



Annual report of the dissemination actions of the LIFE EUROKITE project

Reporting Year: 2020



LIFE EUROKITE
LIFE18 NAT/AT/000048





1. LIFE EUROKITE

LIFE EUROKITE (LIFE18 NAT/AT/000048) is a cross-border protection of the Red Kite in Europe by reducing human-caused mortality. The red kite breeds exclusively in Europe and is endangered due to illegal persecution. Within LIFE EUROKITE, we aim to get to the bottom of the anthropogenic mortality reasons using telemetry and work to prevent them. Based on the results measures to counteract anthropogenic mortality will be implemented. Where suitable structures and/or organisations exist, the counteractions will as far as possible, collaborate with them. The range of measures goes from information campaigns, initializing legal prosecution and lawsuits (e.g. against poisoners) to voluntarily technical measures (e.g. from power line providers) and political / legal efforts (e.g. adaption of CAP schemes) and awareness actions.

Main project objectives:

- Significant reduction of impact of poisoning (reduction of the rate of poisoning cases by 5% on EU level)
- Identification and solving of problematic cases concerning electrocution / collision
- Reduction of other anthropogenic reasons of mortality
- Population reinforcement in Spain halts range loss and identifies the factors causing a decline of the populations, presumably associated with climate change.

More information on:

www.life-eurokite.eu

2. Dissemination Actions

E-Actions: Public awareness and dissemination of results (obligatory)

- ACTION E.1: Mandatory dissemination actions (notice boards, layman's report, webpage)
- ACTION E.2: Campaign against poisoning
- ACTION E.3: Transfer and replication of results
- ACTION E.4: Scientific conferences / workshops
- ACTION E.5: Promotional material
- ACTION E.6: General media work
- ACTION E.7: Awareness raising infrastructure – webcams
- ACTION E.8: Awareness raising stakeholders
- ACTION E.9: Networking



© R. Katzinger

The Red Kite

...is an endangered species in parts of its range.

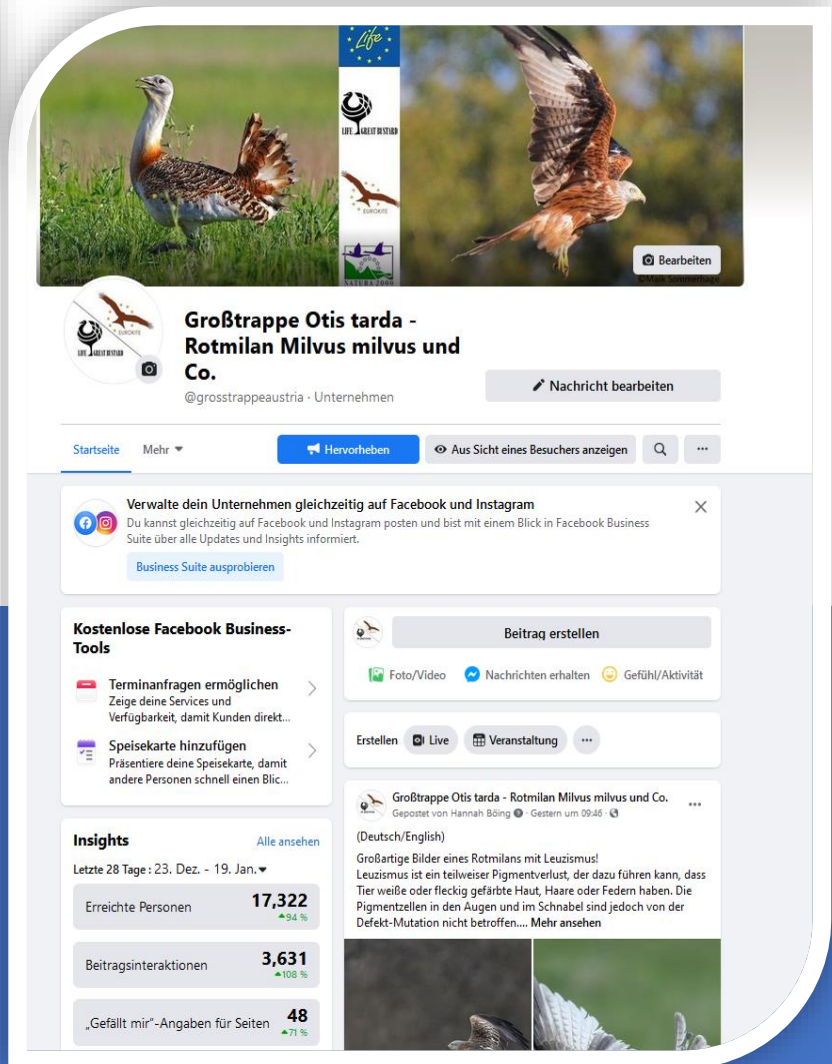
Why is that?

