



LIFE13 INF/GR/000188

“The ecological services, social benefits and economic value of ecosystem services in Natura 2000 sites in Crete, Greece”
(Project Acronym: LIFE Natura2000ValueCrete)

LIFE Platform Meeting on Ecosystem Services:

“COSTING THE EARTH?”

***Translating the ecosystem services concept
into practical decision making”***

Tallinn, Estonia, 10-12 May 2017

Dr. Michalis Probonas, UoC – NHMC, Project Coordinator





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PROJECT'S GENERAL DATA

- **Project LIFE+ Information & Communication 2013**
- **Coordinating Beneficiary (Partner 1):** University of Crete – Natural History Museum of Crete (UoC-NHMC), <http://www.nhmc.uoc.gr>
- **Associated Beneficiary (Partner 2):** Decentralized Administration Authority of Crete (DAAC), Directorate General for Forests and Agriculture, Directorate of Coordination and Supervision of Forests, <http://www.apdkritis.gov.gr>
- **Associated Beneficiary (Partner 3):** Hellenic Ornithological Society (HOS / BirdLife Greece), <http://www.ornithologiki.gr>
- **Duration:** 01/07/2014 – 30/06/2018 (4 years or 48 months)



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Total Budget: €1,085,171

Total Eligible Costs: €1,061,921

E.U. Co-financing: €530,960

(50% of the total eligible costs, or 48.93% of the total budget)

Co-financing of public bodies and organizations:

- Ministry of Environment & Energy (YPEN): €100,000
- Own funds of Project Beneficiaries: €454,211



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Why a LIFE+ Information & Communication project for NATURA 2000 sites in Crete?

The NATURA 2000 sites in Crete still face a numerous environmental problems, such as the: **A) destruction of coastal habitats** by the development of tourism; **B) degradation of mountainous landscape**; and **C) loss of biodiversity** due to intense agriculture, abandonment of traditional farming practices and human-related mortality of certain species.



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Raising awareness in local communities about the importance of species' and habitats' protection, in combination with the **application of management measures**, is often a more effective way of achieving conservation goals than only trying to implement National and/or European legislation.





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The **LIFE13 INF/GR/00188** project on *“The ecological services, social benefits and economic value of Ecosystem Services in Natura 2000 sites in Crete, Greece”* (Project Acronym: “LIFE Natura2000 Value Crete”) **aims to support** the NATURA 2000 (N2000) sites in Crete and **motivate the public** to seize the opportunities and address the challenges identified by integrating the economics of ecosystems and biodiversity into the societal decision-making.

Ultimate goal is to show the damage that will cause the **loss of biodiversity** to economies and society in Crete, **elucidate misconceptions** regarding the EU’s environmental policy mainly through the N2000 Network, and **promote the link** between Green Economy and the creation of **quality employment opportunities** for present and future generations.



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Description of Actions (selectively)



LIFE Natura 2000
Value Crete

A. Project Management and Monitoring of the Project Progress

A1. Project Management / A5. Monitoring of the Project

Establishment of the **Project Steering Committee [PSC]**; Responsibility for the overall implementation and coordination of project actions; Stakeholders' consultation; 5 Meetings of the PSC since May 2017.



Establishment of the **Stakeholders Consultative Team [SCT]**; Meetings once per year; Consultation with stakeholders on a continuous basis for monitoring the project; Members of the SCT are from: a) Stockbreeders' Associations; b) Farmers' Associations; c) Fishermen's Associations; d) Hunting Associations; e) Tourism Associations; etc.; 3 Meetings of the SCT since May 2017.



A2. Networking activities, visits, exchange of information with other relevant LIFE projects or non – LIFE projects

Networking with 7 LIFE projects & participation at 7 non-LIFE networking actions.

