

# AFTER LIFE COMMUNICATION PLAN

Project communication:  
yesterday, today, tomorrow



Installation of the Bird Protection Measures on the High  
Voltage Electricity Transmission Grid in Lithuania  
LIFE13 BIO/LT/001303  
LIFE BIRDS ON ELECTROGRID  
2019–2023



## Project CV

Number	<b>LIFE13 BIO/LT/001303</b>
Acronym	LIFE Birds on Electrogrid
Title	Installation of the Bird Protection Measures on the High Voltage Electricity Transmission Grid in Lithuania
Country	Lithuania
Duration	01/06/2014 – 31/12/2018
Coordinating beneficiary	Lithuanian Ornithological Society
Associated beneficiary	LITGRID
Total budget	EUR 1,565,261
EU contribution	EUR 782,630
Website	<a href="http://www.electrogrid.lt">www.electrogrid.lt</a>



Photos by M. Karlonas, J. Morkūnas, A. Naudžius  
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## PROJECT IN BRIEF

In 2014-2018, the Lithuanian Ornithological Society (LOD) together with the Partner LITGRID implemented the Project ***Installation of the Bird Protection Measures on the High Voltage Electricity Transmission Grid in Lithuania*** (LIFE13 BIO/LT/001303) funded by the EU LIFE+ Programme (hereinafter – Project).

One of the most successful results is that for the first time in Lithuania data revealing the scope of bird deaths nationally was collected, also the

so called “hot spots” were identified, i.e. the sites where high numbers of bird deaths occur, also assessment of efficiency of protection measures was carried out; and as bird observations in the high voltage electricity transmission grid prior to the Project implementation had been fragmented the data collected during these observations did not allow to make overall conclusions concerning the scope of bird mortality caused by collisions with wires of high voltage electricity transmission lines.

**The Project implementation aimed at the main goals, as follows:**

- To improve the conservation status of the migratory, wintering and some breeding bird species, through reduction of the negative impact of high voltage overhead electricity transmission lines on their populations;
- To support reproduction conditions for breeding populations of the Common Kestrel and presumably other falcon species, through the implementation of special supportive conservation measures.

**Seeking for these goals the most important objectives were achieved, as follows:**

- The bird mortality rate caused by collisions with high voltage overhead electricity transmission lines was reduced significantly in their staging areas introducing special installations to increase visibility of the electricity lines;
- The White Stork mortality rate caused by electrocution was reduced significantly installing special bird protection measures on pylons of high voltage overhead electricity transmission lines;





- In Lithuania, breeding conditions of common kestrels (*Falco tinnunculus*) were improved erecting nest-boxes designed for this species on pylons of high voltage overhead electricity transmission lines;
- Public awareness of the bird mortality problem within the high voltage electricity transmission grid and its possible solutions was raised.

### **The most important Project achievements:**

- Beneath the lines with installation of visibility increasing measures introduced in the Project implementation the rate of bird deaths reduced in different months from **1,2** to **4** times, compared to the lines the visibility of which had not been improved; Calculation showed, that having implemented protection measures **1.374** bird deaths yearly are avoided in the high voltage overhead electricity lines extending 123 km;
- **6464** spirals were installed to mark segments of **93,9** km high voltage lines. **2890** pendants were installed to mark segments of **31,2** km high voltage lines;
- Bird flight diverters installed within the Project period: **11032** units of wishbone type and **7075** units of saucer type;
- **580** nest-boxes for common kestrels were erected on high voltage electricity transmission pylons;
- Around **40%** of the national kestrels' population breeds in the artificial nests installed within the Project;
- Within 4 years kestrels bred over **700** chicks in the artificial nests.