The start of the webpage (www.life-eurokite.eu) was in English on 04.2020. The German and the French webpages were added on 07.2020 and the Spanish on 08.2020 with the help of LPO and SEO. The webpages are regularly updated. In total there were 5.600 different users with 11.000 sessions from 76 different countries.

In addition, the LIFE EUROKITE Project is publishing a newsletter once a month in English, German, French and Spanish with 212 subscriber (state 08.02.2020).

<https://www.life-eurokite.eu/en/news/newsletter-archive/newsletter-archiv-kopie.html>

Social Media



Facebook:

online since 02.2020

<https://www.facebook.com/grosstrappeaustria/>

Shared page with the LIFE Great Bustard page,
due to the already existing followers 1.676
Followers (State 08.02.2021)

Social Media



Twitter:

online since 04.2020

https://twitter.com/life_eurokite

179 Followers (State 08.02.2021)



EUROKITE

34 Tweets



Folgen

EUROKITE

@life_eurokite

LIFE EUROKITE is a cross-border European conservation project for the protection of the red kite and other raptor species by reducing human caused mortality.

life-eurokite.eu  Seit April 2020 bei Twitter

202 Folge ich 134 Follower

Social Media



life_eurokite

Abonnieren

125 Beiträge

420 Abonnenten

966 abonniert

LIFE EUROKITE Projekt

LIFE EUROKITE (LIFE18 NAT/AT/000048) is a cross-border European conservation project for the Red Kite and other raptor species.

www.life-eurokite.eu/en



webcam sp...



Highlights



Highlights



Highlights



Highlights



Highlights



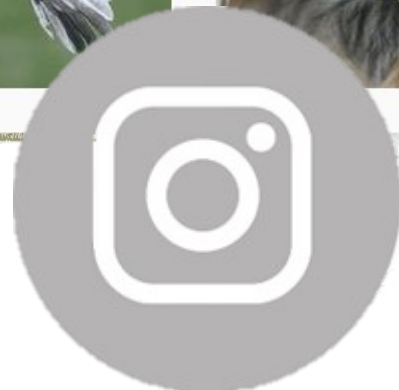
Newslet

BEITRÄGE

REELS

IGTV

MARKIERT



Instagram:

online since 07.2020

https://www.instagram.com/life_eurokite/?hl=de

459 Followers (State 08.02.2021)

Social Media



YouTube:

online since 11.2020

<https://www.youtube.com/channel/UCtQhOAKWKwLgnp-lCahjCDw>

10 Followers (State 08.02.2021)



LIFE EUROKITE

8 Abonnenten

ÜBERSICHT

VIDEOS

PLAYLISTS

KANÄLE

DISKUSSION

KANALINFO

Webcam SEO & LIFE EUROKITE (Spain)

▶ ALLE WIEDERGEHEN



Comedero Binaced- Life-eurokite.eu

SEOBirdLife - Sociedad Españ...
12 aktive Zuschauer



LIFE EUROKITE and SEO BirdLife Webcam in Spain -...

LIFE EUROKITE
6 Aufrufe • vor 1 Monat



LIFE EUROKITE and SEO BirdLife Webcam in Spain -...

LIFE EUROKITE
7 Aufrufe • vor 1 Monat



LIFE EUROKITE and SEO BirdLife Webcam in Spain -...

