Dissemination Plan of LIFE Natura@night project

Funchal, 2022

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In the **LIFE Natura@night** project, we intend to the reduction and mitigation of the impact of light pollution in the areas of the Natura 2000 network from Macaronesia.

COFINANCIAMENTO

PARCEIROS

COORDENAÇÃO

SPEA

Mission

Work for the study and conservation of birds and their habitats, promoting a development that guarantees the viability of the natural heritage for the enjoyment of future generations.

SPEA – Portuguese Society for the Study of Birds is an Environmental Non-Governmental Organization that works for the conservation of birds and their habitats in Portugal. As a non-profit association, it depends on the support of its members and various entities to carry out its actions. It is part of a worldwide network of environmental organizations, **BirdLife International**, which operates in 120 countries and aims to preserve biological diversity through the conservation of birds, their habitats and the promotion of the sustainable use of natural resources.

SPEA was recognized as an entity of public utility in 2012.
www.spea.pt

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ABSTRACT

This document presents the project's dissemination strategy. This strategy aims to help the project achieve its largest possible impact in Macaronesia, and in Europe. It describes the main target audiences of dissemination activities, the publication guidelines, the main dissemination materials and first plans for collaboration with stakeholders.

1. EXECUTIVE SUMMARY

Local dissemination & communication plans will be set up mainly for the pilot regions covered by the project. The responsibility for this task lies mainly with the project coordinator, SPEA.

Among dissemination materials, the project's website (www.naturaatnight.spea.pt) plays a key role, as it works as a gateway for anyone anywhere wanting to find out more about the project.

For publications and presentations in the academic domain, all results produced from the project will be shared with the public. When possible, results of experiments and actions will be shared with the academic community and published on peer-reviewed publications. Nearly all project deliverables will be made publicly available via the project website. Nearly all project deliverables will be made publicly available via the project website.

Finally, LIFE Natura@night will engage in collaboration with third parties such as other projects funded by LIFE programme and dealing with issues of relevance to the project. The objective is to identify potential synergies and to seek cooperation in order, to increase visibility and to join forces to create better and broader outcomes of the project (e.g. more comprehensive laws against light pollution).

2. INTRODUCTION ABOUT THE PROJECT

The LIFE Natura@night project aims to reduce light pollution in protected areas of Macaronesian archipelagos, namely Madeira, Azores and Canary Islands. By working with local authorities, fishermen and the community to reduce light pollution, we will also be implementing more efficient lighting, contributing to better resource management, and combating climate change.

The LIFE Natura@night project is coordinated by the Portuguese Society for the Study of Birds (SPEA), in partnership with the Municipality of Câmara de Lobos, the Municipality of Funchal, the Municipality of Santa Cruz, the Municipality of Machico, the Municipality of Santana, the Municipality of Santa Cruz da Graciosa, the Direção Regional de Políticas Marítimas, the Institute of Forests and Nature Conservation (IFCN), the Institute of Astrophysics of the Canary Islands, the Technological Institute of the Canary Islands, Fluxo

de Luz and the Spanish Society of Ornithology. It is co-financed by the LIFE program of the European Union.

2.1 Main message and ideas

- Artificial light at night (ALAN) is a global problem that seriously affects not only biodiversity but also people.
- The project is based on finding solutions (among several partners from different areas) and minimizing the impact of light pollution. It is based on the search and development of joint work to achieve results that persist over time.
- In terms of communication, the project aims to increase the population's awareness of the impacts of light pollution on biodiversity and humans and to call for the improvement of existing lighting practices and regulations.

"For a night full of life"

Protect the biodiversity, increase energy efficiency, and actively involve citizens in environmental changes.

This project aims to intervene on public lighting systems to benefit wildlife and mitigate impacts in nature in three different archipelagos (Madeira, Azores, and Canary Islands).

Besides some projects and studies made previously with a focus only on seabirds, this project is pioneer on studying the impacts of ALAN and testing mitigation measures on other animal groups (bats and moths) and solving a problem so many times overlooked. This project is an integrated set of informative, conservation, dissemination and awareness actions developed to tackle simultaneously all aspects of the threats related with the effect of ALAN on wildlife.

2.2 Actions involved

Actions aiming to gather and disseminate knowledge and best practices on the technical solutions and other measures are already widely tested for light pollution reduction (A3, A4, A5, A6, E1). The project will gather knowledge from bibliographical sources and conservation actions taking place, within and in parallel with the project, and produce dissemination materials and activities. These are directly aimed to promote replication of those actions within public and private sectors. In order to ensure replication and knowledge transfer of the results of the project, it will include a dissemination plan (E1), capacity building actions (E3) and a replication and transfer action (E4).

The dissemination plan will target audiences at regional and national levels and include classic dissemination tools. These include a website, boards, press and social media, networking

events with other entities and specialists involved in light pollution mitigation and specific materials and sessions aimed to provide relevant stakeholders with information and capacity to replicate the project's actions. Capacity building actions will organize training actions and visits to demonstration and pilot actions to increase awareness of the issue and knowledge on appropriate technical solutions among architects, civil engineers, and other stakeholders in Macaronesia. Finally, the replication and transfer action will produce targeted information, such as best-practice leaflets and presentations that will explain how to apply techniques and methodologies tested by the project to other stakeholders in the region or abroad.

Additionally, this project involves a significant amount of I&D related to the dissemination and even development of technologies for light pollution measurement and mitigation. This I&D developed by companies mostly located in Azores, Madeira and Canary Islands associated with the implementation of actions of capacity building (E3), dissemination (E1) and replication and transfer (E4) will promote knowledge transfer between regions and capacity building of local stakeholders.

Environmental education actions (E2) with schools will have significant impact in terms of STEM promotion within young students, with special attention to girls, since this project will not only involve knowledge on biodiversity and natural sciences but also physics and technology contents.

