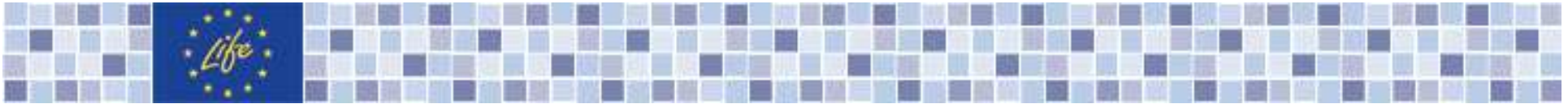


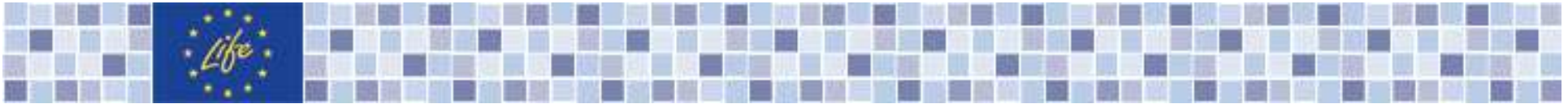
LIFE+ Information & Communication

- o Communication campaigns
- o Raise awareness on environmental issues
- o National/transnational
- o Linked to environmental policy



Focus on:

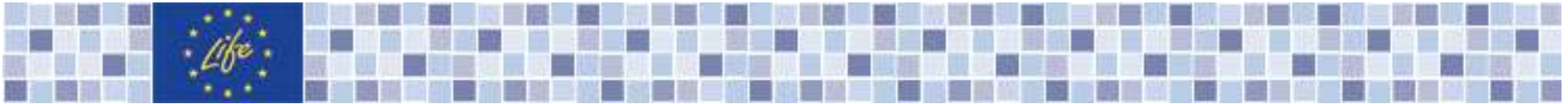
- o **Nature conservation**
- o **Biodiversity**
- o LIFE project results
- o Environmental problems



Focus on:

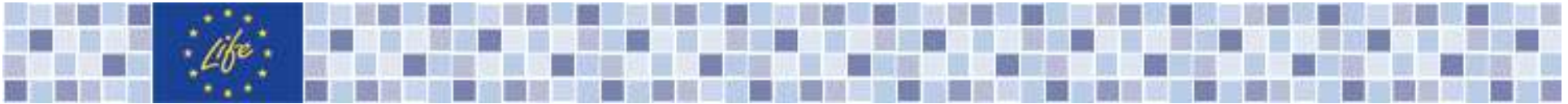
Environmental Issues:

- o Climate change
- o Water
- o Air
- o Soil
- o Noise
- o Chemicals
- o Environmental health
- o Waste
- o Natural resources



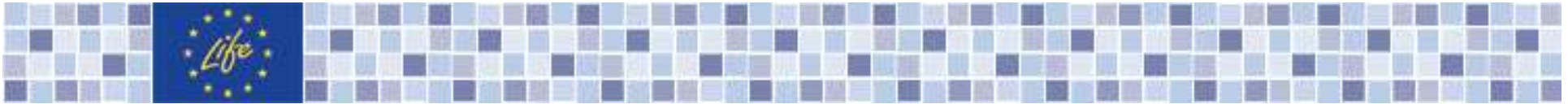
Conceiving a proposal

- o Identify an environmental problem
- o Lack of awareness \neq environmental problem
- o Define what is to be achieved
- o Define target audience
- o General public usually not considered effective
- o Define actions
- o Define indicators



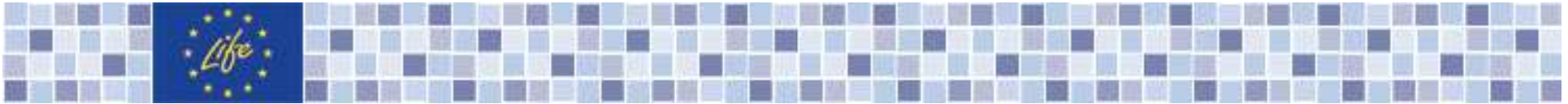
Dissemination of information:

- o Events – conferences, seminars, exhibitions
- o Published material – brochures, leaflets, posters, newsletters, stickers
- o Media advertising
- o Production of films and videos
- o On-line communication activities



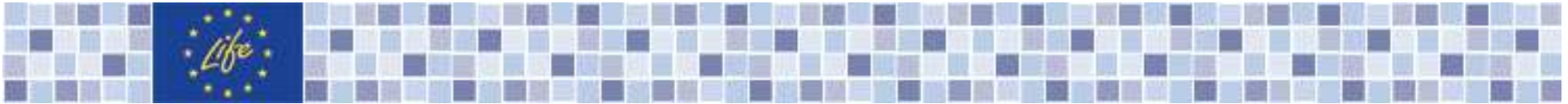
A project should:

- o Project Management
- o Monitoring of project progress
- o Measures of the impact on audience and environmental problem
- o Provide guidance about actions required
- o Lead to a change in attitude



SMART Results

- o Specific
- o Measurable
- o Achievable
- o Relevant
- o Timely



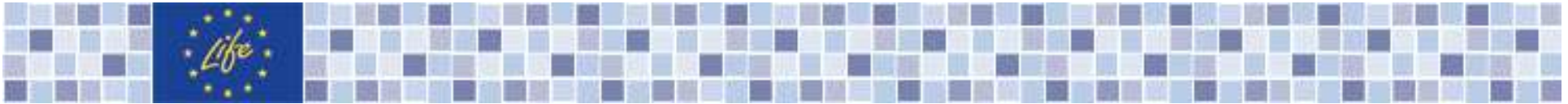
LIFE+ Information & Communication in Europe

