



PROJECT DISSEMINATION PLAN

Adjustment of key stakeholders' capacity for improvement of Common and Little terns conservation status in Lithuania
LIFE17 NAT/LT/000545

2018 September

Prepared by:
Lithuanian ornithological society



VĮ VIDAUS VANDENS
KELIŲ DIREKCIJA

Contents

1. Background	3
2. Overall Project objectives	5
3. Dissemination actions of the Project	5
4. Target groups and stakeholder analysis	6
5. Communication tools.....	12
6. Staff resources and main tasks of Project staff	13
7. Timetable, project deliverables and milestones.....	14
8. Evaluation	16
9. Annual Dissemination plans	18

1. Background

This Project Dissemination plan (further – Plan) is designed to help the project ***"Adjustment of key stakeholders' capacity for improvement of Common and Little terns conservation status in Lithuania"*** LIFE17 NAT/LT/000545 (further – Project) achieve its overall operational objectives, to disseminate information about the project's findings, outcomes and impact to various target groups and at the same to involve local community and relevant stakeholders into the implementation of activities.

The Plan fulfils minimum requirements set out by the EU LIFE Programme (website, Layman's report, After LIFE plan, noticeboards and networking activities) as well as is supported by the satellite publicity and information activities (leaflets, calendars, events etc, practical trainings etc.) The Plan was discussed internally by the Project staff, involved in the dissemination activities, afterwards presented for discussion and consideration to the Project Monitoring Committee (PMC).

The Project will be accomplished through the communication objectives (CO), addressed to various target groups and stakeholders, namely:

- CO1. To inform various stakeholders' groups about Common and Little terns' conservation needs and importance of conservation measures;
- CO2. To involve relevant stakeholders into long-term protection of Common and Little terns;
- CO3. To demonstrate results and achievements of the project to local communities and general public;
- CO4. To ensure effective internal communication between partners for smooth Project implementation.

Communication is an important strategic tool for Project implementation. It reaches target groups horizontally through every objective of the Project. The Project communication aims at an interactive dialogue with stakeholders, in particular stakeholders, involved into practical protection of the target species and local communities and that is how the success of the implementation of this Plan is measured. All involved Project staff (not only from the Lead beneficiary institution) shall contribute to this aim. The Project will benefit only in case the target groups will achieve their objectives as it is presented in the Table No 1.

Experiences from implementation of the previous LIFE projects have shown that means of communication are changing. Digital versions of the publications and social media have become more widely used, the key messages are often dispersed to different audiences in smaller and more frequent fragments instead of big entities in printed. Although this change will be considered and addressed in this Plan, the traditional communication means are still being used and will be used to support reaching the main objectives of the Project and to serve all the various stakeholders. The past experiences help in focusing communication activities and methods that benefit the Project implementation most.

This Plan is a framework for the Project communication during the whole implementation until the end in 2022. The Project implementation will include different phases meaning that the communication will have different needs and emphasis during different phases of the Project. The communication activities will move from the information dissemination of the conservation needs of the target species and about the Project in general at the beginning (2018-2020) to the promotion of the outcomes, findings and benefits of the Project in the second half of the Project implementation (2021-2022). In the middle of the

Project implementation, communication activities will include both: new stakeholders shall be involved and informed as well as first tangible results might be advertised to local communities and general public. In order to be able to take the Project development into account in all communication in the best possible way this Plan will be implemented through annual Dissemination plans describing more detailed communication activities and staff allocation year by year.

2. Overall Project objectives

The Project main objective is to improve the conservation status of the Common and Little terns breeding populations in Lithuania by the proper maintenance of their breeding habitats within SPAs network through involvement of key stakeholders' capacities. This objective corresponds to the fundamental aim of the SPA designation - to restore and to maintain the favourable conservation status of the trigger species. Having in mind that the bad conditions of their breeding habitats is the main threat for the species in the region, the project actions are focused particularly on the maintenance of the breeding sites of the Common and Little terns in the SPAs network, which have been designated for their conservation.