LIFE Natura@night project includes some relevant stakeholder involvement and dissemination actions, namely:

- A10. Survey of the population from the municipalities covered by the project on public lighting and light pollution.
- C11. Creation of a working group on light pollution to promote the establishment of European, national, regional, and municipal legislation.
- C12. Creation of a network of private entities that implement best practices of outdoor lighting in their facilities.
- D6. Monitoring the awareness of the local population and stakeholders about the impacts of light pollution.

These actions will ensure that during its implementation, the project is adequately disseminated in Madeira, Azores, and Canary Islands, and in other countries and locations that might face similar issues.

Overall search for partnerships and replication/transfer of project's outputs will be continued even in the After-LIFE and will allow implementation of similar actions in other municipalities, in Macaronesia and/or in other countries. Contacts made during the project are expected to facilitate new partnerships and new applications to funding mechanisms (EU or not EU) to support additional conservation work.

Finally, the four-year work with engagement of relevant stakeholders, will also make it possible to keep their interest and involvement in future actions and projects, as closer relations and connections will be established. Also, the surveillance and reporting system will be fully implemented. This will allow for stakeholders to continue to feel involved in the conservation of the natural values addressed by the project, therefore being a critical voice/opinion, which is necessary under regular democratic political changes, as those foreseen as regular in any public authority.

In terms of replication, the maintenance of the Light Pollution Working Group at EU-level will be essential, since it can help identify replication opportunities in other EU and non-EU countries that present similar difficulties.

3. COMMUNICATION

3.1 Communication and Awareness Working Group

The Communication and Awareness Working Group has been created within the scope of the LIFE Natura@night conservation project, to support the management team in communicating and disseminating project results and engagement actions. It is composed by the coordinator of the project and, at least one representative of each partner.

The Communication and Awareness Working Group is willing to:

- Publicise the project to reach a great number of people;
- Promote the best practices on illumination among the community;
- Increase awareness and environmental education on light pollution and its impacts on biodiversity.

And has the following objectives:

1. Increase the project visibility to communicate with stakeholders and other LIFE projects;
2. Reach a great variety of target public to raise awareness about light pollution;
3. Ensure awareness-raising through environmental education;
4. Keep the population informed about the development of the project;
5. Monitor the awareness about the impacts of light pollution.

3.2. Communication pathways

Communication pathways (Charter 1) will be divided into two main actions: Internal (upward and downward) and External. Internal to the project, which are aimed at the project management team and internal stakeholders. This will include operational functions and related activities. External: targeting various types of external stakeholders.
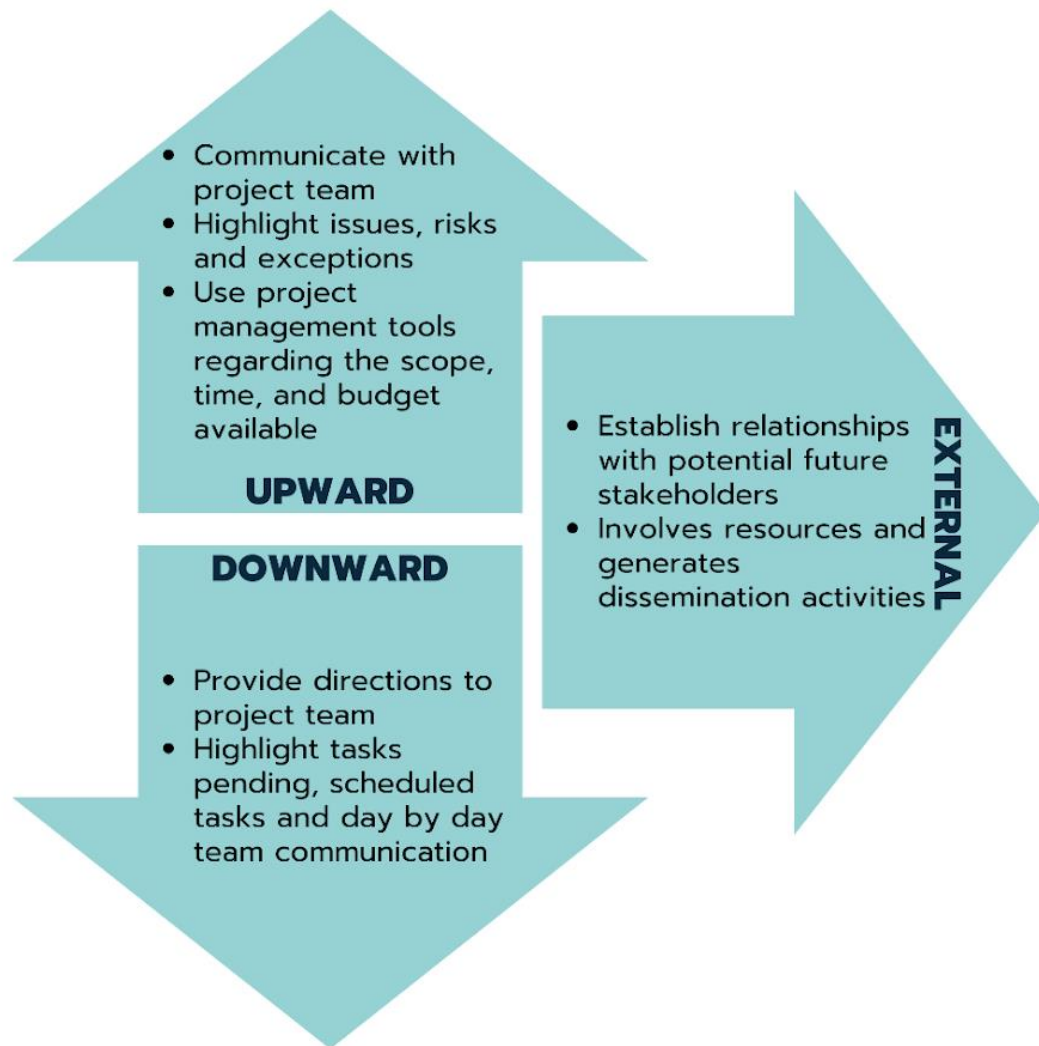
Charter 1 | Communication pathways.

