



**BIO
FOR
LIFE**

CYPRUS
BIODIVERSITY

**A communication project that
changed the perceptions of Cypriots
about our natural heritage**

LAYMAN'S REPORT

Project Partners:



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BIOforLIFE

A PROJECT ABOUT THE IMPORTANCE OF BIODIVERSITY IN THE LIFE OF CYPRIOTS

What is biodiversity?

Biodiversity is the variety of all living organisms found on Earth. As man is part of the web of life, the loss of species affects human survival. In other words, the struggle to protect biodiversity is not just an altruistic initiative; it also encompasses an element of human self-preservation.

Why is biodiversity important to humans? Why should we care about its protection?

1. Since man is an integral part of the web of life, the loss of plants or animals has a direct or indirect impact on our survival. Studies show that approximately every 20 minutes some specie disappears from our planet.

2. Biodiversity is also a food source: More than 7,000 plants are used as human food.

3. Moreover, biodiversity offers invaluable services: According to Albert Einstein, "If bees disappeared off the face of the Earth, **man would only have four years left to live**". He was referring to pollination, one of the most important services obtained from Nature, viz the fertilisation of blossoms enabling them to become fruit. Without pollination, the food ending up on our plates would be considerably less, since 1/3 of crops depend on it.



4. Biodiversity has an economic value: For instance, the pollination by bees just mentioned, is a free service provided by Nature which has been calculated at €265 billion per year (Bees in Decline, Greenpeace, 2013). That is the estimated cost to us if there were no bees and we had to pay for pollination – if we ever found a way to replace bees and other insect pollinators on such a large scale.

5. Biodiversity keeps harmful species under control in a natural way: an insectivorous bat consumes 3,000 insects in a single night (quite the contrary to those myths that have bats getting entangled in our hair, or sucking our blood!). Another example is sea turtles, the gardeners of the sea-bed. Thanks to them the under-water Poseidonia meadows remain healthy, offering security, nutrition and a breeding habitat for fish.

6. Biodiversity helps combat various diseases: For instance, the herb thyme treats colds and flu naturally, while it also provides a remedy for migraines, depression, etc.

7. Many pharmaceutical products are dependent on biodiversity: Some of the most popular and effective medications currently used to treat various forms of cancer, derive from plants. Moreover, Cypriots have every right to be proud, since one of the most important drugs for the treatment of ovarian and metastatic breast cancer is semi-synthetic paclitaxel, a derivative of the acacia tree, discovered by Dr. K. Nicolaou and his team at the University of California.

8. Lastly, biodiversity has a spiritually healing effect. Nature provides calm and self-regeneration, **revitalising body and spirit.**

CONCLUSION

Conserving biodiversity is essential for human survival, prosperity and well-being.

- All species on our planet are important and have a role to play in our survival; otherwise they would disappear of their own accord.
 - The more species there are, the greater is their ability to adapt and exploit available resources.
 - Any change that may affect a species is likely to have a ripple effect on a large number of interrelated organisms.
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The direct economic value of biodiversity and ecosystem services is priceless and irreplaceable. It is estimated at €24 trillion (!) per year, while the World Gross Domestic Product, that is the total value of all final goods (tangible and intangible) produced by the world's population in any year, amounts to only €13 trillion per year.

What are the main threats to biodiversity?

There are many, mainly emanating from human activity.

- The main threat is that natural areas (habitats) are lost or degraded by land use change.
- The release in the wild of alien species of plants or animals may cause damage to native species and even to our health. The European Union spends €12 billion a year to control the spread and damage caused by these species, known as invasive alien species (IAS)
- The overexploitation of natural resources. For example, overfishing of the sea prevents aquatic species from being reproduced.
- Pollution and diseases, such as air or soil pollution.
- Climate change – a major threat is the release of increased amounts of greenhouse gasses into the atmosphere, i.e. chemical gasses. From the 20th century onwards, such gasses have been produced in major quantities. Examples are the substances used for cooling refrigerators and air conditioning systems.



The biodiversity of Cyprus is particularly important because...

The island's long-term isolation from other land forms, its geographic location at the meeting point of the tectonic plates (i.e. the sub-stratum) of three continents, as well as favourable climatic conditions, led to the development of an abundance of plant and animal species. This includes many endemics, viz species that can only be found in Cyprus and nowhere else in the world. Cyprus may not possess any of the well-known larger species, such as

bears, elephants or tigers, but in relation to its small size, it does have a very rich variety of other species.

