



Plan

for post-project communication

Restoration and conservation of priority-listed pannonic sand
land habitats in military owned area of the Hungarian Little Plain

LIFE08 NAT/H/000289

1. About the Hungarian Little Plan Project

The **general objective** of the project is the implementation of Community Environmental policy through its integration to military practice and supporting the further development and implementation of the Natura 2000 network.

The **specific objectives** are managing future Natura 2000 sites in the Hungarian Little Plan area and rehabilitate natural habitats which have been damaged by past military actions and neglect. Attention will be paid to sustainable long-term maintenance of the sites and informing stakeholders and the general public about the natural values and conservation efforts of the area.

More information about the objectives and the achieved results of the Hungarian Little Plan LIFE project as well as the conservation actions and activities to be implemented after the project implementation period are described in the After-Life Conservation Plan. The tasks and activities detailed in the Post-project Communication Plan are in line and correspond with the commitments of the After-LIFE Conservation Plan.

2. Results of the Hungarian Little Plan LIFE Project in brief

The objectives of the project set in the project proposal were achieved. The project's conservation steps primarily focused on the restoration of the shooting range's existing sandy grasslands, as well as on increasing its extension. Consequently to the works completed in 5 years, the *Alianthus* practically disappeared from the area. Recent studies contributed to the discovery of *Parasyrisca arrabonica*, an important spider species.

The conservation actions, for example removal of invasive plant species, reconstruction of natural landscape and rehabilitation of sand land, and the elimination of illegal waste dump places and waste materials were implemented from the budget of € 1,73 Million. Abandoned military establishments were demolished and black locust (*Robinia pseudoacacia*), Tree-of-heaven (*Ailanthus althissima*), common milkweed (*Asclepias syriaca*) and giant goldenrod (*Solidago gigantea*) were removed /eliminated from 600 hectares to create the preconditions of semi-natural grasslands rehabilitation. In order to conserve and improve the state of Pannonic sand lands, grazing of the Hungarian Grey Cattle was introduced at the project area. Presently, grazing takes place at an area of 155 ha.

3. Completed communication actions during the project lifetime

Communication activities aimed to disseminate the project and its results as widely as possible both within the public and professional organisations. Especially great emphasis was placed on providing information to people living around the project area. In case of professional organisations we provided information about the project to the experts from the military as well as from the nature conservation perspective.

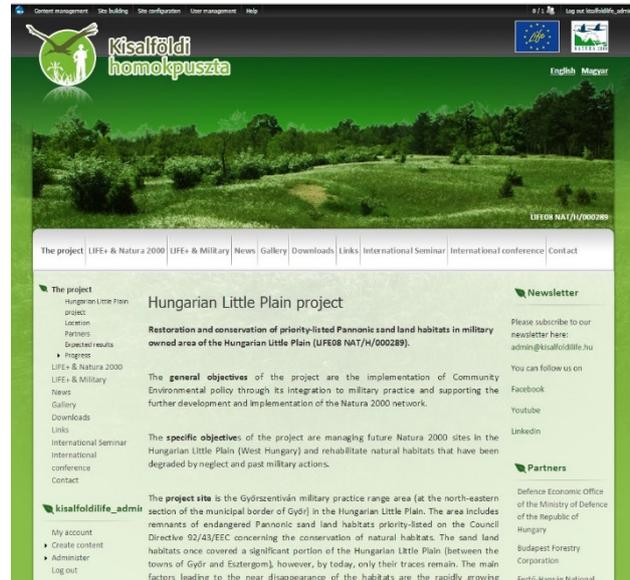
Within the project, nature conservation, forestry and military experts worked together, sharing and developing good practices for military areas, which can be used not only in Hungary but also internationally. It is a common understanding of the consortium members that dissemination of project

results and the conservation value of such areas hold key importance, and therefore have to be shared with the public, related professional organisations and military personnel.

