



LIFE Project Number
LIFE13 INF/AT/000143

Progress Report
Covering project activities from 01/09/2014 to 30/04/2017

Reporting Date
14/07/2017

LIFE+ PROJECT NAME or Acronym
Wirtschaft & Natur NÖ

Project Data

Project location	Lower Austria, Austria
Project start date:	01/09/2014
Project end date:	30/04/2017 Extension date: < dd/mm/yyyy >
Total budget	€422,198
EC contribution:	€211,090
(%) of eligible costs	50%

Beneficiary

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2 LIST OF KEY-WORDS AND ABBREVIATIONS

ANL	Bayerische Akademie für Naturschutz und Landschaftspflege
BPWW	Biosphärenpark Wienerwald Management
CI/CD	Corporate Identity/Corporate Design
CSR	Corporate Social Responsibility
eNu	Niederösterreichische Energie- und Umweltagentur
GNF	Global Nature Fund
MAB	Man and the Biosphere Network
NGO	Nongovernmental organisation
NÖ	Niederösterreich
PAMO	Protected Areas Management Organisation
RU5	Land Niederösterreich, Abteilung Naturschutz
SME	Small and Medium Enterprises
UWD	Umweltdachverband
WK NÖ	Wirtschaftskammer Niederösterreich (Economic Chamber)
WST3	Land Niederösterreich, Abteilung Wirtschaft, Tourismus & Technologie

3 EXECUTIVE SUMMARY (MAX 3 PAGES)

3.1 Results achieved as compared to what was planned in the project proposal

Since the start of the project “Wirtschaft & Natur NÖ” on September 1, 2014 until the end of the project period (April 30, 2017) the beneficiaries implemented the following activities:

- Development of the CI/CD for the project (incl. masters for letters, reports, cooperation proposals, PPT) (Action C.4)
- Setting up general communication tools: website in German and main parts translated into English, project flyers (long and short version, in German and English), roll-up, PPTs, give-away “salad spices” with info card, USB stick with all project info. (Action C.4; F.1)
- Development of the special communication tools, including:
 - Documents about ecological planning of company premises (Action C.2; C.4)
 - Documents about regional sponsorships (Action C.2; C.4)
 - Documents about corporate volunteering and biodiversity walk (Action C.2; C.4)

These documents have been collected in the catalogue of offers which summarises the offers developed for the business sector and provides also background information on activities already implemented to motivate additional companies to get active (Action A.2; C.4). In addition, a Layman’s Report has been developed in English and German, providing an overview on the project results. This report addresses stakeholders as well as the business sector (Action C.4; F.1).

- Organisation of workshops and events: four (of five that we had planned; for justification see *3.3 Problems encountered*) workshops targeting enterprises; one evening event to summarise and present the achievements of the LIFE Project. Additional events have been organised in the European Model region Wienerwald. In addition, the LIFE Project, its offers and achievements were presented at several events geared towards enterprises residing in Lower Austria and beyond (Action C.1; Action C3).
- Production of a promotional film on the LIFE Project, as Wirtschaft & Natur NÖ has been chosen as a best practice project by the EU; the film can be found here: <http://ec.europa.eu/avservices/video/player.cfm?sitelang=en&ref=I114095> (Action C.4; F.1).
- Regular communication with media on local and regional levels, by personal contact and by sending out press releases on a regular basis (25 in total) (Action C.4).
- Developing and launching a communication campaign for business magazines especially targeting the business sector. These advertisements have been nominated for the award Goldener Hahn 2016, the Lower Austrian prize for exemplary advertising (Action C.4, in part also Action F.1).

- Developing and launching a communication campaign targeting the general public as well as companies, rolled out in trains of Lower Austria, Vienna, and Burgenland (Action C.4, party Action F.1).
- Organisation of two workshops targeting the NGOs, Protected Areas Management Organisations (PAMOs) and the WK NÖ to facilitate cooperation with businesses: NGO Workshop, Partnership Workshop (for more information see 6.2 *Description of State of Play* Action C2, module 2). (Action C.2.)
- Training (Action D.1) provided for
 1. CSR-consultants of the WK NÖ, including the pool of the “Ökologische Betriebsberatung” on how biodiversity can be best included in the CSR approach of companies
 2. the project team on the Biodiversity Check (carried out by the Global Nature Fund)
 3. consultants of the pool of “Ökologische Betriebsberatung” on the Biodiversity Check (carried out by the Global Nature Fund)
 4. planners for the ecological planning of company premises (including the pool of “Natur im Garten”); one preparatory and one evaluation workshop
- Execution of two on-line surveys for enterprises located in Lower Austria, one at the beginning and one at the end of the project; the latter one carried out by external consultants and also used as additional motivation and activation of additional companies (Action E.1).
- Development of a new consultancy on “Ecological Planning of Company Premises” within the framework of the “Ökologische Betriebsberatung” of the WK NÖ and the WST3, which has been installed as a permanent consultancy (supports Action C.2). For further information see 6.4.2. *Direct Impact*.
- Execution of 34 consultations on ecological planning of company premises (6 funded through the LIFE Project and 28 through the WK NÖ), (Action C.2).
- Development and implementation of three sponsorship agreements with three companies (EVN, AGRANA/Austria Juice, CulumNatura), (Action C.2).
- Development and implementation of a mini-sponsorship for SME in cooperation with the NGO Naturschutzbund NÖ; 22 SME joined the cooperation and got active under the LIFE Project (Action C.2).
- Over 500 companies were reached through workshops, presentations at events, round tables, direct contacts etc. Awareness was raised in about 300 companies and about 50 companies implemented changes throughout Lower Austria on the offers developed under the LIFE Project (Action C.2).

In addition, the following management tasks have carried out to guarantee a stable management framework (Action A.1):

- Setting up the management structure at the coordinating beneficiary (Niederösterreichische Energie- und Umweltagentur, eNu) und and the associated co-beneficiaries Umweltdachverband, UWD; Biospärenpark Wienerwald, BPWW)
- Setting up the Project Team and the Project Management Board
- Develop and sign the Partnership Agreements with the BPWW and the UWD

- Modification of the partnership structure for the UWD (for further information see 3.3 *Problems encountered*)

In summary, it can be stated that the LIFE Project has been implemented successfully, the tasks have been carried out with small adaptations to better meet the needs of the companies (explained in detail in 6.2 *Description of State of Play*) and the objectives have been clearly reached.

3.2 Assessment as to whether the project objectives and work plan are still viable.

The project objectives and work plan were viable throughout the project period. Some clarification on the activities listed in the project proposal as well as small modifications of selected activities were needed to reach the project objectives as well as the needs of the companies (for further information see 3.3 *Problems encountered*).

3.3 Problems encountered

The following challenges have been encountered:

Too many meetings on CSR (Action C.1)

Many meetings on CSR issues (even if not specifically focusing on biodiversity) are organised in Austria and especially in Lower Austria (e.g. by respACT, CSR Circle, B.A.U.M. Österreich). Therefore, businesses are reluctant to participate in even more workshops and networks. This is why a close cooperation and co-organisation of events with existing and established organisations have been important for the project. However, the efforts needed to focus on the development of these co-operations were higher than expected in the project proposal. This attitude of the companies has also led to the decision that the planned “Network Wirtschaft & Natur NÖ” (also called “WiN Network”) would not be launched formally as originally planned, but organised as an informal network of interested companies, organisations and individuals that were presented as partner on the website and who were informed via e-mail about project relevant information.

Working time required for initial mobilisation of businesses, especially with regards to the workshops (Action C.1)

The mobilisation of enterprises participating in the regional workshops required far more time and effort than originally planned. Sending information and invitations via mail was not sufficient to draw attention to our workshop offers. Numerous local businesses or business consortia were contacted personally via phone and persuaded to participate in the workshops. In order to awaken interest for the workshops, we usually organised these events in cooperation with a regionally well-established company, which had a multiplier effect in the promotion of our offer. Despite our efforts, the last workshop planned with Velux in the region of Weinviertel on November 25, 2015, had to be cancelled because only very few participants had registered. The companies chosen did not usually charge us for the use of the conference room and also sponsored the catering. This way we could save material costs

which had been arranged for in the project to compensate for the higher working time required for the implementation of the workshops.

Reduced number of consultancies (Action C.2)

As one of the very special and unexpected results of the LIFE Project, the partner WK NÖ has developed a new funding scheme for companies, called “Ecological planning of company premises”

(<https://www.wko.at/Content.Node/kampagnen/OekologischeBetriebsberatung/Unser-Angebot.html>). This is a major achievement of the LIFE Project, as this funding scheme is now part of the structure of the WK NÖ. All documents and guidelines developed within the LIFE Project for ecological planning of company premises are now used in the frame of this funding scheme.

However, due to the existence of this funding scheme, a reduced number of consultancies was carried out under the funding scheme of the LIFE Project (6 of the originally planned 10). However, 28 additional consultancies were carried out by the WK NÖ.

Limited interest in Action C.2, module 3: Corporate Volunteering, biodiversity excursions

The business sector was only little interested in corporate volunteering activities, staff outings and biodiversity excursions. To make the offer more attractive, it was reshaped with the help of a team coach to also include teambuilding activities. However, only two activities with external companies could be implemented within the duration of the project. A lot of discussions were held with the business sector, NGOs and PAMOs to fine-tune the offer. Even a special offer was developed in cooperation with a business coach (<http://www.consult-purucker.com/>) to focus especially on team building. Also, the project partners UWD, eNu and WK NÖ organised corporate volunteering activities for their own employees and several articles in print and social media were launched. Still, it was not possible to raise more interest. The arguments of the enterprises were that employees are not ready for manual work, but would like to spend the time outside the office socialising. Unfortunately, none of the tested approach led to success, therefore neither the project team nor the project management board could not come up with adequate solutions.

Modell Region Biosphere Reserve Wienerwald – educational programmes (Action C.3)

The workshop originally planned within the MSC Programme “Management of Protected Areas” at the University of Klagenfurt could not be implemented, as the MSC Programme had been cancelled. An alternative possibility offered was to inform several PAMOs in Carinthia. This activity, however, turned out to be complicated and expensive. The BPWW tried to place a special lecture at the MSC Programme “Social and Human Ecology” at the University of Klagenfurt. Because of changes in their structure, this approach could not be implemented either. Finally, the project team cooperated with the IMC Fachhochschule Krems (University of Applied Sciences Krems) and was able to participate at the Sustainability Day in March 2017. As part of the Sustainability Day a special workshop was organised to discuss business and biodiversity and the possibilities of companies to become active and to implement activities. The discussion was perceived positively by the students. A cooperation with the IMC Fachhochschule Krems which is to be extended beyond the end of the LIFE Project is currently being discussed.

Joint development of project ideas with companies (Action C.2)

In the project proposal it had been planned that the project partners would design their own activities and projects to protect biodiversity in close cooperation with companies. However, after the first discussions with companies it became clear that this approach did not meet the needs of the enterprises. The companies would rather like to see a set of possible activities

already tailor-made to their needs. This approach had a profound effect on Action C.2, as more offers than originally planned had to be developed by the project partners, NGOs and PAMOs prior to the discussion with the business sector. Two additional workshops [1. NGOs and PAMOs Workshop, 2. Partnership Workshop with Andreas Kupfer (for further information see 6.2 *Description of the State of Play*)] were organised to enhance the ability of the project partners and the NGOs and PAMOs to ensure that good and meaningful offers would be developed. Therefore, more working time than originally planned (especially from UWD and eNu) was needed to organise workshops and, especially, to develop suitable offers.

4 INTRODUCTION (1 PAGE)

The LIFE Project “Wirtschaft & Natur NÖ” is an awareness raising campaign aimed at SME and the general public in order to generate a broad understanding of the value and importance of regional ecosystems and biodiversity. In addition, the project aims at creating the basis for a long-term cooperation with enterprises in the realm of nature protection, at least for 4 years after the official end of the LIFE Project under the leadership of the coordinating beneficiary eNu.

Background and problems:

Biological diversity means variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes the diversity within species, between species and of ecosystems. Biodiversity is the key of functioning ecosystems. Overall, a high rate of biodiversity means a good guarantee for the adaptability of nature and its ecosystems. The anthropogenic impact on biodiversity (due to environmental pollution, climate change, overexploitation of natural resources, habitat destruction or invasive alien species) is significant and leads to a dramatic loss of species and biological diversity. Despite all uncertainties, there is a consensus that the current extinction rate is 100 to 1,000 times higher than the normal background extinction rate and that this causes severe threats to the well-being of nature and mankind. We benefit and depend on several ecosystem services that only a robust nature can provide, such as provisional services (e.g. food, water, material, or energy), regulating services (e.g. quality of air, climate and soil or providing flood and disease control), cultural services (e.g. spiritual enrichment, cognitive development, reflection, recreation, and aesthetic experiences), supporting services (e.g. serve as a basis for the production of all other ecosystem services including soil formation, photosynthesis, primary production, nutrient cycling, and water cycling).

A decline of biodiversity is a decline of the fundament for “life on earth”, the basis of all human beings as well as our economy.

Due to international initiatives and campaigns, such as those carried out by the United Nations or the European Union, international and also some national companies have become active in the field of biodiversity protection. However, it was not clear at the beginning of the project if and how SME would be interested and/or able to become active in this area. The main focus of this LIFE Project was to explore what SME need to get active in this area and how they can be motivated and supported to do so. Lower Austria is working diligently to implement its climate program – at the same time, however, the topic of biodiversity has taken a back seat. The present project aimed at confronting the economic sector of the Lower Austrian with the issue of biodiversity loss and the protection of ecosystem services.

Objectives and expected results:

Objective 1: The awareness of the economic importance of biodiversity will be enhanced.

In recent years, the importance and value of natural ecosystems has hardly been communicated interdisciplinary. A widening of the target group is necessary to win the support of the majority to protect our natural ecosystems and to foster sustainable spatial development. This can only be done through collaboration with partners who bring the topic close to other sectors. SMEs as a target group, together with their employees, should be made aware of the value of intact ecosystems by identifying the interactions between enterprises

and biodiversity and the resulting benefit for both.

Objective 2: The capacity of enterprises to act in favour of biodiversity will be strengthened.

Action follows knowledge. When the actors from industry and business know their interactions between business and biodiversity and are aware of the importance of biodiversity (especially in their region) they will be able to act in favour of biodiversity protection. On the basis of jointly developed and concrete guidelines they will contribute to biodiversity conservation.

Activities will be carried out in the following areas:

- Ecological planning of the company premises
- Nature cultivation (corporate volunteering activities) activities in protected areas (within the scope of company excursions)
- Regional sponsorship for species or areas

Objective 3: The general public will be informed about the economic value of biodiversity and the activities of individual companies.

Due to public relations, the activities of the enterprises involved will be announced in order to increase understanding of the value of ecosystems within the Austrian population. Companies were the target audience of the information campaign in the beginning. This will be the basis for a subsequent information campaign aiming at a wider general public. This procedure corresponds to the campaign principles of the Scoping Study for an EU-wide Communications Campaign on Biodiversity and Nature (Gellis Communication, 2007: Scoping Study for an EU wide communication campaign on biodiversity and nature. Final report to the European Commission / DG Environment).

Expected longer term results:

The direct longer term project results are included in detail in the After-LIFE-Communication Plan (6.2 Description of the Play Action F.1) as well as in the Report of online survey 2017 (6.2 Description of the Play Action E.1); this includes:

- Increased awareness on the topics of biodiversity, biodiversity crisis, ecosystem services, as well as on the link between biodiversity and business and the importance of mainstreaming biodiversity in other sectors
- Increased knowledge of activities which can be carried out by companies to enhance biodiversity
- Consultation on “Ecological planning of company premises” has been established as a permanent offer within the frame of the “Ökologische Betriebsberatung” of the WK NÖ
- Several communication documents (e.g. website, leaflets, catalogue, films) are available and will also be used by all partners in the future
- The topic of biodiversity is one element for the TRIGOS award, a respected CSR-award for companies in Austria as well as Lower Austria

However, additional longer term project results may be assumed in the following areas:

- Increased knowledge of and understanding for policies to protect biodiversity and ecosystem services on national, EU- and UN-level;
- Better inclusion of biodiversity in CSR-activities

5 ADMINISTRATIVE PART

5.1 Presentation of management and organigramme

The project included the following phases:

Phase 1: “Getting ready”, setting up working structures; development of CI/CD; survey amongst companies about status quo; development and production of communication tools; developing initial offers for companies; search for possible partners in the implementation of these activities

Phase 2: “Getting in touch with the companies”, workshops, face-to-face meetings, visits to companies; trainings for consultants; pilot activities; modifying the offers for companies based on lessons learned

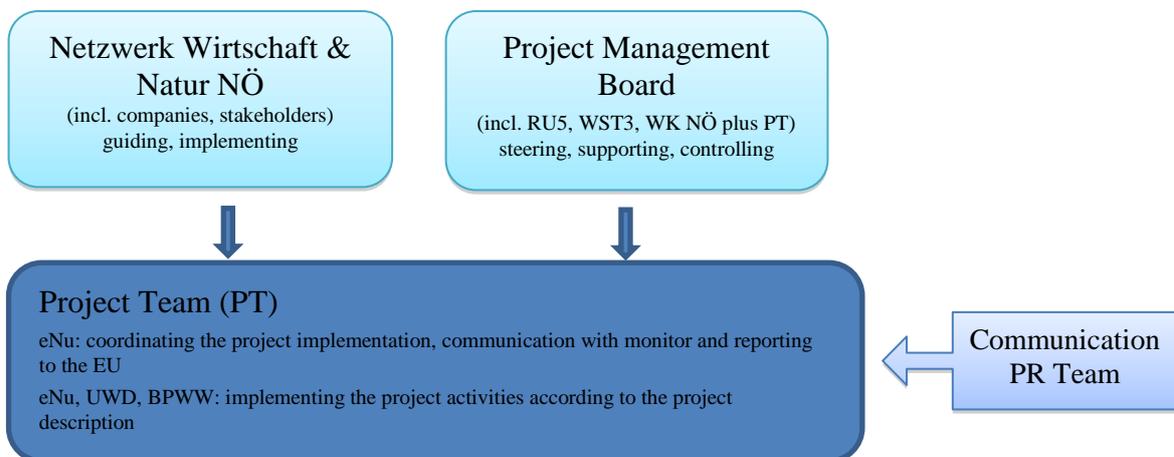
Phase 3: “Communicate results”, finalise offer for companies (catalogue of offers) communication campaign about results and activities carried out by companies; cooperate and share lessons learned with partners within Austria and the EU; evening event to present the result to the interested public

Phase 4: “Closure of LIFE and getting ready for after-LIFE”, survey amongst companies about results achieved; finalise after-LIFE communication plan, define structures and working plan for after-LIFE, closure of LIFE Project.