These include:

- 22 species of reptiles: eight snake species, one of which is endemic (the Cyprus whip snake) and one endemic subspecies (the Cyprus grass snake)
- Three species of frogs
- 408 bird species - six species and subspecies are endemic, such as the Cyprus wheatear and the Cyprus warbler
- about 39 mammalian species: 19 species of bats, the endemic Cyprus mouflon, a type of wild sheep, and others.
- 52 species of butterflies, 9 of which are endemic
- 1,910 different plant species, 140 of which are endemic, such as the Cyprus tulip and the Golden oak

Yet...

Very few Cypriots are aware of the wealth and value of our country's biodiversity.

Social scientists believe that modern man – urban man – has lost touch with nature, contrary to the farming communities of previous generations who were close to the natural life cycle due to agriculture and seasonal production.

Cyprus was classed as an agricultural country until the mid-20th century, but had to suddenly shift direction as a result of the Turkish invasion in 1974. It turned to services, tourism and construction. The pan-European Gellis Scoping Study for an EU wide communications campaign on biodiversity and nature, 2009 showed that, at that time, the term biodiversity was known to most Europeans, but to only 15% of Cypriots. In 2011, the Eurobarometer (June 2011) showed that while all Cypriot respondents considered environment "important", only 31% considered biodiversity loss a major environmental problem.

In the economic boom that followed from the 90's onwards, Cypriot society was relatively indifferent to European and global environmental concerns. Nevertheless, there were always pockets of sensitised individuals. Those people were concerned by the construction boom in the countryside, the abandonment of agriculture, the uncontrolled use of pesticides and herbicides and the unnecessary killing of species such as snakes, turtles, bats and migratory birds, all of which played a positive role in the balance of life. Consequently, various environmental organisations became committed to conveying the right messages to society.

The unique feature of the BIOforLIFE project was that, for the first time in our country, three different agencies joined forces: the competent national authority, an environmental organisation, and the largest media group in Cyprus came together and systematically collaborated to raise awareness on the importance of biodiversity.

The BIOforLIFE Project

The team that prepared the BIOforLIFE project proposal, aimed to:

- Reach the general public and convey messages about the importance of biodiversity;
- Exert influence on technocrats and other decision-makers whose decisions affect our lives;
- Raise awareness among current pupils and students, our next generation of citizens.

Project Partners

Dias Publishing House, Project Coordinator
Terra Cypria - the Cyprus Conservation Foundation
The Department of the Environment
Sigma TV
GrantXpert Consulting

The project's three-year action plan

The BIOforLIFE Project had three main pillars:

- Conducting a communication campaign for the public, involving TV spots and shows on Sigma TV channel; articles and printed advertisements in Simerini newspaper and other magazines produced by Dias Publishing House; radio spots; posts on SigmaLive on-line news portal and social media pages; development of the Project's own website.
- Conveying targeted information to specific professional sectors whose actions could have an effect on the protection of biodiversity, e.g. hunters, judges, technocrats, hoteliers. For these target groups, seminars/ workshops and similar events were organised.
- Development of two 'digital tools', i.e. two specialised software programmes. One was for technocrats who decide on issues of land use and development projects, offering them a first glimpse of what is environmentally important in a given area. The other digital tool was aimed at teachers of primary and secondary education providing them with a manual for teaching biodiversity. The tool provides teachers with all material necessary to offer environmental education both in the classroom and in the field, taking into account that the best classroom in which to teach biodiversity is Nature itself.

The Project's action plan sought to:

- underline the importance of biodiversity for human survival;
- highlight the economic value of biodiversity to humans;
- explain that biodiversity and ecosystems are essential components of an economic model which ensures sustainable use of natural resources;

- showcase Cyprus species and especially those that are often disliked either because of misunderstanding or prejudice, such as snakes and bats, despite the useful role they play in our lives;
- demonstrate the importance of the Natura 2000 EU-wide network, which comprises a network of areas in each EU member-state designated for biodiversity protection, so as to ensure the survival of the most vulnerable species.

The circumstances in which the project was implemented

When the Project partners submitted their project proposal to the European Commission in 2011, it was generally believed that Cyprus was a prosperous country. By the time the project was launched in the fall of 2012, the economic downturn was evident. In the crisis that followed, with people losing their savings overnight, businesses shutting down and families forced into poverty (many of them queuing at soup kitchens), it was only to be expected that people's attention would be diverted elsewhere, towards their own survival.

