

# AFTERLIFE COMUNICACION PLAN



## LIFE+ RED QUEBRANTAHUESOS

Conservación del QUEBRANTAHUESOS como recurso para el  
mantenimiento de los servicios ecosistémicos



**LIFE + Red Quebrantahuesos (LIFE12NAT/ES/000322) is a LIFE Nature project whose main objective is the development of good practices aimed at recovering an extinct population of an endangered species (*Gypaetus barbatus*), reinforcing the idea that the conservation of a species It is linked to local development.**

**The project was executed between 2013 and 2018, with its main goals:**

- Demonstrate that the ‘behavioral learning technique by natural imprinting’ can be an efficient tool for the recovery of threatened species, complementary to those already tested
- Improve the ecological and social areas in which reintroduction and conservation will take place to ensure its success
- Emphasize synergies in the National Parks Network of public administrations and civil society around the recovery and conservation of an endangered species
- Use ecotourism as a powerful tool to support and to participate in biodiversity conservation projects
- Disseminate and communicate the results of the project among the stakeholders

### **LIFE +RED QUEBRANTAHUESOS PROJECT**

**Conservation of bearded vulture as a resource for maintenance of ecosystem services**



**Coordinating Beneficiary:** FCQ

**Country:** Spain

**Specie Targeted:** *Gypaetus barbatus*

**Duration:** 2013-2018

**Total Project budget:** 1.582.854

**EU Contribution:** 1.061.936 (67%)

**Habitats:** Pyrenees  
Cantabrian mountains

The communication actions executed have been framed in the E actions: E.1 E.3. E.4. E.5. E.6. and E.7

## Dissemination materials edited



Paper

Material publicitario	Unidades
Brochures	33.700
Stickers	2.000
Information Boards	3
Roll-ups	4
Stickers	200
Flyers	30.000
Layman Report	750

General project brochures were published (in Spanish and English), stickers with the project logo, informative boards: one placed in 'Las Montañas de la Quebrantahuesos' Center (Picos de Europa sub-area) and two others in the supplementary feeding points Mirador de la Reina (Picos de Europa sub-area) and Aínsa (Pyrenees sub-area). And an informative roll-up of the project's objectives and actions.

In addition, materials specifically directed to the dissemination of ecotourism actions and the school network for the BV were published: flyers and informative posters: 50,500 flyers with the ecotourism actions of the two sub-areas of the project, 1 stamped panel, 100 promotional posters, 3 rollups. 200 brochures about the School Network for the Bearded Vulture.

**3** Punto de observación Comedero de necrófagas Mirador de la Reina

Desde un punto estratégico de observación, en la carretera que sube a los Lagos de Covadonga, se tiene una buena panorámica del comedero de aves necrófagas en el que se realizan aportes de restos ganaderos proporcionados por los ganaderos locales. En él será posible identificar especies como el buitre leonado, el alimoche, el águila real, el milano o el cuervo además del quebrantahuesos, y ver cómo se alimentan, qué relaciones de jerarquía se establecen entre ellas, etc.



Tarifa: Gratuita.

**4** Visita guiada al comedero de aves necrófagas

Recorrido de dos horas realizado desde Benía de Onís hasta el comedero de necrófagas instalado en las cercanías del Mirador de la Reina. Se realiza en vehículo particular e incluye un breve recorrido a pie de unos 15 min. Desde un punto estratégico de observación será posible identificar varias especies carroñeras, el personal especializado de la FCQ da a conocer su fascinante ecología: cómo descubren el alimento, cómo se alimentan, qué relaciones de competencia y jerarquía se establecen entre ellas, etc.




Tarifa: 5 €/PAX.

**5** Paseo guiado por el río Güeña

Paseos familiares de una hora de duración con salida a pie directamente desde el Centro 'Las Montañas del Quebrantahuesos', acompañados de un técnico de la FCQ. Recorrido de un Kilómetro por la ribera del río, sin desnivel, en el que vamos descubriendo las huellas de la vida en torno al agua, con reproducciones muy realistas de la fauna ribereña.




Tarifa: 5 €/PAX. Menores de 6 años gratis.

**6** Punto de observación Balcón de los Picos de Europa

Mirador natural al que se accede desde el área recreativa de Bobia, en las cercanías del Centro 'Las Montañas del Quebrantahuesos'. Una suave loma desde la que se disfruta del bello paisaje en mosaico del concejo de Onís y de la presencia de numerosas aves: desde los pequeños pájaros - petirrojos, colirrojos, tarabillas, mirlos o zorzales - que se mueven entre pastos y matorrales, hasta las rapaces - alimoche, buitre leonado, azor, águila real o culebrera - que frecuentan la zona.