As internal pathways are already contemplated in the project management, this document is focused on external communication pathways. Great attention is going to be given to stakeholders' engagement, in close relation with dissemination activities. Communication is mainly intended to keep the audience updated about project achievements.

All sorts of external entities are indirectly targeted by the project, and there are some mechanisms to do so (Charter 2).
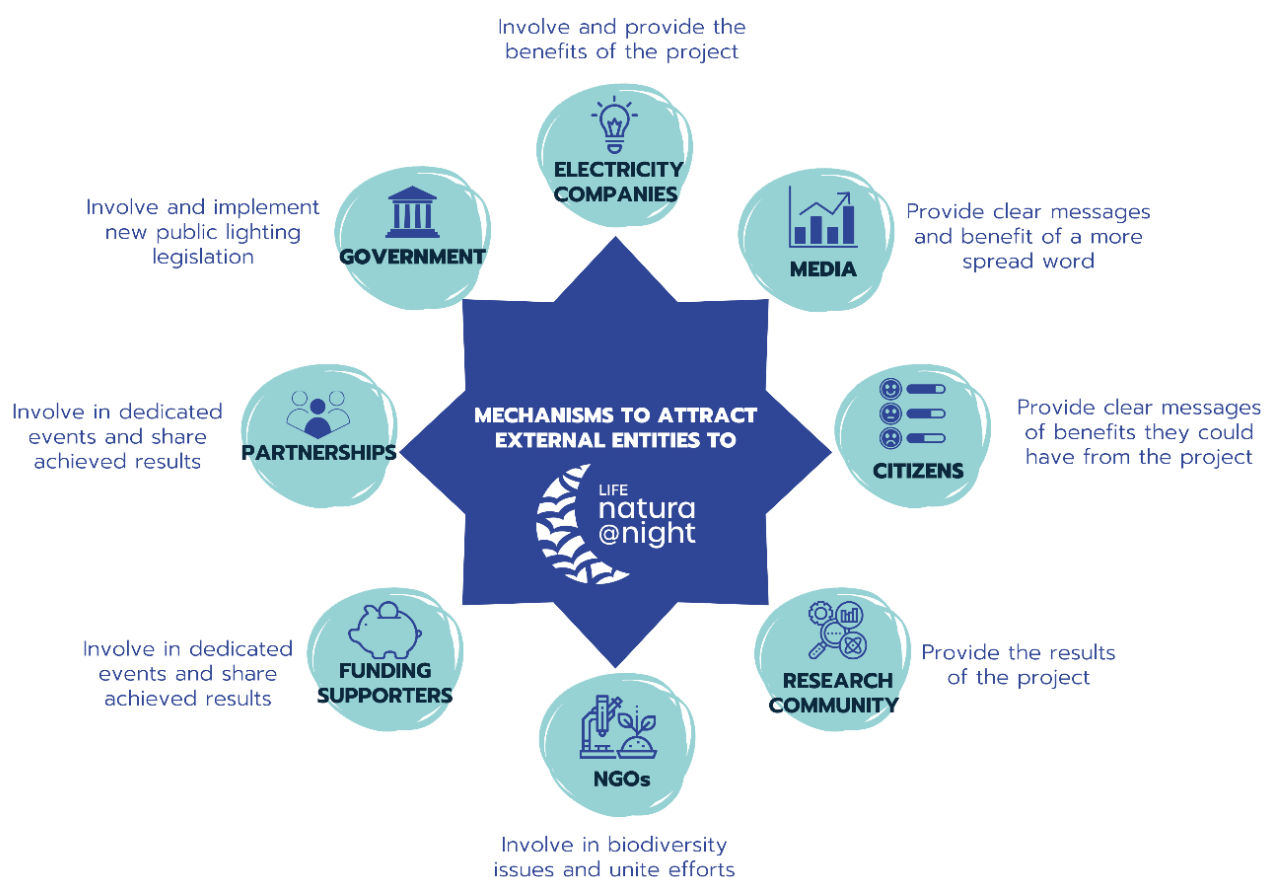
Charter 2 | Mechanisms to attract external entities to the project.

4. DISSEMINATION RULES AND PUBLICATION POLICY

General principles

To avoid confusion and misconceptions and to enhance the quality of the presented material, all dissemination activities should follow a number of important principles:

- Respect property rights of all materials used;
- Respect the work of all partners;
- Ensure the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication;
- Follow transparent procedures;
- Respect confidential results and results where commercial issues arise;
- Avoid overlapping or duplication of dissemination events;
- Clearly distinguish between results suitable for dissemination and exploitable results;
- Target the right audience;
- Always mention LIFE Natura@night and the European Comission financial support to the project (see communication guidelines at GUIDELINES_NORMAS_GRAFICAS).

5. DISSEMINATION OBJECTIVES

LIFE Natura@night will implement and regularly update a large set of different dissemination means that will pursue different dissemination objectives and target groups respectively. Following an adapted version of the marketing principle "AIDA" (Awareness, Interest, Desire, Action), the guiding dissemination principles for the different groups of dissemination means are described in Charter 3.

Awareness refers to informing the wider public of the rationale, aim, and (interim) results of the project and to make the project well known in the wider public and dedicated research and practice scenes. Usual target groups are the wider public and larger groups of special target users. Appropriate dissemination means include short documents/flyers providing some general information of the project, posters, press releases and, to a limited extent, the website.

Interest means to make people who are already aware of the existence of the project curious and interested to know more and to get involved. Also, interest for dedicated sub-topics can be created by means such as presentation at conferences, videos, and a well-designed project website.