## TARGET AUDIENCE

Several groups of stakeholders were directly or indirectly involved into implementation of the Project activities:

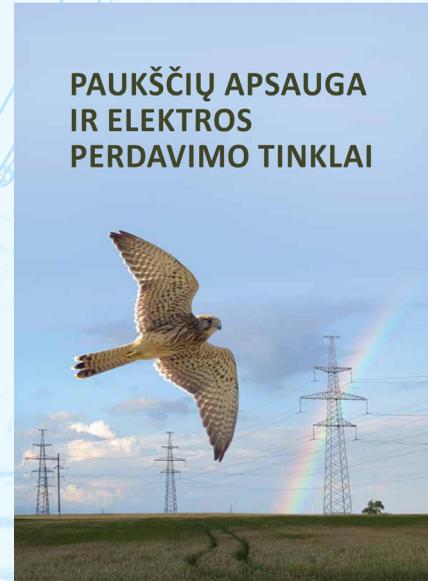
**The dissemination activities of the Project involved the following target groups:**

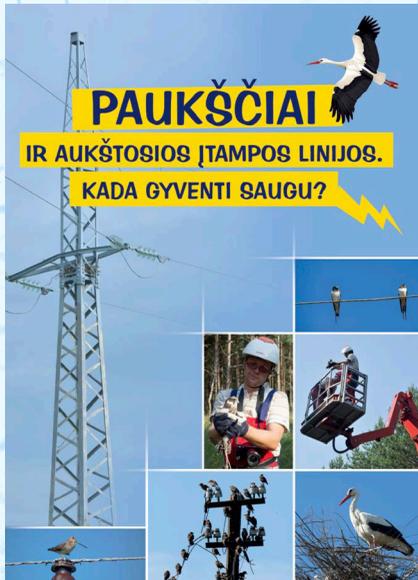
1. Environmental authorities (the Ministry of Environment, the State Service for Protected Areas);
2. Members of the green route NGOs;
3. Electricity grid operators and businesses related with this sector;
4. General public;
5. LOD members;
6. Media representatives.

## Communication activities and tools: YESTERDAY

The communication activities were concentrated on raising awareness concerning the bird mortality problem in the high voltage electricity transmission grid and its possible solutions.

- 18 info stands were erected at the places where practical conservation measures had been implemented;
- 40 articles were published in the media (national, regional and international levels);
- More than 80 articles were published in the internet media;





- 22 press releases concerning important Project milestones were distributed;
- 5 radio news/reportages and 2 TV reportages were produced;
- Live broadcast from the nest-box with chicks was provided on Project website <http://www.birds-electrogrid.lt/news/63/166/Stebekite-pele-sakaliu-seimos-gyvenima-tiesiogiai/>;
- Information materials produced: a Project leaflet (1000 copies), a brochure about bird mortality problems on high voltage overhead electricity lines (800 copies); wall calendars (2500 copies) of 5 years and





- The international seminar *Bird Protection Practices on Electricity Grids* was held;
- A field trip to the Project areas was organised for media representatives, specialists of communication and public relations;
  - Website [www.birds-electrogrid.lt](http://www.birds-electrogrid.lt) was produced and maintained. The average monthly number of unique visitors was 300, with increase during the kestrels' breeding season;
  - In March 2017, the LOD participated in the traditional public fair "Kaziuko mugė" in Vilnius and provided information about activities of the LOD and the Project, its achievements. Over 2000 people visited the Project tent.
  - The Project achievements and progress were presented at the annual meetings of the LOD members in 2015, 2016, 2017 and 2018.

## Communication activities: TODAY

**Communication activities during the first quarter of 2019 are concentrated on the dissemination of the Project achievements.**

- The website was updated with the outputs produced within the Project;
- The Technical report on installation of the bird protection measures on the high voltage electricity transmission grid was distributed to the relevant stakeholders nationally and internationally;
- The Layman's report was distributed to the relevant stakeholders nationally and internationally.



## Communication activities: FUTURE

In the future dissemination activities will be closely related to the practical conservation measures – installation of new protection measures and visibility increasing devices on the high voltage electricity lines and erection of new nest-boxes. The Lithuanian Ornithological Society and LITGRID will continue the cooperation beyond the Project. According to the existing practice when high voltage electricity transmission lines are renovated, or new ones built and the procedures require to prepare Environmental Impact Assessment, ornithologists are invited to render assistance in identifying the most dangerous segments of the electricity lines for birds. When Lithuania joins the common European electricity transmission network, the impact assessment of high voltage electricity transmission lines on birds will be carried out, and the most threatening lines will be marked with visibility increasing measures. LITGRID foresees to implement bird protection measures for replaced pylons (200 units annually), i.e. wishbone type bird flight diverters impeding birds (storks) to perch on support structures above insulators, also saucer type casings of a bigger diameter above insulators will be erected. Information concerning bird victims beneath the high voltage electricity lines will be collected on a voluntary basis (involving members of the LOD), and the collected data will enable to identify lines posing threats and facilitate installation of visibility increasing measures on the wires.