3.1. Online communication of the project

Creating and maintaining the project website

The project website, as an effective communication tool to the public and other stakeholders is a key criterion for the success of LIFE projects. The project website serves multiple functions: it provides an introduction to the project and gives up-to-date information on its progress, with news and public project documents made available to be downloaded. The photo gallery shows pictures from the project's life and introduces the main species characterising the project area. In the meantime the website offers opportunity to subscribe to the newsletter. The information is available both in Hungarian and English.



Visit our website: <http://www.kisalfoldilife.hu/>

Multimedia materials

A 15-minute multimedia material and a 3-minute and 30-second short videos were produced to introduce the project, its area with the natural values and protected habitats as well as the project activities and achievements. All of the videos have a version with English subtitles too. They are uploaded onto the project's YouTube channel and also available from the project website and Facebook site: <https://www.youtube.com/channel/UCnvpKf1TC1ta2BL9Uo6kATw>. These videos can be used in post-project communication activities to reach and inform general public in a more efficient way as well as during the trainings for military personnel.

3.2. Printed materials of the project

Informational materials help to disseminate the information about the project among wider audience, inform local stakeholders and educate the general public about environmental protection issues.

Educational and informational materials

Brochures, flyers were printed to introduce the species and habitats targeted by the conservation actions of the project both in Hungarian and in English. Target audience of these printed materials included the public, NGOs, on-site military personnel and other stakeholders. They were distributed on the public meetings, on the international conference and seminar organised in the frame of the project as well as at guided excursions with

LIFE08 NAT/H/000289 – Hungarian Little Plain project – Post-project Communi



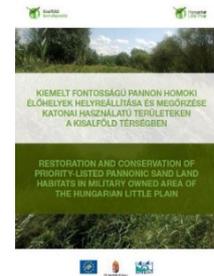
military and nature experts and students from the local elementary school. Copies of these printed materials were provided to local municipalities, schools, universities and other public institutions.

Educational and informational materials printed in the frame of the project are listed in the table below:

Action's No.	Action	Activities	Language	No. of copies
D.4.	Educational and informational materials	Flyers	Hu, Eng	2000 (1800, 200)
		Brochure	Hu, Eng	1500 (1300, 200)
		Informational materials for motocross drivers	Hu	1000
		Field guide	Hu	1000
		Military field card	Hu, Eng	1000 (800, 200)
		Multimedia materials ('15, '3, "30)	Hu, Eng	3
D.6.	Training of military personnel on environmental practices	guidelines for environmental practices	Hu	200
D.10.	Layman's report	Layman's report	Hu, Eng	500

Layman's report

The last printed material of the project was the Layman's report summarising the project aims and the achievements. It was designed for a non-professional audience, for the general public. The printed issues were distributed on the last public information meeting and provided to educational institutions as well as to the partners to disseminate the project on future scientific conferences and military workshops.



3.3. Media work

Professional articles

Besides the general information, the experts of the project published their professional experience, scientific findings and the challenges they overcame during the project. Professional articles were published in local, national and international level.

Press conferences

Media help to disseminate the information about the project among wider audience, inform local stakeholders and draw the attention towards general environmental protection issues. Additionally, publicity communicates positive message about Natura 2000 sites and the LIFE+ programme. In order to achieve the objectives three press conferences were held. The project and its achievements are introduced via short films at our website and the project Facebook site in Hungarian as well as in English-subtitled version.

On-site boards

Attention to the closed military area was drawn by warning and information boards with emphasized visual elements of the project. Illegal waste dumping was prevented by installed fences as well as trampling caused by vehicles gone sideways.

3.4. Networking in the project

Exchange of best practice with other LIFE+ military initiatives

During the project lifetime we took part in international conferences abroad and welcomed foreign scientists as well as military nature experts in order to exchange experience.