Search (rather than "Desire" from the original AIDA concept) means to keep project dissemination means updated to not lose interest of the target groups as the project goes along. It also means to provide online material as well as printed materials and oral speeches at conferences and events. It will also be crucial to regularly engage in social media websites such as Twitter or Facebook to keep the interest in the project up. The same is true for regular publication of news items on the project website and partners' websites.

Action refers to leading dedicated target groups, community groups and public administrations towards acting based on the project's results.
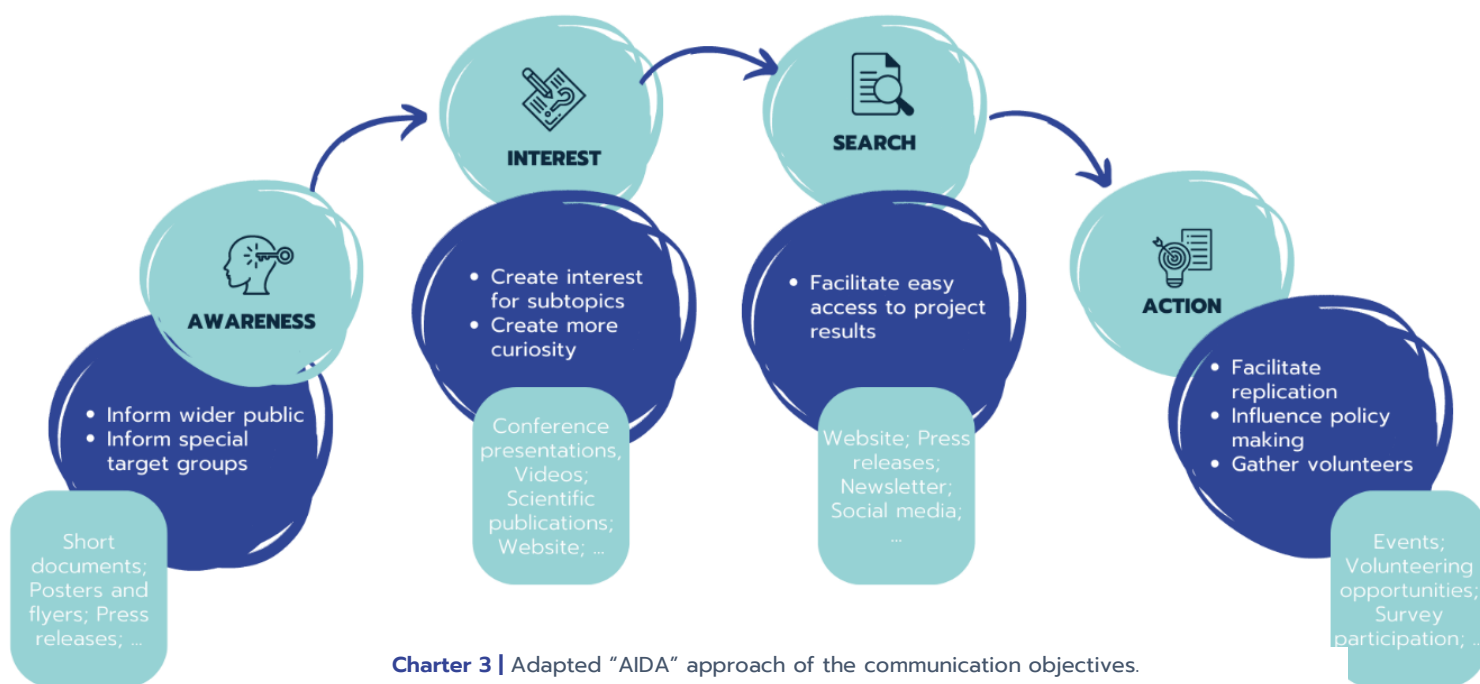
Charter 3 | Adapted "AIDA" approach of the communication objectives.

The LIFE Natura@night dissemination strategy is comprised by a set of goals:

- To increase public awareness about light pollution and the need to preserve nocturnal biodiversity
- Spread our message in regional, national, and international level
- Gather volunteers to help with the actions of the project
- To ensure that the project establishes and benefits from an effective network of stakeholders in the participating countries and elsewhere in Europe;
- To ensure that communication between stakeholders is effective and easy;
- To gain the trust and involve the media wherever possible to further help with the dissemination;
- To establish a visual identity.

Based on these goals, and taking into account the target group definition, the communication & dissemination plan will not be static, but will be continuously updated as new opportunities for dissemination arise and new project results are available.

The project must be disseminated by all partners in order to reach a diversified public in the fastest and most effective way. This way, we can benefit with the increased visibility of the project, reaching different stakeholders and important policy makers. Also, to communicate with other LIFE projects, to inform the general public of the development of the project and to enable environmental education and gather volunteers to help with the actions of the project.

6. DISSEMINATION STRATEGY

An effective dissemination strategy requires the identification of a strong, appealing project identity, easily recognizable and able to convey the main concepts and intentions of the project in an effective and attractive way. A project "logo", and a common graphical layout for website, presentations and dissemination material (flyers, posters) targeting different audiences are defined in this document, further below.

LIFE Natura@night website development and maintenance

We will provide a clear presentation of our goals, including vision, consortium members, work plan, scientific articles, deliverables, etc. The project website will be kept updated with news, links to the social networks, public deliverables, and articles.

Publishing of project achievement updates

To allow adequate information on project vision, objectives, and achievements, the project results will be made public via press releases, articles, and the official project website, as well as via partner websites in accordance with project policies. Social media will also be used for this purpose.

LIFE Natura@night presence at important events

Partners will actively promote the work in scientific, political, and public communities, and organize opportunities to disseminate the project in all sorts of events.

LIFE Natura@night publications, promo videos, brochures, and promotional materials. Partners will work both at joint and individual levels to submit scientific papers, articles and other publications. The project consortium will work closely with each partner's institution to generate multilingual press releases and communication via other media.

