



**BIO  
FOR  
LIFE**

**CYPRUS  
BIODIVERSITY**

# AFTER-LIFE COMMUNICATION PLAN

**Partners in the Project:**



The **BIOforLIFE** project is co funded  
by the LIFE+ programme of the EU





This plan has been elaborated in order to further promote the objectives of BIOforLIFE project and to ensure long-term visibility of the project's key messages. This plan describes which actions and communication tools will be activated after the project's end to ensure sustainability of project results. All project beneficiaries will contribute to the main aim of the project which is the conservation of Cyprus biodiversity and Natura 2000 Network and sensitization of the public about biodiversity and its importance. Commitment of the partners to continue their activities promoting conservation of biodiversity is actually part of the long-term corporate social responsibility and environmental strategy of their organisations. Through the project lifetime a series of communication tools have been designed, produced and developed so as to achieve the scope of the project. The use of these tools will take place as follows:

**Regarding Action C.1: "Media Campaign on general biodiversity issues using TV, radio channels, online portal, websites, magazines and Simerini newspaper", the following steps will be taken by the project team:**

- Up to 3 years after the project's completion, the project results and main dissemination products will be circulated to the project's target groups that have not already been reached. More specifically, this will be done in the context of personal meetings of project team members with stakeholders.
- Sigma TV and Radio PROT0 will broadcast 2 TV and 2 Radio Programs within two years after the project is completed in relation to BIOforLIFE developments. Moreover, Dias's Simerini Newspaper and City Free Press will publish 2 articles per year, for 3 consecutive years following the end of the project, including news about updates and recent developments concerning biodiversity.
- Every year on World Biodiversity Day (22 of May) special TV shows will be broadcasted by Sigma TV and articles will be written in the press and the online portals of Dias Group, portal to be determined.

**Regarding Action C.2: "Organisation of conferences and information seminars for specific target groups on the significance of biodiversity and its benefits, Terra Cypria will implement the following actions:**

- Monitoring of justice cases relating to biodiversity issues, as this action relates to the organisation of conferences that took place for the judges and lawyers within the project duration.
- Participation in, relevant to biodiversity, university events, research seminars and workshops in order to set the ground for discussion on the biodiversity topic, up to 1 year after the end of the project.
- Participation in events organised by the hotel and tourism industry representatives that relate to the issue of biodiversity protection within the tourism sphere, presenting the results from the BIOforLIFE project and giving food for thought to the participants.

**Regarding Action C.4: "Produce and distribute Enviropack; a freely distributed information package for science and biology school teachers", Terra Cypria will undertake the following action:**

- The content of the Enviropack will be updated once, within 2 years after project completion and distributed to schools.

**Regarding Action C.5: "Design, production and TV broadcasting of animated cartoon for children":**

- All episodes will be available to the project website and the YouTube channel of the project. Also, relevant DVDs will be available to all partners involved to be distributed to their clients and collaborators for their kids' viewing.

**Regarding Action C.6: "Development, production and broadcasting of short video clips":**

- All 18 TV Clips will be available on the website of BIOforLIFE and the YouTube channel of the project.

**Regarding Action F.1: "Project Website", the project team will proceed as follows:**

- At least 5 years after the project's completion, the BIOforLIFE website and social media pages/channels (facebook, YouTube, etc) will remain active and will be updated on a monthly basis with important information concerning biodiversity. This will be a responsibility of Dias Publishing House.



**Regarding Action C.7: “Produce and distribute BIOframe, a visual biodiversity spatial planning framework tool”, the following action will take place:**

- Terra Cypria will monitor the use of BIOframe on behalf of the Planning Bureau and the Town Planning Department. Necessary improvements will be made on a yearly basis, if it is necessary (including additions to the existing information provided).

**Regarding Action D.1: “Training workshops for government departments, local government and teachers”, Terra Cypria will:**

- Incorporate a module on Cyprus biodiversity, including the main outcomes of BIOforLIFE, in the existing training courses provided.
- Terra Cypria Foundation will update its educational programs about Biodiversity of Cyprus, where is feasible, according to the main results and findings of the project BIOforLIFE.

**Regarding Action F.2: “Notice Boards with project description articles”, the following actions will be implemented:**

- Dias, Sigma, Terra Cypria and the Department of Environment will maintain the relevant notice boards at their premises for one year following the end of the project.

**Regarding Action F.5: “Project Closing Leaflet”, the following actions will take place:**

- GrantXpert will provide the closing project leaflet to all clients and collaborators that visit the company’s offices in the next 2 years. More than 500 leaflets are expected to be distributed in training seminars and other events relevant to EU funding programmes.
- The Department of Environment and Terra Cypria will distribute the project leaflet to all seminars/workshops organised by them. More than 900 leaflets are expected to be distributed by the two organisations.
- The project leaflet will be available at the premises of Dias and Sigma TV, in public spaces where many people pass by on a daily basis.
- More than 700 leaflets are expected to be distributed by the above organizations.

**Regarding Action F.6: “Project Video”, the following actions will be carried out:**

- The Department of Environment and Terra Cypria will distribute the project video to all seminars/workshops they organise. Also, GrantXpert will be publishing the project video online, through its social media and the company website.

BIOforLIFE project was a first attempt towards the preservation of biodiversity in Cyprus. Numerous communication tools have been developed in order to achieve the project’s goals. Some of them will remain active after the end of the project to ensure the sustainability of the project’s impact. The project team will continue its efforts towards the education of the general public with regards to the protection of Cyprus biodiversity.

Moreover, new applications will be submitted for the obtainment of EU funds in order for the project to have continuation and to be enriched with new communication campaigns, both in Cyprus and abroad, using the EU networks that we have managed to create over these three years of implementing the project. The aim is to transfer our project results to other EU countries and share best practices with other relevant organizations that have implemented similar projects in their own countries.



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You may find further information and news of the project at:

[www.cyprusbiodiversity.eu](http://www.cyprusbiodiversity.eu)

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