The main Beneficiary of the Project, i.e. the Lithuanian Ornithological Society will produce at least 20 nest-boxes for kestrels in the next 5





years. LITGRID will erect them on pylons of high voltage electricity lines to replace damaged or unfit ones for further use.

***The main aim of the communication activities within the After LIFE time framework is to capitalise Project results and further educate public on the bird mortality problem within the high voltage electricity transmission grid.***

The communication actions will be mainly performed by the LOD, while this After LIFE Communication Plan is focused on five main communication actions:

- 1. Maintenance of the Project website;**
- 2. Work with media;**
- 3. Live broadcast from the kestrels' nest;**
- 4. Maintenance of the kestrels' database;**
- 5. Repair and maintenance of info stands (if needed).**



## Action 1: Maintenance of the Project website

Beneficiary, responsible	Description	Period/ Frequency	Targeted audience	Costs
LOD	Bilingual website <i>www.birds-electrogrid.lt</i> being the main gateway and information source of the Project will be continuously updated and maintained.	2019-2023; will be updated upon the need and news of the Project.	The Project website is the main gateway and will further provide information to all target groups (environmental authorities, green root NGOs, LOD members, general public, media representatives).	LOD will cover expenditures of the domain, hosting and update of the information. EUR 600; The information will be updated by the LOD staff on a voluntary basis. The expenditures will be covered from the beneficiary's own resources.

## Action 2: Work with media

Beneficiary responsible	Description	Period/ Frequency	Targeted audience	Costs
LOD	Although this measure was not planned in the Project application form, it was implemented within the Project and it proved to be a very efficient action of the Project dissemination. The nest-box was installed on the building of Klaipėda University and kestrels successfully breed there more than 5 years.	2019-2020; At least two upcoming seasons.	The live broadcast from the kestrels' nest significantly increased the number of visitors to the Project website. This action mainly addresses general public.	LOD will cover expenditures of hosting and update of the information. These expenditures will be covered from the beneficiary's own resources.

### Action 3: Live broadcast from the kestrels' nest

Beneficiary responsible	Description	Period/ Frequency	Targeted audience	Costs
LOD in cooperation with LITGRID	The action will be closely related to the implementation of the practical conservation measures – new protection measures and visibility increasing devices on high voltage electricity lines and erection of new nest-boxes. In addition, achievements of the implemented LIFE Project will be highlighted.	2019-2023; At least one article/ reportage per year.	The action involves media representatives; it addresses mainly general public.	LOD is in good cooperation contacts with the national/ regional media, therefore it is planned that the articles/ reportages will be prepared free of charge.

### Action 3: Live broadcast from the kestrels' nest

Beneficiary responsible	Description	Period/ Frequency	Targeted audience	Costs
LOD	Within the Project framework, the database of kestrels' nest-boxes will be maintained, all observers can enter data on the occupation of nests <a href="http://corpi.lt/data/lizdai/index.php/home">http://corpi.lt/data/lizdai/index.php/home</a> . The data can be entered by ordinary observers, not necessarily LOD staff.	2019-2023	The outputs of this database (occupation rate and other statistics) will be used by environmental authorities; the data are provided mainly by the LOD members.	LOD is responsible for technical maintenance of the database; EUR 500; The expenditures will be covered from the beneficiary's own resources.

## Action 5: Repair and maintenance of info stands (if needed)

Beneficiary responsible	Description	Period/ Frequency	Targeted audience	Costs
LOD	Within the Project framework, 18 info stands close to the places where practical conservation measures were implemented, were erected. Upon the need within 5 upcoming years, the stands might be renewed or repaired.	2019-2023; Will be updated upon the need.	The main targeted audience – general public.	The expenditures will be covered from the beneficiary's own resources and depend on actual need.