Other specific objectives (further -SO) of the project are:

SO1. To achieve favourable conservation status within the current SPAs network of the Common and Little tern through individually for each site adjusted management measures;

SO2. To enlarge SPAs network, established for protection of the Common and Little tern, through designations of new SPA;

SO3. To restore degrading habitats of the Common and Little tern through applying various technical and human resources;

SO4. To enlarge suitable breeding habitats for terns through the creation of new breeding sites within SPAs network in order to compensate the lack of the existing favourable breeding habitats;

SO5. To install the additional species conservation measures in order to increase breeding success;

SO6. To ensure sustainability and durability on further protection of the Common and Little tern through preparation and endorsement of special planning documents;

SO7. To monitor success of the conservation measures applied and to evaluate the ecosystem services and socio-economic aspects of the project;

SO8. To raise public awareness about protection of the target species, and, in particular, negative impact of the sites' visiting and disturbance of birds during the breeding season.

Although the Plan is directly related to the SO8, it supports targets of all SO of the Project.

3. Dissemination actions of the Project

Four Project dissemination actions and sub-actions include:

E.1. Dissemination for general public:

- E.1.1. Preparation of the project dissemination plan;
- E.1.2. Work with media;
- E.1.3. Project website

E.2. Dissemination of the terns' conservation problems for relevant stakeholders:

- E.2.1. Meetings with relevant local stakeholders;
- E.2.2. Seminars with national stakeholders from different sectors;
- E.2.3. Trainings for care-takers on the proper sites management after end of the project

E.3. Transferring of the project findings and knowledge among the relevant national and international target groups:

- E.3.1. Dissemination of the project finding and knowledge among the nature conservation organisations on international level;
- E.3.2. International "cross-sectional" and scientific seminars (2) on the project topic;
- E.3.3. Networking with other projects;

E.4. Development of dissemination materials and tools:

- E.4.1. Production of the published materials
- E.4.2. Set-up of the information boards;
- E.4.3. Preparation and dissemination of the videomaterials;
- E.4.4. Mobile photo exhibition on the project topic;
- E.4.5. Production and dissemination of the IT materials about the terns' life.

Detailed description of the Project's dissemination action is presented in the Project proposal.

4. Target groups and stakeholder analysis

The target groups can be divided into two main groups according to their involvement into Project implementation. The **indirectly-involved** target groups consist of all stakeholders that are of interest to the Project in achieving its main goals, in particular members of local communities, state institutions, local decision makers, visitors, anglers etc. The **directly-involved** group consist of people working with the implementation of the Project. The internal target group ensure effective Project implementation and at the same time bear responsibility to engage external target groups to achieve overall Project's objectives.

Directly involved group consist of:

- ✓ Coordinating beneficiary Lithuanian Ornithological Society (LOD);
- ✓ Associated beneficiary Lithuanian Inland Waterways Authority, State Enterprise (VVKD);
- ✓ Associated beneficiary Joint-stock company "EKO-STOMA" (EKO-STOMA);
- ✓ Associated beneficiary Nemuno Kilpos Regional Park Administration (NKRK);
- ✓ Project Monitoring Committee (strategic level).

Further in the text the definition "**Internal target group**" is used.

Indirectly involved target groups:

- ✓ National authorities (Ministry of Environment, Ministry of transport and Communication, Ministry of Agriculture, State Service for Protected Areas);
- ✓ Administrations of the Protected Areas;

- ✓ Regional nature conservation authorities;
- ✓ Local municipalities;
- ✓ Research institutions/researchers;
- ✓ Environmental NGOs, both national and international;
- ✓ Developers of water-ways sector;
- ✓ Visitors (incl. anglers);
- ✓ Media representatives;
- ✓ Local community members;
- ✓ General public;

Different target groups need different communication approaches and tools from the side of the Project. In the table below the main objectives and communication approaches are presented.

Table No 1. Target groups, CO of the Plan, target groups' needs, tools applied and communication approaches.