The LIFE Project included the following partners:

eNu:	co-ordinating beneficiary	project management implementation of tasks
UWD, BPWW:	beneficiaries	implementation of tasks
RU5, WST3:	co-funding organisations (both are departments of the Federal Government of Lower Austria)	
WK NÖ	supporting organisation	

Organigram:



Replacement of UWD GmbH by UWD Association

The project proposal and consequently the Grant Agreement had both included the UWD GmbH as a beneficiary. As the personnel of the UWD are hired by the UWD Association, the

UWD Association needs to be a beneficiary within the LIFE Project. This was also clearly suggested by the EU in its letter dated 11.12.2014, received by the eNu after the visit of the monitor. There **the UWD Association replaced the UWD GmbH as a partner to the LIFE Project**. The partnership agreement with the UWD Association was signed with retroactive effect and presented to the LIFE Unit of the EU with all necessary documentation on 15.04.2016. With its letter dated 27.10.2016, the EU accepted the changes.

5.2 Evaluation of the management system

The project was managed by the eNu. The project manager Jasmine Bachmann was solely working on the LIFE Project. However, starting from December 2016 until the end of the project, Ms. Bachmann was also working as committeeman in the staff association; therefore some limited working time has been funded through another budget line. Other experts of the eNu working on the project are Silvia Osterkorn, communication expert, and Heidi Neumann, assistant. In addition, Renate Hillinger-Fragner (until Summer 2015) and Annett Müller (as of Summer 2015) were providing expertise on financial issues. However, Ms. Hillinger-Fragner's and Ms. Müller's working times are not included in the balance sheets, but are an in-kind contribution by eNu.

At the **BPWW**, Christian Diry and Philipp Friedrich were working on the project. Christian Diry started an educational leave in July 2016 (until September 2017), therefore Katharina Wallner provided financial support for the project. Ines Lemberger was involved in the development for the further cooperation with companies of the business partner network already in existence (including the ÖBB). Michael Zipperer was hired in January 2017 to work part time on the LIFE Project until its end. Irene Drozdowski helped out with expertise on environmental questions.

At the **UWD**, Mathilde Stallegger (on maternity leave from September 14, 2015 until November 11, 2016), Michael Zipperer (maternity leave replacement from July 2015 until December 2016) and Tobias Kirchhoff worked on the contents of the project. In addition, Tobias Kirchhoff (until October 2016) and Melanie Uhlir (starting in October 2016) provided financial support at the UWD.

Jasmine Bachmann, Mathilde Stallegger, Michael Zipperer, Christian Diry and Philipp Friedrich formed the **Project Team**, which communicated on a regular basis by phone and via e-mail. In addition, personal meetings were organised. Agenda and minutes were prepared for the personal meetings.

In addition, a **Communication PR Team** was formed, including the project manager (Jasmine Bachmann) supported by Heidi Naumann, the communication expert (Silvia Osterkorn) as well as two more experts from the eNu: expert for on-line media (Doris Würthner) and marketing expert (Astrid Huber). The communication PR team discussed all communication and media activities, and acted as an external evaluation team on all communication aspects of the project.

A **Project Management Board** was also formed which includes the coordinating beneficiary (eNu), the associated beneficiaries (UWD, BPWW), the co-funding organisations (RU5 and WST3 of the regional government authority of Lower Austria) and the supporting partner organisation (WK NÖ – Chamber of Economic Commerce of Lower Austria). The management board formally met five times during the project period (October 2014, July and October 2015, June 2016, March 2017, *6.2 Description of the Play Action C.1*) as well as on several other occasions (e.g. in the frame of trainings, workshops); in addition, regular communication with the members of the steering committee was done on phone and via e-mail. The project management board was steering the project, providing important guidelines and supporting their implementation.

Originally it had been planned that a written update on the project was to be sent to **key stakeholders** every 3 months. However, this task did not seem appropriate as the key stakeholders were invited to the different events of the project anyway and did also receive the emails sent to the companies as well as the press releases. More communication might have been turned into information overkill.

Feedback forms were used to monitor the quality of the different activities carried out under the project, such as workshops. The feedback forms were evaluated by the UWD and the workshops modified if needed. Within the whole project, the UWD gathered 66 feedback forms for 4 workshops and 1 evening event for a total amount of 174 participants. The overall impression of the events organised was usually “very good” (41 from 66) or “good” (24 from 66). The comments and ideas in the feedback forms were usually considered in the planning of the next workshops. The feedback forms can be found in *Annex 8.1 Deliverable and Technical Annexes* (update of version 1 of Progress Report 2016).

The project manager checked the quality of all project documents from partners before they were published. In addition, the expert of the communication team checked all communication material before it was used in order to guarantee the quality of the products.

Cooperation with other projects/organisations/initiatives in the field of business and biodiversity happened on a regular basis, such as with the Business and Biodiversity Campaign, the Global Nature Fund, the Bodensee Stiftung and the Bayerische Akademie für Naturschutz. Stefan Hörmann (Global Nature Fund) and Sven Schutz (Bodensee Stiftung) were also invited for workshops on the biodiversity check respectively on the ecological planning of company premise (*6.2 Description of the Play Action C.2.*). This was to ensure that the project could build on existing expertise as well as on the fact that knowledge gained can be effectively shared with other initiatives.

No delay was encountered and no substantial change of any project activity was needed. Looking at the results achieved as well as on the feedback of the companies as explained in more detail in the Survey/Questionnaire 2017 (*6.2 Description of the Play Action E.1*, See *Annex 8.1 Deliverable and Technical Annexes*), it can be stated that the project did achieve its objectives.

As Lower Austria is comparable with other areas in the EU, it can also be stated that the project is replicable and that the project can be used as a blueprint for similar activities within the European Union.

6 TECHNICAL PART

6.1 Action overview

Action	Anticipated start-date	Actual start-date	Anticipated end-date	Actual end-date	Status
A: Management					
A1: Project management	30.09.2014	01.10.2014	30.06.2017	30.06.2017	Finalised.
A1: After LIFE Communication Plan	31.12.2016		31.03.2017	30.04.2017	Finalised.
B: "Preparation": none	--	--	--	--	
C: Implementation					
C1: Events with business	31.03.2015	13.10.2014	30.09.2016	30.04.2017	Finalised. To be continued after the end of the project.
C2: Cooperation with businesses	31.03.2015	13.10.2014	31.12.2016	30.04.2017	Finalised. To be continued after end of project.
C3: European model region Wienerwald	31.12.2014	01.01.2015	31.12.2016	30.04.2017	Finalised. To be continued after end of project.
C4: Information campaign	31.12.2014	01.01.2015	31.12.2016	30.04.2017	Finalised.
D: Training	30.06.2014	13.10.2014	31.12.2016	31.12.2016	Finalised.
E: Monitoring	30.09.2014	13.10.2014	30.06.2017	30.04.2017	Finalised.
F: Dissemination	30.09.2014	13.10.2014	30.06.2017	30.04.2017	Finalised. To be continued after end of project.

6.2 Description of State of Play

Action A: "Project Management" (eNu)

Anticipated	Achieved
<p>A1 Project management: Kick-off meeting (by 31.10.2014) Detailed work plan (by 21.11.2014) with work packages, milestones and deliverables 4 meetings of project management board, which consists of partners, co-financiers and the Chamber of Commerce of Lower Austria. Interim evaluation of project management (by 29.02.2016).</p> <p>A2 After LIFE Communication Plan with three main pillars</p> <ul style="list-style-type: none"> • Continuation of project website • Catalogue of WiN offers (now called Wirtschaft & Natur NÖ) • WiN network (now "Netzwerk Wirtschaft & Natur NÖ") 	<p>A1: Finished. The kick-off meeting was held on 13.10.2014. Further personal meetings of the management board took place on: 01.07.2015, 27.10.2015, 20.06.2016, meeting planned for November 2016 was cancelled due to sickness of the project manager (discussions were held individually by phone), 08.03.2017.</p> <p>BPWW carried out an internal interim evaluation in February 2016, which turned out positive.</p> <p>A2: Finished.</p>
<p>Further details and comments:</p> <p>ad A1 Project management: The project manager at beneficiary eNu has been employed especially for this project. Since December 2016 until the end of the project, the project manager was also working as committeeman in the staff association; therefore, limited working time is funded through another budget line.</p> <p>eNu coordinates all tasks and all sub-tasks except for: C1 "Events for businesses", which is directed by partner Umweltdachverband C3 "European Model region Wienerwald" and task D "Training", which are carried out by partner Biosphärenpark Wienerwald</p> <p>A Project Management Board has been set up to integrate the main interest groups including:</p> <ul style="list-style-type: none"> • Co-financiers: two departments of the Governmental Authority of Lower Austria ("Amt der NÖ Landesregierung"), namely the department of nature conservation RU5 (Landhausplatz 1, A-3109 St. Pölten), and the department of economy, tourism and technology WST3 (Neue Herrngasse 14, A-3109 St. Pölten). • The WK NÖ (Economic Chamber) acts as a stakeholder (Interessensvertretung) in the project and ensures a direct communication with businesses in Lower Austria. <p>Communication with the Project Management Board is frequent (at least every second week by project manager; personal meetings twice a year).</p> <p>Feed back forms are being used to monitor quality, e.g. of events and workshops (checked during the mission of 07.04.2016). Info for feedback forms: Within the whole project, the UWD gathered 66 feedback forms for</p>	

4 workshops and 1 evening event for a total amount of 174 participants. The overall impression of the organised events was usually “very good” (41 from 66) or “good” (24 from 66). The comments and ideas in the feedback forms were usually taken into consideration in the planning of the next workshops. The feedback forms can be found in the *Annex 8.1. Deliverables and Technical Annexes DEL E1.1a and b* (note: updated version to Progress Report 2016).

In addition, individual phone calls (with a representative of the company and the ecological expert organising the activity) were made after the maintenance actions/corporate volunteering activities. As it was rather difficult to promote the corporate volunteering activities, the project manager discussed this activity each time directly with selected persons in order to further develop this offer and adjust it to the needs of the companies.

The project coordinator checked the **quality of project documents** from partners; in addition, the communication expert Silvia Osterkorn, eNu, checked the quality of all communication products.

In addition, BPWW carried out an internal **evaluation of the project management** in February 2016, which turned out positive. Note: No external evaluation was carried out since the evaluation of the EU of the Progress Report including the recommendation of an external evaluation was received only by 27.10.2016. An external evaluation of the management of the project would not have made sense at such a late phase of the project.

A **central platform** for information exchange was set up to hold all project relevant working documents (<http://gotocitrix.greenfarm.at/owncloud>, restricted access). After the end of the EU Project, this platform will be cancelled since all relevant final documents will by then have been distributed to the project team and the project management board.

Personal meetings of the **Project Team** took place regularly (plus additional weekly phone calls).

In addition, the partner organisations responsible for individual actions reported regularly on the work progress. 6 out of 8 planned **written summaries on the progress of the work packages** were made, as this fitted better into the project operation. For documentation, please see *Annex 8.1. Deliverables and Technical Annexes, DEL A1.4*.

The **kick-off meeting** was on 13.10.2014. **Further meetings of the management board** took place four times during the project period: 01.07.2015, 27.10.2015, 20.06.2016, 08.03.2017. Additional written reports were sent by the project partners regularly. Please note that the management board meeting planned for November 2016 was cancelled due to an unexpected sickness of the project manager (discussions were held individually by phone). For documentation, please see *Annex 8.1. Deliverables and Technical Annexes, DEL A1.2*.

ad A2: After LIFE Communication Plan

The After LIFE Communication Plan is finalised and agreed upon by all partners. For further details, see 6.2 *Description of State of play, Action F.1*, and *Annex 8.1., Deliverables and Technical Annexes, DEL A2.1. F1.1*.

(Action B: “Preparatory Actions”: No “Preparatory Actions” arranged for in this project)

Action C: “Communication actions / awareness raising campaigns”

Anticipated	Achieved
<p>C.1 Events for and with businesses (UWD)</p> <ul style="list-style-type: none"> a. 5 regional workshops (30-50 participants each) between April and Sept. 2015 to transport the message of biodiversity chances for businesses and develop offers b. 1 poll with 50-100 EPU's (“Ein Personen Unternehmen” = single person businesses), development of a special offer for the EPU's and direct discussions with the EPU's c. 250 companies were directly reached during the project period and 25 out of them implemented activities within the duration of the project d. Final conference in spring 2017 with 150-200 participants. <p>C.2 Cooperation with businesses: “jointly active” (eNu)</p> <p>Module 1: Consulting – biodiversity on sites</p> <ul style="list-style-type: none"> a. Questionnaire on the opinion and knowledge of businesses at the start, another one at the end. (Identical to that of E.1. See there) b. 10 consulting processes, minimum 3 implementations (e.g. bat, soil sealing)) c. Guidelines for businesses, based on existing guidelines <p>Module 2: Services for regional sponsorships (areas, fauna, flora)</p> <ul style="list-style-type: none"> a. 20 consulting processes (10 on site improvements, 10 on sponsorships) b. 3 businesses implement site measures and 3 sponsorships before the end of the project. c. Development of standard sponsorship contract <p>Module 3: Services for “Corporate Volunteering”</p> <ul style="list-style-type: none"> a. Develop volunteering activities/staff outings with plant care and excursions b. Implement 15 trips (by 20.02.2016) c. Minimum 10 care actions (including 2 on invasive species, 1 in a bog) <p>C3 European Model Region Biosphere Park Wienerwald (BPWW)</p> <ul style="list-style-type: none"> a. Communication via 5 information events for interested businesses (by 30.10.2016). b. 1 information event with “Biosphärenpark ambassadors” as multipliers between park communities and businesses (by 31.12.2015). c. 10 articles in the BPWW newsletter and 4 in the BPWW newspaper. d. Participation in the 2015 meeting of European biosphere parks (EuroMAB) with a workshop on business and biodiversity. 	<p>C1: Finished.</p> <ul style="list-style-type: none"> a. Four regional workshops took place on 20.05., 16.06., 22.09., 06.10.2015. The last workshop planned for the 25.11.2015 had to be cancelled because of too few participants. b. The poll took place within EPU Day 2015 on 07.11.2015 with about individual 50 interviewees. Based on the results, a tailor-made cooperation offer for the EPU was developed and presented at the EPU Day 2016 on 05.11.2016. c. Over 500 companies where reached during the project, about 200 through direct contact, and about 50 companies implemented activities. d. The final conference took place on 16.02.2017 at the WK NÖ as an evening event gathering about 80 high level participants. <p>C2: Finished.</p> <p><u>Module 1:</u></p> <ul style="list-style-type: none"> a. Finalised. b. 6 implemented within the frame of the project (plus 28 within the Ökologische Betriebsberatung of the WK NÖ) c. Guidelines finalised. <p><u>Module 2:</u></p> <ul style="list-style-type: none"> a. Finalised (much more consultancies than planned) b. Finalised.

<p>C4 Information campaign for businesses and the public (eNu)</p> <ul style="list-style-type: none"> a. Develop CI and CD for the project (by 31.12.2014). b. Start media work by 14.03.2015. Compile 14 press releases (4 regional, 10 inter-regional) and publish 20 articles in existing newsletters and 20 in online publications. c. Business: specific wording for target group, press work, contact to WK NÖ (no other parallel structure regarding energy efficiency, this was started only a few years ago??). d. Tools: 22.000 spice packages to be sent by 14.03.2015 replace the 20.000 seed packages originally arranged for in the amendment of April 2016. e. A campaign with 850 posters in regional trains replaces the 80.000 Freecards originally planned. Extension of the TRIGOS Sustainability Award for businesses to include a category for biodiversity (cooperation to be clarified by 30.04.2015). Electronic version of the catalogue of offers on 500 USB sticks (by 26.11.2016). f. General Public: information campaign on importance of biodiversity and the important role of businesses. 	<ul style="list-style-type: none"> c. Finalised. <p><u>Module 3:</u> a, b, c. only partly implemented. For explanation see below and 3.2 <i>Problems encountered</i>.</p> <p>C3:</p> <ul style="list-style-type: none"> a. Events were cancelled and activities modified – see below. b. Organised on 12.02.2016. c. Partly accomplished. d. EuroMAB event took place in Estonia in May 2015. <p>C4: Finished.</p> <ul style="list-style-type: none"> a. The logo was finished in 02/2015 and the CI/CD in 03/2015. b. Finalised. c. Finalised. d. Finalised. Measures have been changed (see below). e. Finalised. Campaign in trains in October 2016. f. Finalised.
<p>Further details and comments:</p> <p>ad C1: Events for and with businesses</p> <p>a) Four (of five as arranged for) workshops were organised by the UWD at companies 1) gugler* (20.05.2015 in Melk, about 20 participants), 2) Kastner Group (16.06.2015 in Zwettl, about 25 participants), 3) Riedler Kies & Bau (22.09.2015 at WK NÖ Amstetten, about 25 participants) and 4) Vöslauer (06.10.2015 in Bad Vöslau, about 30 participants).</p> <p>During the workshops, biodiversity and its link to the economy was presented and discussed as well as cooperation possibilities between companies and NGOs/PAMOs. Specific offers for companies regarding economy & nature were worked out within the work groups. All in all, about 95 individuals participated in these workshops. Gerd Prechtel, at that time chairman of the division communication and consultation of the Chamber of Commerce of Lower Austria, chaired the 2 first workshops, but due to his high fees we selected Andrea Adler-König for the following 3 workshops. After each workshop, minutes of the meeting were written down and sent to the participants and uploaded on the website.</p> <p>The mobilisation of interested businesses participating in the regional workshops required far more working time than initially planned. Sending information and invitations via mail was not enough to draw attention to our workshop offers. Numerous local businesses or business consortia were contacted personally via phone and motivated to participate in the workshops.</p>	

In order to awaken interest for the workshops, we usually organised the events in cooperation with a regional and well-established company which had a multiplication effect to promote our offer. Despite our efforts, the last workshop planned with Velux on 25.11.2015 had to be cancelled because of too few participants. The companies selected usually didn't charge us for using the conference room and also sponsored the catering, so costs could be saved to compensate for the higher working time required for the implementation of the workshops.

