



**Public project presentation;
i.e. contents for leaflet; public website, media**

Deliverable D1.3

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ESMERALDA

**Enhancing ecosystem services mapping
for policy and decision making**



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EU Horizon 2020 Coordination and support action

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 Project full title: **Enhancing ecosystem services mapping for policy and decision making**
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 Duration: 42 months
 Project coordinator: Dr. Benjamin Burkhard, Christian Albrechts University Kiel
 Project website: www.esmeralda-project.eu

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Preface

Alongside ensuring smooth internal communication between project partners, another key task of WP1 (Coordination and Integration) is to facilitate the external communication of ESMERALDA with stakeholders, the society, other relevant projects and networks. In close co-operation with WP6 (Dissemination & Knowledge exchange), the contents for the public project presentation (including e.g. public website, leaflet and other media) were prepared and finally produced. The contents will constantly be updated during the further course of ESMERALDA.

Summary

Effective communication activities and sound project presentation are at the base for successful internal as well as external project work and results' outreach. Therefore, comprehensive project presentation materials (including a leaflet, poster, various templates) were developed and their distribution has started in the initial phase of the project. Diverse social media and other information channels (including Twitter, Facebook, Google+, LinkedIn) are harnessed to promote the project and to disseminate project relevant information. A Content Management System (CMS) has been installed hosting: a) the public project website; and, b) an internal web space (Internal Communication Platform – ICP) serving the exchange of information, data, project results, coordination decisions, meeting protocols, contact data, reports and other relevant information. The ICP will only be accessible to project members. It will be regularly updated by the Coordinator in close cooperation with WP6 and all project collaborators. Additionally, ESMERALDA will be closely linked to existing related initiatives and projects (e.g. MAES, OpenNESS, OPERAs, TRAIN, MESEU) and networks such as the Ecosystem Services Partnership (ESP).

1. Public project presentation

The public project presentation takes place in close co-operation of WP1 and WP6 with support of all other project partners. The process of the public project presentation material's development and their application are described in detail in the reports related to Milestone 30 and Deliverable 6.1.

Deliverable 1.3 relates to the content delivery for the public project presentation material. The content delivery took place (and will constantly be carried out in future) during several online discussions, email exchange, video conferences and personal meetings of involved partners. In order to avoid too many redundancies in project reporting, only the results (the different public project presentation items) are shown in this report. For more details, please see the reports of related Milestone 30 and Deliverable 6.1.

1.1. Project logo

The project logo was designed by Pensoft based on an initial concept provided by the coordinator. The logo's content shows a stylised map of Europe (representing the European and the mapping background of ES MERALDA), 2 flying birds (representing the environmental/biodiversity focus) and the ES MERALDA lettering. Further versions including stylised marine areas were discussed but discarded in order to avoid making the logo too complex. For the same reason, the outermost EU regions as well as Cyprus and Iceland could not be included in the logo's map. The stars alongside the ES MERALDA lettering refer to the EU flag stars. This initial version was used for the proposal preparation process already. Different logo versions were discussed and presented to the EB and the project partners. Figure 1 shows the finally approved logo.



Figure 1: ES MERALDA project logo

1.2. Project sticker

The project sticker is based on the project supplemented by the full name of the project and the web-address. Different versions of the sticker were prepared by Pensoft and discussed before the final solution (Figure 2) was approved.



Figure 2: ES MERALDA sticker

1.3. ESMERALDA leaflet

The leaflet was designed to include all information needed for a first overview of the project and to raise awareness. The colour scheme corresponds to the project's design concept which can also be found at the website and other dissemination material. For further and more detailed information about the project, the web address is provided on the leaflet.

Different versions and contents of the leaflet were produced by Pensoft and discussed online and during a personal meeting of the WP6 team and the coordinator in Sofia in April 2015. Figures 3a and 3b show the final version of the leaflet, which has already been distributed at the project's Kick-off meeting in Kiel in May 2015 and at several other relevant occasions.

Project partners

- Christian Albrechts University Kiel, Germany (CAU)
- Baltic Environmental Forum, Latvia (BEF)
- Finnish Environment Institute, Finland (SYKE)
- Regional Environmental Centre, Hungary (REC)
- Autonomous University of Madrid, Spain (UAM)
- Hungarian Academy of Sciences, Hungary (MTA OK)
- University of Nottingham CEM, UK (UNOTT)
- Instituto Superior Técnico, Portugal (IST)
- University of Trento, Italy (UNITN)
- University of Bucharest, Romania (UB)
- Pensoft Publishers Ltd, Bulgaria (PENSOFT)
- UNEP WCMC, UK (WCMC)
- Free University of Amsterdam, the Netherlands (VU)
- Paris-Lodron University Salzburg, Austria (PLUS)
- Flemish Institute for Technological Research, Belgium (VITO)
- University of Poznan, Poland (UPDZ)
- Bulgarian Academy of Sciences, Bulgaria (NIGGG BAS)
- Institute for Environmental & Agricult. Science & Research, France (IRSTEA)
- Global Change Research Centre, Czech Republic (CVGZ)
- Malta College of Arts, Science and Technology, Malta (MCAST)
- Foundation for Sustainable Development, the Netherlands (FSD)
- University of Copenhagen, Denmark (UCPH)
- ETH Zürich, Switzerland (ETH Zurich)
- Naturvårdsverket, Sweden (SEPA)
- Joint Research Centre, European Commission (JRC)