Tarifa: Punto de observación gratuito. Servicio opcional de alquiler de prismáticos y audioguía panorámica: 3 €.

PASEOS GUIADOS - PUNTOS DE OBSERVACIÓN DE AVES VISITAS AL CENTRO DE VISITANTES



**ECOTURISMO**

ACTIVIDADES DE ECOTURISMO CON LA FUNDACIÓN PARA LA CONSERVACIÓN DEL QUEBRANTAHUESOS

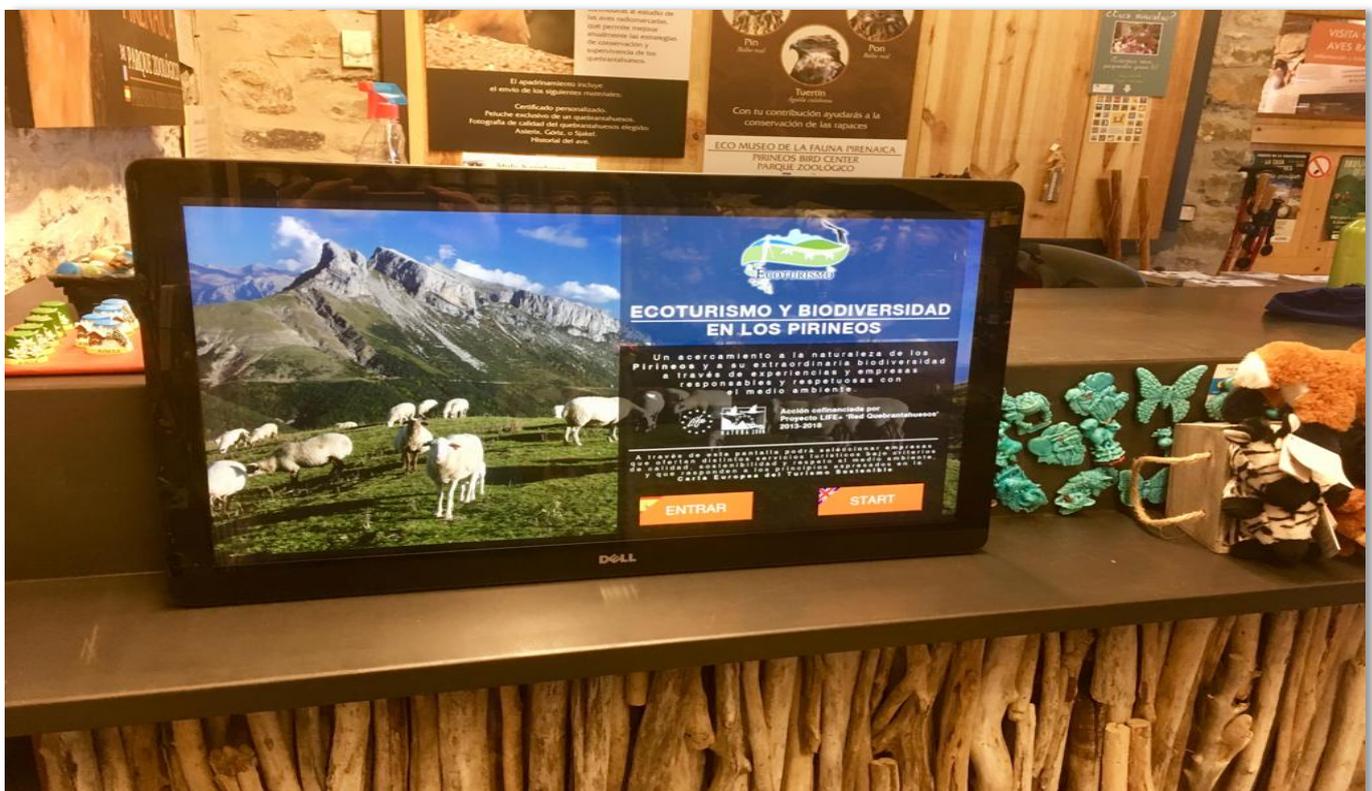


## Audiovisuals

Other Dissemination Tools	Unidades
<b>3D Audiovisual</b>	1 audiovisual 30 3D glasses
<b>Audio for Ecotourism route</b>	1 audio 20 mp3
<b>Digital screen</b>	2

With the budget derived from the amendment to the Financing Agreement requested in 2014 in relation to action E.5. we have made: a 3D audiovisual for ‘Las Montañas del Quebrantahuesos’ Center (Picos de Europa sub-area) and an audio for the ecotourist interpretation of the landscape also in the Picos de Europa sub-area.

