

To meet our project's objective and convey all the above messages to the general public, a significant number of information and awareness activities took place! Presented below are the media and communication means used for BIOforLIFE campaign, the number of activities completed and each medium's popularity:



35 seminars, networking activities, information stands and events with **20,000 participants**



3 radio live links on Super FM, with an average daily audience of **75,000 people**



25 television shows featuring BIOforLIFE: "Mesimeri & Kati", "Protoselido", "Anichti Grammi" and "Tomes sta Gegonota" drew an average audience of 18,844, 7,707, 16,531 and 71,392 viewers on average, respectively.



9 articles in magazines and online portals of Dias Publishing House, with an average of **20,000 monthly readers**



30 print advertisements and 6 articles published in the Sunday edition of "Simerini" newspaper, with an average of **85,000 monthly readers**



Website banner and articles published on Sigmalive web portal, with an average of **1 million monthly visitors**



6 articles in Gold Magazine, with an average monthly readership of **25,000 people**



12 articles in InBusiness magazines, with an average monthly readership of **65,000 people**



6 cartoon episodes with an average of **4,000 viewers** per episode



17 radio spots and 3 radio live links on Radio Proto, with an average daily audience of **120,000 people** aged 13-64



29,000 unique visitors with **53,500 page views** of BIOforLIFE website



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Our efforts do not end here, however!

To learn more about our project, please contact us or visit:

www.cyprusbiodiversity.eu
www.facebook.com/bioforlifecy



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



BIO FOR LIFE
CYPRUS BIODIVERSITY

Project Partners

DIAS Publishing House, Terra Cypria, Sigma Television, Environment Department and GrantXpert Consulting.



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



DID YOU KNOW?

Biodiversity is... **you, me, our world!**



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 Nathanael Andreou



Photo Panagiota Koutsofta

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 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.



What are the main objectives and activities of the European project BIOforLIFE?

●● The BIOforLIFE project, co-funded by the LIFE+ Programme of the EU, aimed at informing the general public and targeted groups about the importance of biodiversity in our lives.

The team of BIOforLIFE implemented a three-year communication campaign that included various activities such as: production of television programmes, broadcasting of radio and television spots, writing articles and publications in magazines, newspapers and Internet portals, creation and broadcasting of animation, printing of informational material, participation in seminars, exhibitions and networking and information events. The project team also developed two digital tools: the EnviroPack manual for teachers of primary and secondary education, as an educational tool about biodiversity and the BIOframe tool aiming to contribute to decision-making by providing a first comprehensive view of what is environmentally important in each area.

Cyprus tulip (*Tulipa cypria*):

●● 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 Costas Kadis

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 Panagiota Koutsofta

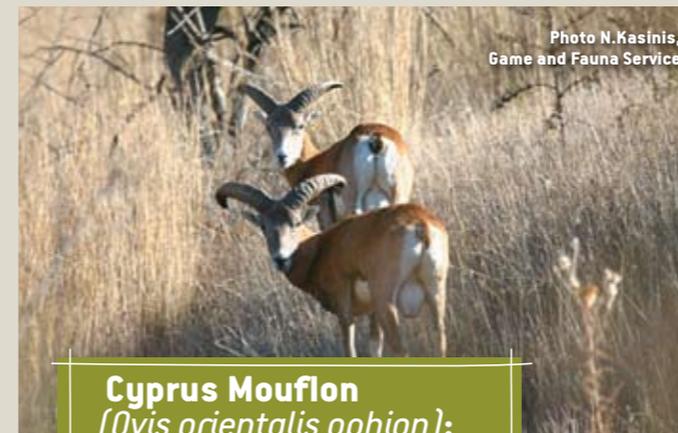


Photo N.Kasinis, Game and Fauna Service

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.

Cyprus grass snake (*Natrix natrix cypriaca*):

●● 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 Savvas Zotos

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.

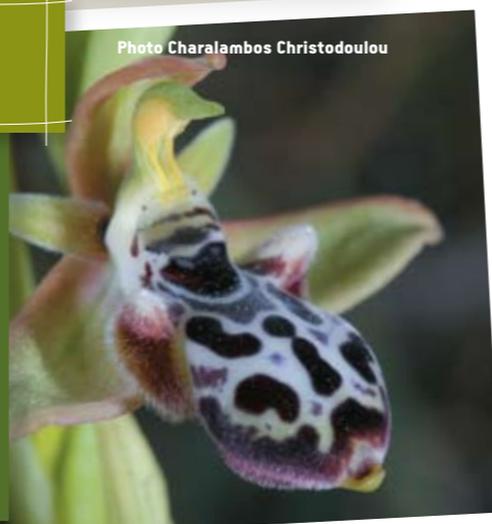


Photo Charalambos Christodoulou

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