Losing people's attention was not the only issue, collateral problems also appeared: judges, technocrats, and other stakeholders who were targeted for our specialised events did not have time for seminars, especially when the numbers of civil servants fell sharply and when judges spent their time adjudicating a spate of new issues related to the economic crisis. Furthermore, the policy adopted by the new government, seeking to encourage development projects and job creation, however justified, had a negative impact on biodiversity. The safeguards to protect the environment were seen as an obstacle to development. These developments provided a serious challenge to the effective delivery of our project.

The objective of the BIOforLIFE project was to change the way we think and behave towards natural resources. But by the time of implementation, public attention was riveted elsewhere. We had to readjust our messages. The events (seminars, meetings, etc) planned for specific audiences, were shortened in duration but increased in number. Our messages reflected the surrounding atmosphere, but we also wanted to pass on a message of hope, a message saying that Cypriots may have lost their financial capital, but they are still rich in natural assets.

The Project's media campaign consisted of:

Campaign Medium	Quantity	Public Outreach
Publications in City Free-Press online newspaper	65 articles	Average number of monthly visitors 150,000
Publications in women's magazines (Madame Figaro, www.ilovestyle.com, Time out)	9 articles 9 eco-tips	Average number of monthly readers 20,000
Publications in InBusiness magazine	12 articles	Average number of monthly readers 65,000
Publications in Gold magazine	6 articles	Average number of monthly readers 25,000
Publications in the Sunday edition of Simerini newspaper	30 printed advertisements 6 articles	Average number of annual readers 85,000
Television shows	25 expert guest appearances in total: Mesimeri & Kati: 9 Protoselido: 7 Anichti Grammi: 4 Tomes sta gegonota: 4	Average audience per show: Mesimeri & Kati: 18,844 Protoselido: 7,707 Anichti Grammi: 16,531 Tomes sta gegonota: 71,392
Television spots	18	Broadcast 100 times over 18 months, with an average of 20,000 viewers per month
Radio Live Links Super FM	3	Average number of daily listeners: 75,000
Radio Live Links & Spots Radio Proto	3 Live Links 17 Spots	Average number of daily listeners: 120,000
Cartoons	6	Average number of viewers per episode: 4,000
Website banner & articles on Sigmalive	Continuous presence and updates	Average number of monthly visitors 1.000.000 (based on Google Analytics)
Project website & Facebook page	Continuous updates	29,000 unique visitors and 53,500 page views of the BIOforLIFE website (based on Google Analytics)

While the general media campaign was going on, we designed and ran a parallel awareness-raising campaign to explain to the public why it is illegal to trap and capture migratory blackcap birds (“ambelopoulia”). Since the nets and lime-sticks used to capture blackcaps are non-selective trapping methods, they can and do capture a multitude of bird species ranging from the very common to the very rare. Records kept in Cyprus [Committee Against Bird Slaughter (CABS), Friends of the Earth Cyprus (FoE CY) and BirdLife Cyprus] show that more 152 different species of birds have been recorded trapped in nets and lime sticks, including rare or non-edible species, such as the Cyprus Scops owl (an endemic subspecies of owl). Besides leading to a mass slaughter, these methods cause slow and painful death. This projects a negative image of Cyprus abroad, especially in the countries of origin of foreign tourists.

Cypriot Species showcased by the BIOforLIFE campaign and key messages conveyed

We did not only highlight rare species, but also to those “misjudged” species that Cypriots traditionally (and erroneously) consider to be dangerous or harmful. Eight Cyprus species were ‘promoted’ through all media means of the Dias Publishing House and Sigma TV channel.



Photo. Nathanael Andreou

• **Griffon vulture (Gyps fulvus):**

The griffon vulture was once considered ‘the cleaner of the countryside’, since it feeds on dead animals. Nowadays, this habit often leads to death, because it also eats poisoned baits improperly discarded in nature.



Photo. Costas Kades

• **Cyprus tulip (Tulipa cyprica):**

The Cyprus tulip is an endangered species, one of its main threats being the uprooting and sale by street vendors. Is the short period of enjoying the tulip in a vase worth making it disappear from our fields forever?



Photo. Savvas Zotos

• **Cyprus grass snake (Natrix natrix cyprica):**

The Cyprus grass snake is completely harmless and critically endangered. It is only found in Paralimni lake and at the foothills of the Troodos Mountains; nowhere else in the world. Its survival depends solely on us.