Keywords
ecosystem services, mapping, assessment, Europe, network, biodiversity strategy, ecosystem restoration, policy making, flexible methodology

Consortium
25 partners from 20 European countries

Duration
February 2015 – July 2018

Website
www.esmeralda-project.eu

Project coordinator
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Enhancing ecosystem services mapping for policy and decision making

EU Horizon 2020 Coordination and support action

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 642007.

Figure 3a: ESMERALDA project leaflet (front page).

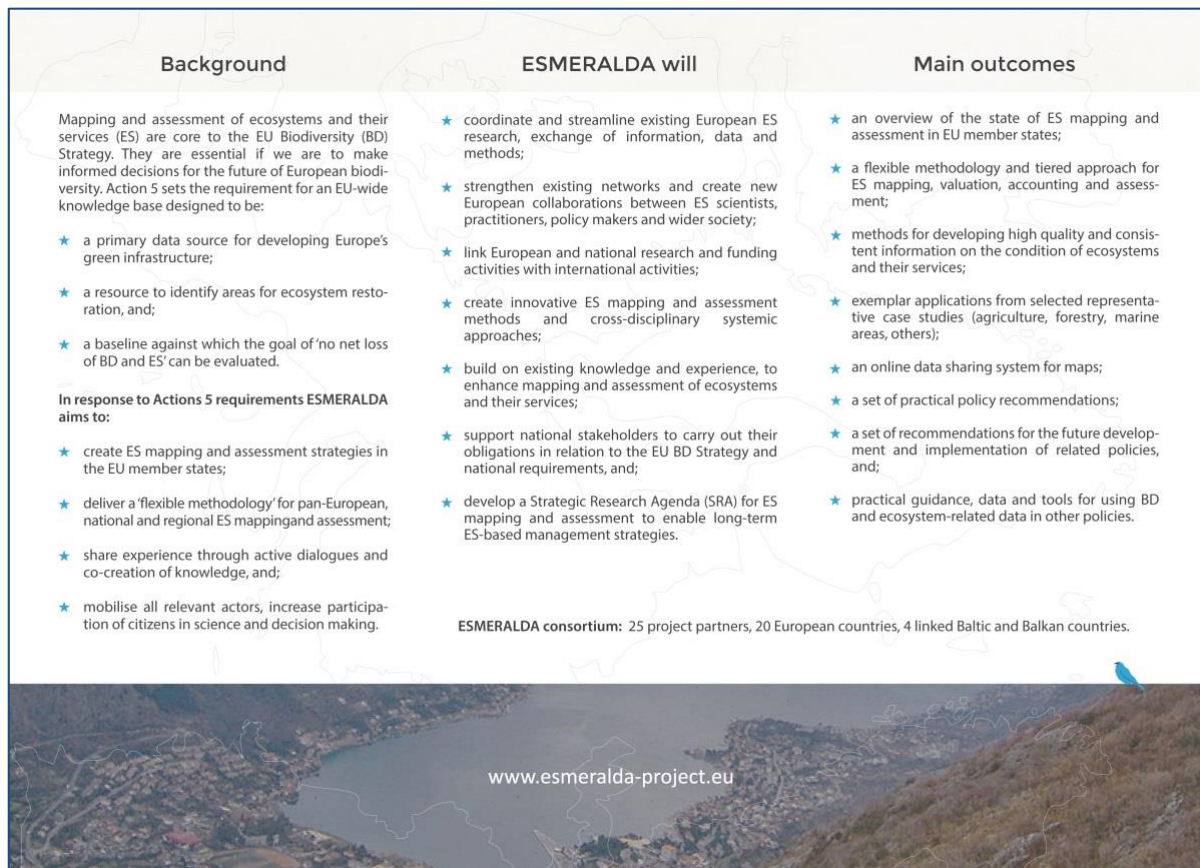
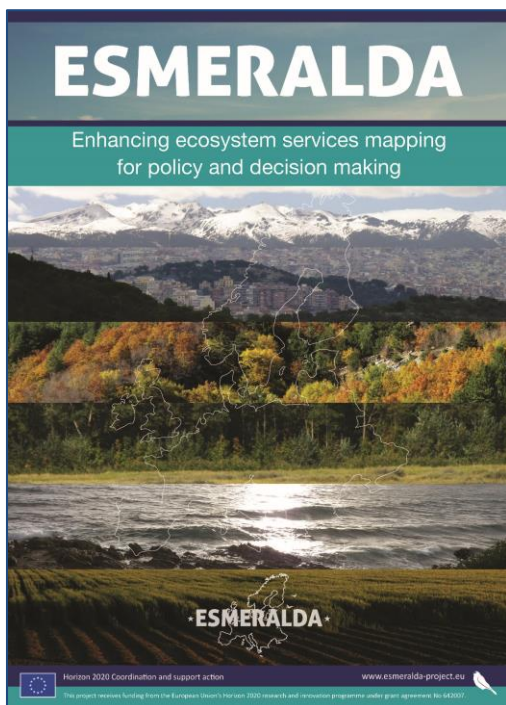