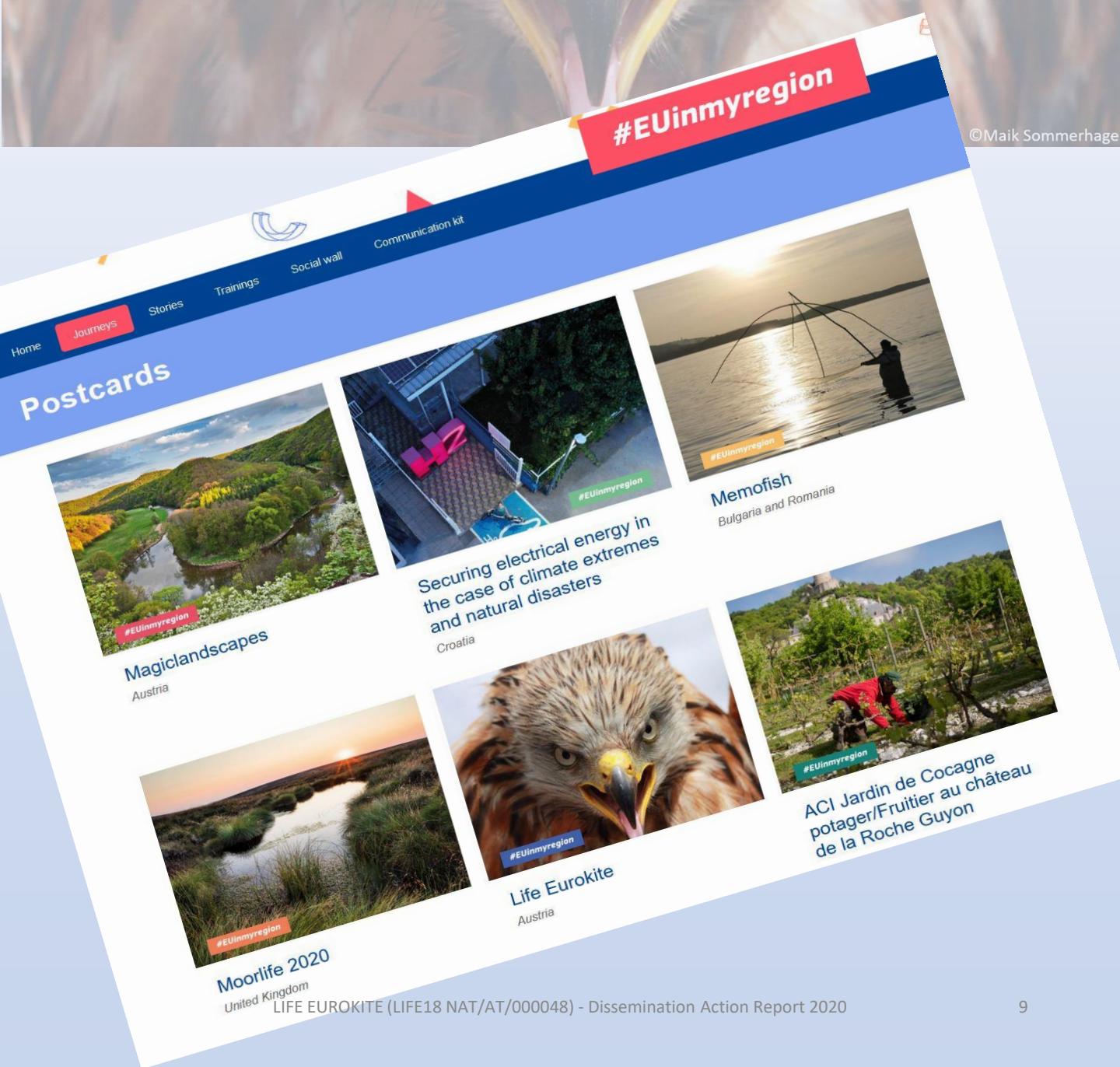
LIFE EUROKITE
9 Aufrufe • vor 1 Monat

Uploads

▶ ALLE WIEDERGEHEN



The LIFE EUROKITE project was selected for the printing of 200 postcards by #EUinmyRegion, which will be used for promotional material.



Press releases



There have been several press releases in the meantime by different partners and newspaper companies. Press releases in Spanish, English, German, Portuguese and French can be found on our website.