Additionally, the LIFE Project was presented (workshop, presentation, or info desk) at the **following meetings** (relevant for the target group businesses):

- 17.02.2015: TRIGOS Breakfast, organised by the WK NÖ, about 15 participants
- 19.05.2015: TRIGOS Gala, organised by WST3, about 150 participants
- 03.11.2015: Sustainability meeting, organised by respACT at company EGGER (St. Pölten, about 20 participants);
- 29.10.2015: Biomesse Wieselburg 2015, about 50 direct contacts (about 6000 visitors in total);
- 26.01.2016: Sustainability in the "Waldviertel", organised by the WK NÖ in Krems with about 50 participants;
- 10.06.2016: International symposium on gardening, organised by Natur im Garten (Baden, 150 participants, about 50 direct contacts)
- 09.03.2016: Regional workshop of conservation network Waldviertel (Wolkersdorf), organised by eNu, about 45 participants.
- 14.11.2016: Biomesse Wieselburg 2016, about 100 direct contacts (about 6300 visitors in total)
- 23.11.2016: CSR Breakfast at vetropak, about 30 participants
- 29.11.2016: Mainstreaming Biodiversity, organised by the UWD (Vienna, about 150 participants)
- 23.03.2017: General Assembly of the Nature Parks Lower Austria, organised by the Verein Naturparke Niederösterreich (St. Pölten, about 50 participants)
- 24.03.2017: Sustainability Day at the FH Krems, about 30 direct contacts (about 150 participants)
- 04.04.2017: 4. Ausseer Naturraumgespräche: Tourismus und Naturschutz, about 10 direct contacts (about 100 participants)

b) On 07.11.2015 an info desk at the **EPU Day 2015** was organised, attracting about 1400 participants in total. This event was combined with a poll of about 50 individuals to discuss and develop models to involve EPUs in biodiversity protection and to develop tailor-made cooperation offers for EPUs.

Based on the results, the tailor-made cooperation offer was developed for the **EPU Day 2016** – jointly with the NGO Naturschutzbund NÖ. This offer combined a sponsorship of 55€ for the maintenance of protected areas in Lower Austria, managed by the NGO Naturschutzbund and providing homes for insects by setting up insect hotels on or around the company premises. The insect hotel was produced by a social entrepreneur of Lower Austria called GOODWORKS following the construction instructions of biologists. (Note: As a side product of the project, the social entrepreneur will now apply these construction instructions also in the future and thereby guarantee a high standard of its product.)

This offer (additional Deliverable, see *Annex 8.1. Deliverables and Technical Annexes, DEL C2.4b*) was presented at the info desk on EPU Day 2016 on 05.11.2016. The EPUs were highly interested (about 100 direct contacts) and we had some profitable discussions. A special mailing was also sent out after the EPU Day attracting even more EPUs.

Finally, 22 EPUs became partners and entered a partnership with eNu respectively with the Naturschutzbund NÖ:

Mechatronik, DI Werner Hawle | Styx Naturkosmetik | Weingut Steyrer | Functional Safety, DI Anita Messinger | AstlPR, PR Agentur | Jeitler und Partner, Werbeagentur | Philoskop, Philosophische Praxis | netHair, Daniela Parbel | Kurz Architekten ZT GmbH | PC Selection | Mersich Immobilien | Silvia's Fruchtwerkstatt | Mostheuriger Alles Schwarz | Raumausstatter Mutenthaler | Fleischerei Fleischhaker | Destillerie Weidenauer | Fair Hunt, Wildbret vom Jäger | Enjo Vertrieb, Maria Schick | Steinzeiteffekt, E. Schörg | Weinbau Laimer | Marchfelder Storchenbräu | Unternehmensberatung Helmut Kirchner.

These companies received a diploma and instructions on how to place the insect hotel. In addition, this activity was used to launch a small media campaign with four different ads which were placed in the local weekly newspaper NÖN (NÖ Pressehaus: week 49/2016, see *Annex 8.2. Dissemination Annexes*).

- c) **Over 500 companies were reached through workshops, presentations at events, round tables, direct contacts etc. Awareness was raised in about 300 companies and about 50 companies implemented changes during the duration of the project.**

These numbers combine the results of eNu, BPWW and UWD. For the individual companies, please see *Annex 8.1. Deliverables and Technical Annexes, DEL C1.4 and DEL C3.2* and *Annex 8.3 Output indicators*, as well as the explanations given under 6.2 *Description of the Play Action C3.a*).

- d) The **final event of the “Wirtschaft & Natur NÖ”** project took place on February 16, 2017 in St Pölten at the WK NÖ. In order to reach a maximum number of participants (the expected 150-200 participants were deemed impossible to reach at this stage of the project), it was decided to organise an evening event so that businesses could come after office hours. The promotion of the event required more time than expected. In the project application form, activities for children were also laid down, but these were not implemented as this was not considered appropriate for the target audience of the event. However, the degustation of Arche Noah products with the theme “Biodiversity can be tasted” and a concert of “Les Buckel Kombo” were organised in accordance to the application form. In addition to the project information material, information material of all relevant NGOs and PAMOs in Lower Austria was presented. Different keynote speakers from different sectors were invited: biodiversity conservation, sustainable development, economy research, and businesses. The event was chaired by Sonja Bettel from the national broadcast Ö1. She also prepared a podcast of the main statements of the evening which was available after the event. A summary of the event, the podcast and pictures were made available on the project website and sent to all participants. Unfortunately, only 18 feedback forms from 80 participants could be gathered at the end of the event. 12 out of 18 considered the event as “very good” and 6 as “good”. For the documentation, see *Annex 8.1. Deliverables and Technical Annexes DEL C1.3a-d and DEL E1.1b*.

Ad C2 Cooperation with businesses

Module 1: Consulting – biodiversity on sites (Ecological planning of company premises)

- a. For questionnaire see task E1.
- b. Consulting: By the end of the project, a total of 6 consultations on the ecological planning of company premises had been carried out. The companies received financial support and the planners received part of their fee through the LIFE Project. The consultations followed these steps:
 1. A company was interested in consultation and contacted the project partners

2. A planner of the planning pool [trained according to the principles developed in the LIFE Project (see 6.2 *Description of the Play Action D*)] was selected in cooperation with eNu and the company
3. The planner planned according to the guidelines developed in the LIFE Project
4. The BPWW checked the quality of the planning
5. Financial support was paid to the planner, the rest was paid directly by the company.

It is important to underline that the consultancy did not only focus on biodiversity as such, but included different aspects of biodiversity friendly buildings, such as roads and storage areas, water (re-)use, façade and rooftop greenery and insect-friendly lighting. To include all of these aspects, a special consumer-friendly brochure was developed in collaboration with the LIFE Project (see 6.2 *Description of the Play*, 6.2 *Description of the Play Action C2., Module 1.c*).

The following consultancies/plannings were carried out within the scope of the LIFE Project:

Variotherm (www.variotherm.at): An ecological planning of the front entrance, parking area as well as the surrounding areas was made by the ecological planners Konstanze Schäfer and Paula Pollak. The planning also included the setting up of large insect hotels which were built right after the planning. Also, some change of the entrance areas was made using plants stemming from regional production.

janetschek (www.janetschek.at): After consulting with grünplan (an engineering office specializing in landscape architecture) they found out that façade greening or shadowing by trees could have a positive impact on the air conditioning situation within the building, thus leading to a reduction of the amount of energy needed for cooling. Redesigning the entrance led to a reduction of light pollution. Plants stemming from regional production also play a vital role and clearly demonstrate that our indigenous flora can also be used for representative purposes. Partly implemented the end of the LIFE Project.

IZIBIZI (<https://www.ecoplus.at/interessiert-an/wirtschaftsparks/izibizi-kids-corner>): The planning of the play ground for a kindergarden located in IZ Süd, a large business park of Lower Austria, was made by the planning company schumacher.schindl.freiss. The goal was to plan a playground with local plants to support biodiversity. The planning was implemented and is now monitored by the planning company in order to see if the planning will be replicable on other playgrounds.

Reitstall Haindl, Reichersberg: The company Garten Kreativ planned the outdoor facilities of the riding stable. It was important for the owner that the facilities also support local biodiversity. The planning was a good example of outdoor facilities and its results are now discussed also with other companies. Not implemented by the end of the LIFE Project.

Malaschofsky gravel pit (<http://www.malaschofsky.at/dienstleistungen>): After consulting “grünplan” (an engineering office specializing in landscape architecture), the company now aims at managing the plant according to higher biodiversity standards than laid down by law. The planning is finalized and the implementation will take place in the coming months.

Immobilien Krems (Primary school and child care Egelsee): Goal of the planning was

to demonstrate that facade greenery can also be done with local plant species, offering nesting and feeding places for local birds and insects. The planning was done by ENZI KG; this company is testing the new approach and is a well-known company specialized on facade greenery, therefore, this knowledge will be spread within the community. The planning has been partly implemented by the end of the LIFE Project.

An unexpected leap forward was the announcement of the WK NÖ (Economic Chamber) to set up a new funding programme within the Ökologische Betriebsberatung supporting the project's activities ("Ecological planning of company premises", www.wko.at/Content.Node/kampagnen/OekologischeBetriebsberatung/Unser-Angebot.html).

The funding programme offers two possibilities:

Brief consultation: max. 8 hours, package price €720.00 (excl. VAT) – 100 % funding
Consulting with a specific focus in mind: max. 40 hours, max. €60.00/hour (excl. VAT)

This new funding programme through the WK NÖ multiplied the number of businesses actively including biodiversity into their policy. 28 consultancies have been carried out through the WK NÖ since January 2016. Consultations were carried out by planners trained through the LIFE Project, using the documents and guidelines developed within the scope of the LIFE Project (see 6.2 *Description of the Play Action C2. Module 1c*). The use of these documents will continue after the closure of the project.

Several documents and guidelines on the importance of business premises for the protection of local biodiversity have been developed by the LIFE Project; these guidelines will also be used after the end of the project:

- **“Guideline on close to nature planning of company premises”** (see *Annex 8.1. Deliverables and Technical Annexes, DEL C2.1a*): This guideline is a good background document for planners and provides good information on the why and what of ecological planning. The target group are planners and consultants. The guideline is spread through the LIFE Project and Natur im Garten.
- **Brochure “Company Grounds close to nature!” “Naturnahe Firmengelände – ganz einfach!”** (in German and English, see *Annex 8.1. Deliverables and Technical Annexes DEL C2.1b-c*): This brochure provides a colourful overview on the main elements of ecological planning of company premises. The target group are companies, planners and the public. The brochure is spread by the planners themselves, the Economic Commerce, Natur im Garten, and the LIFE Project.
- **Flyer to promote and information sheet to explain in further detail the funding programme of the WK NÖ** on the ecological planning of company premises (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.1d-e*): These documents are targeting companies and are used by the LIFE Project, the Chamber of Commerce, and the planners themselves.
- **Consultation scheme** (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.1f*) and
- **Summary of results of the consultation** (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.1g*): These documents have been developed throughout the project

period and are based on the lessons drawn from the first consultations. These documents are the basis for the planning and are now used by WK NÖ to ensure a high quality of the consultation on biodiversity on company grounds.

- **Module 2: Services for regional sponsorships**

Originally it had been planned that the project partners should develop activities and projects to protect biodiversity in close cooperation with the companies. However, after the first discussions with companies it became clear that this approach would not be welcomed by the companies. The companies would rather like to see a set of activities which was ready and tailor-made to address certain needs. Therefore, two additional workshops were needed and hence organised to enhance the capacity of the project partners and the NGOs/PAMOs to ensure that good and meaningful offers could be developed. One more workshop was organised to discuss innovative crowd funding ideas on partnerships of bogs in Germany.

The three additional workshops are described in detail below and documentation is included as additional deliverables (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.6a-h*).

NGOs/PAMOs Workshop: On 02.12.2015 a special workshop was organised by UWD to prepare cooperation offers with businesses. For “good cooperation projects” the project team invited NGOs and PAMOs active in Lower Austria and interested in cooperation with businesses: BirdLife, LANIUS, Auring, Naturschutzbund NÖ, Global 2000, National Park Thayatal, National Park Donau Auen, Wildnisgebiet Dürrenstein, Wachau Volunteers and several other Nature Parks were present at the workshop (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.6a-b*). Based on this workshop, a first set of offers was developed; the offers were then developed further regularly and are now all included in the catalogue of offers and on the website. The organisation and post-processing of this additional workshop required more personnel resources than initially planned.

Partnership Workshop with Andreas Kupfer: This workshop was organised by the eNu on 30.11.2017. There, the participants learnt how to strategically plan, organise and design successful partnerships, especially taking into account the different perspectives on certain issues. This workshop was needed in order to ensure that the NGOs and PAMOs would be able to continue cooperation with business after the end of the project on their own (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.6.c-e*).

Moorefutures Workshop with Thorsten Permien: In addition to the above mentioned initiatives, the project team investigated innovative partnership approaches, like crowd funding. Special approach was given to the Moorfutures (www.moorfutures.de) of the Ministry for Agriculture, Environment and Consumer protection in Mecklenburg-Vorpommern (Germany). On 03.12.2014 Thorsten Permien visited the project team to discuss Moorfutures, a successful project for the protection of bogs in Germany, which involves also the business sector. The applicability of this partnership model to the bogs in the Waldviertel was tested, but since the CO2 compensation that is generated via Austrian bogs is very low, this idea was abandoned (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.6f-h*).

- a. **Numerous direct discussions with companies** were held during the project period. These discussions were a combination of presenting the idea of business and biodiversity and informing the companies of their possibilities to become active. It is not possible to make a distinction between the topics discussed as planned in the project proposal. However, numerous discussions took place and have led to the results described in this report. For the list of companies contacted by eNu and BPWW, see *Annex 8.1*.

Deliverables and Technical Annexes DEL C1.4 and DEL C3.2.

In total, over 30 consultancy processes on the ecological planning of company premises were undertaken throughout the project period; according to the feedback of the companies, about 20 companies took some measures on their premises.

b. Two companies took over sponsorships, one is in preparation and will be finalised by the end of 2017:

AGRANA/Austria Juice (www.austriajuice.com): Austria Juice is a daughter of AGRANA and a producer of fruit juice in the Mostviertel, the western part of Lower Austria. The sponsorship was made for the Little Owl (*Athene noctua*). It included the sponsorship of 5.000€ for activities supporting the breeding of the Little Owl, as well as joint communication for local media and the agriculture sector on the need of the maintenance and proper management of meadows with single fruit trees, a typical element of the Mostviertel and a main habitat of the Little Owl (see *Annex 8.1.*

Deliverables and Technical Annexes DEL C2.5b).

EVN (www.evn.at): The energy company EVN entered into a cooperation with the NGO Lanius to fund the enlargement of the protected area “Buchberg” in the Wachau.

LANIUS used the sponsorship to buy an area attached to the existing protected area and applied for the protection status of the newly bought area with the Lower Austria. eNu facilitated the partnership. The sponsorship was made for about 15.000€ (see *Annex 8.1.*

Deliverables and Technical Annexes DEL C2.5c).

CulumNatura (www.CulumNatura-naturkosmetik.at): For the protection of the bat *Myotis bechsteinii*, a special bat living in the Weinviertel, the Northern part of Lower Austria, a partnership between the company CulumNatura, Austrian Coordination of Bats (KFFÖ), the Nature Park Leiser Berge and the official administration of Ernstbrunn is under development and will be finalised by end 2017. CulumNatura will support the partnership with about 5000€ as well as communication. One element is also that CulumNatura will plan their new company building respecting the needs of bats.

c. A standard sponsorship contract was developed. A review of existing models of regional sponsorships was undertaken. It became clear that the companies would like to pay the sponsorship to the eNu, which should then transfer the money to the respective NGOs. The eNu has therefore set up a transit bank account, which is only used for these transactions. However, the eNu itself does not accept funding from businesses, but facilitates the cooperation between NGOs and companies. The standard contract is used as a blueprint for building up the sponsorship between NGOs/PAMOs and the companies and guarantees that the funding is used properly and in favour of biodiversity protection (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.5a).*

• Module 3: Services for corporate volunteering and biodiversity excursions

a. The project team in cooperation with experienced nature conservation organisations designed offers for corporate volunteering and biodiversity excursions, especially with the needs of companies in mind. Upon request, a team coach accompanied the activity and mentored the team while doing the outdoor project. This was to ensure that – apart from the advantages such outdoor activities have on company life – they also have a positive impact on nature. All offers are now included in the catalogue of offers (see *Annex 8.1. Deliverables and Technical Annexes DEL C2.4a).*

b. & c. Seven companies were partners in such maintenance projects or biodiversity excursions, two supported through the LIFE Project:

Wopfinger Transport Beton (www.wopfinger.com): On 15.04.2015 a biodiversity excursion was organised for the workers of the gravel pit of Wopfinger Transportbeton.