Dissemination of project results will be an important part of the project in order to achieve the largest possible impact in Europe.

Description of the dissemination strategy starts with a brief discussion of the project's target audiences and its overall identity as reflected in its logo. A major component of the project's dissemination strategy is the development of dissemination materials that fit in the following categories:

- Web presence including newsletter, website, press releases and social media;
- Publications, to be subdivided according to their target audience;
- Events, including organization and participation;

- Collaboration with third parties, interaction with similar projects and gathering stakeholders of relevance.

The coordinator of the project, SPEA, has the main responsibility of the communication procedures (website and social media activities) but counts with the contributions from the other partners, all of which will engage in dissemination activities.

Project aims, plans and results will be disseminated and communicated to all interested parties from kick-off onwards through a large set of different dissemination channels. In order to be effective and efficient, the dissemination strategy and channels need to:

- Be oriented towards the needs of the audience, using appropriate language and information levels;
- Include various dissemination methods: written text including illustrations, graphs and figures; electronic and web-based tools; and oral presentations at community meetings and (scientific) national and international conferences;
- Leverage existing resources, relationships, and networks fully;
- Interact with and effectively link to other relevant projects and initiatives;
- Be effectively conducted on several geographical levels, using appropriate dissemination channels.

6.1. Disseminating results and achievements on different geographical levels

Setting up local dissemination & communication plans
This is a list of initial steps and activities that should be initiated by each partner in due course:

- Put a link on your website to www.naturaatnight.spea.pt;
- Identify one communication manager and report back to SPEA;
- Identify and approach local/regional media with press release;
- Identify national events where LIFE Natura@night should be presented;
- Identify regional/national publication opportunities/channels;
- Write and publish at least 1 dissemination articles/year in regional press and/or relevant journals/magazines (each archipelago);
- Write and publish at least 1 dissemination articles/year in national press and/or relevant journals/magazines (each archipelago);
- Write and publish at least 1 dissemination articles/year in international press and/or relevant journals/magazines (each archipelago);
- Attend events and give presentations which include your activities in the project and its aims;
- Write at least 1 article/year for the project's website;
- Write and publish at least 1 post/month for own social media;

- Inform relevant national stakeholders about LIFE Natura@night project and your role in it;
- Send SPEA a list of relevant events and news for publication on the website;
- Follow SPEA on Facebook and share posts about the project;
- Follow SPEA on Twitter and actively retweet.

National activities

Dissemination activities on the national level will include:

- Participation in national events such as conferences, seminars, workshops;
- Articles in national newspapers and magazines for both the general public and public authority professionals;
- Encourage participation in national TV programs and debates whenever possible.

European and international outreach

European and international outreach is also a crucial part of the overall communication plan. Topics such as the legislation about light pollution and its impacts are topics that, amongst other topics, lend themselves for the European and international dissemination level. Appropriate dissemination means include:

- Website;
- Promotional videos;
- Lectures and conferences;
- Participation in international events and fairs.

6.2 Target audiences

Along the development of the project LIFE Natura@night, eight main target groups will be the focus to disseminate the project (Charter 4). Note that, regarding some groups, there's a variety of targets we can consider.

- **Wider public**
  - o Public in general
  - o Wider population in Azores, Madeira and Canary Islands
- **Local population affected by Municipal Public Lighting Plans**
- **School community**
  - o Students at schools
  - o Students outside schools
- **Volunteers**
- **Stakeholders**
  - o Companies
  - o Communities in coastal areas

- o Fishermen and Maritime-touristic companies
- o **Architects and engineers**
- o Municipalities and local authorities
- o Regional governments
- o Research/development/innovation institutions
- o Civil society/NGO's
- o Scientific community and other conservation projects
- o Electricity companies
- **Decision-makers and legislators at EU, national, regional, and municipal scale**
- **Media**
  - o Regional
  - o National
  - o International

Besides these target groups, we may also involve companies aiming to promote astrotourism or nocturnal birdwatching.

Charter 4 | Main target groups of the project.

6.2.1 Wider public

Apart from dedicated target groups, LIFE Natura@night will also be reachable for an interested wider public, mainly through its website and social media such as Twitter, Instagram or Facebook.

Public support from the population in Azores, Madeira and Canary Islands for lighting changes will be essential in order to ensure replicability of the actions in the project, therefore, there will be a media and social media campaign (E1) aiming to a broader public in Azores, Madeira

and Canary Islands. This campaign will build up on presently known seabird rescue campaigns and open the focus from only rescuing the birds to reducing the reasons why they fall in the first place, appealing to reduce unnecessary lighting.

6.2.2 Local population affected by Municipal Public Lighting Plans

This audience will be targeted directly by conducting surveys of perception (A10) and developing public sessions (E2) during the development of the MPLP. Also, specific communication actions will aim to this target audience, such as press releases about advances of the MPLP, publicity of public sessions and some awareness raising actions at a local scale aimed to increase local perception of the importance of reducing light pollution and mitigate their effects.

6.2.3 School community

School community will be another relevant target-audience of our dissemination actions. The project will produce an Environmental Education Program that will be proposed for different school levels and will create educational materials and train teachers for continuing this effort after the end of the project. Many schools have already signed support letters for the project and are willing to actively participate. We are confident that we can increase this number as soon as we start promoting the project.

6.2.4 Volunteers

This target audience includes groups already aware of the need of being involved in society, that have strong environmental values. Groups such as scouts, environmental association members and environmental sciences' students will be specifically targeted to participate in seabird rescue campaigns (C10) and turn them into ambassadors of change, promoting within their local community to reduce lighting or even do blackouts in critical moments for the protection of seabird juveniles.

6.2.5 Stakeholders

LIFE Natura@Night project will involve a large number of stakeholders, all of which are very important for the implementation of measures for the mitigation of light pollution in Macaronesia region and for the replication and transfer of the project results.