<https://www.life-eurokite.eu/en/media/press-releases.html>



News ▾ Project ▾ Our birds ▾ Media ▾ Cooperations ▾ Team ▾ Contact ▾

Life-Eurokite EN / Media / Press releases

SEO BIRDLIFE

Finaliza el censo invernal
de dormideros de milano
real en toda Europa



2021-01-21 11:39

CHARLOTTE TITZ, KRONEN ZEITUNG

Winterschlafplatzzählung
der Rotmilane

...in ganz Europa



2021-01-19 09:59

MITTELEUROPAISCHE GESELLSCHAFT ZUR ERHALTUNG DER
GREIFVÖGEL (MEGEG)

Besonderter Rotmilan des
LIFE EUROKITE Projektes
wurde mit 4 weiteren
Rotmilanen in Portugal tot
aufgefunden!



2021-01-12 08:32

MITTELEUROPAISCHE GESELLSCHAFT ZUR ERHALTUNG DER
GREIFVÖGEL (MEGEG)



CENTRAL EUROPEAN SOCIETY FOR RAPTOR PROTECTION (MEGEG)



CENTRAL EUROPEAN SOCIETY FOR RAPTOR PROTECTION (MEGEG)





Topic	Publisher	Where	Language	Date
Tagged red kite found dead in Portugal	Wilder Rewilding your days Inês Sequeira	online / LIFE EUROKITE	Portuguese	05.01.2020
Tagged red kite found dead in Portugal	MEGEG	online / LIFE EUROKITE	English	07.01.2020
First LIFE EUROKITE Winter Count	MEGEG	online / LIFE EUROKITE	Spanish	08.01.2020
First LIFE EUROKITE Winter Count	MEGEG	online / LIFE EUROKITE	English	08.01.2020
First LIFE EUROKITE Winter Count	MEGEG	online / LIFE EUROKITE	German	08.01.2020
Tagged red kite found dead in Portugal	MEGEG	online / LIFE EUROKITE	German	12.01.2020
Wintercount red Kites Austria	Krone Zeitung, CharlotteTitz	Newspaper	German	15.01.2020
Winter count LIFE EUROKITE SEO	SEO BirdLife	online / LIFE EUROKITE	Spanish	21.01.2020
Sulzbacher Red kites	Thüringer Allgemeine, Dirk Lorenz-Bauer	Newspaper / LIFE EUROKITE	German	10.06.2020
EU LIFE Projket EUROKITE	Land Sachsen-Anhalt	Online	German	17.06.2020
GPS Red Kites Saxony-Anhalt	Mitteldeutsche Zeitung, Uwe Kraus	Newspaper / LIFE EUROKITE	Gerrman	21.06.2020
Conservation Project for birds	Kurier Burgenland, Michael Pekovics	Newspaper / LIFE EUROKITE	German	05.07.2020
Red Kite Hybrids	Mitteldeutsche Zeitung, Corinna Nitz	Newspaper	German	04.08.2020
Netz Burgenland protects the red kite and great bustard	Energie Burgenland AG	online / LIFE EUROKITE	German	12.09.2020
LIFE EUROKITE, SEO	SEO BirdLife	online / LIFE EUROKITE	Spanish	29.10.2020
Workshop "illegal poisoning"	MEGEG	online / LIFE EUROKITE	German	14.11.2020
Workshop "illegal poisoning"	MEGEG	online / LIFE EUROKITE	English	14.11.2020
Workshop "illegal poisoning"	MEGEG	online / LIFE EUROKITE	Spanish	18.11.2020
Workshop "illegal poisoning"	MEGEG	online / LIFE EUROKITE	French	18.11.2020
Red Kite Project (Species protection and Wind energy)	Die Grünen	Online	German	03.12.2020
Forestry, Windpark and LIFE EUROKITE	Wadeckische Landeszeitung	Newspaper /LIFE EUROKITE	German	04.12.2020
LIFE EUROKITE, AMUS	AMUS	online / LIFE EUROKITE	Spanish	17.12.2020
LIFE EUROKITE, AMUS	AMUS	online / LIFE EUROKITE	English	17.12.2020
LIFE EUROKITE E.ON	E.ON / EG.D	Online	Czech	unknown
Dead Red Kite LPO Herault	Midi Libre	Online	French	19.11.2020
Dead Red Kite LPO Herault	Hérault-Direct	Online	French	17.11.2020
LIFE EUROKITE	Europa Press	Online	Spanish	29.10.2020
LIFE EUROKITE GPS	Volksstimme	Online	German	15.07.2020
LIFE EUROKITE LBV	LBV	Online	German	unknown
LIFE EUROKITE Winter Count Austria	BVZ, Saskia Jahn	Newslpaper / online	German	24.01.2021
Tagged Red Kites LIFE EUROKITE & LPO	Enviscope, Michel Deprost	Online	French	09.12.2020
New Spiral better prtects birds	EG.D	online / LIFE EUROKITE	English	29.01.2021
7 Red Kites dead in Portugal	Wilder Rewilding your days Inês Sequeira	online / LIFE EUROKITE	Portuguese	25.01.2021
Lesser red kites are coming back	LBV	online	German	03.03.2021
GPS Logger for bavarian red kites	Baurischer Rundfunk 24	online	German	03.03.2021
GPS Logger for bavarian red kites	Mittelbayrische	online	German	03.03.2021
GPS Logger for bavarian red kites	Abendzeitung München	Newspaper	German	03.03.2021
GPS Logger for bavarian red kites	Straubinger Tagblatt	Newspaper	German	03.03.2021
GPS Logger for bavarian red kites	Landshuter Zeitung	Newspaper	German	03.03.2021
GPS Logger for bavarian red kites	Welt	online	German	03.03.2021