B. Preparatory Actions

B1. Information update and establishment of a clearing-house mechanism for the NATURA 2000 Network in Crete

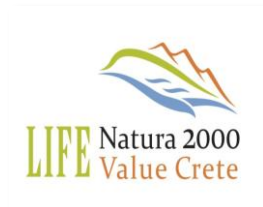
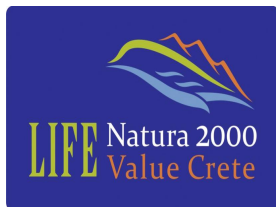
- Update the knowledge on economic and social status of the N2000 sites of Crete.
- Evaluation of the current economic and social status.
- Linkage between ecology and economy.

B2. Communication strategy for awareness raising on ecological, social and economic value of ecosystem services in N2000 sites in Crete

Project Messages

- **NATURA 2000 – Life for everyone**
- **NATURA 2000 – Care, goods, investment**
- **NATURA 2000 – Seed for development**
- **NATURA 2000 – Peaks' assets**
- **NATURA 2000 – Sea of life**

Project Logo



C. Communication Actions / Awareness Raising Campaigns

C1. Printed Communication Material: Booklets

3 Booklets (56 pages each)
50.000 copies in total

Booklets' contents:

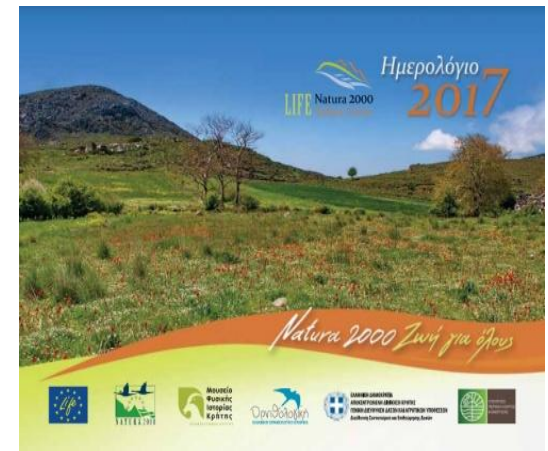
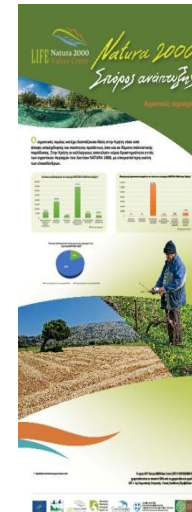
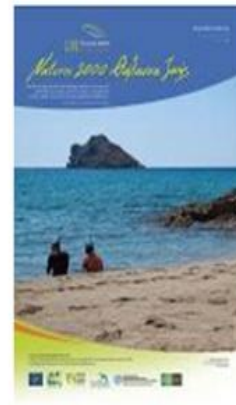
ES in **rural** N2000 areas
ES in **mountainous** N2000 areas
ES in **coastal** N2000 areas

- Nature, Society and Economy
- Biodiversity in N2000 areas
- Jobs and employment opportunities
- Alternative ways of tourism



C. Communication Actions / Awareness Raising Campaigns

C2-C8. Printed Communication Material: Posters, Banners, T-shirts, Hats, Stickers, Calendars (Years 2016 & 2017)



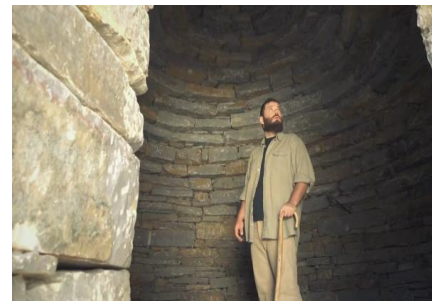
C. Communication Actions / Awareness Raising Campaigns

C9. Audiovisual Communication Material: Documentary (duration: 30 min)



C10. Audiovisual Communication Material: 3 Radio spots

C11. Audiovisual Communication Material: 3 TV Spots



C. Communication Actions / Awareness Raising Campaigns

C12-C15. Public Awareness Raising Activities: Workshops, local festivals, open events, travelling photo exhibition

- 26 Workshops in all Municipalities of Crete
- Title of workshops: *“NATURA 2000 Areas: Opportunity or Obstacle to Development?”*
- Try to involve local stakeholders
- Organisation of the Workshop along with the Municipality and/or local groups of stakeholders