- o Eco–Animation: a cutting edge cartoon to raise awareness on climate change and sustainable use of natural resources among European children (UK)
- o Regional Environmental Networks for Energy Water (UK)



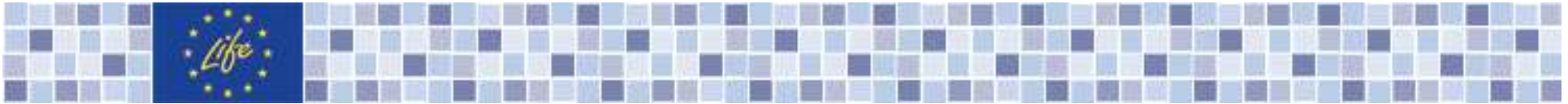
LIFE+ Information & Communication in Europe

- o Changing cultural attitudes to Trapping in order to facilitate implementation of the Birds Directive in Malta
- o European Week of Waste Reduction (France)
- o Valorisation of the Albufera Natural Park, the Natura 2000 network (Spain)



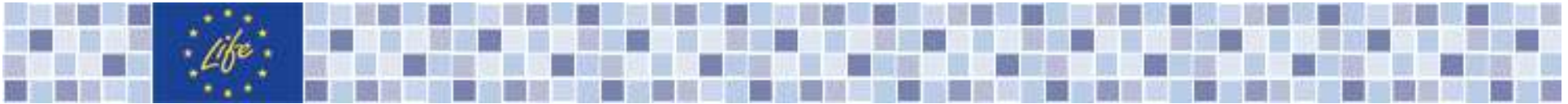
LIFE+ Information & Communication in Europe

- o LIFE+campaign 'Changing the change'. The Galician agriculture and forest sector facing climate change (Spain)
- o Climate Change Community Response Portal (Finland)

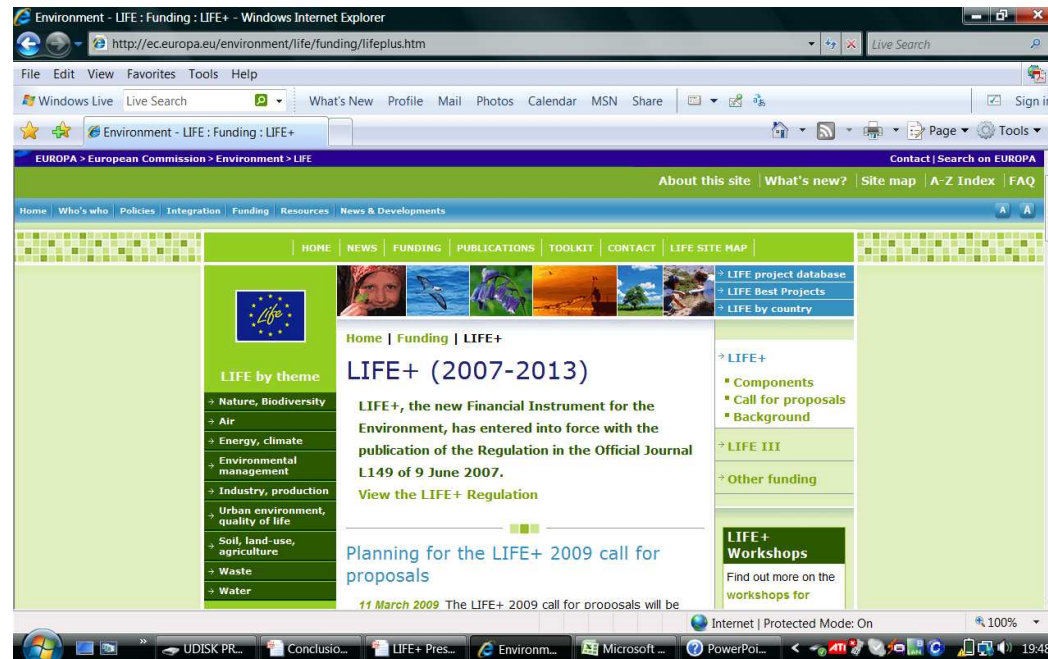


What can you do:

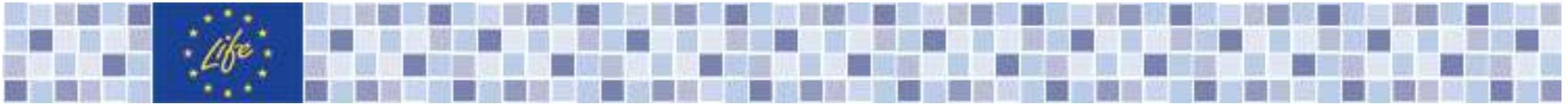
- o Identify a problem within your locality
- o Cluster with other Local Councils
- o Partner with NGOs (technical capacity)
- o Partner within EU 27



Further information



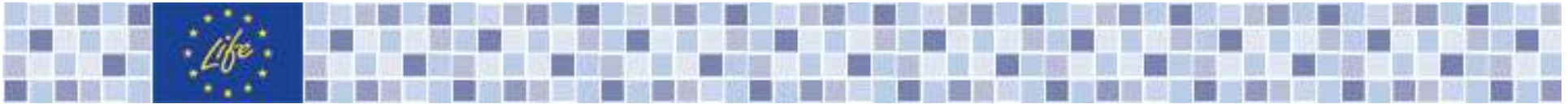
<http://ec.europa.eu/environment/life/funding/lifeplus/call/index.htm>



Malta's Website



www.lifeplus.gov.mt



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Thank you!