/GR/000188 project. The Associated Beneficiaries entered the information in the relevant financial tables of the project and the Coordinating Beneficiary received and checked all financial documentation at a quarterly basis (along with relevant provisions of the signed PAs between UoC and ABs).

For UoC, the project has obtained an individual internal code number (K.A. 4107) and an accounting system with subsidiary ledgers has been already put in place. All contracts (personnel, external assistants, subcontractors etc.) referred to the particular project; for this reason, all costs were allocated to the correct project. Invoices related and charged to the project were all stamped with the LIFE logo and the code number of the project (LIFE13 INF/GR/000188), even if in most of them – when possible – the project was also clearly mentioned. The Research Committee of the UoC has a whole department involved with financial issues (Special Account for Research Funds of UoC / SARF UoC). Responsible for the approval of the expenses was Dr. Michalis Probonas, Scientific Responsible of the project.

For DAAC, the financial administration of the project was carried out through the incorporation of the relative "Collective Project Decision" (SAE-084/2) into the Public Investment Program (PDE) of 2014 of the Greek Ministry of Development. Invoices related and charged to the project were all stamped with the LIFE logo and the code number of the project (LIFE13 INF/GR/000188). In each one of the four (4) Forest Directorates of Crete, an employee liable for all the financial issues of the Forest Department has been assigned for the handling of the expenses' procedures. Responsible for the approval of the expenses was Dr. Maria Kozyraki, Coordinator of the project for DAAC.

For HOS, the financial administration of the project was made by the Financial Department of HOS. Invoices related and charged to the project were all stamped with the LIFE logo and the

code number of the project (LIFE13 INF/GR/000188). Responsible for the approval of the expenses was Mr. George Sgouros, Director of HOS.

#### **6.4 Auditor's Report/Declaration**

For certifying the expenses of scientific programmes on behalf of UoC, there is a certified Accounting Company. This company is registered annually, after an open call that is announced for seven days at the website of the Special Account for Research Funds of UoC.

The External Auditors Company “**SOL S.A. Certified Public Accountants Auditors, Member of Crowe Global**” was approved to be the External Auditor for the LIFE13 INF/GR/000188 project under the SARF UoC’s Decision Number 32843/2018/15-11-2018 for a Direct Treaty.

The **Audit Report** (*Action A4: External Audit*) followed the format of the Standard Audit Report Form, available on the LIFE website for LIFE 2007-2013 projects.