Photo. Elena Erotokritou

• **Cyprus whip snake (Hierophis cypriensis):**

The Cyprus whip snake is another rare species of snake that can only be found on our island. It is completely harmless, yet very useful to humans, since it feeds on rodents and other small mammals.

• **Egyptian fruit bat (Rousettus aegyptiacus):**

The Egyptian fruit bat is the largest bat species in Cyprus and is threatened by human action due to ignorance. It is not only harmless to humans, but contributes to the propagation of species (by ejecting seeds from the mature fruit it feeds on) and it also helps to reduce insect pests that feed on rotting mature fruit.

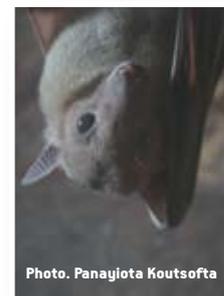


Photo. Panajiota Koutsofta

• **Cyprus bee orchid (Ophrys kotschy):**

The Cyprus bee orchid is one of the most beautiful orchid species in Europe, found nowhere else in the world but Cyprus. Nevertheless, it is in danger of extinction, since no more than 2,000 plants survive in natural areas.



Photo. Charalambos Christodoulou

• **Sea turtles:**

Sea turtles play a key role as “gardeners” of the sea, since they forage in underwater Posidonia meadows – popularly referred to as seagrass – thus keeping them healthy. In their turn, Posidonia meadows provide fish and other marine organisms with food, shelter, and a breeding habitat.



Photo. Panajiota Koutsofta

• **Cyprus Mouflon (Ovis orientalis ophion):**

The mouflon has lived in Cyprus for more than 8,000 years. It is currently threatened by poaching, poisoning and lack of respect for its habitat.

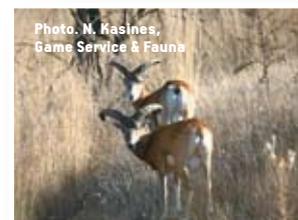


Photo. M. Kasines, Game Service & Fauna

• **Migratory birds - (“ambelopoulia”):**

Since 1974, the use of nets and lime-sticks is prohibited in Cyprus by national legislation, because nets and lime-sticks are non-selective trapping methods with which many species are caught, ranging from the very common to the very rare.



Photo. CABS-Committee Against Bird Slaughter

The Project's target groups of professionals and how they were reached.

Seminars / Workshops / Lectures and meetings for targeted groups		
Tourism/Hotel Sector	4 seminars	2013/2014
Judges/Lawyers	3 seminars	2013/2015
Teachers	6 workshops	2015
Pupils of pre-primary and primary schools	1 two-day interactive workshop	2014
Technocrats	6 workshops	2015
Hunters	2 seminars	2013/2015
Pancyprian Hunting, Shooting and Fishing Exhibition	2 information stands	2013/2014
Pancyprian Fishing, Boating & Outdoor Activities Fair	1 information stand	2015
General Public	4 lectures	2014/2015
Public consultations with stakeholders, e.g. technocrats, agricultural organisations, municipalities and communities, Cyprus Youth Clubs Organisation, Cyprus Union of Journalists, Cyprus Employers and Industrialists Federation, Cyprus Chamber of Commerce and Industry, etc.	9 meetings	2014/2015

Digital Tools:

Two digital tools were produced by the Project.

1. BIOframe Online Platform

BIOframe online platform is aimed at public services, local authorities, NGOs (or even interested citizens) and enables them, by following a simple procedure, to discover through a series of map overlays what is environmentally important in their area of interest. They will thus know what factors they need to take into account before making any decisions related to that site/area. For instance, if a development is

proposed in a given area, the interested party may identify whether any part of it falls within the designated Natura 2000 network, what planning zones apply, what is the underlying bedrock of the region, or other information which will appear depending on the maps chosen.

The BIOframe tool is available on the project website: www.cyprusbiodiversity.eu/bioframe



2. EnviroPack Educational Kit

The EnviroPack Educational Kit is a digital guide for teachers in order to provide them with the necessary tools to comprehensively approach and teach the topic of biodiversity. Developed for use at two levels, corresponding to primary and secondary education, it consists of worksheets for learners, a teacher's guide, activities in Nature, an interactive game and a short informative text for each module.

The EnviroPack Educational Kit has been distributed to public schools and is available on the project website:

www.cyprusbiodiversity.eu/enviropack. Six workshops were conducted for teachers throughout Cyprus, to make them aware of this tool.