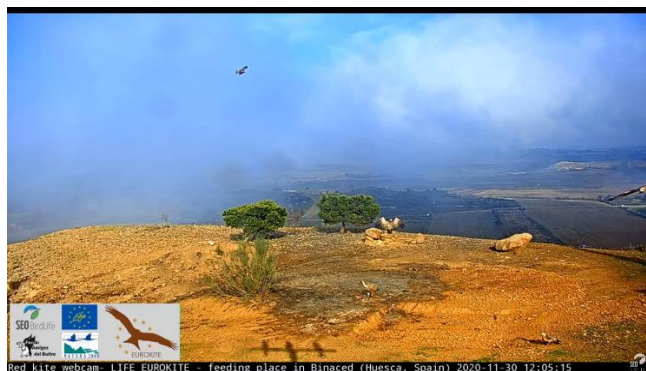


Webcam operated by SEO

The webcam operated by SEO is online since November 2020. It was integrated into the website of LIFE EUROKITE and is also available on YouTube (SEO and LIFE EUROKITE).

<https://www.life-eurokite.eu/en/our-birds/webcams.html>

SEO/BirdLife has a great experience in the installation of webcams in nature for the observation and dissemination of bird biology. Prior to the definitive installation and the start of the broadcasting, several arrangements were made with the managers of the feeding place (Fondo de Amigos del Buitre), the owner of the land (Binaced Town Council), and the regional government (Environmental Service of the Huesca Provincial Service of the Aragon Regional Government). The Fondo de Amigos del Buitre is a local association that manages several feeders and it is a fundamental part of this webcam: they are in charge of keeping the feeding place where the camera is located in good conditions, making the daily food supply, and solving possible local problems with the installation for its correct functioning. The town council granted permission to place the webcam on land it owns, and collaborated in part of the necessary infrastructure, such as the installation of the wooden post on which the camera is located. Finally, the Environmental Service of the Huesca Provincial Service approved the installation of the webcam to broadcast images of endangered species over the Internet, but did not consider it necessary to draw up a written permit. This webcam is located in Las Pichillas feeding place (Binaced, Huesca, northeast Spain), and is one of the oldest controlled feeding places for scavengers in Spain. Since its launch in mid-November 2020 until the end of January 2021, the red kite webcam has had 33,527 views, with an average of 7:29 minutes of viewing time, from 17 countries, considering the Analytics report from YouTube. Some videos have been included in SEO/BirdLife YouTube channel, with thousands of views.