Target group	Communication objective of the Plan	Communication needs of target group	Communication approach	Tools applied
National authorities (Ministry of Environment, Ministry of transport and Communication, Ministry of Agriculture, State Service for Protected Areas);	CO2.To involve relevant stakeholders into long-term protection of Common and Little terns	a) To get timely comprehensive information on the Project implementation; b) To get comprehensive and facts-based information about target species and protection needs	a) Provide trustful and facts-based information about problems/needs of the target species; b) Participation in different targeted meetings	1. Project leaflet; 2. Meetings with project staff and other relevant stakeholder groups; 3. Printed materials (educational leaflet, factsheets); 4. International seminar; 5. Technical reports of the project
Administrations of the Protected Areas	CO2.To involve relevant stakeholders into long-term protection of Common and Little terns	a) To get timely comprehensive information on the Project implementation; b) To get timely information on the target species in particular protected area; c) To get information about conservation needs and possible involvement into practical conservation actions of the project	a) Participation in different targeted meetings; b) Networking with other regional authorities; c) Provide trustful and facts-based information about problems/needs of the target species	1. Meetings with project staff and other relevant stakeholder groups 2. Printed materials (educational leaflet, factsheets); 3. care takers trainings; 4. mobile exhibition
Regional nature conservation authorities;	CO2.To involve relevant stakeholders into long-term protection of Common and Little terns	a) To get timely comprehensive information on the Project implementation; b) To get timely information on the target species in particular protected area;	a) Participation in different targeted meetings; b) Networking with other regional authorities;	1. Meetings with project staff and other relevant stakeholder groups' 2. Printed materials (educational leaflet, factsheets);

		c) To get information about conservation needs and possible involvement into practical conservation actions of the project		3. care takers trainings; 4. mobile exhibition
Local municipalities;	CO1. To inform various stakeholders' groups about Common and Little terns' conservation needs and importance of conservation measures	a) To get timely comprehensive information on the Project implementation;	a) Participation in different targeted meetings;	1. Printed materials (educational leaflet, factsheets); 2. Book about Common and Little terns; 3. Meetings with project staff and other relevant stakeholder groups' 4.
Research institutions/researchers	CO2.To involve relevant stakeholders into long-term protection of Common and Little terns	a) To get information about conservation needs and possible involvement into practical conservation actions of the project	a) Participation in different targeted meetings;	1. Book about Common and Little terns; 2. Scientific article; 3. International seminar; 4. Technical reports of the project
Environmental NGOs, both national and international	CO1. To inform various stakeholders' groups about Common and Little terns' conservation needs and importance of conservation measures	a) To get information about conservation needs and possible involvement into practical conservation actions of the project	b) Participation in different targeted meetings;	1. Printed materials (educational leaflet, book); 2. Book about Common and Little terns; 3. Meetings with project staff and other relevant stakeholder groups'
Developers of waterways sector	CO2.To involve relevant stakeholders into long-term protection of Common and Little terns	a) To get timely comprehensive information on the Project implementation b) To get information about conservation needs and possible involvement into	a) Participation in different targeted meetings; b) Provide trustful and facts-based information about problems/needs of the target species	1. Meetings with project staff and other relevant stakeholder groups'; 2. International seminar;

		practical conservation actions of the project		3. Printed materials (educational leaflet, book);
Visitors (incl. anglers);	CO1. To inform various stakeholders' groups about Common and Little terns' conservation needs and importance of conservation measures	a) To get information about conservation needs of the trigger species, damage of the disturbance and possible involvement into practical conservation actions of the project	a) Provide user friendly information about species, conservation needs and involvement into practical conservation actions	1. Notice boards 2. Leaflets and factsheets
Local community members	CO3. To demonstrate results and achievements of the project to local communities and general public.	a) To get information about conservation needs of the trigger species, damage of the disturbance and possible involvement into practical conservation actions of the project	a) Provide user friendly information about species, conservation needs and involvement into practical conservation actions	1. Notice boards; 2. Meetings with local community members; 3. Leaflets and factsheets
Media representatives	CO3. To demonstrate results and achievements of the project to local communities and general public.	a) To get attention from the stakeholders and general public on the information about the project b)	a) Targeted stories about project findings/interesting facts/achievements in the regions	1. Media (incl. social media) 2. Fact sheets 3. Interviews with key staff 4. Participation in open events; 5. DVD
General public	CO3. To demonstrate results and achievements of the project to local communities and general public.	a) To get information (understanding), how is important the Project implementation, what are the conservation needs of the target species	a) Demonstration of the Project achievements through results b) Regularity feeding visitors of the website and social media channels with information from project	1. Media, 2. Website and social media 3. Open actions, events 4. DVD