Some essential stakeholders needed for the action towards mitigation of impacts of ALAN in Natura 2000 sites are already involved in the project as partners, some others have already signed a support letter for the project and many others will be involved once the project is started.

6.2.6 Architects and civil engineers

Professionals related to public lighting designing will be targeted by promoting training sessions (E3) that will include awareness raising information and technical capacity building on innovative solutions for the reduction of light pollution.

6.2.7 Decision-makers and legislators at EU, national, regional and municipal scale

Decision-makers will be targeted at two levels. Regional and municipal decision-makers will be involved by the working group on light pollution in meetings and visits to pilot actions to increase their awareness on the opportunities linked to the implementation of MPLP and light pollution reduction measures, as well as improve their knowledge on best practices in terms of public illumination. The objective with these decision makers is to promote replication of the experiences that will be carried out by the project.

Decision-makers and legislators at all levels will be targeted by an advocacy campaign aiming to encourage their discussion of a law on light pollution based on the propositions created by the working group on light pollution (C11).

6.2.8 Media

Unlike many of the other groups which are reached by means of journals, conferences and industry events/networking, the media present a less cohesive and focused, but important group. The media plays an important role in public education. Important media outlets will be identified and listed, so a closer contact can be established such as local, regional and national newspapers, online magazines, regional television and radio. Project milestones, special events or campaigns (e.g. seabird rescue campaigns) will be shared with media outlets, in the form of press releases.

6.3 Dissemination materials

Several materials will be produced throughout the project, regarding the different target groups. The materials developed will be used in all kinds of activities and events, dedicated to a specific target group. See Table 1.

- **Brochure**: A small brochure will be designed in year 1 (Portuguese, Spanish and English) and distributed among participants of awareness activities, stakeholders' meetings and in workshops that project staff participates. This brochure will include a map with the intervention areas, target species and information about light pollution.

- **Notebooks, bookmarks, stickers**: different types of promotional materials will be produced during years 1, 2 and 3 to reach specific target audiences like students,

stakeholders and other participants in the activities developed. These will be used in the workshops and activities planned under this action and actions E2.

- **Seabirds/arthropods/bats pocket guide**: will be ready in the 3rd year, to be spread among local communities, tour operators and fishermen. This tool will help the identification of seabirds, arthropods and bats and inform about their phenology, abundance, and curiosities about the species.

- **T-shirt:** an attractive t-shirt will be used by the project staff and distributed to volunteers, other collaborators, and stakeholders. This t-shirt will be ready for the second year.

- **Itinerant exhibition:** to improve the information available on light pollution and to use in events and activities developed under action E2. With this exhibition, we expect to reach at least 5000 people, annually, until the end of the project.

- **Video spots:** 6 video spots will be produced focusing on Macaronesia natural values (especially seabirds, arthropods, and bats), highlighting the problems that the project aims to tackle and the conservation actions, being a valuable tool for wider dissemination. This will help disseminate the project through social networks and shall start in year 2.

- **Bus advertising campaign**: development of a campaign that will alert the public for the light pollution problem. We believe this is a cost-effective tool to raise awareness among local communities and tourists. This campaign will be implemented at the end of year 2 and beginning of year 3.

During years 2, 3 and 4, we will engage with local and national media to develop stories and articles about the project's ongoing actions. At least 10 stories and articles with local or national media are expected.

SPEA Madeira will be responsible for the implementation, but all other partners will support the dissemination plan. SEO will give vital support to translate and adapt all materials to Spanish.

	Wider public	Local population affected by Municipal Public Lighting Plans	School community	Volunteers	Architects and civil engineers	Stakeholders	Decision-makers and legislators at EU, national, regional and municipal scale	Media
BioBlitz	✓	✓	✓	✓				✓
Brochure, flyer	✓	✓				✓	✓	
Calendar	✓					✓		
Field trips	✓	✓	✓	✓				
Itinerant exhibition	✓	✓	✓				✓	✓
Layman's report	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓		
Notebooks, markers & stickers	✓	✓	✓	✓				
Notice boards	✓	✓	✓	✓			✓	✓
Pocket guide	✓	✓	✓	✓				
Poster about light pollution	✓	✓	✓	✓			✓	✓
Presentations	✓	✓	✓	✓	✓	✓	✓	✓

Press releases	✔	✔		✔		✔	✔	✔
Public events	✔	✔	✔	✔			✔	✔
Publicity campaign	✔	✔		✔			✔	✔
Reports	✔	✔			✔	✔	✔	✔
Scientific publications		✔			✔	✔		✔
Social Media	✔	✔	✔	✔	✔	✔	✔	
Teacher-student dossier			✔					✔
Toy mascot	✔		✔					
T-shirts				✔				
Videos & Photos	✔	✔	✔	✔			✔	✔
Website	✔	✔	✔	✔	✔	✔	✔	✔
Workshops	✔	✔	✔	✔	✔		✔	✔

Table 1 | Target groups and respective dissemination materials and events. (🦉 = ✔).

6.4 Checklist by target group

In order to support the project partners in choosing the right communication means for the different target groups, a checklist (Table 2) has been designed that may serve as a guideline for local and regional dissemination purposes.