© Mark Ralston

NEWSLETTER

December 2020

LIFE EUROKITE

(LIFE18 NAT/AT/000048)



MEGEG



Since August 2020 the LIFE EUROKITE project publishes every month a newsletter with now more than 200 subscribers.

<https://www.life-eurokite.eu/en/news/subscribe-to-newsletter.html>

Because Thomas Waitz (MEP) had lead-free ammunition on his agenda in November 2020 we joined him by starting the interviews with hunters about the use of lead-free ammunition. The Newsletter of December 2020 had the topic lead-free ammunition with a statement and texts for example from Thomas Waitz (MEP), Cy Griffin (FACE) and David de la Bodega Zugasti (SEO).

At the moment 2 interviews from hunters about the use of lead-free ammunition are online in German with an English subtitle

(<https://www.youtube.com/watch?v=NG7iY6B62-Q>).

International Statements

Additionally, the LIFE EUROKITE project is asking (prominent) people from different stakeholder groups to support the project. In this case the project supporter only stands with her/his name, picture and a statement for the project and supports it through the media and e.g., welcome speeches at events. At the moment the project has supporters from hunting association, MEP, Conservation Organisations, scientific institutions and ministries.

<https://www.life-eurokite.eu/en/beneficiaries/project-supporter/statements.html>

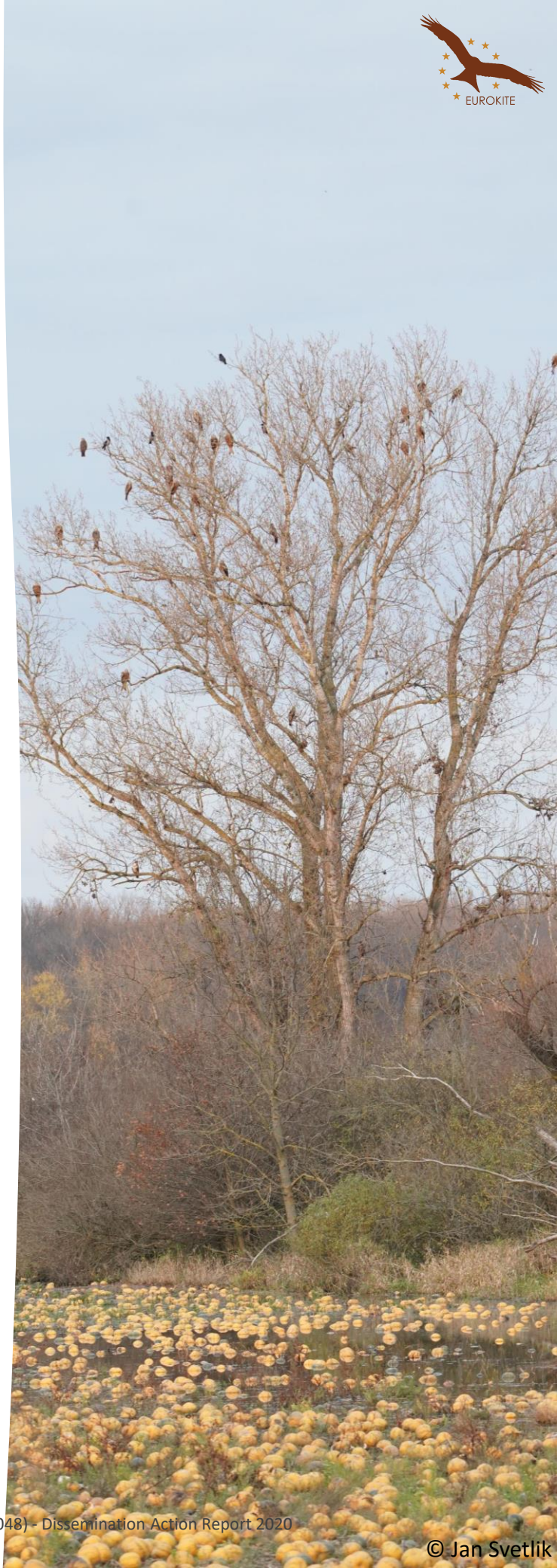


Red Kite Conservation Team (RKCT)

The “Red Kite Conservation Team” (RKCT) has already 35 members from 15 different countries.