Figure 3b: ESMERALDA project leaflet (rear page).

1.4. ESMERALDA poster



The poster (Figure 4) layout also reflects the overall project design concept. Compared to the leaflet, the content was kept at a minimum in order to be applicable for awareness raising and decoration purposes. The poster was also discussed online and during a personal meeting of the WP6 team and the coordinator.

Figure 4: ESMERALDA project poster.

1.5. Project corporate identity templates

Several templates for reporting, project presentation and communication were developed in co-operation of WP1, WP6 and further project partners. The overall project design concept can be recognised in the templates, supporting the corporate identity development of ESMERALDA.

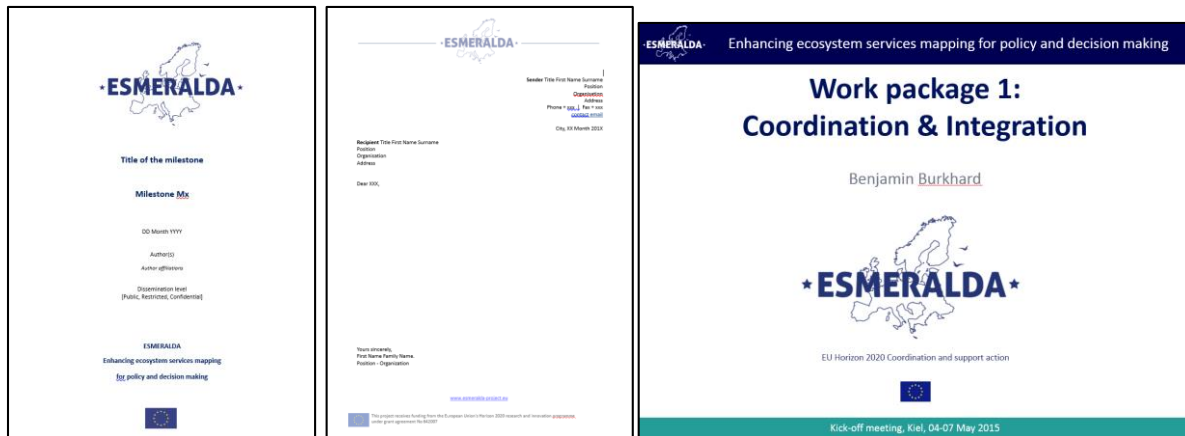


Figure 5: ESMERALDA template examples: Milestone reports (left), letterhead (center), PowerPoint slides (right).

2. ESMERALDA Content Management System (CMS), Public website and Internal Communication Platform (ICP)

The project's content management system, public website and communication platform are central elements of the project public and internal presentation and communication. The initial structure and contents were developed in close co-operation of WP1, WP6 and the EB.

The system was set up and ready to be presented to the project consortium at the Kick-off meeting in Kiel in May 2015. At the meeting, the functionality and contents of the system were explained to all project partners. The contents are constantly updated and developed during the ESMERALDA project. The longer term impact of project' results are secured by maintaining the website for a minimum of 5 years after the closure of the project.

The image shows the ESERALDA CMS landing page. At the top, there is a dark blue header with social media icons for Facebook, Twitter, and LinkedIn, followed by the ESERALDA logo and a 'Login' button. Below the header is a search bar and a navigation menu with categories like 'Home', 'The Project', 'Partners', 'News', 'Events', 'Media Center', 'Links', and 'Contacts'. The main content area is divided into three columns: 'Highlights' (featuring a group photo and a text block about ecosystem services), 'News' (listing recent publications and special issues), and 'Tweets' (showing tweets from the ESERALDA Project). A 'Feedback' section with an email address and a 'Newsletter' section with a 'SUBSCRIBE' button are also present. The footer includes the European Union flag.