C. Communication Actions / Awareness Raising Campaigns



C. Communication Actions / Awareness Raising Campaigns



C. Communication Actions/Awareness Raising Campaigns

C20. Information Centre (NATURA 2000 HALL) on the multidisciplinary value of the Natura 2000 Network in Crete



D. Training Activities

D1. Training Seminars for the target audiences

- 2 Seminars for local journalists / media employees
- 2 Seminars for professionals involved in tourism
- 3 Seminars for students of the University of Crete (UoC) and the Technical University of Crete (TUC)



F. Communication and Dissemination of the Project and its Results

F1. Project Website: <http://www.ecovalue-crete.eu>

Twitter: <https://twitter.com/Natura2000value>

Facebook: [LIFE NATURA2000Value Crete](#)



F. Communication and Dissemination of the Project and its Results

F2. Dissemination and promotion of project's major outcomes and deliverables

- Attending conferences, seminars etc.
- 12 e-Newsletters (every 4 months)
- Project's leaflet (bilingual)
- Banner of the project



F3. Notice Boards

Already erected 5 Notice Boards for the project

F4. Layman's Report

The action will be implemented at the last trimester of the project (namely June 2018)



Workshop 2 – Valuing Ecosystem Services

How have you valued the ecosystem services (qualitative or quantitative)? Have you developed your own way of valuing the services or used an existing method?

The project aims to ensure conservation and sustainably development actions within the NATURA 2000 sites in Crete, through an **awareness raising campaign** on ecosystem services addressed to stakeholders, targeted audience and the lay public.

In this respect, **the project does not provide actions concerning the direct valuation** (quantitative or qualitative) of ecosystem services.

In the framework of the Preparatory Action B1, a case study was conducted during the 1st year of the project. The steps undertaken in the course of the implementation of this action were the following:

- Description of a conceptual framework and implementation of a protocol to link ecology with socio-economic factors;
- Analysis and presentation of data regarding ecosystem services and socio-economic factors for the area of Crete and the N2K sites in particular;
- Production of information (e.g. maps, graphs).

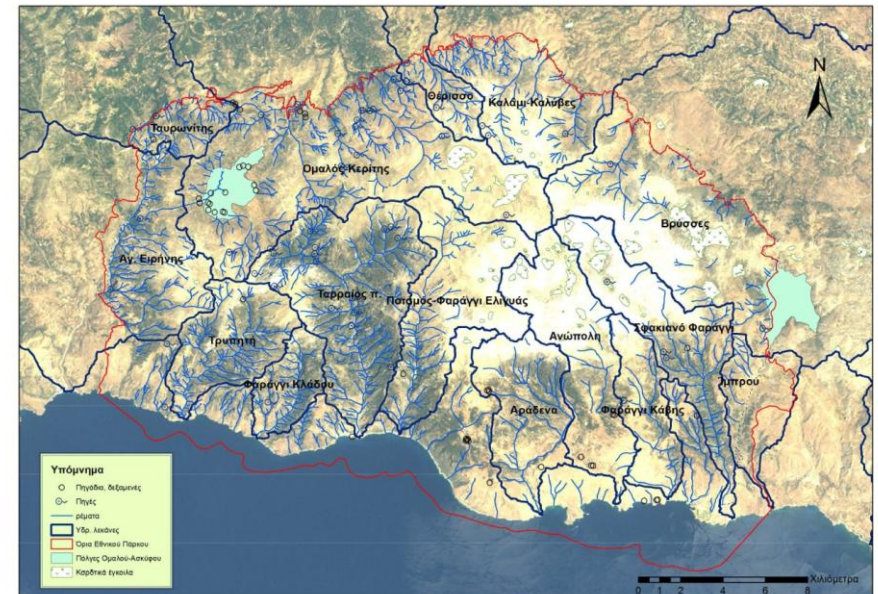
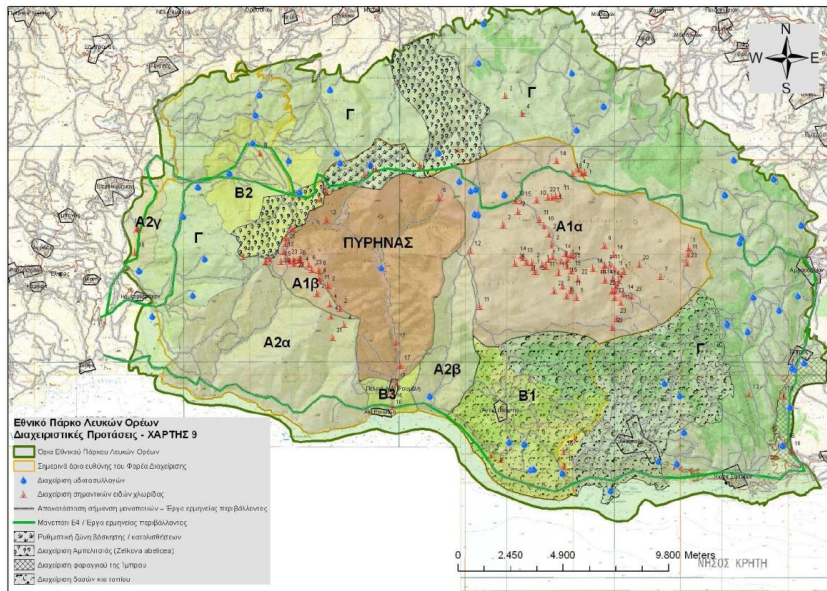