The project was introduced on following international conferences:

- "Protection of complex of priority, on-sand habitats on Błędowska Desert-theory and practice" international conference, Klucze (Poland) held on 30.09-01.10.2014
- XIII. Nature conservation Seminar (Nimfea) – Best practices and results of the Hungarian Life Nature and species conservation projects (XIII. Természetvédelmi Szeminárium, „A hazai LIFE Nature projektek és fajmegőrzési tervek gyakorlati tapasztalatai és eredményei”) held on 24-26.03.2015, Túrkeve (Hungary)
- “Management of Natura 2000 sites on military training areas” international conference held on 28.09.-02.10.2015 in Vilm (Germany)

The international conference organised within the frame of Eastern Bakony and Hungarian Little Plain LIFE+ projects was also an excellent event for networking as well as the international seminar organised in the last period of the project.

3.5. Events organised in the frame of the project

Guided field trips for the public

Although the project area was closed with an electric fence system and several gates by the Budapest Forestry Co. in order to fight against illegal waste deposition and the ditches and dirt roads which were created by motor vehicles adverting from the road, several guided field trips were organised during the project period. As part of the international conference and seminar programme, the natural values, the protected habitats as well as the project actions were introduced to nature and military experts. In the last year of the project an event was organised by the FHNPD for students from the local elementary school too.

International Conference

In May 2014 an international conference was organised together with the Eastern Bakony LIFE+ project. The conference aimed to share the results, best practices gained and applied in the projects' several conservation actions, which provide unique examples for the harmonisation of military activities and nature protection aspects. On the first day of the conference presentations were held the plenary, military and nature conservation sessions and on the other 2 days the participants took part in the field visits to the project areas. A conference issue was printed for the event to give information about the projects, programme, the keynote speakers and their presentations. A professional social media site was also created on the LinkedIN for the participants to help networking before and after

the international conference: <https://www.linkedin.com/groups/Nature-protection-in-military-areas-7491656/about>

More information about the conference is available on the project's website <http://www.kisalfoldilife.hu/en/node/122>

Public information meetings

Public information meetings and press conferences were organised to inform the local people living around the project area about the project, the planned activities and finally the achieved results.

Environmental education for the army

Environmental trainings were held for the military personnel active on site and for the foreign visiting troops, arriving from abroad for military trainings. The presentations held by the experts of the Fertő-Hanság National Park Directorate introduced the natural habitats and the protected species of the project area, and emphasised the importance of preservation.

4. Communication after the project lifetime

Although the implementation period of the Hungarian Little Plain LIFE project ends at the end of 2015, the communication of the achieved result and the introduction of the natural values of the project area will continue. We keep using the communication tools we had in the implementation period, and as far as possible we will use new tools, applications to provide actual information about the priority habitats of the Hungarian Little Plain area.

4.1. Online communication

Project website

The project website will be available online for at least 5 more years. The News menu will be updated by the actual information and newsletters will be sent to the subscribers as well.

Deadline: periodically updates

Responsible partner: AQUAPROFIT personnel

Project introduction on partners' website

The following summary will be posted on the webpage of the consortium partners: (in Hungarian)

Kiemelt fontosságú Pannon homoki élőhelyek helyreállítása és megőrzése katonai használatú területeken a Kisalföldi térségében (LIFE08 NAT/H/000289)

2010 és 2015 között 1,73 millió euróból valósulhatott meg a Kisalföldi meszes homokpuszta térségben lévő honvédségi használatban álló területek természetvédelmi rekonstrukciója a közvetlen brüsszeli finanszírozású LIFE+ közösségi programból, a Vidékfejlesztési Minisztérium társfinanszírozásával. A projekt fő célkitűzése a győrszentiváni gyakorlótér homoki gyepeinek a helyreállítása, kiterjedésének növelése, természeti értékeinek és biodiverzitásának megőrzése, a leromlott élőhelyek helyreállítása és egyes fajok populációjának megerősítése volt, a katonai tevékenységek és a természetvédelmi célok optimális összehangolása mellett. A projekt feladatait a Honvédelmi Minisztérium Védelemgazdasági Hivatalának (és jogelődjeinek)

vezetésével létrejött konzorcium tervezte és koordinálta. A konzorcium további tagjai: Budapesti Erdőgazdaság Zrt., Fertő-Hanság Nemzeti Park Igazgatóság és az Aquaprofit Zrt.