Wider public

- Distribute flyers & brochures
- Attend seminars, conferences, workshops
- Engage on social media
- Create and keep an interesting and up-to-date project website

Local population affected by Municipal Public Lighting Plans

- Attend seminars, conferences, workshops
- Distribute flyers & brochures
- Create and keep an interesting and up-to-date project website
- Engage on social media

School community

- Send an updated environmental education program for each school year
- Engage on social media
- Create and keep an interesting and up-to-date project website

Volunteers

- Send a regular newsletter with volunteering opportunities
- Engage on social media
- Send all results about their volunteering work
- Create and keep an interesting and up-to-date project website

Stakeholders

- Distribute flyers & brochures
- Send a regular newsletter summarizing research in progress
- Host or attend seminars, conferences, workshops
- Engage on social media
- Publish in books and scientific journals
- Create and keep an interesting and up-to-date project website
- Invite them to the final conference

Architects and civil engineers

- Distribute flyers & brochures

- Send a regular newsletter summarizing research in progress
- Host or attend seminars, conferences, workshops
- Engage on social media
- Publish in books and scientific journals
- Create and keep an interesting and up-to-date project website
- Invite them to the final conference

Decision-makers and legislators at EU, national, regional and municipal scale

- Distribute flyers & brochures
- Host or attend seminars and conferences, workshops
- Distribute case briefs and case studies (local trials on going activities and results)
- Attend clustering workshops
- Organise workshops presenting the project results and collect feedback
- Invite them to the final conference

Media

- Publish press releases
- Invite them to the final conference
- Publish in journals, papers
- Create and keep an interesting and up-to-date project website

Table 2 | Checklist by target group.

6.5 Core components of dissemination strategy

LIFE Natura@night will thus pursue a multi-dimensional and large-scale dissemination approach, following these principles:

- Who – target audience
- What – key messages
- When – timing
- Why – desired outcomes
- How – communication vehicle/means
- By whom – responsibility for the dissemination activity

Our strategies and dissemination objectives help us to choose the target groups based on various levels of detail in order best fit the project needs. This is highlighted in Table 3, which contains the core components of dissemination strategy.

WHO Target audience	Wider public	Local population affected by Municipal Public Lighting Plans	School community	Volunteers	Stakeholders	Architects and civil engineers	Decision-makers and legislators at EU, national, regional, and municipal scale	Media
WHAT Key message	General contents(*)	General contents(*); How the project can help citizens to be directly involved in the local government decision making	General contents(*)	General contents(*); Means that can be pursued to mitigate light pollution; Activities to participate in	General contents(*); Increase light efficiency and decrease effect in nocturnal biodiversity	General contents(*); Increase light efficiency and decrease effect in nocturnal biodiversity; follow legislations	General contents(*); How the project can help with light efficiency and to create legislation about light pollution	General contents(*)
WHEN Timing	Constantly	Periodically	Constantly and After-LIFE	Periodically	Periodically and After-LIFE	Periodically and After-LIFE	Periodically and After-LIFE	Constantly

WHY Desired outcomes	Making the project extensively known; Raise awareness about the impacts of light pollution on wildlife and humans	Making the project extensively known; improving both citizens' participation in local government and the relationship between citizens and government	Raise awareness about the impacts of light pollution on wildlife and humans	Help with the development of the actions of the project	Follow best practices recommendations regarding light efficiency	Follow best practices recommendations regarding light efficiency	Making the project extensively known; building connections and giving recommendations to policies at national, regional and municipal scale	Making the project extensively and "properly" known, avoiding misunderstanding and/or information manipulation
HOW Communication vehicle/means	Website, social networks, international articles	Flyer; PPT; thematic presentation	Website; Brochure; thematic presentation	Website; Brochure; thematic presentation	Website, social networks; Flyer; thematic presentation	Flyer; PPT; thematic presentation	Social networks	Website, social media, Newsletter, Press releases.
BY WHOM Responsibility for the dissemination activity	SPEA, partners of the project	SPEA, partners of the project	SPEA, partners of the project	SPEA, partners of the project	SPEA, partners of the project	SPEA, partners of the project	SPEA, partners of the project, Public Authorities and stakeholders involved	SPEA, partners of the project

Table 3 | Core components of dissemination strategy.

(*) General contents are referring to what is the project; how it works; which are the goals; what are the ongoing actions, done and to be done.

6.6 Dissemination means

6.6.1 Project visual identity

Various options for a project logo were developed by SPEA's professional designer. Several successive drafts were intensively discussed within the project coordinator and then revised by the designer. The logo is depicted below. The final version was designed to represent the concept of a "night full of life", creating a symbol wide enough to positively represent the project, transmitting hope regarding the work that will be implemented in the future, involving the communities to reduce the threats to biodiversity.

The creation of the symbol and the chromatic palette arose from the exploration of elements related to the project to create a more graphic and iconic representation. The colors represent the "island" side of the project and at the same time they transmit positivity, safety, and energy. The darker blue **(HTML #334395)** stands for trust, safety, and commitment, while the light blue **(HTML #96d2d4)** stands for tranquility, serenity and flow.

Night + flying beings + sky (night) + ocean (islands)

The moon element transmits the sensation of security during the dark nights

The spaces created around the shapes make the brand more open, inviting, and cohesive

The forms created by flying elements represent wings of moths, bats and birds.

The variety of forms reinforce not only the idea of life, but also transmits movement and dynamism.

The identity, made up of a symbol and lettering, with representation in two versions: main and secondary.

Versão principal

Versão secundária

The secondary version should be used in situations where it is not possible use the main version.

6.6.2 Chromatic and monochromatic applications of the logo

In order for the brand to always maintain high legibility, possible identity behaviors were created on the backgrounds of the institutional colors, positive and negative.

Positivo

Negativo
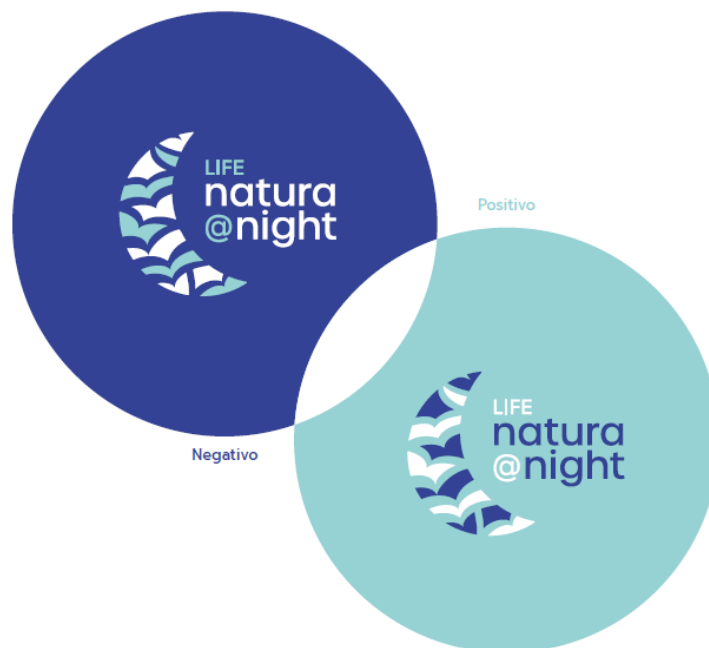
The graphic line expresses the character and personality of the brand.