Figure 6: ESERALDA CMS landing page.

3. Media releases

Press releases from the project Kick-off meeting were disseminated by Kiel University (in German and in English) and by Pensoft (WP6) via EurekaAlert!.



Mapping and assessment of Europe's ecosystems and their services International conference at Kiel University for the start of the ESMERALDA project



Around 70 representatives of 25 partner organisations from 20 European countries are currently meeting at Kiel University (CAU) for the start of the EU-wide Horizon 2020 cooperation project "ESMERALDA – Enhancing ecosystem services mapping for policy and decision making". The meeting, which runs until Thursday 7 May, is the kick-off for the three-and-a-half-year joint project, which aims to achieve European mapping and assessment of ecosystems and their services to society ("Ecosystem Services" or ES). The participating states hope to develop methods, build knowledge bases and develop baselines for finalising the new EU Biodiversity (BD) Strategy 2020. "The ESMERALDA project is essential for future Europe-wide cooperation in biodiversity protection and for the consideration of environmental interests during political planning. That we are able to coordinate and operate it at Kiel University is a big responsibility, but also a great success," said CAU Vice President Professor Karin Schwarz.

The ESMERALDA project should thereby serve as an important basis for implementing the European Commission's Biodiversity Strategy 2020, adopted in 2011, which aims to stem the loss of biological diversity, and to improve the state of European species, living areas, ecosystems and ecosystem services. This strategy comprises a number of primary goals, which should reduce the most important strains on nature and ecosystem services in Europe. These include, amongst others, complete implementation of the EU conservation legislation, better protection of ecosystems, and more sustainable methods in agriculture, forestry and fishing. "The data collected during ESMERALDA will assist the European states involved towards reaching the goals of the EU Biodiversity Strategy, step by step," said the project coordinator, Dr Benjamin Burkhard, of the Institute for Natural Resource Conservation at Kiel University.

The kick-off conference is also the first working group meeting for the EU project, which should plan the further steps involved for the various sub-projects, and organise the international cooperation between the participating nations. The implementation of the individual measures is largely in the hands of universities and research institutes, but the involvement of politics and society from the very beginning remains an important element. Following the kick-off event in Kiel, there will be a series of workshops spread over the entire duration of the project, with the next meeting taking place in October 2015 in Riga, Latvia. Burkhard and his team landed the ESMERALDA project as the first Horizon 2020 project at Kiel University. It is funded by the Commission of the European Union with a total budget of a good three million Euros, of which around 600,000 Euros go to Kiel University.

Figure 1: English version of Kiel University's press release

(<http://www.uni-kiel.de/pressemeldungen/index.php?pmid=2015-146-esmeralda-start&lang=en&pr=1>).

PUBLIC RELEASE: 12-MAY-2015

Mapping and assessing ecosystems and their services for policy and decision making

PENSOFT PUBLISHERS



IMAGE: THIS IMAGE SHOWS THE ESMERALDA CONSORTIUM GROUP PHOTO. [view more >](#)

CREDIT: CHRISTIAN URBAN, KIEL UNIVERSITY

Humankind benefits in multitude ways from biodiversity, ecosystems and the services they provide. Such services include for example the provisioning of drinking water, food security, air quality regulation or recreation.

The new collaborative EU Horizon 2020 funded project "ESMERALDA - Enhancing ecosystem services mapping for policy and decision making" looks into the needs of policy and decision-makers in EU member states for flexible methodologies, tools and data for sustainable management of ecosystems and their services.

The project held its official kick-off meeting from 5 to 7 May 2015 at Kiel University (CAU), Germany.

Around 70 representatives, including scientists, experts and stakeholders of 25 partner organisations from 20 European countries met for the start of the three and a half year coordination and support action.

The ESMERALDA project is planned to serve as an important basis for implementing the European Commission's Biodiversity Strategy 2020, adopted in 2011, which aims to prevent the loss of biological diversity, and to improve the state of European species, living areas, ecosystems and ecosystem services.

The project will create flexible methodologies to provide the building blocks for pan-European and regional assessments of ecosystems and their services as an essential part for informed decision making and a core of the EU Biodiversity Strategy.

"The data collected during ESMERALDA will assist the European states involved towards reaching the goals of the EU Biodiversity Strategy, step by step," said the project coordinator, Dr Benjamin Burkhard, of the Institute for Natural Resource Conservation at Kiel University.

"This first meeting puts the initial building blocks into a three-and-a-half-year joint research initiative that will provide important milestones for a more sustainable future of our ecosystems and the services they provide to humankind."

Figure 1: Pensoft's press release via EurekAlert!

(http://www.eurekalert.org/pub_releases/2015-05/pp-maa051215.php).