A vállalt természetvédelmi feladatok 1,73 millió euróból valósultak meg. Az élőhely helyreállítás során az invazív növények eltávolítása a lehető legjobb módszerrel, a magyar szürke szarvasmarha legeltetésének bevezetése a projektterületen, és a természetes táj rekonstrukciója és a homokpuszta rehabilitációja történt meg. A fásszárú özönnövények közül elsősorban az akác és a bálványfa, lágyszárú özönnövények közül pedig a selyemkóró visszaszorítását végeztük. A használaton kívüli katonai épületek és beton felületek elbontása, valamint az illegális szemétlarakatok felszámolása során 7000 m³ törmelék és egyéb hulladék került elszállításra, illetve feldolgozásra. A felszínrendezés és a rekonstrukciót követő rehabilitációs munka 15,6 hektáron valósult meg. A gyepesítéshez a projektterületen gyűjtött közel 400 kg fűmagot, úgy mint homoki csenkesz (*Festuca vaginata*), erdélyi gyöngyperje (*Melica trassilvanica*), pusztai árvalányhaj (*Stipa pennata*), csomós ebír (*Dactylis glomerata*) és sima komócsin (*Phleum phleoides*) magjait használtuk. Munkánk eredményeképpen több, mint 5%-kal nőtt a gyepek kiterjedése a területen.

Bővebb információ a projekt honlapján: <http://www.kisalfoldilife.hu/>

Deadline: end of 2015

Responsible partner: consortium members, external assistance if needed

Social media

Facebook

In the post-communication period a new social media platform will be used to reach especially the young people. We create a Facebook page for the project to introduce the natural values and priority habitats of the Hungarian Little Plain area.

LinkedIn

In order to communicate with the professionals and continue networking we will use the social media site of the international conference in the LinkedIn, too.

Deadline: periodically updates

Responsible partner: AQUAPROFIT personnel

4.2. Networking

Promoting the project in conferences and professional events

The network we developed through the international project events can provide invitations to lectures for the post-communication period. We will seek invitations to professional events where we can speak about the experiences and challenges of our project.

Deadline: periodical

Responsible partner: consortium members

4.3. Media work

Publications

The experience and knowledge of the implementation period and afterwards the monitoring give the opportunity to publish professional articles, studies. We keep posting the results on the project's website and the social media sites. In case of media interest we organise interviews with the experts of the project.

Deadline: periodical

Responsible partner: consortium members, but mainly AQUAPROFIT

4.4. Printed materials

Distributing the produced dissemination materials

The remained dissemination materials will be distributed on the professional events, scientific conferences. Their electronic version is published on the website:

- in Hungarian: <http://www.kisalfoldilife.hu/content/t%C3%A1j%C3%A9koztat%C3%B3-%C3%A9s-oktat%C3%B3-anyagok>
- in English: <http://www.kisalfoldilife.hu/en/let%C3%B6lt%C3%A9sek>

Deadline: occasional (the dissemination materials will not be reprinted)

Responsible partner: consortium members

4.5. Events after the project implementation

Environmental education for the army

The environmental trainings of the military staff continue. If foreign troops arrive for military training, the experts of Fertő-Hanság National Park Directorate will give presentations as they did in the implementation period.

Deadline: periodical, at least one training yearly in the maintenance period

Responsible partner: Ministry of Defence Defence Economic Bureau and FHNPD

Guided field trips for military personnel

Guided field trips will be organised for military personnel in the frame of environmental trainings to introduce the natural values as well as protected species and habitats. These excursions will be shared via the project website and Facebook page.

Deadline: periodical, at least one field trip in the maintenance period

Responsible partner: Ministry of Defence Defence Economic Bureau and FHNPD

The Hungarian Little Plan LIFE+ project consortium members will continue cooperation after the project period.