Workshop 2 – Valuing Ecosystem Services

The Case Study concerned the N2000 site “GR4340008 – Lefka Ori and coastal zone” (it is the largest and most important of all N2000 sites of Crete in terms of biological and geological diversity). The N2000 area holds the most important National, European and International designations for a Protected Area (National Park, EU diploma, MAB etc.) and it is a global biodiversity hot-spot providing two crucial ecosystem services:

- play a critical role in **water cycle** through the supply of freshwater and nourishment of the most important groundwater water reservoirs of Crete; and
- provide recreation and attracts tourism** that is of key importance for local economies.

The above factors (biodiversity, contribution in water cycle and number of visitors) were addressed in the case study via quantitative and qualitative assessment, namely the description and modelling of these key aspects.

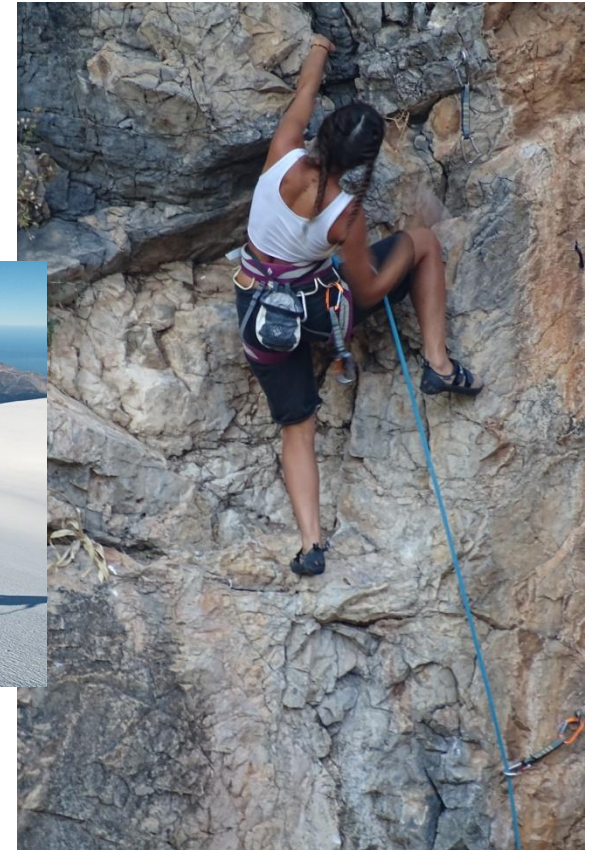


Workshop 2 – Valuing Ecosystem Services

Which ecosystem services have you tried to put a value on and why?