The excursion was planned and accompanied by two biologists and turned out to be very successful. An important factor was that the workers got to see their working area with different eyes: This is especially important as the gravel pit is also home for the *Banchipus schaefferi*, *Bufo viridis*, *Prunus mahaleb* and *Burhinus oedicephalus*. Therefore, also new understanding for special management activities which are undertaken by the company to protect these species are better understood and supported by the workers. Wopfinger Transportbeton is currently planning further biodiversity excursions on other gravel spots.

EATON (www.eaton.com): On 03.03.2016 a corporate volunteering activity was organised in a bog of the Nature Park Hochmoor Schrems; the activity was organised and accompanied by an experienced biologist. Goal of the activity was to support the Nature Park in properly managing the bog. As a result of this activity, EATON is now cooperating regularly with the Nature Park on the local level.

In addition, the BPWW organised the following activities:

dm (www.dm.at): The employees of dm Austria have the possibility to work one day per year for a social or ecological project. A few employees of shops in Vienna and Lower Austria decided to participate on a corporate volunteering activity in the BPWW. The event took place on the 21.08.2015, but was not funded through the LIFE Project.

EVN (www.evn.at): On 15.09.2015 a corporate volunteering activity with trainees of EVN was organised on the dry grasslands close to Bad Vöslau in the BPWW region. The activities involved trainees who could learn a lot about nature next to their working space and who helped enthusiastically to maintain and save several protected species, such as *Iris pumila*, *Pulsatilla verna*, *Stipa pennata*.

Also, the **WK NÖ**, the **UWD** and the **eNu** organised corporate volunteering activities with their own employees. These activities were accompanied by media activities to raise interest of other companies.

As described in more detail under *3.3 Problems encountered*, this module did not turn out successful.

All offers developed in all modules of the LIFE Project have been combined in a stand-alone document, called **Catalogue of Offers**. This document is a key output of the entire LIFE project as it combines lessons learnt, good examples and a full list of offers in each of the areas: company grounds, volunteering activities and sponsorship possibilities. This document is a good example of how the topic of biodiversity can be communicated effectively within the business sector. See *Annex 8.1. Deliverables and Technical Annexes, DEL C2.4a*

Ad C3: European Model Region Biosphere Park Wienerwald

- a. The events were cancelled and the activity has been modified to better meet the needs of the business structure of the area: During the project period it became clear that additional meetings are not useful since the companies of the BPWW region had already been reached through four workshops (especially the one organised on 06.10.2015 at the company Vöslauer in Bad Vöslau). Therefore, the BPWW sent an e-mail to about 800 companies of the biosphere reserve region to inform them about the different offers on biodiversity project; afterwards about 100 selected companies were contacted by phone. The direct contact with the companies led to a few implementations in ecological planning of the company premises. Additionally, two meetings with the business union of Breitenfurt bei Wien took place and discussions about further cooperation are going on. Especially the enlargement of the Partnernetzwerk is a main topic of discussion with the business sector. A full list of the companies contacted is attached in *Annex 8.1*.

Deliverables and Technical Annexes DEL C3.2.

- b. The meeting with 27 “ambassadors of the biosphere park” took place on 12.02.2016 and provided them with detail information in order to use them as multipliers for the LIFE Project. The “ambassadors” were contacted again in February 2017 by e-mail. Several were very active and had established good contact to companies, and some had even organised additional local meetings where biodiversity was discussed.
- c. As of March 2017, four articles of the four as laid down in the LIFE Project were published in the newspaper “Das Blatt” of the BPWW. Six further articles were spread via electronic newsletter. Because of a reduction in newsletters per year the BPWW could not reach the target of 10 articles. The BPWW decided to publish a special newsletter on the LIFE Project. Furthermore, several short reports about events like corporate volunteering events were posted on the BPWW website. For these publications, please see *Annex 8.1. Deliverables and Technical Annexes DEL C3.3 and DEL C3.4.*
- d. Partner BPWW participated in the meeting of European biosphere parks EuroMAB (MAB=man and the biosphere) in Estonia in May 2015 and communicated the different steps and the final outcomes of the LIFE Project to the UNESCO on a regular basis.

Ad C4 Information campaign for businesses and the public (eNu)

- a. A communication agency was selected and the CI/CD was developed. Based on this CI/CD all other communication products were then implemented – including letter head, website, blueprints for reports, roll-ups, etc.
Special products of the agency are:
Hedgehog Campaign for business media (see *Annex 8.1. Deliverables and Technical Annexes DEL C4.4*)
Three different posters for a train campaign (see *Annex 8.1. Deliverables and Technical Annexes DEL C4.2a-c*)
Since the production of most of the communication tools was also done by this agency, the cost could be reduced.
- b. The media work started with a regional press release on 14.03.2015. Press work was carried out by all project partners, but mainly by eNu. By the end of the project the following communication output could be reached:

Press release in in total 25 (14 were planned)

local	6
regional	19

Articles published in total 83

printed articles	72
online articles	11 (20 were planned)

Newsletter in total 52 (20 were planned)

Newsletter eNu	12 (sent to 13.700 addresses)
Newsletter Naturland	7 (sent to 2.620 addresses)
Newsletter WST3	5 (sent to 150 addresses)
Newsletter BPWW	6 (sent to 3.600 addresses)
Newsletter UWD	12 (sent to 10.400 addresses)
Newsletter WKNÖ	6 (sent to 17.000 addresses)
Newsletter, additional	4

Facebook Postings	11
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Films	1
Radio	2
Podcast	1

The media uptake of the press release changed from the start of the project to its end. It seems that in the course of the project, the media got more familiar with the topic. But it also helped that the communication focused on local activities, local companies or local protected areas. The fact that the EU produced a short film about the LIFE Project was also helpful. The fact that this film was produced at the beginning of the project was also helpful. Radio interviews helped to spread the message about the importance of biodiversity country-wide. Also, the COP 13 of the Biodiversity Convention raised general awareness of biodiversity, which also helped in positioning the LIFE Project. For documentation, see *Annex 8.2 Dissemination Annexes*.

c. Campaign to target the business sector in business media:

A basic cooperation was developed in cooperation with the “BusinessART” (of the Lebensart Verlag), a well-known Austrian magazine addressing sustainable business. In the course of the project period, one advertorial and one promotion were funded through the LIFE Project. In addition, the Lebensart Verlag published further articles promoting biodiversity in general and the LIFE Project.

In order to reach the business sector with the different offers developed in phase 2 of the LIFE Project, a simple campaign outline (the so-called Hedgehog campaign) was developed:

“Companies assume responsibility! – YOUR COMPANY CAN FOSTER DIVERSITY! Earth’s biodiversity is the bedrock of our health, our food production und all economic processes. Your company can also contribute to the preservation of biodiversity. We will show you how! www.wirtschaft-nature-noe.at”

d. This campaign was launched in the following media:

Lebensart Verlag: ad in BusinessART of 19.5.2017

Die Presse: ad in Wirtschaftsblatt of 6.4.2016

Biorama GmbH: ad in Biorama of 18.4.2016

Agrarverlag: GENUSS.Magazin Nachhaltigkeit.pur of 15.6.2016

In addition, a special newsletter targeting business leaders was launched on Leadersnet: 2.6. 2016

The goal was to lead interested persons and companies to the project website where a diverse collection of offers could be found. For documentation, see *Annex 8.1.*

Deliverables and Technical Annexes DEL C4.4 and Annex 8.2. Dissemination Annexes.

All these activities were developed and launched in close cooperation with the WK NÖ to ensure high performance.

e. Campaign to target employees of companies:

22.000 salad spice packages were produced by the business partner SONNENTOR, a well-known Austrian company. These give-aways were extended to as many companies as possible through all project partners and raised awareness on biodiversity and the LIFE Project. Important was also that the WK NÖ placed give-aways in their entrance hall for a certain period. For the product, see *Progress Report, Annex 8.1. Deliverables and Technical Annexes.*

f. & f. Campaign to target business sector and general public:

The originally planned free cards (meanwhile outdated) in order to target the general public were replaced by a poster campaign on local trains combined with a competition on biodiversity (850 posters in the Austrian federal states of Lower Austria, Vienna and Burgenland carrying some 250.000 persons daily). Three posters were designed to advertise three activities which were carried out within the scope of the LIFE Project: EVN sponsorship. AGRANA/Austria Juice sponsorship and close-to-nature design of the company premises of the Kaster Group.

The main goal was to raise awareness of the activities carried out and to motivate companies and the general public to get active themselves: learning more about species, building an insect hotel for the garden or planning ecological business premises. The campaign targeted the general public and was present for 6 weeks in local trains in October and November 2016. The main message: *“Biodiversity is important for all, we all have a stake. Companies of Lower Austria are already active for biodiversity (with good examples on the website and possibly also on the poster). This is what companies do and this is what you can do!”*

This campaign replaced the 80.000 Freecards originally arranged for. In addition, further cooperation with the Austrian Rail Company ÖBB was discussed: eNu supports the Green Points project of the ÖBB which enables customers to collect Green points for each kilometre travelled on trains. Green points will be turned into money by the ÖBB to support biodiversity projects throughout Austria. A wetland restoration project was implemented on the wetlands of the river March preserve in Lower Austria. See *Annex 8.1. Deliverables and Technical Annexes DEL C4.2a-c*.

TRIGOS: The UWD is a support organisation of TRIGOS, Austria’s most prestigious award in the realm of corporate social responsibility (CSR), which was initiated by representatives of businesses and NGOs in 2003. The aim of TRIGOS is to award a prize to the most efficient CSR activities of Austrian companies. The main focus of the UWD throughout the project period and beyond is to highlight the success of measures taken to enhance ecological sustainability and the preservation of biodiversity and to present such measures to the general public. Originally it was planned to set up a special prize for biodiversity project, but this approach was not supported by the other TRIGOS organisations.

USB Sticks: All important documents including the catalogue of measures were put on 200 USB sticks, which were produced of compostable material. All relevant documents are placed on these sticks which were used in the last phase of the project and will be used by all partners after the closure of the LIFE Project. The Stick is branded with the LIFE logo as well as the Wirtschaft & Natur NÖ logos.

Film about the LIFE Project: In February 2016, the EU presented the project with a short video on the Internet (<http://ec.europa.eu/avservices/video/player.cfm?sitelang=en&ref=I114095>) together with other Austrian EU projects.

In general, the topic of biodiversity is difficult to transmit via local or regional print media. The project team tried to find out several ways to communicate the importance of the complex topic.

Action D: “Training”

Anticipated	Achieved
<p>D1: Training of consultants</p> <p>a) Internal know-how transfer from GNF to eNu and BPWW – maybe plus external consultants – concerning biodiversity check for businesses (by 20.06.2015).</p> <p>b) External training</p> <p>b1) Training of external consultants (of the eco-management consulting pool of Lower Austria, who work with businesses anyway, preferably also consulting on CSR). They get a one-day training by GNF on biodiversity (by 28.10.2016), enabling them to carry out related consulting. Our partner BPWW compiles training plans and documentation.</p> <p>b2) Training for selected planners of ecological company grounds to ensure that the planners follow high standards of biodiversity and apply in practice the guideline laid down by the LIFE Project.</p> <p>b3) and b4) additional trainings: see below</p> <p>The University of Klagenfurt may integrate knowledge gained though the EU Project into the curriculum of their degree “Management of protected areas”.</p>	<p>a) Finished.</p> <p>b1) Finished.</p> <p>b2) Finished.</p> <p>Two additional trainings were organised, for details, see below:</p> <p>b3) Finished.</p> <p>b4) Finished.</p> <p>Cancelled.</p>
<p>Comments: Partner BPWW is responsible for this task.</p> <p>Ad a) <u>Internal training on Biodiversity Check:</u> GNF (third party) developed the Biodiversity Check as an innovative tool to assess if companies have an impact on biodiversity world-wide. This Check was developed prior to the LIFE Project (www.business-biodiversity.eu/default.asp?Menu=128). By February 2016, GNF had carried out checks in five large companies in Germany. The goal of the LIFE Project was to spread the word about the Biodiversity Check and to make it known in Austria. Therefore, a training was organised with Stefan Hörmann from GNF which took place on 28.10.2015 with 10 attendees of the project team plus selected partners. Originally it had been planned that the project team members should be enabled to carry out biodiversity checks by themselves, but it became clear that the topic was far too complicated. Therefore, it was decided to spread information on the Biodiversity Check and to involve GNF if a check needs to be carried out. See <i>Annex 8.1. Deliverables and Technical Annexes DEL D1.1a-c</i>.</p> <p>Ad b) <u>External trainings:</u> The trainings transmitted knowledge in topics as biodiversity in general, ecological design of premises, regional sponsorships, landscape care actions, excursions, best practice examples, costs, crosscutting topics and the Biodiversity Check.</p> <p>b1) <u>Training on Biodiversity Check – open for all CSR consultants of the WK NÖ:</u></p>	

All material was provided by GNF. The half-day training was organised as an information event to stimulate interest in the Biodiversity Check. The training took place on 27.10.2015 with about 15 attendees. The attendees are now able to give a good overview with lot of details about the Biodiversity Check to companies who are interested in this kind of consulting. See *Annex 8.1. Deliverables and Technical Annexes DEL D1.1d-g*

b2) Training on Ecological Planning – open of the planners, newly appointed by the WK NÖ:
During the LIFE Project, the co-financiers “Department for Economy” of Lower Austria and the Economic Chamber of Lower Austria checked the feasibility of the extension of the pool of eco-management consultations and included the “Ecological Planning of Company Premises” as a new offer to all members of the WK NÖ within the scope of the Ökologische Betriebsberatung (for more information, see *6.2 Description of the Play Action C, Module I*). Therefore, a set of new consultants was invited to the pool of consultants of the WK NÖ, namely planners. Some training especially for these planners was developed by the BPWW in order to ensure that the planning was done according to high biodiversity standards. BPWW designed and carried out this training for the planners and developed different documents for this purpose. The training took place on 15.12.2015 with 25 experts. The aim of the training was to inform potential experts about the funding scheme “Ökologische Betriebsberatung” and the new support for companies “Ecological Planning of Company Premises.” Main subject was to introduce the planners to the different guidelines and documents which were developed for this purpose. The planners are now able to plan business premises according to the standards defined by the LIFE Project. For more information, see *Annex 8.1. Deliverables and Technical Annexes DEL D1.1h-k*.

b3) Training on biodiversity issues – open for the CSR consultants of the WK NÖ:
As the knowledge of the CSR consultants of the WK NÖ on biodiversity issues is rather low, a special training was organised for them on 30.09.2015. Five consultants out of the pool for the Ökologische Betriebsberatung participated. This training enabled the consultants to include biodiversity issues in general within the different CSR consulting activities funded through the WK NÖ and the WST3. This should ensure that the companies are more interested in an in-depth consultation on biodiversity. For more information, see *Annex 8.1. Deliverables and Technical Annexes DEL D1.1l-q*.

b4) Evaluation workshop on the ecological planning of company premises – open to all planners.

This workshop was organised in cooperation with the WK NÖ and the business partner CulumNatura on 21.09.2017. The main goal was to evaluate the results and achievements of the consultations and to enable the planners to learn from each other on how to better serve companies in their biodiversity approach. All participants had experience in working with companies and the discussion led to a final adaptation of all planning documents. This is to ensure that the future consultations are in-line with the standards developed in the LIFE project. In addition, Sven Schulz from the Bodensee Stiftung, Germany, was invited for this workshop as Mr. Schulz has long-term experience in this field. About 10 planners participated and a very good discussion on the lessons learnt was held. It became clear that the issue is important for the business sector, but further information of companies on the importance of biodiversity issues is highly needed. For more information, see *Annex 8.1. Deliverables and Technical Annexes DEL D1.1r-t*.

University of Klagenfurt:

The originally planned workshop within the MSc Programme “Management of protected Areas” at the University Klagenfurt could not be implemented, as the programme had been

cancelled. An alternative possibility offered by Michael Jungmair (Head of the MSc Programme) to inform several PAMOs in Carinthia was also too complicated and too expensive. The BPWW tried to place a special lesson at the MSc Programme “Social and Human Ecology” at the University of Klagenfurt. Because of changes in their structure, this approach could not be implemented. Finally, the project team tried to cooperate with the FH Krems and was able to participate at the Sustainability Day in March 2017. A cooperation beyond the end of the LIFE Project is currently being discussed.