Internal target group: strategic level (PMC members)	CO4.To ensure effective internal communication between partners for smooth Project implementation;	a) To get timely comprehensive information about the Project progress/achievements/benefits b) To take strategic decisions on the project implementation	a) Support and advise project beneficiaries on the smooth Project implementation;	1. PMC meetings; 2. Bilateral meetings of project staff with PMC members on various aspects of the Project implementation; 3. Technical reports of the project.
Internal target group: operational level (project staff from beneficiaries' institutions)	CO4.To ensure effective internal communication between partners for smooth Project implementation;	a) To get feedback on the communication tools used from the indirectly involved target groups; b) To be timely informed by other staff members about various results/achievements/processes of the Project	a) Clear vision of tasks and responsibilities b) Prompt day-to-day communication; c) Clear and timely provided information via various Project's dissemination channels	1. Staff meetings; 2. E-mails, calls, bilateral meetings; 3. Events, meetings 4. Website and social media channels

5. Communication tools

The Project dissemination and communication activities will be implemented using different tools, depending on the Project implementation stage. The website is foreseen as the main information source for most of the target groups and stakeholders.

The Project will include mandatory dissemination tools:

Website: All LIFE projects are required to have a web presence (either a dedicated website, or part of an existing website). This should provide details of the project's objectives, actions, progress and results and it should feature the LIFE logo and Natura 2000 logo. The website needs to be online within six months of the start of the project and should be updated regularly. The beneficiary is obliged to keep the website online for five years after the project ends. Project website shall serve as main information source, will be updated regularly with various news/findings/achievements both in Lithuanian and English.

Layman's report: Towards the end of the LIFE project, beneficiaries are obliged to produce a short report that presents the project to a general audience. The Layman's report should include the project's objectives, actions and results in English and in Lithuanian language. It must be published in print and electronic format. The recommended length is 5-10 pages.

After-LIFE Plan: LIFE projects funded since 2014 are required to produce an "After-LIFE Plan" as a separate chapter of the final report. It shall be presented in the beneficiary's language and optionally in English, in paper and electronic format. For best practice projects, the After-LIFE Plan shall set out how the actions initiated in the LIFE project will be continued and developed in the years that follow the end of the project, and how the long-term management of the site(s)/ habitats/ species will be assured. For pilot and demonstration projects, the After-LIFE Plan shall in addition set out how the dissemination and communication of the results will continue after the end of the project. It should give details regarding what actions will be carried out, when, by whom, and using what sources of finance.

Noticeboards: Also known as on-site panels or interpretation boards, noticeboards describing the project should be displayed at strategic places accessible to the public. The LIFE logo should always appear on them. For actions taking place in Natura 2000 sites or with the objective of improving the integrity of the Natura 2000 network, the Natura 2000 logo should also appear. In the frame of the project 11 noticeboards will be produced and placed (it is planned to place one board per site).

Networking: Projects are obliged to network with other LIFE and/or non-LIFE projects. Networking activities can include visits, meetings, exchange of information, and/or other such activities with an appropriate number of other relevant LIFE projects (ongoing or completed). It may also include similar exchanges with other non-LIFE projects and/or

participation in information platforms related to the project objectives (including at international level where justified). The detailed list of the projects is presented in the Project proposal.

In addition to the mandatory dissemination activities, Project will involve numerous satellite communication activities. A special focus will be done on the various public awareness tools, as recreational activities, negatively influence breeding population of terns, therefore various publicity products will be elaborated and distributed.

The following communication tools will be applied and support obligatory Project communication:

- e-mails, phone calls;
- Social media channels;
- internal meetings;
- publications/articles in local and national media;
- Radio and/or TV broadcasts;
- Digital and printed materials (leaflet, educational leaflet, pin-up calendars etc.);
- Events (care takers trainings, meetings with local and national stakeholders etc.);
- IT visual attractive materials about terns;
- Scientific article about terns

In order to support the Project implementation in the best possible way, all tools shall be used in a coordinated and needs and resources-based way. Materials are planned and created according to the needs, with the utmost aim of being informative, clear and attractive to the addressed target group(s).