These team comprise an informal group of experts from all the range countries of a single species. The main objective of this conservation team is to facilitate international cooperation and to coordinate the exchange of information in connection with the implementation of measures for the Europe-wide protection of the Red Kite. The idea to establish a "Red Kite Conservation Team (RKCT)" was born at the International Workshop in Segovia (Spain) on the 2.12-5.12.2018. It is currently managed by Ubbo Mammen (DE) with the help of Rainer Raab (AT, Technical Manager of the "LIFE EUROKITE project"). The first meeting did not take place yet but will be organized in 2021.

<https://www.life-eurokite.eu/en/team/red-kite-conservation-team.html>



Cooperation Partner

During the first year of the project many different cooperation between different organisation took place. The cooperation partners take actions in different parts of the project e. g. the winter count, action against mortality reasons, scientific paper etc.

Within the next month more cooperation will be established in whole Europe.



Deliverables & Milestones

Recently some of the Milestones and Deliverables are done and everything is on time, except the locations of the notice boards are not yet decided.

Name of the Deliverable	Action	Deadline	Adjusted Deadline	Finished	Notes
Layman's report	E 1	01.01.2027			
At least 2 publications in scientific journals	E 3	01.01.2023			
At least 4 publications (2 additional) in scientific journals	E 3	01.01.2024			
At least 6 publications (2 additional) in scientific journals	E 3	01.01.2025			
At least 8 publications (2 additional) in scientific journals	E 3	01.01.2026			
At least 10 publications (2 additional) in scientific journals	E 3	15.12.2026			
Minutes of the midterm conference	E 4	01.01.2024			
Minutes of final conference	E 4	01.01.2027			
At least 4 short videos about the Red Kite for distribution	E 5	01.07.2021			One video (general information about the project and the red kite) is done and distributed on the social media. Others are planned.
At least 8 short videos about the Red Kite for distribution (4 additional)	E 5	01.07.2023			
Book "Red Kite"	E 5	01.09.2024			
At least 12 short videos about the Red Kite for distribution (4 additional)	E 5	01.09.2025			
Short video interviews with hunters for the promotion of lead-free ammunition	E 8	01.01.2026	15.11.2020	✓	2 Interviews are done with hunters and several statements of different people for the Newsletter 11.2020. More are planned.

Name of the Milestone	Action	Deadline	Adjusted Deadline	Finished	Notes
The presence in social media (e.g. Facebook) has been established in 4 languages (DE, EN, FR, ES) and will be maintained	E 1	01.01.2020	01.02.2020	✓	Social Media will be only in German and English due to translation effort and time management. Around 4-5 post per week. Starting post 1.2.2020
The project webpage was produced, is online in multiple languages (minimum German, French and Spanish) and will be maintained	E 1	01.01.2020	01.04.2020	✓	Webpage is online English (04.2020), German (07.2020), French (07.2020), Spanish (08.2020)
Detailed locations for the 5 notice boards / information points were decided	E 1	01.02.2020	unknown delay	X	Not yet, waiting for the right place to set up the boards. E.g. near roosting sites etc.
All 5 notice boards / info points are erected and accompanied by a small local event - 30 years LIFE in Europe	E 1	18.05.2022			
At least 6,000 followers per post in social media	E 1	01.01.2024			
At least 10,000 followers per post in social media	E 1	01.01.2026			
The Layman's report (1,000 copies) was produced and translated	E 1	01.01.2027			
The first general campaign has already started	E 2	15.09.2021			
All 6 general campaigns have already begun or are completed	E 2	01.01.2023			
The "European day against illegal poisoning of wildlife" was established	E 2	01.01.2025			
At least 4 publications (2 additional) in scientific journals and 6 presentations (2 additional) of the project and its results at Conferences	E 3	01.01.2024			
At least 10 publications (2 additional) in scientific journals and 12 presentations (2 additional) of the project and its results at Conferences	E 3	15.12.2026			
The scientific community, conservation NGOs, law enforcement authorities and nature conservation authorities were invited to the midterm conference and at least 50 people confirmed their participation	E 4	01.09.2023			
The scientific community, conservation NGOs, law enforcement authorities and nature conservation authorities were invited to the final conference and at least 50 people confirmed their participation	E 4	01.09.2026			