Bellow there's examples of how the graphic elements could be applied. A clean, simple, and objective layout is intended, with short headlines and bodycopies and the application of strictly necessary elements.

6.6.3 Typography

Typography is an important element of identity, contributing to the immediate brand recognition. The Prompt font is the main font and when used in its various weights, gives a coherent look to all communication parts brand.

This font must be used in all communication media (printed or digital) in headlines, subheadlines and bodycopies.

6.7 Project website

The project's website at www.naturaatnight.spea.pt is the focal point for informing about the project's objectives and methods and for publishing results. In general, the website will be managed and updated continuously throughout the project. The structure of the site is flexible, so that new pages can be added, or existing ones renamed or easily removed.

The website is maintained by the project's coordinator SPEA and it's a "daughter page" of SPEA's official institutional website (www.spea.pt). The number of visitors of the page are taken into account on a regular basis.

The website provides information about the following subjects:

- <u>Homepage</u>: The homepage is focused on project news and the presentation of LIFE Natura@night's main results and highlights. Beneath a key visual including the project name and a slideshow of some highlights, the three most current news items are displayed, with a slider functionality allowing access to all news.

Some posts on twitter regarding the project are also shown. At the bottom of the page, small versions of the logos of all partners are presented, and by clicking them, you access their own websites. At a later stage content elements will be added pointing directly to important website content, such as key deliverables or videos. Partners are polled regularly to provide news items for the website.

- "Project": Shows the objectives and who the partners are, by presenting the organisations forming the LIFE Natura@night consortium.

- "Light pollution": Shows what light pollution is, what negative effects it has, who it affects (seabirds, bats, insects, and humans), and where you can find it. There will be a map of all Natura2000 network areas affected by the project, containing information about its importance to conservation.

- "Participate": Offers different kinds of ways for the public to participate and support the project: by rescuing seabirds, being volunteers, and participating and developing environmental education actions.

- "Results": Offers the deliverables of the project such as good practice manuals and awareness materials.

- "News": Is a repository of all articles and press releases sent throughout the project.

6.8 Social media

Social networks will be used to flank dissemination efforts to reach a wider audience. Concrete measures for three social networking channels include:

- **Facebook**: there will be weekly posts about the LIFE Natura@night project regarding the light pollution effects, the biodiversity affected, volunteering opportunities, calls for stakeholders and surveys. Already existent groups will be used to share these posts. In all posts, there will be a link to the website project. All partners also will update their social media about the project.
- **Twitter**: will broadcast project news at a lower frequency. Some posts will be included in the project website so that project news are quickly and widely disseminated.
- **Instagram**: will broadcast project news at a lower frequency, choosing the most important news and availability to reach "younger" audiences.

All 13 partners of the LIFE Natura@night will update their social media on regular basis. All of them possess Facebook pages, which will be the main social media used. In Table 4 there's all social media accounts of the partners where they will share all sorts of info and news about LIFE Natura@night project.

	Facebook	Twitter	Instagram
SPEA Madeira	@spea.madeira		
SPEA Açores	@centropriolo		
SPEA Nacional	@spea.Birdlife	@spea.Birdlife	@spea.Birdlife
Câmara Municipal de Santana	@municipiodesantana		
Câmara Municipal de Machico	@cmmachico		
Câmara Municipal de Santa Cruz	@municipio.desantacruz.7		
Câmara Municipal do Funchal	@camaramunicipaldofunchal/	@munfunchal	@funchal_municipio
Câmara Municipal de Câmara de Lobos	@municipiodecamaradelobos		@municipio_camaradelobos
Câmara Municipal de Santa Cruz da Graciosa	@mscgraciosa		@mscgraciosa
Instituto das Florestas e Conservação da Natureza	@IFCNIP		@ifcn_madeira
Fluxo de Luz	@fluxo.luz		
Direção Regional de Políticas Marítimas	@direcaoregionalpoliticasmaritimas		@governodosacores
Instituto de Astrofísica de Canarias	@InstitutodeAstrofisicadeCanarias	@IAC_Astrofisica	@iac_astrofisica
Instituto Tecnológico de Canarias	@ITC.Gobcan	@ITCCANARIAS	
Sociedad Española de Ornitologia	@seobirdlife	@seo_birdlife	@seo_birdlife

Table 4 | Social media accounts of the partners

6.9 Newsletters

A newsletter, sent twice a month, will be used to provide the interested public with an update on project activities and spread news about third-party events, projects, and initiatives of relevance to the topic of LIFE Natura@night, which started in May of 2022.

This newsletter is sent digitally, by e-mail, to all subscribers of the newsletter of SPEA Madeira, which had a total of 630 subscribers in November of 2022.

6.10 Templates and guidelines

A series of templates were developed with the purpose of supporting the proper dissemination of the project, such as presentation slides on PowerPoint, Zoom backgrounds, backgrounds for posts or posters (Figure 1), certificates (Figure 2), and also documents to help with communication events such as press releases and event reporting.

All these materials are available on a folder shared with all partners of the project: TEMPLATES. Bellow there's examples of how the templates are applied on posters and certificates.