What has the project achieved? What has changed? What do the statistics tell us?

On completion of a communication campaign, such as BIOforLIFE, it is not enough to present how many events were organised or how many TV spots were broadcast. What matters in the end is how many people were convinced and changed attitude towards our natural heritage.

In all fairness, it takes more than two to three years to note behavioural changes that could safely be attributed to this campaign. Nevertheless, by conducting an annual survey we were able to identify whether the general public had understood the campaign's messages. Our first nationwide survey took place in 2011, before even launching the project, and was held thereafter on an annual basis with almost the same questions. The survey bureau conducted more than 600 telephone interviews each time, this figure being sufficient to secure a representative sample of Cypriot opinions. Participants originated from both rural and urban areas, from all cities of Cyprus and comprised men and women aged 18 and over. The survey bureau used the method of random, multi-stage stratified sampling. All questions, as well as annual and aggregate results, are shown below:

- **What is Cyprus' main environmental problem?**

The percentage of respondents who consider the loss of biodiversity as the main problem has doubled from 2011 to date (from 10% to 23%), with young people being more concerned about biodiversity loss (aged 18-29 and 30-49 years).

- **What is biodiversity?**

Two out of three respondents now know that biodiversity refers to all forms of life. The number of respondents answering correctly has increased by 14%, compared to 2011.

- **What is the Natura 2000 network?**

The percentage of those who claim the Natura 2000 network aims to protect and manage vulnerable species and habitats of Europe has significantly increased. The

proportion of correct answers has increased from 34% in 2011 to 44%, recording an increase of 29%.

It should be noted that in all the above questions, the younger age groups (18-29 and 30-49 years), as well as tertiary education graduates, had a much higher percentage of correct answers than other groups. Given that the overall biodiversity of Cyprus is forecast to be significantly depleted in the coming decades, it is at least comforting that Cypriot society is becoming more sensitised.

- **Why do you think some people are opposed to trapping blackcaps (ambelopoulia)?**

A high number of 47% of respondents clearly acknowledges that the opposition to blackcap trapping is due to the non-selective trapping methods used that lead many different species of birds to death. The percentage of people answering correctly has increased by 95%, i.e. it has doubled since 2011. Nevertheless, young people aged 18-29 years appear to believe that opposition to blackcap trapping is because this bird species is threatened with extinction. This implies that this age group should be further informed on the matter.

Unfortunately, blackcap consumption has not decreased over the last three years, since there is a fixed rate of 14% of all respondents still stating that it consumes blackcaps. The positive aspect is that high rates of blackcap consumption are found in men and people of older age groups, 50-64 and over 64 years, indicating that blackcap consumption is not so popular among younger generations.

- **What snake species are dangerous in Cyprus?**

The majority of respondents answered correctly (the blunt-nosed viper), with 87%, showing a slight increase of 3% from 2011.

- **Are bats dangerous to humans?**

There is a steady increase in the percentage of those who say the bats are harmless to humans and perform useful services. More specifically, while 22% of respondents gave this answer in 2011, they increased to 42% in 2015, recording an increase of 90%.

- **What would be the best thing to do, if you had a turtle at home?**

There is no significant answer differentiation over the years. The majority of respondents selects the correct answer, namely that they would create a special area dedicated to turtles. Younger age groups are more sensitised.

There is no significant answer differentiation over the years. The majority of respondents selects the correct answer, namely that they would create a special area dedicated to turtles. Younger age groups are more sensitised. This question was included in the questionnaire to investigate the reactions of the public in case they decided to dispose of a domestic pet. 41% of respondents said that they would release it to Nature. This is the worst thing that can happen to the local flora and fauna. Some specific species of plants and animals, the so-called invasive alien species which are not naturally found in an area, can pose a serious threat to indigenous species if released into the wild, as they compete with them for food and/or living space. This answer highlights the need for further sensitisation on this issue.

- **What would happen if all bees went extinct?**

There is a steady increase in the percentage of people responding that if bees become extinct this would have financial implications (increase of 89% from 2012 to 2015), affect human survival (increase of 9% from 2012 to 2015) and distort the balance of Nature (increase of 29% from 2012 to 2015).

CONCLUSIONS

It is evident from the results of the nation-wide survey conducted annually by a professional research company that the BIOforLIFE awareness-raising campaign led to very positive and tangible results. The target groups proved better informed year by year and the percentage of correct answers increased exponentially for some questions, even reaching 100% in certain cases.