Action E: “Monitoring of the impact”

Anticipated	Achieved
<p>E1: Monitoring Business: Questionnaire (identical to that of C.2.1) to evaluate the knowledge and interest at the beginning (by 28.11.2014) and the end (by 31.03.2017) of the project. A representative sample of businesses will be polled. However, statistical proof will only be possible long after the project ends – except for bat measures. Evaluation of the pilot consulting and trainings (including the catalogue of activities and the businesses who were activated to implement measures). In Lower Austria, the number of 100 businesses with biodiversity activities was expected to rise by 50% during the project. Evaluation of the press work (5 or more economic journals report on the project)</p> <p>Public:</p> <ul style="list-style-type: none"> • Analysis of the traffic at the web-site (goal: 16.000 page hits by end of the project [EC letter 07.05.2015], significant rises after events) • Analysis of the feed back forms from events, field measures and excursions (goal: in by 28.10.2016, average rating of “good” at minimum). • Overall goal: 50.000 persons and 22.000 businesses have seen basics on biodiversity. <p>The network partners report in their annual reports on the project.</p>	<p>Business: <u>Start of the project:</u> The team developed an online questionnaire to evaluate the knowledge. <u>End of the project:</u> An external company was selected to carry out the evaluation, thus to ensure that the evaluation is done objectively.</p> <p>Public: <u>Website:</u> finished <u>Feedback form:</u> finished. <u>Overall goal:</u> achieved</p>
<p>Further details and comments:</p> <p><u>Business:</u> Online Survey 2014/2015 (December 2014-January 2015): The participation in the online survey was high (82 answers). The majority of the participants knew the meaning of “biodiversity” and could see an influence of their company on biodiversity, however only 6% saw a negative impact. A majority saw growing influence of the performance of eco systems on their business and 72% had already initiated measures towards sustainable resource utilisation. Among those 15% who had been inactive so far, a very large part was interested in measures on their company grounds and in integrating biodiversity into CSR. The evaluation may lead to some fine-tuning of the project activities. The corresponding report was submitted with the mid-term report.</p>	

Online Survey 2017, (February – March 2017):

As suggested by the EC (Letter of 27.10.2016), the second survey was carried out by an external consultant to ensure an objective monitoring of the results. The consultant chosen out of three offers was ÖGUT. In discussion with ÖGUT it was decided to include a second part in the survey, in order to further motivate companies to engage in biodiversity.

The findings of the survey 2017 compared with the results of the survey 2014/2015 can be summarised as follows:

The participation in the second survey of the LIFE Project was even higher than in the first one (125 companies). A major share (87.5 %) of the companies asked was based in the region of Lower Austria, with only 16 situated outside this region.

The second survey reached over 50% more companies than the survey of 2014/2015. This suggests that communication about biodiversity and energy efficiency through the LIFE Project had been successful and that awareness for the topic had increased.

To support this claim, the majority of the companies (around 95.6 %) indicated that they knew the term biodiversity, and only 4 % had never heard the term. In comparison, only 82% of the participants of the survey 2014/2015 had heard about the term biodiversity, 12% knew the term without knowing its meaning (2017: 8.9 %) and 6 % stated that they have never heard the term at all.

The awareness level on the LIFE Project among the companies included in the second survey is very high (74.4 %). By contrast, only 19 % had heard about the LIFE Project in the first survey. The companies seemed to have been reached well by the project activities.

The companies rate their own influence on the diversity of habitats, species and genes as high: on a scale of 0 – 100 the respondents awarded on average their influence as 72 points. In 2014/2015 63% rated their influence as high.

A moderate – 93 (74%) – share of companies declared they had already implemented measures in the field of sustainable resource management and use. In order of frequency, these were:

- communication on sustainability via different media channels (website, newsletter, other media) (62.4%)
- measures in the field of renewable energy (60.2%)
- measures for energy efficiency (53.8%)
- measures for the support of initiatives for the protection of habitats or species (50.5%)

This shows that measures of communication and awareness were on the rise, as well as measures in the energy field come first and are followed by concrete measures for the strengthening of biodiversity. In the first survey, the engagement was similarly high (73%) and the focus of activities was on information and communication and energy measures, too, but in reverse order.

92.5% explicitly declare their motivation for nature protection. This is followed by goals such as strengthening of regional embedding (51.6%), improvement of image (48.4%) as well as the improvement of customer loyalty and acquisition (37.6%). Here a certain contradiction between the motivation and the actual implemented measures can be seen. As indicated above, activities in the field of biodiversity, which can be understood as protection of nature in a narrow sense, are only ranked third after communication and energy.

- 21.7 % of the companies which implemented measures for biodiversity or sustainable use of resources indicated that the LIFE Project played a role in their decision to take action.
- About a third (32.6%) of the companies who are active in the field of biodiversity used the offers of the LIFE Project (e.g. participation at events or workshops, took over a sponsorship or made use of a personal discussion). This also the project's success.

- The quality of support of the project team at the implementation of measures within the LIFE Project was rated extraordinarily well: 48.3 % were very satisfied and 51.7 % were satisfied. All participating companies were satisfied with the service and support.

Awareness about the different offers in the framework of the LIFE Project varied considerably. The best-known were the consultancy on close-to nature planning of company sites (47.4%), the maintenance work in protected areas (40.8%), as well as the biodiversity check (35.5%). Least known were the projects of sponsoring a particular plant, animal species, or habitat (32.9%). A share of 38.2% of the companies did not know any of the offers provided by the LIFE Project at all. Potential can be seen here for the communication of the topic biodiversity under the label of protecting the nature.

Willingness to participate in further activities

- More than half the companies participating at the survey (59.3%) indicated that they could imagine their company's site restructured in a nature-friendly way. Less than a half (42.9%) were prepared to integrate biodiversity into already existing sustainability concepts. Almost the same amount stated their interest in cooperating with protected areas (40.7%) or nature conservation organisations (38.5%). The least interest was expressed for sponsoring projects or initiatives (19.8%) or for implementing fundraising activities (11%).

- 26.4% were interested in taking advantage of the already existing offers of the LIFE Project. 15.8 % of the companies were interested in one of the sponsorships offered. About 38.9 % of the participants indicated that they would like to receive material for further information, meaning that they still required information. One of the maintenance work offers would be an option for 15.4 %. The fact that a large proportion of Lower Austrian companies are very small with many individual entrepreneurs may explain why team activities in nature are not so often sought after.

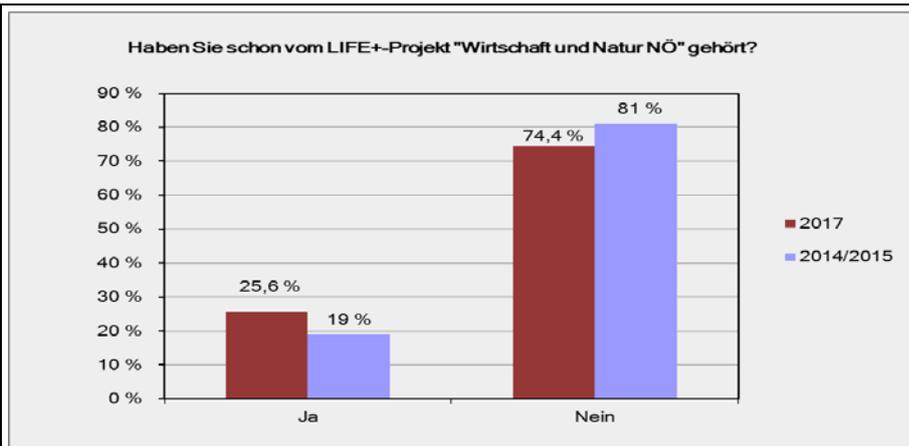
The survey 2017 demonstrates that companies can be addressed with the topic of biodiversity within the framework of the LIFE Project. Companies which made use of the offer were (very) satisfied with the LIFE Project.

It is also shown that the topic of biodiversity probably should be discussed and promoted over a longer period of time for a broad response and a deeper awareness in this regard.

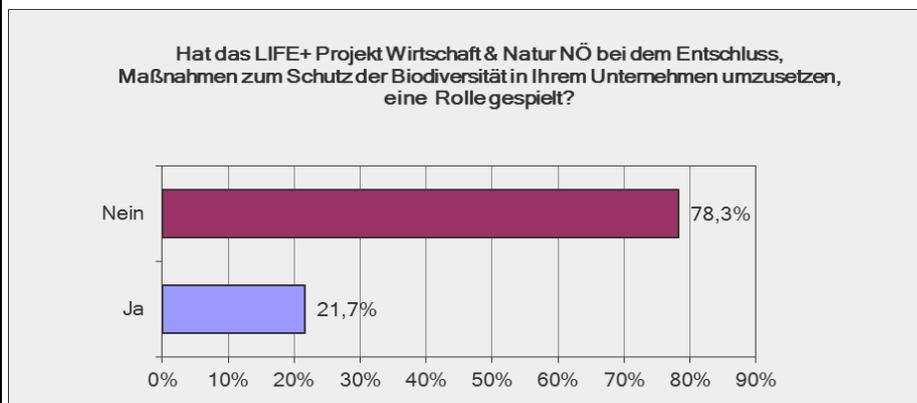
Participants also mentioned the desire for financial support but also for appreciation from politicians and the general public for such related activities.

The fact that two thirds (57.8%) of the companies were still undecided with respect to measures for biodiversity suggests that there is potential for further projects and measures regarding biodiversity. To make use of this potential, especially with regards to finance, it is important to create tailor-made offers for small and middle-sized companies.

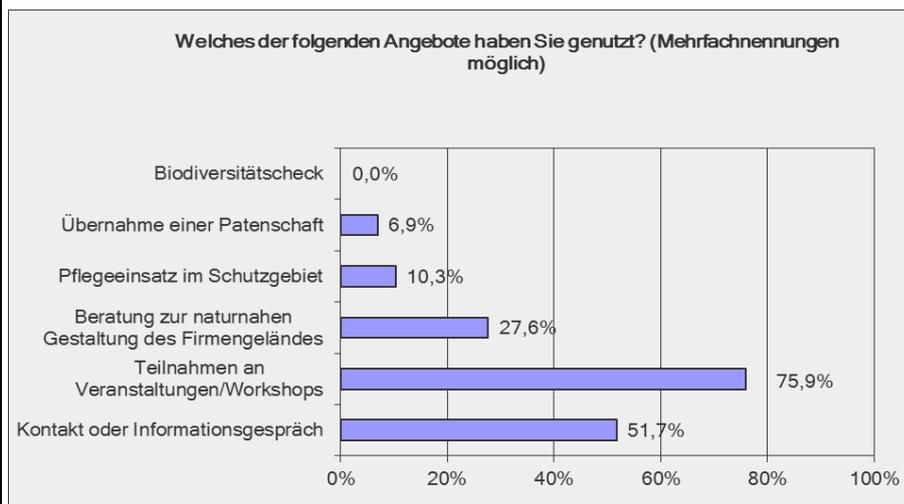
Some graphs underline the findings described above:



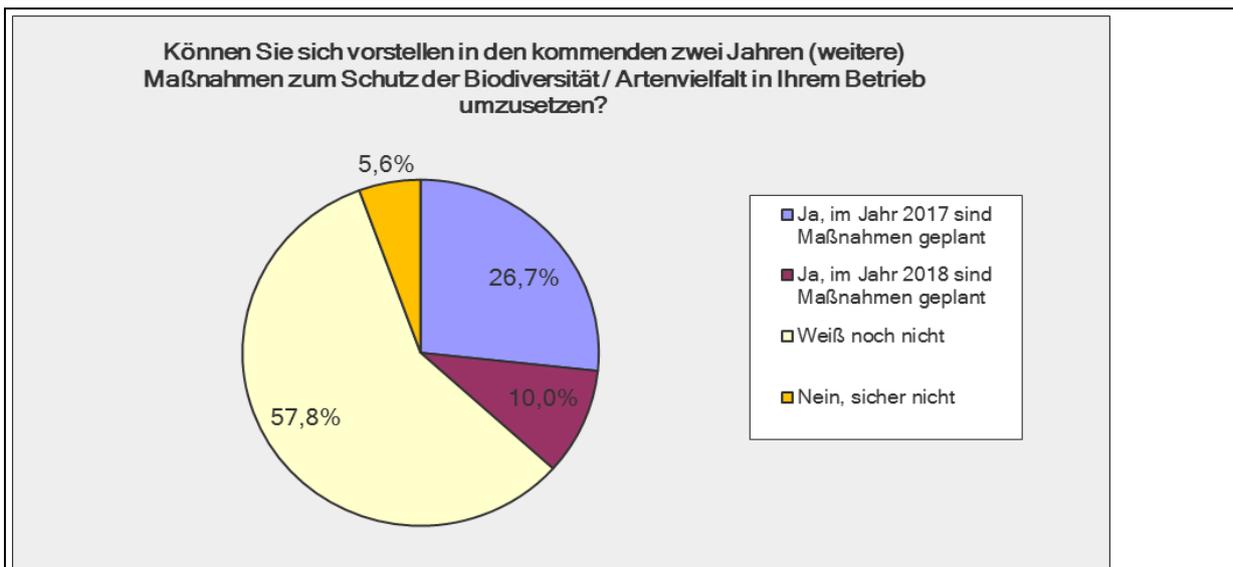
Picture 4 of Survey 2017: Knowledge about the LIFE Project



Picture 10 of Survey 2017: Did the LIFE Project play a role for your company to get active?



Picture 12 of Survey 2017: Use of the different offers developed by the LIFE Projects



Picture 22 of Survey 2017: Activities planned for 2017 and 2018

The full report of the Survey 2017 is attached, see *Annex 8.1. Deliverables and Technical Annexes DEL E.1.4*

Public:

Website:

The Website of the project is placed as a subpage www.naturland-noe.at/wirtschaft-natur-intro within the website www.naturland-noe.at of eNu, but the following domains have been bought for the LIFE Project as well: www.wirtschaft-natur.at, www.wirtschaft-natur-noe.at using the system Typo3.

This is to ensure that the information communicated through the website represents points of view seen from many different perspectives. As the website is placed as a subpage of naturland-noe.at, its content is also seen as part of the eNu communication, which also increases trust in the information provided.

The website went online in winter 2014 and was filled continuously with information until the end of the LIFE Project.

The page views vary between 250 and 500 per month (12.000 page views in the course of the LIFE Project) depending on the communication activities, such as direct mailing or press release. Of course, the page views have increased since the beginning of the LIFE Project and 500 were recorded by the end of the LIFE Project. Also, before and after workshops and events, more page views could be counted. It is important to state that – as the website is a subpage of www.naturland-noe.at – it is not possible to analyse the number of individual users of the page. According to expert judgement of our web-expert, an average of 5 page views per user is realistic; therefore up to 125 individual users have accessed the website each month.

It is interesting to see that the download rate of documents from the website is remarkably higher than expected, reaching even 2000 full individual downloads per month. This also includes the results of search engines which lead directly to a link to the downloads. It shows that the interest in the issue is very high.

Feedback form:

To collect all relevant information, a feedback document was developed by the UWD, which

has been used for different workshops, trainings and other discussions rounds. The plain form is attached, see *Annex 8.1. Deliverables and Technical Annexes DEL C1.4*

After each of the four workshops and the final event, the participants were invited to fill in a feedback form. The goal of the feedback form was on one hand to figure out how much knowledge the participants already had on biodiversity issues and to find out about their opinion on biodiversity and businesses depending on whether they belong to a conservation organisation or a business. On the other hand, the participants were asked to give a general evaluation of the events. Results show that most of the participants had heard about the issue biodiversity before 2010, and more than half would rate their knowledge about biodiversity as good or very good, while more environmental actors than business representatives would assess their knowledge as very good. Two thirds of the participants are looking at biodiversity as a chance for business and value biodiversity as an important factor in their business. All of the business representatives present at the workshops could picture their companies being involved in LIFE Projects and two third had already implemented actions for biodiversity conservation. Lastly, the evaluation of the events showed that the overall majority of the participants rated the workshops, organisation and the event location as “good” or “very good”. Two feedback reports are attached, see *Annex 8.1. Deliverables and Technical Annexes DEL A1.3a-b*.

Please note that for the consultations and the field actions, direct feedback interviews have been carried out with the company representative and selected participants. These interviews were aimed at better designing and communicating the offers of the LIFE Project and were done in a very open and friendly way. However, it turned out that the interviewed persons turned into “diplomatic” speech if the discussion turned out to be to formal. The Project team therefore decided to collect the feedback in a rather informal way. This corresponded better to the purpose.

Overall goal:

The overall goals of the LIFE Project have been clearly reached. The topics of the LIFE Project were distributed via press releases, newsletters, a public campaign in trains, workshops, and give-aways. As the LIFE Project was seen as a very interesting project, the project team was also regularly invited to attend external conferences and events. Over 1.000.000 persons and 22.000 companies were reached through the LIFE Project. A short summary is also given in *Annex 8.3 Output indicators*.

Action F: “Communication and dissemination” (eNu)

Anticipated	Achieved
<p>F1 Website: Set up website by 26.12.2014. By the end of the project, the website should be a Lower Austria networking and information platform linking economy and nature.</p>	<p>F1: The website is set up in German and the main parts are translated into English. The website (wirtschaft-natur.at, wirtschaft-natur-noe.at and www.naturland-noe.at/wirtschaft-natur-intro) addresses the businesses in the first place.</p>
<p>F2 The After LIFE communication plan secures the catalogue with offers, the networking incl. annual meetings until 2020.</p>	<p>F2 The After LIFE communication was developed and agreed upon by all partners.</p> <p>F3: The Layman Report was produced in German</p>

<p>F3 Layman report: EN and DE.</p> <p>F4: WiN Network (business and biodiversity) for Lower Austria to ensure long-term exchange. The way of integrating stakeholders was decided by 21.11.2014. Six annual meetings.</p> <p>F5 EU wide exchange and knowledge transfer: Develop a biodiversity check for businesses (Global Nature Fund) to be offered as extension of CSR consulting within two instruments of Lower Austria (Wirtschaftskammer NÖ and “FAIRantwortung” of the department economy, tourism and technology).</p>	<p>and English.</p> <p>F4: The informal WiN Network is in place (see list in comment section) but was not launched as an official network because the businesses are flooded with CSR networks and other networks. Instead, the project team decided to cooperate – as an informal network – closely with existing networks (especially in the field of CSR), which already have good connections to businesses and deal with the contact person responsible for biodiversity.</p> <p>F5: Discussions with several organisations and with other Austrian LIFE Projects were done throughout the project.</p>
<p>Further details and comments:</p> <p>All partners are highly interested in setting up a communication structure which will continue beyond the end of this LIFE Project. Therefore, the three main pillars “project website”, “catalogue of WiN offers” and “WiN network” are being set up for a minimum of two more years.</p> <p>F1: The website has become a source of information on enterprises and biodiversity beyond Lower Austria. The LIFE Project website which was developed as a subpage of the “Naturland-Website” by the eNu has turned into a comprehensive resource about economy and biodiversity and contains topics that go far beyond simple information on the EU LIFE project. It has so far been maintained by the eNu and will be maintained for at least two more years.</p> <p>Information about the LIFE Project has also been made public by each partner organisation in their respective websites. This information will also be maintained until after the end of the LIFE Project.</p> <p>F2: The <u>After LIFE communication plan</u> is an important guideline for Wirtschaft & Natur NÖ. All partners were involved in the development of this plan. It includes the following: CATALOGUE of OFFERS: Developing the catalogue as a way to support and protect biodiversity was a central element of the LIFE Project. The catalogue will also be shared in the future and will be used for implementing co-operations between companies. It is also available at http://www.naturland-noe.at/wirtschaft-natur-intro. NEW FUNDING: The development of an additional funding pool supported by the WK NÖ and the Department of Economy of Lower Austria was an important result which is still being offered in ecological company consulting. This new funding and the accompanying documents were developed by the EU LIFE Project and have now been permanently added to the offers promoted by the Chamber of Commerce of Lower Austria. NETWORK: One aim of the LIFE Project was to build a WiN-Network. During the LIFE Project it became obvious, however, that it is better to enhance existing company aims and enrich them with the aspect of biodiversity. This is why we tried to establish networking and communication channels with respACT, B.A.U.M. Austria, CRS-Circle, and the TRIGOS in order to successfully incorporate biodiversity within these networks. In the future they will</p>	

also be used by the project partners more intensely. It is worth mentioning that the UWD is a supporting organisation of TRIGOS and that it received the most renowned award of Austria in the area of Corporate Social Responsibility (CSR) which was created by representatives of an economic background and NGOs in 2003. The focus of the UWD is to put success stories in biodiversity project in the limelight.