E.5. action also included the placement of a monitor with a specific software for the promotion of ecotourism in each of the visitor centers of the FCQ (Center Mountains of the Bearded Vulture of Benia de Onis (Picos de Europa sub-area) and Ecomuseum of Fauna Pirenaica de Aínsa (sub-area Pyrenees).



## Training and dissemination actions



### Talks, Conferences and Fairs

Evento	Acción	Nº eventos
Talk/Conference	E.3.	20
Stand at Fair	E.3., E.5.	12
Ecotourism promotional actions	E.5.	12

There have been conferences in numerous public events in which the project, its objectives, actions and results have been made known. All took place in national territory with the exception of two events: the Brussels Green Week in 2015, especially dedicated that year to the dissemination of LIFE Nature projects, and the annual meeting of the (VCF) Vulture Conservation Fund, held in 2016 in France .

The presence in fairs is also a powerful resource for the diffusion of a project due to the important presence of visitors. It has had a special presence in ecotourism fairs. Other promotional actions of ecotourism have been the attendance to specialized congresses and the direct diffusion of the tourist products: in the own protected spaces where the actions were developed and from the Centers of visitors managed by FCQ





## Training actions

	Acción	Nº evento:	Asistentes
Training to sectors related with B.V.	C.8.	17	359
Ecotourism training	E.6.	8	105
Networking	E.5.	16	383
School Network for the Bearded Vulture	E.7.	18	1.639



Among the training activities developed, two type of actions can be differentiated: those directed directly to professional sectors related to the bearded vulture (livestock breeders, guards, protected area informers, university students of environmental branches), and those more specialized in the tourism sector, including networking actions, meetings, presentations, practical sessions, aimed at entrepreneurs in the sector.



The network of schools for the bearded vulture has been closed with a total of 18 attached schools and 1,639 schoolchildren developing some of the activities carried out in the area of the network.



## Ecotourism routes and activities

	Acción	Assistants
Ecotourism routes in P.N. Picos de Europa and P.N. Ordesa	E.4.	3.881
Visits in Ecotourism Centers	E.5.	77.749

Guided routes have been promoted by FCQ technicians in the two protected areas that constitute the project - Pirineos and Picos de Europa- to publicize the conservation project of the bearded vultures. Visits to the Supplementary Feeding Points of the two sub-areas have also been offered, for the observation of bearded vultures and other scavenging species.

The visits to the Centers 'The Mountains of the Bearded Vulture' of Picos de Europa and 'Ecomuseum of the Pyrenean Fauna' of the Pyrenees are an important resource to raise awareness of the project, its objectives and results. The profile of the visitors who come to the centers is varied, and includes generalist tourists who spend a few days of vacations in the area, people and groups interested in the bearded vulture and its conservation as scientists, university or naturalists, school visits and very specialized ecotourists, especially foreigners.





## Media Dissemination

### Difusión en Mass-media

Radio appearances	34
Press appearances	295
TV/YOUTUBE appearances	66
Specialized articles in newspapers and magazines	10

News appeared in press, digital media and television have been related to different actions of the project: birth and breeding of specimens, release and monitoring, ecotourism actions, deaths of individuals, etc. They refer both to the Pyrenean sub-area and to the Picos de Europa. The project has had special repercussion in the local press in Asturias, Cantabria, Aragón and León.

The national press has also reflected important milestones of the project, such as the reproductive attempt of the first couple in Picos de Europa.

The project also has a youtube channel and a website linked to the generic [www.quebrantahuesos.org](http://www.quebrantahuesos.org)



## AFTER-LIFE COMMUNICATION ACTIONS

In its After-LIFE Conservation Plan, FCQ exposes the need to continue with conservation and communication actions once LIFE + Red Quebrantahuesos has been completed due to the persistence of threats to the species. In addition to the work of reintroduction of specimens and the monitoring of the incipient populations, work will continue on actions related to the reduction of anthropogenic threats, and for this we must insist on awareness-raising and training activities of the sectors related to the survival of the species. Another strategic factor is the education of the young generations, especially those that will live with the bearded vulture in the coming decades, and on which its survival will depend.

This After-LIFE Communication Plan aims to ensure the continuity of the dissemination of bearded vulture conservation actions in the two sub-areas (Pyrenees and Picos de Europa) once these conclude as a LIFE + project in September 2018, and ensure the transferability of your results.