6. Staff resources and main tasks of Project staff

Implementation of the Project Dissemination Plan requires close cooperation and involvement of all main Project beneficiaries.

The Project manager's tasks in the field of communication/dissemination include such tasks as:

- overall supervision of the communication and publicity measures on the country level;
- performing public procurement procedures related to the dissemination activities.

The Project manager's assistant tasks in the field of communication/dissemination include such tasks as:

- Organising various events, trainings etc. planned in the frame of the Project;
- Mass-media monitoring;
- Assisting in preparation of the Term of References of various dissemination activities;

The LOD Biological expert tasks in the field of communication/dissemination include such tasks as:

- Assist in organising Project events (in particular content wise);
- Prepare articles on the project related issues;
- Provide information to the Communication expert;

The LOD Ornithological expert tasks in the field of communication/dissemination include such tasks as:

- Assist in organising Project events (content);
- Prepare articles on the project related issues.

The LOD Communication expert tasks in the field of communication/dissemination include such tasks as:

- monitoring implementation of Annual Dissemination Plans;
- coordination of the communication and publicity measures on the country level;
- Assist in organising Project events (in particular content wise);
- Prepare articles on the project related issues;
- Prepare Terms of References (ToR) (liet. Techninė specifikacija) for various dissemination tools;
- Manage website;
- Prepare information for the TV/radio materials.

The LOD Ornithologists tasks in the field of communication/dissemination include such tasks as:

- Provide information on various findings/interesting facts to the Communication expert;

Project coordinators of the associated beneficiary institutions tasks in the field of communication/dissemination include such tasks as:

- Provide information about the ongoing activities to the Coordinating Beneficiary.

External assistance might be used while implementing tasks, which require special knowledge.

7. Timetable, project deliverables and milestones

The focus and scope of activities will follow the project cycle, initially focusing awareness-raising and involving various stakeholders, moving to dissemination of results and capitalisation in the later project stages. Detailed actions and their timing will be provided in each Annual Dissemination plan.

Detailed timetable according to the actions is presented in the Annual Dissemination plans, where the actions on a yearly base are planned, as well as the milestones/deliverables are

indicated under each action and main responsible persons are assigned. This tool will be used by the project team for monitoring purposes.

Table No 2. Project deliverable products

Deliverable name	Action	Deadline
Final draft of the dissemination plan	E1	09/2018
Project leaflet	E4	11/2018
Pinup calendar 1 st year	E4	12/2018
Pinup calendar 2 nd year	E4	11/2019
IT visual attractive materials about terns	E4	02/2020
Educational leaflet	E4	06/2020
11 information boards set-up in the project sites	E4	10/2020
Pinup calendar 3 rd year	E4	11/2020
Photos and lists of the participants of 2 care-takers training sessions	E2	07/2021
Photos and lists of the participants of 5 meetings with local stakeholders	E2	07/2021
Five customised articles	E1	08/2021
Photos, lists of the participants and presentations of speakers of 4 seminars with national stakeholders	E2	11/2021
Pinup calendar 4 th year	E4	11/2021
500 copies of the film about Common and Little terns on USB	E4	01/2022
Book about Common and Little terns	E4	01/2022
Photos, lists of the participants and presentations of the project staff in the 5 international seminars and meetings of the NGO and scientific sector	E3	05/2022
Photos, lists of the participants and presentations of speakers of "cross-sectional" international seminar	E3	05/2022
Information package of the international seminar of the project	E3	05/2022
Scientific article about terns' ecology	E1	07/2022
Layman's report	E4	11/2022

Table No. 3 Project milestones

Milestone name	Action	Deadline
Project website launched	E1	12/2018
Mobile photo exhibition prepared	E4	02/2020
"Life-stream" broadcasting by the webcam started	E4	05/2020