CONSECUTIVE PROJECTS: The following initiatives and projects were submitted or are currently running as direct or indirect consecutive projects:

- Species and Habitat protection in raw material extraction plants in Lower Austria (financed by EU LEADER): BirdLife and the forum – raw material mobilise gravel pit owners in Lower Austria to take steps in order to temporarily devote areas for species and habitat protection. The goal is to expand this project nationwide.
- inside:outSITE (Submission in the program Smart Demo Cities): The goal of this project is to support green infrastructure and develop smart networks to improve sustainability and the quality of life in urban areas. The diverse functions of green areas, their contribution in counterweighing global warming and supporting health and wellbeing, and biodiversity protection constitute the central aspect of communication, development and execution.
- GreenInsteadOfGrey (GrünStattGrau)– innovations for a green city (Submission at the FFG): the goal of this project is to plan a co-operation network of cities with regards to the topic of façade greening. This will be a new form of co-operation due to the existing partner network (150+). It is also important that these measures contribute to the preservation of biodiversity.
- Nature friendly Campus and the ecoplus: Adding the guidelines for making company premises more nature-friendly (developed in the frame of the LIFE Project) to the documents describing the formation of enterprises within ecoplus is one issue that is currently being discussed.

For further details, see *Annex 8.1. Deliverables and Technical Annexes DEL A2.1-F1.1.*

F3: The Layman Report provides a summary of the goals, the approaches, results and achievements of the project and also invites new companies to become partners in the “Wirtschaft & Natur NÖ” network. The Layman Report includes also statements of managers of companies to motivate their colleagues to also engage in biodiversity protection. This document is available in German and English and spread widely by all partners. Of course, this will also be an important instrument for future activities. For further details, see *Annex 8.1. Deliverables and Technical Annexes DEL F1.1a-b.*

F4: The WiN network (Wirtschaft & Natur, Business-Biodiversity-Netzwerk) was planned as a formal network, but since the interest of the business sector in establishing a new network was very faint, the activity was modified into an informal network. It comprises the central stakeholders and supporters of the project who were invited to the workshops and events of the project:

- Agrarbezirksbehörde Niederösterreich
- Amt der NÖ Landesregierung, Abteilung Wirtschaft, Tourismus, Technologie (WST3, co-financier)
- Amt der NÖ Landesregierung, Abteilung Naturschutz (RU5, co-financier)
- Enterprises which are already doing their share in biodiversity
- Biosphärenpark Wienerwald BPWW (partner)
- Birdlife Österreich
- Ecoplus
- Energie und Umweltagentur Niederösterreich

- IMC Fachhochschule Krems
- KFFÖ (Koordinationsstelle für Fledermausschutz)
- Nationalpark Donauauen
- Nationalpark Thayatal
- Naturparke Niederösterreich
- Naturschutzbund Niederösterreich
- Natur im Garten
- Regionalmanagement Niederösterreich
- respAct
- Umweltdachverband UWD (partner)
- Wildnisgebiet Dürrenstein
- Wirtschaftskammer Niederösterreich
- World Wildlife Fund Austria (WWF Österreich)
- Plus further companies cooperating within the scope of the project Wirtschaft & Natur NÖ

F5: The following partners and platforms are multipliers for a EU-wide exchange:

- EU Business @ Biodiversity Platform of the EC
- European Business & Biodiversity Campaign of the Global Nature Funds
- Stiftung Bodensee
- Ministry for Agriculture, Environment and Consumer Protection in Mecklenburg-Vorpommern (Germany)
- Bayerische Akademie für Naturschutz und Landschaftspflege (Germany)
- Global Business and Biodiversity Programme der IUCN
- Platform Biodiversity in Good Company
- Schweizer Stiftung Natur & Wirtschaft

Another LIFE proposal on networking together with Global Footprint Networks, Global Nature Fund and the Austrian Agency for Environment was submitted in 2013 but did not win any funding.

Beyond communication, the following activities were carried out with the partners mentioned above:

- Ministry for Agriculture, Environment and Consumer Protection in Mecklenburg-Vorpommern (Germany): Visit of Thorsten Permien to discuss the project Moorfutures (www.moorfutures.de) (see 6.2 *Description of the Play Action C2*)
- Global Nature Funds (Germany): Workshop and training on the Biodiversity Check with Stefan Hörmann (see 6.2 *Description of the Play Action D1*)
- Stiftung Bodensee (Germany): Training with Sven Schulz (see 6.2 *Description of the Play Action D1*)
- Global Business and Biodiversity Programme der IUCN: In December, 2016, the 13th Conference of the parties of the Convention on Biodiversity took place in Cancún in Mexico. The aim of this conference was to declare that protection of species and their habitats is a top priority. This move was supported by over 100 companies, all of which signed the declaration “Business and Biodiversity Pledge” in support of this goal. Thanks to the efforts and the initiative of the LIFE project, among these were also companies from Lower Austria, namely: Kastner Gruppe, Vöslauer, Lebensart, Zinke Environment Consulting.

6.3 List of Deliverables:

	Deliverables	due date	Transmission	Transmission details
E1.1	Questionnaire on biodiversity knowledge at start	15.11.2014	15.04.2016	Was online in Dec 2014 for 2 months.
C4.1	Manual	31.12.2014	15.04.2016	
C2.1	Documents for consulting	20.02.2015	15.04.2016 and Final Report	Updated versions of all documents as well as the English version of the Guideline for Companies are attached.
C2.2	Pilot offer for activities	20.02.2015	15.04.2016	Offers were developed in cooperation with protected areas and NGOs.
C4.2	Free cards. Was changed to a poster action in regional trains in 2016.	28.02.2015 2016	Final Report	The three posters produced for the campaign in regional trains are attached.
C4.3	Seed packs (See “other” in output indicator table 6.), was changed into info cards with spices	28.02.2015	15.04.2016	
C.4.4.	ADDITIONAL: Advertisement campaign in business media		Final report	Hedgehog layout for the business media attached.
C3.1	Protocol (BPWW) ambassador talks	30.09.2015	15.04.2016	
C1.1	Feedback forms from one- person businesses	30.01.2016	15.04.2016	
C2.3	Feedback forms from field care and excursions	30.01.2016	No delivery	Several personal discussions have been carried out to get a feedback for the design of the field care and excursions. As companies were not interested in these offers even additional discussions were held to reshape the offer. However, the efforts did not pay off.
C3.2	Protocols (BPWW) info	13.02.2016	Final Report	Modified –for explanation

	Deliverables	due date	Transmission	Transmission details
	meetings REPLACED by List of companies contacted by the BPWW			see 6.2 <i>Description of the Play Action C3</i>
C1.2	Protocols of 5 regional workshops	14.02.2016	15.04.2016	Only 4 out of 5 special workshops were held, in addition to participation at three other relevant events with presentations and in-depth discussions on the project.
C1.3	Conference material	30.11.2016	Final Report	
C1.5	ADDITIONAL: List of companies contacted by eNu		Final Report	In combination with DEL C3.2, this permits a good overview on the companies reached.
E1.1	Statistical evaluation event feedback	26.08.2016	15.04.2016	
D1.1	Training documentation for consultants	31.08.2016	Final Report	The documentation of all trainings, the planned and the additional ones, are included.
D1.2	Training documentation for rangers	31.08.2016	No delivery	This training was not organised, instead two more workshops for NGOs and PAMOs were organised to facilitate cooperation with the business sector. Documentation included in C2.6
E1.2	Report on consulting	28.10.2016	omitted	E1.2 and E1.3 were omitted as these documents did not fulfil any purpose in the project. The consulting and trainings and their further development and adaptation were discussed with the Management Board.
E1.3	Report on training	28.10.2016	omitted	Explanation, see above.
E1.4	Questionnaire on final biodiversity knowledge and evaluation	25.11.2016	Final Report	Two surveys in total, see also DEL E.1.1.

	Deliverables	due date	Transmission	Transmission details
C2.4	Catalogue of offers, ADDITIONAL: EPU Offer	30.11.2016	Final Report	
C3.3	10 articles in newsletter of BPWW	30.11.2016	Final report	Only 6 articles are included; as the BPWW reduced the amount of newsletters sent out per year. Hence, it was not possible to produce 10 articles.
C3.4	4 articles in newspaper of BPWW	30.11.2016	Final report	
C2.5	Standard sponsorship contract (plus 3 sponsorship agreements)	30.11.2016	Final report	Two sponsorship agreements were implemented during the project period, one will be finalised and implemented after the closure of the LIFE Project.
C2.6	ADDITIONAL: Documentation of the 3 additionally organised workshops is attached.		Final Report	
C3.5	Protocols (BPWW) of meeting on international model region	30.11.2016	15.04.2016	Protocol on the EuroMAB Mtg in Finland, 2015
C1.3	Conference material	30.11.2016	Final Report	
F1.1	After LIFE Communication Plan	16.12.2016		double with A2.1
E1.5	Press documentation	23.12.2016		double with C4.1
A2.1 F1.1	After LIFE Communication Plan	31.12.2016	Final report	
C4.1 E1.5	Articles in diverse media	31.12.2016	Final report	See Annex 8.2 <i>Dissemination annexes</i> (electronic version only, as the printed version was checked during the visit of the EU and the Monitor in May 2017)
A1.1	2 result protocols of WiN network	31.12.2016	No delivery	The WiN network was <u>not</u> formally established as originally planned, as the business sector was reluctant to build a new structure. The topic of

	Deliverables	due date	Transmission	Transmission details
				biodiversity protection was introduced to other networks. <i>See 3.3 Problems encountered.</i>
A1.2	4 result protocols of management board	31.12.2016	Final report	Kick-off meeting plus 4 regular management board meetings, 5 protocols in total.
A1.3	2 feedback reports	31.12.2016	Final report	
C1.4	Feedback forms	31.12.2016	Final report	
A1.4	8 summaries on the progress of the work packages	31.12.2016	Final report	7 out of the 8 planned summaries on the progress of the work packages finalised, as 7 turned out to fit better with the workplan.
F1.2	Layman's Report	31.12.2016	Final report	In English and German
C4.2	USB sticks with assorted info	31.12.2016	Final report	

Milestones: The milestones are incorporated into the task descriptions above.

6.4 Evaluation of the project implementation

6.4.1 Evaluation of Results

METHODOLOGY APPLIED:

The methodology used throughout the project proved to be successful.

Through intensive discussions and targeted communication it was possible to reach companies and to raise their awareness of biodiversity aspects on a local and an international level. Workshops with a limited number of persons and on-spot visits of selected larger companies ensured intense and in-depth discussions which were important since companies were not very familiar with the topic of biodiversity or did not liaise their business activity to biodiversity. This is also clearly shown in the results of the Survey 2017.

Also, the consultation on ecological planning of the company premises proved to be an effective door-opener to companies, sometimes leading to further discussions on biodiversity. The give away - salad spices of a well-known, local frontrunner company in the area of biodiversity – proved to be very good; people “tasted” biodiversity and linked it also to a local company. It gave the feeling: Every company has a stake! So, this tool was important to spread the message.

Also, the different advertisements and media cooperation were useful to spread the message that biodiversity is linked to businesses and that local businesses are active in protecting it. This positive approach also stimulated other companies to get active in nature protection.

One method originally planned did not work, namely the joint development of offers between project partners and companies. It became clear at the start of the project that the companies prefer a “full menu”, a list of different and diverse offers from where they can get ideas, choose possible projects and adapt them to their need if necessary.

As this lesson was learnt at the beginning of the project, it was possible to adapt the methodology. So, the project team linked together with the NGOs and the PAMOs and developed project idea and detailed project offers. However, the new approach made it necessary to work closer with the NGOs and the PAMOs and also to set up further workshop and discussions to enable them to develop good products for companies. Therefore two additional workshops were included in the project: NGOs & PAM workshop and Partnership workshop (for more details, please see *6.2 Description of the Play Action DI*).

This approach was not anticipated in the Application Form, but it was important. However, it also showed clearly that the NGOs and PAMOs were not ready to work with companies and sometimes they were not even prepared to get closer to the business sector. It seems that some local NGOs and PAMOs need further assistance so that they can be empowered to develop structures to cooperate with the business sector. The project also revealed that the local and national governments should support the idea of business biodiversity networks more strongly and possibly also set up legal framework to provide a national basis for these kinds of cooperation.

The Survey 2017 showed that companies are interested in playing a role in supporting biodiversity protection and in taking on responsibility for their share, but that the official efforts in nature protection are not seen as very effective.

One problem encountered was that companies were very reluctant in taking on actions for protected animals or plants (especially those listed in the EU nature protection legislation) on company grounds. The companies feared that after successes in the conservation approach, they would not be allowed to use their company grounds for business purposes any longer. These fears are widely spread. However, it was not possible to find any solutions for this; the official information of the Department of Nature Protection of Lower Austria was that no exception would be made in such cases. This means that if a company undertakes activities to protect a certain species of national or EU relevance (e.g. *Bufo bufo*) and the activity turns out positive for the species, the area could be put under protection. This approach made it very difficult to discuss very serious and effective nature conservation activities, even if 1) the company grounds would be suitable for activities (e.g. close gravel pit) and 2) the company would have been ready to invest in nature conservation.

RESULTS ACHIEVED VERSUS RESULTS PLANNED:

6.2 Description of the Play and Annex 8.3 Output indicators clearly show that the results planned were achieved by implementing the activities of the project. Therefore, it can be stated that the methodology met the objectives. The main lesson learnt is, however, that building cooperation between the business sector and NGOs /PAMOs takes more effort and time than originally planned. Due to the goodwill and positive approaches between all partners and the stakeholders it was possible to set a framework for good communication strings, building trust and finally cooperation on eye-level.

REPLICABILITY:

It is high time to start discussions and trust-building activities with the business sector to raise its awareness and to involve it in finding solutions for biodiversity losses world wide. However, the governments are also of high importance and should be asked to take on a stronger role in building up business and biodiversity cooperation.

It takes time and efforts to engage the business sector, but if the right communication tools are used, good and sustainable results can be achieved.

The LIFE Project can certainly be used as a blueprint on how to get active on a local level; the following steps are seen as a good approach and could be followed by other interested parties as well:

1. Get familiar with the local biodiversity situation
2. Get familiar with the local business sector (What kind of businesses? Family businesses or global players?...)
3. Build trust and partnerships with NGOs and PAMOs
4. Train NGOs and PAMOs in how the business sector works and thinks to enable them to enter into partnership with the business sector
5. Develop a wide ranging set of good offers, ranging from small to big, from local to international
6. Get into discussion with the business sector (Note: This takes a lot of time, energy and efforts!)
7. Accompany all activities with intensive communication on different levels (media, Facebook, radio, etc.)
8. Celebrate each success! Also the small steps are important for all partners to keep on going and to keep the biodiversity flag high!

Following these steps should allow to replicate the success achieved through the LIFE Project and to raise the flag for biodiversity conservation and preservation in the economic sector, achieving a big step towards mainstreaming biodiversity!

NETWORKING DISSEMINATION:

As described in detail in *6.2 Description of the Play Action F1*, the following activities were implemented and will be continued in the future:

Website: The project website is set up in German and English. It became a major tool for information on business and biodiversity, well beyond Lower Austria. The website will remain a major tool for communication also after the closure of the EU project (at least for two more years). eNu is hosting this website and also responsible for its maintenance.

After LIFE Communication Plan: This plan is the main tool for future activities and explains in detail how the project partners plan to engage on business and biodiversity in the future. In a nutshell: All partners remain focused on the issue and continue their efforts in engaging with the business sector for biodiversity protection:

- 1) eNu: The setting up of partnership with businesses will be included in the activities of the Network of Protected Areas of Lower Austria (Schutzgebietsnetzwerk Niederösterreich) and in the Association of Nature Parks Lower Austria ("Verein Naturparke Niederösterreich"). The eNu will serve as an enabler of cooperation between the business sector and nature protection organisations in Lower Austria. However, eNu does not aim at receiving funding from companies, but has the goal to facilitate long-term and sustainable cooperation between the business sector and organisations working directly on biodiversity protection (such as PAMOs and NGOs).
- 2) UWD: The Umweltdachverband will still campaign for mainstreaming of biodiversity in the various political sectors and particularly in the economical sector. It is interested in developing cooperation projects with businesses that want to get active at local or national level to promote and support biodiversity.