Name of the Milestone	Action	Deadline	Adjusted Deadline	Finished	Notes
The scientific community, conservation NGOs, law enforcement authorities and nature conservation authorities were invited to the final conference and at least 50 people confirmed their participation	E 4	01/09/2026			
A decision which promotional products to use was made by the Steering Committee	E 5	01/07/2021			
Promotional products to enable the first campaign against poisoning are in charge	E 5	01/08/2021			
Promotional products for the 5 notice boards / info points - "30 years LIFE in Europe" are ready	E 5	11/05/2022			
At least 50% of the promotional products for the campaigns against poisoning were distributed	E 5	01/07/2024			
At least 85% of the promotional products for the campaigns against poisoning were distributed	E 5	01/07/2026			
At least 1200 books about the "Red Kite" were distributed	E 5	01/10/2026			
The media impact report as part of the midterm report is completed	E 6	15/07/2023			
At least 1 TV documentaries, 4 TV spots, 1 radio spots, 8 press releases and 16 press articles about the project were created	E 6	01/01/2024			
The media impact report as part of the midterm report is completed	E 6	15/01/2024			
The current media impact report was provided to the Steering Committee	E 6	01/09/2025			
At least 4 TV documentaries, 16 TV spots, 4 radio spots, 32 press releases and 64 press articles about the project were created	E 6	15/01/2027			
The media impact report as part of the final report is completed	E 6	15/01/2027			
The material of the existing camera in Italy was received and further cooperation has been ensured	E 7	01/07/2020		✓	Examples of the exiting Camera were given. There is the possibility of a second camera. Cooperation is ensured and the installation is ongoing.
The webcam operated by SEO is ready for use	E 7	01/11/2020		✓	Webcam operated by SEO is installed and online since 25th of November.

Name of the Milestone	Action	Deadline	Adjusted Deadline	Finished	Notes
The webcam operated by AMUS is ready for use	E 7	01/07/2021			
Details which stakeholder groups seem most relevant in which local context were discussed and agreed on by the local partners and in the steering committee.	E 8	01/01/2020	delayed?		
Conservation NGOs were included in partnerships, round table and conservation events etc. to ensure further cooperation	E 8	01/07/2020		✓	
The collaboration with academic and scientific institutions was ensured to disseminate the project findings and to provide additional input	E 8	01/01/2021		✓	There has been cooperation agreements between some academic institution e. g. University of Vienna.
Various meetings with regional and local authorities took place	E 8	01/01/2021		✓	There has been some video conferences with local authorities e. g. in Spain and Germany. Due to Covid no personal meeting took place.
Local and regional hunters and hunting associations were contacted, informed on the project and encouraged to raise awareness that poisoning is never a minor misdemeanor but a criminal offense	E 8	01/01/2022			
Action E.8 was started in the Czech Republic	E 8	01/04/2022			
Farmers were made aware of best practice use of second generation rodenticides and encouraged to use first generation products instead	E 8	01/07/2023			
The collaboration with the hunters was ensured to increase the peer pressure on offenders in areas where poisoning is more common	E 8	01/01/2025			
To promote the use of alternative lead free ammunition hunters, who were already using such products, were asked to describe their own experiences e.g. in short video interviews	E 8	01/01/2026		✓	2 Interviews and several statements, Contact with MEP Thomas Waitz (November 2020). Newsletter about lead (free) ammunition
A European species conservation specialist team for the Red Kite was established	E 9	01/07/2022		✓	Established and online on the Website. First meeting will be in 2021.
The project team contacted and visited at least 3 particularly suitable projects to learn from their experiences.	E 9	01/01/2024			

Outlook for 2021

In 2021 the first general campaign will start, and promotional products will be charged for that. Due to the Covid situation it is not yet clear how the campaign will be organized. The Webcam operated by AMUS will ready and online on the webpage at the end of 2021. Short videos about the red kite are planned and will be produced step by step.

The tagging period in 2021 is used to meet with some of the project supporters and to get some more press releases, interviews and short videos.