2 care-takers training session meetings organised	E2	07/2021
5 meetings with local stakeholders organised	E2	07/2021
4 seminars with national stakeholders organised	E2	11/2021
2 presentations made during annual Birdlife International partners meetings	E3	11/2021
"Cross-sectional" international seminar of the project organised	E3	05/2022
4 care-takers training actions organised	E2	07/2022
20 publications/articles in local and national media	E1	08/2022
9 radio and/or TV broadcasts	E1	08/2022
Mobile photo exhibition displayed in 12 public places	E4	08/2022
5 meetings with LIFE projects or other projects on the project topic organised	E3	09/2022
3 presentations made during regular BHDTF meetings	E3	10/2022
Film about Common and Little terns broadcasted on TV for 5 times	E4	10/2022
IT visual attractive materials presented on the internet for free download	E4	11/2022

8. Evaluation

An ongoing evaluation of the Plan is required to ensure objectives are being met. If necessary, the Plan must consider new factors, activities or target groups.

Each communication objective (CO) will be measured by a result indicator.

Table No 4. Project communication objectives, targets and means of measurement

Objective	Target	Means of measurement
CO1. To inform various stakeholders' groups about Common and Little terns' conservation needs and importance of conservation measures;	10	Number of organised events for various stakeholder groups
CO2.To involve relevant stakeholders into long-term protection of Common and Little terns	8	No of institutions involved
CO3. To demonstrate results and achievements of the project to local communities and general public.	29	Number of publications and appearances in the media

CO4.To ensure effective internal communication between partners for smooth Project implementation;	4	Internal meetings of all project staff at least one per year

Table No 5. Life performance indicators (at the end of the project)

Awareness raising	Number of entities/individuals reached/ made aware	400.000 individuals reached	100% change	By its awareness raising activities the project plans 6 national radio/TV broadcasts, 20 publication in regional/national media/internet portals, various printed materials (total number of copies - 5800), film will be broadcasted in national TV 3 times, 500 USB keys with film. Total number of individuals reached - not less than 400.000. Baseline at the beginning of project – 0, thus the change is 100%.
Website		13.500	number of unique visits	1 project website will be created, number of planed unique visits per entire project life time – 13.500
IT materials	Number of downloads of the IT materials	1000	100%	In the frame of the project vaious IT tools will be created for spreading out information about the project and targeted species. Asumptions are based on the downloads counter.
Public events and mobile exhibition	Number of entities/individuals reached/ made aware	5000	100%	A part of the dissemination action swill be devoted to general public, the calculations are based on the number of visitors (exhibition) and participants (events)
Engagement into practical habitats management	Number of institutions involved into practical actions	Number	8	The baseline is 4 (project partners), at the end of the project we foresee 8 institutions to be involvd into practical conservation actions.

Table No 6. Life performance indicators (5 year after the project)

Awareness raising	Number of entities/individuals reached/ made aware	600.000 individuals reached	100% change	After the project the awareness raising activities and dissemination of the project knowledge will be continued, and the number of the individuals reached will continue growing. The situation before the project was taken as a baseline, thus the indicated number of replications is an accumulative.
Website		20.000	number of unique visits	Website will be maintained at least for five years after the end of the project. The situation before the project was taken as a baseline, thus the indicated number of replications is an accumulative.

Output indicators for routine activities:

- Average number of visitors to website, per month
- Number of downloads of the visual IT materials

9. Annual Dissemination plans

The Annual Dissemination Plans (ADP) are complimentary to this Plan. The plan for the following year will be discussed and elaborated by the Coordinating beneficiary project team (Project manager, Project biological expert, Ornithological expert, Project manager assistant and Communication expert) and project coordinators at associated beneficiaries' institutions. Communication activities of the ongoing year are implemented following the operational ADP.

The ADP will set the objectives for the given year in relation to the ongoing activities of the whole Project and include main responsible persons, deadlines, short description of the action, indicative schedule and budget, deliverables, milestones/deliverables for the given year. During the regular meetings of the project team the progress of the ADP is discussed. The ADPs are internal operational documents, which are used for smooth project communication, both internal and external.

The PMC shall be informed about progress of the implementation of the Annual Dissemination Plan for the previous year and about the actions that have been implemented. If some actions were not implemented within the set timeframe, justification for postponing shall be presented.