- 3) **BPWW:** As UNESCO biosphere reserve, the BPWW is a model region for sustainable development. Together with the people living in the Wienerwald region, the management continues to work for a sustainable environmental, social and economic future. The main focus working with the business sector is the development of the so-called Partnership Programme, a special network of small and large businesses in the region.
- 4) **WK NÖ:** The consultancy on the ecological planning of company premises, which has been developed and tested in the frame of this EU LIFE Project, remains an integral part of the Eco- Consultancy for Companies (“Ökologische Betriebsberatung”), an important pillar of the work of the Economic Commerce in the area of sustainability.

Layman’s Report: The Layman’s Report has been developed in German and English. When developing this document, the Project Team focused on providing information on the results and achievements of the project and also to inspire new companies to get active and to find ideas on how to best engage in biodiversity protection. The Layman’s Report is available in electronic and also – in a limited number – in printed version.

Business and Biodiversity Network: Originally it was planned to establish a new formal network, with regular meetings and activities on its own. However, soon it became clear that it is more efficient to use existing networks and to introduce the new subject of biodiversity in existing networks. This approach was successful as well established structures could be used. No formal new network was therefor established, but the existing structure of B.A.U.M, respACT and the TRIGOS are used.

International Cooperation: The international cooperation was good. Direct cooperation went on with:

- **Ministry for Agriculture, Environment and Consumer protection in Mecklenburg-Vorpommern (Germany):** Visit of Thorsten Permien (03.12.2014) to discuss the project Moorfutures (www.moorfutures.de), a successful project for the protection of bogs in Germany, which involves also the business sector. The applicability of this partnership model to the bogs in the Waldviertel was tested, but as the CO2 compensation through Austrian bogs is very low, this idea was not followed further.
- **Global Nature Fund:** Visit of Stefan Hörmann (17. - 18. 09.2015) to discuss the Biodiversity Check and other aspect pertaining to the cooperation with the business sector. The GNF has long-term experience in this area and we were able to gain substantial insight through this co-operation.
- **Bodensee Stiftung:** Visit of Sven Schulz (21.09.2016) to evaluate the activities on ecological planning of company premises. Bodensee Stiftung has been working on this issue for over 10 years and has been able to provide many valuable inputs to professionalise the consultancy.
- **Bayerische Akademie für Naturschutz und Landschaftspflege (Germany):** Direct communication and regular information exchange, as the ANL runs a project called „Unternehmen Natur – biologische Vielfalt und Wirtschaft“ (www.anl.bayern.de/projekte/unternehmen_natur.htm).
- **Secretariat of the UN Convention on Biological Diversity:** For the preparation of the Business and Biodiversity Forum of the COP13 in Cancun (Mexico, December 2016), the Project Team mobilised four companies in Lower Austria to support the Business and Biodiversity Pledge in preparation of the COP13. The supporting companies are: Kastner Gruppe, Lebensart Verlag, Vöslauer and Zinke Environment Consulting (<https://www.cbd.int/business/signatories-and-supporters.shtml>).

- **European and International Man and the Biosphere Network:** The BPWW participated at the EuroMAB Conference in Hapssalu, Estonia, in 2015 and presented the LIFE Project. EuroMAB is a large regional network with over 300 biosphere reserves in 36 countries. In this context, the LIFE Project was present regularly. Furthermore, direct discussions with several biosphere reserves took place, spreading the knowledge gained on the issue of business and biodiversity.

Methods of measuring the dissemination success:

The main tool used to measure the effect of the LIFE Project is the Survey 2017. This Survey demonstrated that the LIFE Project was perceived favourably by the target group and that the objectives set out at the beginning of the LIFE Project were reached. Also, the support and service of the project team was seen positively by the companies. For more details, please see *6.2 Description of the Play Action E*

No major drawbacks were encountered during the LIFE Project.

The problems and challenges encountered during the project implementation (see *3.3 Problems encountered*) were solved in close discussion and with the professional support of the Monitor of NEEMO. This support was very useful throughout the project period. It is suggested that this kind of support shall be continued in the LIFE Programme of the EU to ensure the high quality of all LIFE Projects.

LEVEL OF INNOVATION:

The innovation lies not in the tools used, but rather in the tailor-made combination of classical communication tools to be applied in an innovative topic: bringing together businesses and nature conservation groups. The contact to nature conservation groups has rather taken place "privately" and with personal engagement."

DEMONSTRATION VALUE ADDED:

The demonstration value added through the LIFE Project at the national as well as at the international level is high. Especially in Austria, the approach to address the business sector on the issue of biodiversity protection beyond sponsorships is new. The results of the Survey 2017 (see also *6.2 Description of the Play Action E*) clearly show that direct communication with the business sector on the local level, addressing local biodiversity aspects and involving employees is working well. Regarding marketing purposes, the interest of companies to develop partnerships and to engage in biodiversity protection on the local level is higher than funding for general or global projects on species protection. However, it takes a long time to build trust and prepare the ground for the development of a long-term sustainable partnership.

6.4.2 Direct Impact

The LIFE Project contributed to mainstream biodiversity in the economic sector as well as in society through wide-spread communication actions. Mainstreaming biodiversity in other sectors is the key to halt biodiversity loss at local, national, and global levels.

Through the LIFE Project, we could raise awareness of the importance of biodiversity for the economic sector to numerous SME in Lower Austria, although the consideration of biodiversity by companies is still rather rudimentary. The LIFE Project was an excellent start to target one of the important sectors using and unfortunately often damaging natural resources: the economy. The project showed how it is possible to set simple actions for nature

conservation with a big impact on local biodiversity. The various deliverables of the project can still be used to acquire new companies interested in implementing such measures.

Through the project, conservation could be enforced in Lower Austria via diverse activities in cooperation with companies (e.g. acquisition of a high-value nature area by EVN, establishment of nesting boxes by Agrana, nature-oriented premises, etc.). The project results are in line with the expectations at start of the project.

Several activities and projects have been stimulated and influenced by the LIFE Project, listed in 6.2 *Description of the Play Action F.2*.

6.4.3 Indirect impact

Within the two and half years of the duration of the LIFE Project, an increasing interest of companies for the topic “biodiversity” has been observed (and this is also demonstrated in the Survey 2017). Different companies got in contact with the partner organisations in the last months of the project period and are interested in starting a cooperation in order to enhance their biodiversity competence. The National Chamber of Commerce, the Wirtschaftskammer Österreich, is also very interested in the results of the project and in what it can do to motivate and convince more companies to get active on biodiversity issues. Biodiversity is getting more and more considered as an important natural resource. Through the integration of a biodiversity criterion in some sustainability labels at European level (e.g. EMAS), the interest in biodiversity and for the expertise of the project partners has risen.

Biodiversity is also becoming a more and more relevant topic within sustainability networks in Austria (e.g. B.A.U.M. Austria, RespAct).

All project partners (but especially the UWD and the BPWW) are now able to improve their approaches in working with the business sector.

6.4.4 Outside LIFE

The LIFE Project inspired similar activities in neighbouring counties (“Bundesländer”) like in Burgenland, where a project with similar goals is currently under preparation.

The UWD submitted a project in LEADER on the topic “Mainstreaming Biodiversity”, where the experience gathered within the LIFE Project will be used to foster mainstreaming of biodiversity in many other sectors (e.g. health, rural development, tourism).

One important project which started parallel with the LIFE Project and which was very much influenced by its approach is the Arten- und Lebensraumschutz in Rohstoffgewinnungsbetrieben Niederösterreichs (funded by LEADER, EU and Lower Austria). The goal of this project is to demonstrate how gravel pits can be managed to ensure that bird and animal species can live and breed in this ecosystem without disturbing and being disturbed by the business work. This project communicates their activities as sister activities to the LIFE Project.

6.4.5 Sustainability

1. Short-term continuation of the project after the end of LIFE funding

The After LIFE Communication plan summarised the activities planned after the end of the LIFE funding. *Annex 8.1. Deliverables and Technical Annexes DEL A2.1-F1.1.*

The project results will be presented to the Austrian Chamber of Commerce (Wirtschaftskammer Österreich) on a national level, since this organisation is interested in further promoting the topic business and biodiversity.

The UWD is starting cooperation projects with companies like the Austrian Power Grid in order to help them to integrate the concept of biodiversity in their business.

2. Long term Sustainability

Long term sustainability is secured by the new funding scheme of the WK NÖ as a direct result of the LIFE Project (see *6.2 Description of the Play Action C.2*).

As one of the direct results of the LIFE Project, the partner WK NÖ has developed a new funding scheme for companies, called “Ecological planning of company premises” (<https://www.wko.at/Content.Node/kampagnen/OekologischeBetriebsberatung/Unser-Angebot.html>).

This is a major achievement, as this funding scheme is now grounded in the structure of the WK NÖ. All the documents and guidelines developed within the scope of the LIFE Project for the ecological planning of company premises can now be used within the frame of this funding scheme. However, due to the development of this funding scheme, a reduced number of consultancies were carried out under the funding scheme of the EU LIFE Project (5 of the originally planned 10). However, an additional 28 consultancies were carried out during the project period by the WK NÖ.

Long term sustainability has also been secured since the ground for innovative cooperation between the business sector and NGOs/PAMOs has now been prepared. Representatives of the NGOs/PAMOs are trained and better aware of the needs of the business sector. The empowerment of the different organisations has taken place and should now bear fruits.

A variety of material and documents on the importance, the possibilities and the success of entrepreneurial and biodiversity cooperations has been developed within the scope of the LIFE Project. These documents are available and are a good basis for further work on these issues.

The project partners are experienced regarding cooperation with the business sector and will continue this path within the framework of their daily business.

And last but not least different companies are aware of the importance of biodiversity for their daily business and are ready to take action, as clearly shown in the Survey 2017.

6.4.6 Long term indicators

A long term indicator is the number of companies of Lower Austria (or even Austria) that are actually implementing activities within projects for biodiversity protection and nature conservation. This can be done on company grounds or in form of sponsorships.

It is not really legitimate to give a prognosis of long-term indicators since this kind of development depends on several external factors such as economic development, legislative framework and funding schemes.

6.4.7 *Relevance for Policies*

The LIFE Project contributed to the implementation of the Biodiversity strategy Austria 2020+ on the local as well as national level, including the aspects of communication about biodiversity and raising awareness on the importance of ecosystem services. It was also important for mainstreaming biodiversity, thus communicating the topic in other sectors, such as economy. In this regard, the project also supported to the efforts of the UN Convention on Biodiversity Protection 1992.

The LIFE Project also contributed to the positive communication about the EU biodiversity protection efforts, especially the NATURA 2000 and Birds Directives.

7 FINANCIAL REPORTING

7.1 Overview and Comments on Financials by Categories

The overview below shows that not all of the total budget provisionally anticipated was spent, just 90,4% of the estimated costs. Only one budget line – personnel - was overspent. Now follows a short analysis of each budget line with some explanations:

- 1) Personnel: This budget line was exceeded by 24.503€(111,1%). This is due to the fact that work on certain working packages took more time than expected, especially the development of the offers for the companies and the training of the NGOs and the PAMOs. In addition, the calculation of the costs per working hour of the personnel of the UWD and the BPWW was too low in the provisional budget. However, since costs could be saved within the other budget lines, this overspending does not affect the overall budget.
- 2) Travel: The real cost more or less corresponded to the estimated costs.
- 3) External Assistance: The estimated budget was not spent (only 73,5% spent), as the support of the companies and the project partners for the workshops and the evening events was higher than expected. The companies offered and/or paid for the meeting facilities and the beverages and food. Also, less was spent on layout and printing, especially on the printing of the Catalogue of Offers. As the offers developed in cooperation with the NGOs and the PAMOs need to be updated regularly, the printing of the catalogue in high numbers did not make sense.
- 4) Consumables: The production of the finally chosen goodies such as the salad spices was less expensive than originally laid down. Only 25,6% of the anticipated budget was needed.
- 5) Other costs: the preparation of meeting documents was funded by the WK NÖ and therefore a substantial amount of costs could be saved. In addition, mailing costs could be saved as the material was distributed via USB stick. Only 23% of the anticipated budget was needed.

The budget figures “Payments made by project in €” are as of April 30, 2017:

Categories of expenditures	Provisional budget €		Payments made by project in €		Difference eligible costs	% of the eligible
	Real costs	Eligible costs	Real costs	Eligible costs		
1. Personnel	220 448	220 448	244 951	244 951	-24 503	111,1%
2. Travel	7 550	7 550	7 202	7 202	348	95,4%
3. External assistance	130 000	130 000	95 594	95 594	34 406	73,5%
4. Durable goods:						
Infrastructure	0	0	0	0	0	0,0%
Equipment	0	0	0	0	0	0,0%
Prototype	0	0	0	0	0	0,0%
Sub total	0	0	0	0	0	0,0%
5. Consumables	21 100	21 100	5 412	5 412	15 688	25,6%
6. Other costs	15 600	15 600	3 581	3 581	12 019	23,0%
7. Overheads	27 500	27 500	24 972	24 972	2 528	90,8%
TOTAL	422 198	422 198	381 711	381 711	40 487	90,4%

8 ANNEXES

8.1 Deliverables and Technical Annexes, e.g. maps, designs, surveys etc.

The following documents are provided on request, please contact: ecobusiness@enu.at

- DEL_A1.2a_20141013 Kick-off WS Protokoll
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 3 WN Konzept Beratungen.doc
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 4a
WS_20150520_Feedbackbögen_Auswertung
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 4b
WS_20150616_Feedbackbögen_Auswertung
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 5 Bericht euroMAP
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 7 Netzwerk WuN Konzept 20150729
- DEL_A1.2b_20150601_ BoardMtg_ Protokoll
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 2
- DEL_A1.2b_20150601_ BoardMtg_ Anlage 6 Prinzipien Naturn Firmengelände
entwurf 2
- DEL_A1.2c_20151027_ BoardMtg_ Protokoll
- DEL_A1.2c_20151027_ BoardMtg_ Anlage 3_Einladung_Biodivertitätscheck_INFO
- DEL_A1.2c_20151027_ BoardMtg_ Anlage
3_Einladung_Biodivertitätscheck_SCHULUNG
- DEL_A1.2c_20151027_ BoardMtg_ Anlage 4 Feedbackbögen_Auswertung.doc
- DEL_A1.2d_20160620_ BoardMtg_ Protokoll
- DEL_A1.2d_20160620_ BoardMtg_ Anlage 3_Leitfaden Naturnahe Gestaltung
- DEL_A1.2d_20160620_ BoardMtg_ Anlage 4 ABLAUF_Beratung Naturnahe
Firmengelände
- DEL_A1.2d_20160620_ BoardMtg_ Anlage 5 Zustandserhebung Naturnahe
Firmengelände
- DEL_A1.2d_20160620_ BoardMtg_ Anlage 6 Zusammenfassung der Planung
- DEL_A1.2de20170308_ BoardMtg_ Protokoll
- DEL_A1.3a_Feedback_workshops_final
- DEL_A1.3b_Feedback_final_event
- DEL_A1.4_BPWW_Report_1
- DEL_A1.4_BPWW_Report_2
- DEL_A1.4_BPWW_Report_3
- DEL_A1.4_BPWW_Report_4&5
- DEL_A1.4_BPWW_Report_6
- DEL_A1.4_UWD_Report_1
- DEL_A1.4_UWD_Report_2
- DEL_A1.4_UWD_Report_3
- DEL_A1.4_UWD_Report_4
- DEL_A1.4_UWD_Report_5
- DEL_A1.4_UWD_Report_6
- DEL_A2.1_F1.1_AfterLife_Communication_Plan
- DEL_C1.3a_Final_event_programme
- DEL_C1.3b_Final_event_participants
- DEL_C1.3c_Final_event_Nachlese

- DEL_C1.3d_Final_event_podcast_wirtschaft_natur_noe
- DEL_C1.4_Fragebogen_Feedback_generell
- DEL_C1.5_eNu_List_contacted_companys
- DEL_C2.1a_Guideline_close_to_nature_planning
- DEL_C2.1b_Naturnahe_Firmengelände_ganz_einfach_DRUCK
- DEL_C2.1c_Company_grounds_close_to_nature_DRUCK
- DEL_C2.1d_Information_sheet
- DEL_C2.1e_Consultation_scheme
- DEL_C2.1e_Structure_funding_programme
- DEL_C2.1f_Summary_of_consultation
- DEL_C2.4a_Catalogue_of_offers
- DEL_C2.4b_EPU_offer
- DEL_C2.5a_Sponsorship_contract_blueprint
- DEL_C2.5b_Sponsorship_contract_Agrana
- DEL_C2.5c_Sponsorship_contract_EVN
- DEL_C2.6a_Agenda_NGO_PAMO_Workshop
- DEL_C2.6b_Protokoll_NGO_PAMO_Workshop
- DEL_C2.6c_Partnership_workshop_Invitation
- DEL_C2.6d_Partnership_workshop_Presentation
- DEL_C2.6e_Partnership_workshop_participants
- DEL_C2.6f_Moorefutures_Discussion_Invitation
- DEL_C2.6g_Moorefutures_Discussion_protocol
- DEL_C2.6h_Moorefutures_Discussion_presentation
- DEL_C3.2_BPWW_List_contacted_companys
- DEL_C3.3a_Das Blatt in Ihrer Hand_01-2015
- DEL_C3.3b_Das Blatt in Ihrer Hand_2-2015
- DEL_C3.3c_Das Blatt in ihrer Hand_1-2016
- DEL_C3.3d_Das Blatt in Ihrer Hand_2-2016
- DEL_C3.4a_bpww-01-2015
- DEL_C3.4b_bpww-01-2016
- DEL_C3.4c_bpww-10-2016
- DEL_C3.4d_bpww-4-2016
- DEL_C3.4e_bpww-2-2017
- DEL_C3.4f_bpww-4-2017
- DEL_C4.2a_OEBB_Poster_Kastner
- DEL_C4.2b_OEBB_Poster_Agrana
- DEL_C4.2c_OEBB_Poster_EVN
- DEL_C4.4_hedgehog_campaigning_business_media
- DEL_D1.1a_20151028_Einladung_Biodivertitätscheck_SCHULUNG
- DEL_D1.1b_20151028_Teilnehmer_Biodivertitätscheck_SCHULUNG
- DEL_D1.1c_20151028_Biodiversity Check ENU Train the Trainer Niederösterreich 2015
- DEL_D1.1d_20151027_Einladung_Biodivertitätscheck_INFO
- DEL_D1.1e_20151027_Teilnehmer_Biodivertitätscheck_INFO
- DEL_D1.1f_20151027_Biodiversity Check ENU Niederösterreich 2015
- DEL_D1.1g_20150930_Documentation_Biodiveristy_CSR
- DEL_D1.1h_20151215_Invitation_Schwerpunkt_Naturnahe_Firmengelände
- DEL_D1.1i_20151215_Participants_Schwerpunkt_Naturnahe_Firmengelände