The main objectives of the Communication Plan are:

- Encourage the diffusion and transfer of novel methodology, developed by the FCQ and consolidated in this project: the dual rescue system of embryos at risk and breeding by natural imprinting in human isolation.
- Increase awareness of biodiversity conservation as a useful tool for rural development in Natura 2000 network areas.
- Involve citizens in the conservation of nature, facilitating their participation.
- Encourage the exchange of experiences and knowledge between the scientific, business and educational sectors.

Actions included in this Communication Plan will be executed within three years after the end of LIFE12NAT / ES / 000322

## List of Actions

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### Informative documents

750 copies of the Layman report have been produced and posted on the project website. It has also spread among the recipients of the LIFE newsletter.

### Conference for presentation of results

In the six months after the end of the project, a conference will be held aimed at the media and the interested public, in which the actions developed and the results obtained in the project will be presented. Several copies of the Layman report will be made available to attendees.

### Website maintenance

The website will remain active for five years, linked to the generic [www.quebrantahuesos.org](http://www.quebrantahuesos.org).

In addition to allowing the consultation of the information associated with the LIFE + Red Quebrantahuesos and the published documents, such as the Layman Report, the After-Life Conservation Plan and the After-LIFE Communication Plan, the web will be updated with news, images and documents generated in the postLIFE years.

### Newsletter maintenance

Due to the high acceptance of the bulletin that summarizes the actions and novelties of the project, it is considered appropriate to give continuity. The bulletin is sent periodically to a list of 70 items that includes conservation experts, technical personnel of the administrations involved in the project, policy makers, media and other interested agents. The bulletin is also posted in PDF format on the web page, thus being accessible to all interested citizens.

### Technical and informative events

Informative talks are an important channel to publicize the objectives, actions and results of the project. These talks can have a more technical component - aimed at scientists and the administrative body linked to conservation policies - or more informative - aimed at the general public and with an important awareness component.

FCQ, through the experience developed in projects since 1995, and especially with the successful results of this LIFE12NAT/ES/000322 has already acquired notoriety, relevance and consideration as an expert entity in the conservation of bearded vulture, which ensures its presence in relevant forums.

The technical staff of the FCQ will attend as a speaker in those forums, events, seminars and fairs related to the project -reintroduction and conservation of threatened species, ecotourism, extensive livestock and rural development-, or with other LIFE projects.

### **Publications in specialized press**

Throughout the five years of the project there were almost 400 appearances in generalist media, especially those of regional scope in the two sub-areas of execution. For this, an almost permanent contact has been maintained with the local press, which has responded satisfactorily to the calls and press releases sent from the FCQ. The same can be said of the regional televisions. This contact aims to be maintained once the project ends, generating information in a continuous manner.

### **Maintain communication with stakeholders**

FCQ maintains open working groups related to extensive mountain farming, commercialization of livestock production, and entrepreneurs in the ecotourism sector in the work areas. These sectors are key for the conservation policies of this species to be effective

Additionally, we work with the hunting sector, local administrations, managers of protected areas, and owners of farms where beneficial actions can be carried out for the conservation of bearded vulture, through the signing of agreements and innovative instruments of public-private governance.

### **Reinforcement of the School Network for the Bearded Vulture**

The School Network was created within the framework of the LIFE + Red Quebrantahuesos, with the idea of developing awareness and environmental education actions in schools that are located in the two sub-areas of the project. All activities were free for schools. In these postLIFE years, at a time of great social and environmental conflict in the mountain areas, the awareness actions of the new generations are more relevant than ever. And for that reason we will try to expand and reinforce the work objectives of this network, seeking the participation of children and young people in the definition of the problems of their rural environment, and in the search for solutions.



Proyecto Life + “Conservación del quebrantahuesos como recurso para el mantenimiento de los servicios ecosistémicos”

LIFE12NAT/ES/000322

## LIFE+ RED QUEBRANTAHUESOS

[www.liferedquebrantahuesos.quebrantahuesos.org](http://www.liferedquebrantahuesos.quebrantahuesos.org)

**Beneficiario:** Fundación para la Conservación del Quebrantahuesos

**Presupuesto:** 1,582,854 €; 67.09% (1,061,936 €) cofinanciados por el programa Life+ de la EU.

**Vigencia:** Septiembre 2013- Agosto 2018

### Cofinanciadores:

Consortio Interautonómico “Parque Nacional Picos de Europa”.

Dirección General de Sostenibilidad. Gobierno de Aragón.

Organismo Autónomo de Parques Nacionales, Ministerio para la Transición Ecológica, Gobierno de España.

Fundación Biodiversidad



Fundación Biodiversidad