One of the main goals of the LIFE13 INF/GR/000188 project is to promote innovative **agricultural** techniques, **ecotourism** and provide in general a blueprint document for the transition to **Green Economy** within the N2000 areas.

These ecosystem services were given priority by the project, since they are the main pillars for local economy and monopolize the interest of Cretan society at the time.



Workshop 2 – Valuing Ecosystem Services

Are some ecosystem services more difficult to put a value on than others? e.g. cultural vs. provisioning?

Regulating and **supporting** ecosystem services are quite difficult to put a value on and inform the lay public, in terms of technical and financial issues.

In general, the stakeholders and the lay public recognize their ecological and social value.

However, under the pressing needs of the existing financial crisis and everyday life, it seems useless to promote these services in priority.

Provisioning and **cultural** ecosystem services are more connected (and are more understandable by the lay public) with economy, society and environment.



Workshop 2 – Valuing Ecosystem Services

Tell us your success stories – are they replicable and transferable?

Such a project will serve as a **good example** for other Regions of Greece related to ES and NATURA 2000 areas; therefore, we expect that other administrations of protected sites will be interested to be informed regarding our **project's results and lessons learned** from the implementation of the communication and awareness strategy.

Given that the current project is tailored to Crete, it could also be a good example for other Regions in Greece that may face the same or similar issues and challenges, who are willing to apply relative awareness communication strategy for ecosystem services.



Workshop 2 – Valuing Ecosystem Services

Tell us about the main problems encountered – are there any lessons to learn?

At times of economic crisis, it is a kind of difficult to discuss about environmental protection, due to the **introversion** and **insecurity** for the future.

The **lack of financial data** for most of the ecosystem services in Europe and especially in Greece, makes it even more difficult to inform people about the value of ecosystem services within the N2000 Network.

During the implementation of the project, there has been a small review of the information campaign:

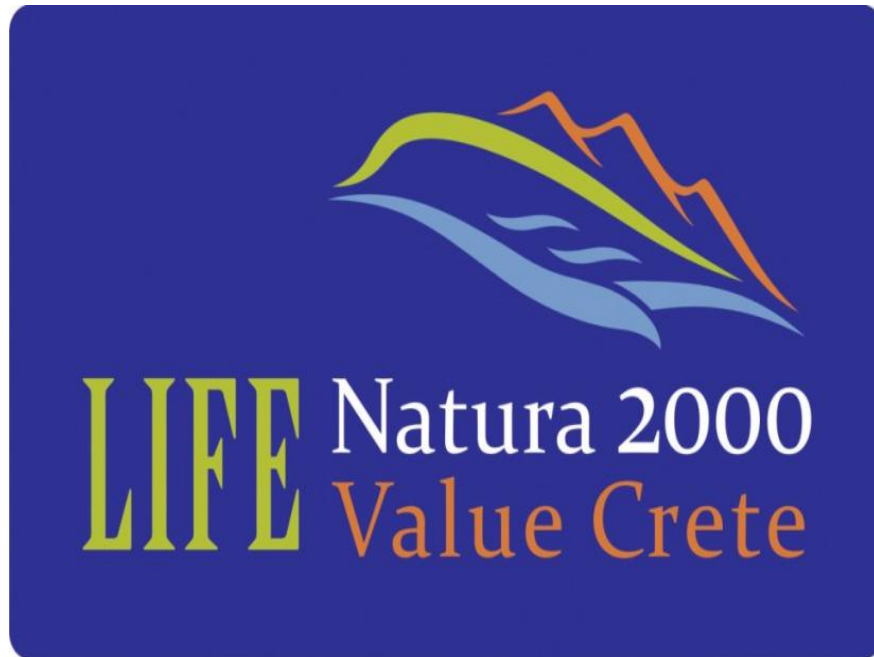
- **Less scientific** and **more interactive** seminars/workshops are necessary.
- More boost to the **promotion through TV** is needed.
- Incentives for more **active involvement** of the local authorities, through the co-organization of events.





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