The behavioural change we seek in the long term can only be achieved if we first manage to inform people about the impact that each individual can have in causing biodiversity loss. Only then will we be able to change our daily habits for the benefit of ourselves, our children, our country and the entire planet.

What is particularly encouraging is the fact that young people gave more correct answers than other age groups. The same applies to people completing tertiary level education, whose number is increasing every year due to the large number of young people who continue to study after graduating from high school. These results demonstrate that Cypriot young people are more aware of biodiversity issues thanks to their daily contact with various electronic media (such as social media, Internet, information portals, etc.).

Non-quantifiable data:

While statistical surveys and their analysis are important in measuring impacts, we found it most encouraging to hear what stakeholders had to say. We reproduce below the comments of two teachers who attended different presentations of our educational kit, EnviroPack.

“The EnviroPack Educational Kit on biodiversity in Cyprus is a modern and indispensable guide for teachers. The use of educational activities allows children to experiment. They are thus sensitised and also gain life experiences which will stay with them throughout the course of their lives. Congratulations to all those who contributed to the creation of this remarkable educational tool. BIODIVERSITY = THE FUTURE OF HUMANITY”

*Despina Gavriilidou, Director,
Paidiki Politeia Nagia pre-primary school*

«The educational material of EnviroPack, together with the training seminar for its use, are useful tools in the hands of a teacher. EnviroPack contains modern approaches to natural sciences, especially in the field of biodiversity. It is based on appropriate teaching techniques that include use of technology, experiential knowledge and multi-sensory activities necessary for modern students! Above all, all teachers may use it without hesitation. The content has been tried and tested. Congratulations to those who inspired and created it.”

*Chrystalla Pitsiri, Teacher,
Ayia Napa Primary School*

Now the project has come to an end, what next?

Even though the project ended in September 2015, our moral and financial commitments continue, as seen below.

For the next year:

- On completion of the project and for one year, the Cyprus Conservation Foundation (Terra Cypria) will participate in academic events, workshops and discussions about biodiversity.

For the next two years:

- Sigma TV and Radio Proto will broadcast two television and two radio shows, respectively. In addition, Dias Publishing House will publish biodiversity updates (e.g. about illegal bird trapping) in all its newspapers, magazines and online portals.
- Terra Cypria will update the content of EnviroPack Educational Kit and Dias Publishing House will provide schools with any other audiovisual products related to biodiversity.
- GrantXpert will distribute the final brochure of the project to all customers and partners visiting its offices.
- Moreover, Terra Cypria will monitor the adoption of judicial decisions related to biodiversity and maintain contact with the Town Planning and Housing Department and/or other departments regarding the use of the BIOframe digital tool, making the required updates, in collaboration with Dias Publishing House.

For the next three years:

- All partners will ensure that all material related to project activities will reach all target groups that have not yet received it.

For the next five years:

- BIOforLIFE website and the project's social media pages will remain active and be updated with important information about biodiversity.

From now on:

- Terra Cypria will incorporate in its educational programmes a section on Cyprus' biodiversity, which will include – where feasible – the main results of the BIOforLIFE project.

What can YOU do?

To protect biodiversity effectively, we must realise that each of us is a strand in the web of life and that small, daily actions matter. The BIOforLIFE project has prepared Ten Commandments for enlightened citizens who are conscious about biodiversity. They include the following:

1. I think! I get informed – I recognise the problem – I adopt small daily changes in my lifestyle.
2. I respect Nature – I leave wild flowers in nature.
3. I respect different species, such as bats, that are harmless to humans and perform useful services.
4. The demand to buy and eat blackcaps is the reason why the illegal killing of birds continues. I don't eat blackcaps, so as not to increase demand for this "delicacy".
5. I do not place poisons in the countryside, because they affect species like the vulture that feeds on carrion.
6. I ensure that my pets are in a safe place and cannot accidentally escape into nature. If some domesticated animals are abandoned in the wild, they can adversely affect the survival of local wildlife (e.g. if a domestic turtle is released into nature, it competes against the Cyprus freshwater terrapin for food and habitat).
7. I respect the beaches where sea turtles lay their eggs. Only one in 1,000 hatchlings born manages to reach reproductive age.
8. I light a fire only in designated areas. If I see fire, I immediately call 1407.
9. I choose local products to reduce emissions resulting from transportation.
10. I choose to move around by environmentally-friendly means. For short journeys, I walk or cycle rather than take a car, and I use public transport wherever possible.



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