- DEL_D1.1j_20151215_PPT_Bachmann_Schwerpunkt_Naturnahe_Firmengelände
- DEL_D1.1k_20151215_PPT_Lasselsberger_Schwerpunkt_Naturnahe_Firmengelände
- DEL_D1.1l_20150930_Invitation_Biodiversity_CSR
- DEL_D1.1m_20151215_PPT_Friedrich_Schwerpunkt_Naturnahe_Firmengelände
- DEL_D1.1n_20150930_PPT_Bachmann_Biodiversity_CSR
- DEL_D1.1o_20150930_PPT_Diry_Biodiversity_CSR
- DEL_D1.1p_20150930_PPT_Friedrich_Biodiversity_CSR
- DEL_D1.1q_20150930_feedback_Biodiversity_CSR
- DEL_D1.1r_20160921_Invitation_Evaluierung
- DEL_D1.1s_20160921_Participantsr_Evaluierung
- DEL_D1.1t_20160921_PPT_Schulz_Evaluierung
- DEL_E1.4_Survey_2017
- DEL_F1.2a_LaymansReport_GERMAN
- DEL_F1.2b_LaymansReport_ENGLISH

8.2 Dissemination annexes

8.2.1 Media outreach

Press release and media uptake have been collected.

8.2.2 Videos and radio

These documents are provided on request. Please contact: ecobusiness@enu.at.

8.2.3 Power point presentations

W+N NÖ 2017 Generelle Info

WIRTSCHAFT
& NATUR
NIEDERÖSTERREICH



Mit Unterstützung durch das
Finanzierungsinstrument LIFE
der Europäischen Union



Wieso, weshalb,
warum ...
und wie?

Mag.^a Jasmine Bachmann,
Energie- und Umweltagentur NÖ (eNu)



- **Warum Wirtschaft & Natur NÖ?**
- **Was passiert bei Wirtschaft & Natur NÖ?**
- **Was sind die Herausforderungen?**



Ökonomischer Wert der Biodiversität

Volkswirtschaftliche Kosten

- Kosten Bodenerosion in EU: 53 € pro Hektar / Jahr
- Kosten bei Nichthandeln: 7% p.a. des globalen BIP (ab 2050)

Nutzen von Biodiversität und Ökosystemleistungen

- Insektenbestäubung in EU-Landwirtschaft: 22 Mrd. € p.a.
- ~ 50% der US-Pharmamarkts basiert auf genetischen Ress.

Unternehmerische Gewinn-Verlustrechnung

- PUMA: 145 Mio. € externe Kosten = 70 % Gewinns
- OTTO: Externe Kosten größer als 10 % des Gesamtumsatzes



- **September 2014 bis März 2017**
- **Initiative von:**



Abt. Naturschutz
Abt. Wirtschaft, Tourismus & Technologie



- **Umgesetzt von:**



- **Budget: € 422.198** (50% EU, Land NÖ und Eigenmittel)



- **Bewusstsein** für ökonomische Bedeutung der **Biodiversität erhöhen**
- **Handlungsfähigkeit** der Betriebe **stärken**
- **Öffentlichkeit** über ökonomischen Wert von **Biodiversität** und **Aktivitäten** der Betriebe **informieren**



Handlungsfähigkeit der Betriebe

- **Natur in Betriebe:** Naturnahe Gestaltung des Betriebsareals (Vorgarten, Parkplätze)
- **Betriebe in Natur:** Artenspaziergang, Betriebsausflüge mit Mehr-wert!
- **Betriebe für Natur:** Sponsoring für Arten und Gebiete
- **(Natur im Produktionsprozess: Biodiversity Check)**



Modul 1: Naturnahe Firmengelände



- Naturnahe Gestaltung von betrieblichen Freiflächen
- Heimische Bäume, Hecken für die Vielfalt, artenreiche Wiesen, Dachbegrünung, Beleuchtung

Beispiele:

- gugler*, Kastner Gruppe
- ...Variotherm, Janetschek



Naturnahe Gestaltung von Firmengeländen

- **Kurzberatung:** max. 8 Stunden zu 100% gefördert (€ 720,- exkl. Ust.)
- **Schwerpunktberatung:** max. 40 Stunden, max. € 60,-/h gefördert (excl. Ust.)
- Infos: Petra Lasselsberger, WK NÖ
www.wko.at/Content.Node/kampagne.n/OekoologischeBetriebsberatung/Unser-Angebot.html



Modul 2: Engagement der MitarbeiterInnen



- Nachhaltige Pflege eines Gebiets
- Artenspaziergang
- ...mit Teambuilding

Beispiele:

- Wopfinger Transportbeton
- ... Umdasch Group, Eaton





Unterstützung für Aktivitäten (Pfleßmaßnahme, Nistkastenaktion)

- **Finanzielle Unterstützung**
ca. € 800,-
(für ca. 15 Unternehmen bis Frühjahr 2017)
- **Infos:**
Jasmine Bachmann, jasmine.bachmann@enu.at



Modul 3: Patenschaft und Sponsoring



- Sicherung von Flächen und Arten
- Kooperation zwischen Firmen und NGOs/Schutzgebietsverwaltungen
- Stärkung der regionalen Identität

Beispiele:

- Stiftung Blühendes Österreich
- Agrana für Fledermäuse
- DM für den Naturschutzbund



Modul 4: Biodiversität in Nachhaltigkeitskonzepte



- Biodiversity Check:
Welche Auswirkung hat mein Unternehmen auf Biodiversität?
Berücksichtigung der Lieferkette, Rohstoffe, etc.

Beispiel

- Weleda (Plattform „Biodiversity in Good Company“)

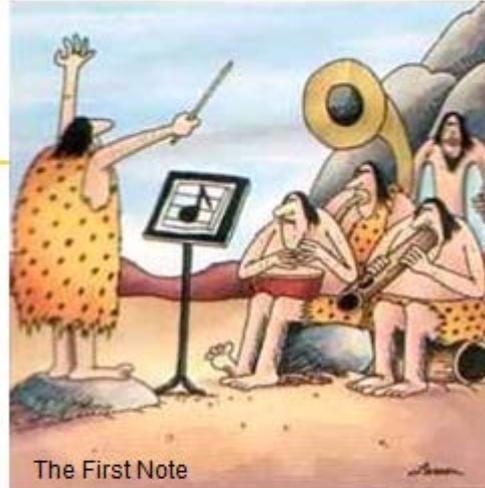




Herausforderungen

- **Bewusstsein** für Biodiversität/Ökosystemleistungen **sehr gering**
- **Betriebe und NGOs oft nicht für Zusammenarbeit** bereit, **wenig Verständnis** für einander
- Stark mit **Kommunikation/Marketing** verwohen
- **Familienunternehmen** und **starke Verankerung** in Region ist wichtig
- Sehr **lange Vorlaufzeiten** für Erfolge





Mag.^a Jasmine Bachmann
jasmine.bachmann@enu.at
 Tel. 02236 860664-516

Mehr Informationen unter:
<http://www.naturland-noe.at/wirtschaft-natur>



W+N NÖ 2017 Gesamtinfo

**WIRTSCHAFT
& NATUR**
 NIEDERÖSTERREICH



Mit Unterstützung durch das
Finanzierungsinstrument LIFE
der Europäischen Union



**Ene, mene, muh ...
und weg bist du!**
**Wie können wir Unternehmen
dazu animieren, den Verlust
von Artenvielfalt zu stoppen?**

Mag.^a Jasmine Bachmann,
 Energie- und Umweltagentur NÖ (eNu)

- **Warum LIFE Wirtschaft & Natur NÖ?**
- **So haben wir gearbeitet**
- **Da stehen wir heute**
- **Das haben wir noch vor (After LIFE)**
- **Die Herausforderungen**



Biodiversitätsverlust



- Heutige Verlustrate: ca. 100-1000 x höher als „natürliche Aussterberate“
- Zwei Drittel aller Ökosystemleistungen gefährdet
- Biologen sprechen vom *6. Massensterben*

© Helmholtzzentrum für Umweltforschung www.ufz.de





1,7 GHA

Weltweit stünden jedem Menschen im Durchschnitt 1,7 gha Biokapazität zur Verfügung. Der durchschnittliche Österreicher verbraucht pro Kopf 6 gha.



70 PROZENT

Österreichs Energiesystem basiert zu 70 % auf der Nutzung fossiler Energie. Jährlich fließen 10 Milliarden Euro, für Kohle, Öl und Gas ins Ausland.



34 PROZENT

Landwirtschaft wird auf etwa 34 % der gesamten Landfläche der Erde betrieben und auf etwa der Hälfte der Böden, auf denen Pflanzen wachsen können.



67 PROZENT

Die untersuchten Wildtierbestände insgesamt sind besorgniserregend geschrumpft und werden voraussichtlich bis zum Jahr 2020 um durchschnittlich 67 % abnehmen.



75 PROZENT

Gut 3/4 des Fußabdrucks der Österreicher im Bereich Ernährung sind auf den Konsum von Fleisch und tierischen Produkten zurückzuführen.



16 PROZENT

Nur 16 % von 215 Arten sind in Österreich in einem guten Zustand. Im Vergleich innerhalb der gesamten EU sind 23 % der rund 2.000 Arten in einem guten Zustand.



300 MILLIONEN EURO

Wert der Natur – Mit 300 Mio. EUR pro Jahr wird die Bestäubungsleistung der Insekten in



90 PROZENT

90 % der Fischbestände stehen unter Druck. 30 % sind überfischt und 60 % bis an die Grenzen befishet.



© Living Planet Report 2016



Ursachen für Biodiversitätsverlust



Verschlechterung und Verlust von Lebensräumen

Invasive Arten



Übernutzung von Arten

Klimawandel



Umweltverschmutzung

© Living Planet Report 2016



Ökosystemleistungen sind kostenlos ... aber nicht umsonst

Bereitstellend

- Biomasse (Nahrung, Bauholz, Brennstoff)
- Medizin- & Heilpflanzen



Kulturell

- Ästhetik
- Inspiration
- Erholung

Regulierend

- Luft-/Wasserreinigung
- Erosionsschutz
- Retention
- Klimaregulierung

Unterstützend

- Bestäubung
- Bodenbildung
- Nährstoffkreisläufe



Projektziele

- **Bewusstsein** für ökonomische Bedeutung der **Biodiversität erhöhen**
- **Handlungsfähigkeit** der Betriebe **stärken**
- **Öffentlichkeit über** (ökonomischen Wert von) **Biodiversität** und **Aktivitäten** der Betriebe **informieren**



Projektstruktur 1

- **A Projektmanagement & Monitoring der Aktivitäten**
 - A1: Projektmanagement – eNu
 - A2: After LIFE Kommunikationsplan – eNu
- **C Kommunikation & Bewusstseinsbildung**
 - C1: Veranstaltungen für und mit Betrieben - UWD
 - C2: Betriebskooperationen – eNu
 - C3: Modellregion Biosphärenpark WW – BPWW
 - C4: Informationskampagne – eNu

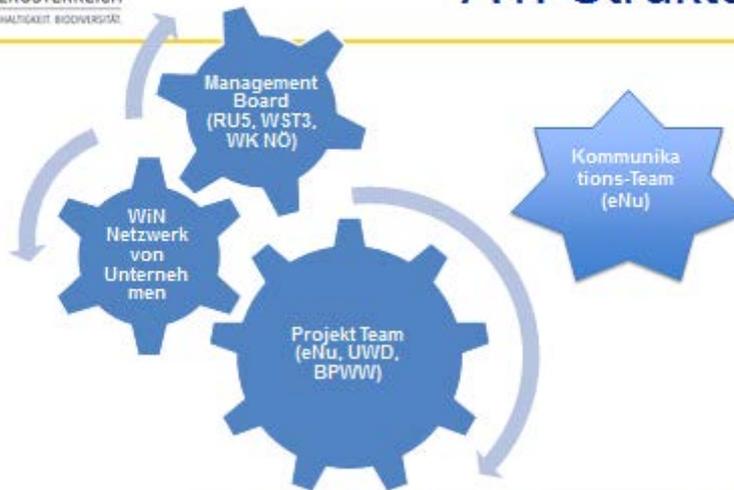


Projektstruktur 2

- **D Training**
 - D1: Schulung von BeraterInnen – BPWW
- **E Monitoring**
 - E1: Monitoring – eNu
- **F Kommunikation**
 - F1: Projektkommunikation & Netzwerk – eNu

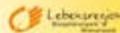


A1: Struktur



A2: After LIFE Kommunikationsplan

- Gemeinsam erstellt von allen Partnern
- Alle Partner arbeiten weiter an Wirtschaft & Natur
- Angepasst an die jeweiligen Strukturen



C2: Workshops

- **4 spezifische Workshops**
mit Unternehmen, bei Unternehmen
- **Präsentation des Themas**
in unterschiedlichen Foren (WKNÖ, respACT, Biomasse Wieselburg, UWD-Tagung Mainstreaming Biodiversity, etc.)
- **Abschlussveranstaltung im Februar 2017**
bei WKNÖ



C2: Kooperationen

- **Entwicklung des Angebotskatalogs**
mit NGOs & PAMOs
→ 1 zusätzlicher Workshop „Moorfutures“
→ 2 zusätzliche Workshops
- **Reden, überzeugen und umsetzen**
Vorstellen des Themas und der Angebote bei Unternehmen
Umsetzen gemeinsamer Aktivitäten





- Naturnahe Gestaltung von betrieblichen Freiflächen

→ **Erarbeitung aller Grundlagen!!!**

Beispiele:

- Kastner Gruppe, Variotherm, Janetschek
- ca. 35 Beratungen durchgeführt



Naturnahe Gestaltung von Firmengeländen

- **Kurzberatung:** max. 8 Stunden zu 100% gefördert (€ 720,- exkl. Ust.)
- **Schwerpunktberatung:** max. 40 Stunden, max. € 60,-/h gefördert (excl. Ust.)

Infos: Petra Lasselsberger, WK NÖ

www.wko.at/noe/oeko





- Nachhaltige Pflege eines Gebiets
- Artenspaziergang
- ...mit Teambuilding

Beispiele:

- Wopfinger Transportbeton
- EATON
- WK NÖ, eNu, UWD



© variotherm, GNF, Umweltdachverband, Wanninger

Modul 3: Patenschaft für Gebiet / Art



- Sicherung von Flächen und Arten
- Kooperation zwischen Firmen und NGOs/Schutzgebietsverwaltungen
- Stärkung der regionalen Identität

Beispiele:

- EVN für Buchberg, Wachau
- AGRANA /AUSTRIA Juice für Steinkauz
- Culumnatura für Fledermäuse



Angebot für EPU's und KMU's



- Sicherung von Naturflächen in NÖ
- Kooperation mit Naturschutzbund NÖ
- **Spende von 55€**
- Patenschaftsurkunde
- Spendenbestätigung (absetzbar)
- Netzwerk Wirtschaft & Natur NÖ

→ Gemeinsam viel bewirken!



Modul 4: Biodiversität in Nachhaltigkeitskonzepte



- Biodiversity Check als Tool: Welche Auswirkung hat mein Unternehmen auf Biodiversität? Berücksichtigung der Lieferkette, Rohstoffe, etc.

Beispiel

- SONNENTOR



NÖ ... und die Welt

- Konferenz der Vertragsstaaten in Mexiko, Dezember 2016

COP13-COPMOP8-COPMOP2
CANCUN, MEXICO 2016

- „Business and Biodiversity Pledge“



MAINSTREAMING BIODIVERSITY FOR WELL-BEING
CONVENTION ON BIOLOGICAL DIVERSITY



www.cbd.int



- ✓ Info zu Wirtschaft & Natur
- ✓ Über 30 Angebote für Unternehmen
 - ✓ Naturnahes Firmengelände
 - ✓ Patenschaften
 - ✓ Corporate Volunteering
- ✓ Kontakte



C3: Modellregion Biosphärenpark

- **Verstärkte direkte Kommunikation mit Unternehmen der Region**
 - Kommunikation über Newsletter und Magazin
 - Einbindung Biosphärenpark-BotschafterInnen
- **Internationale Kooperation durch EuroMAB und Biosphärenparke weltweit (über UNESCO)**
 - 2015 Tallinn, Estland
 - regelmäßige Information



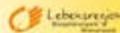
C4: Infokampagne

- **Presse- und Medienarbeit**
 - 25 Presseaussendungen
 - drei Radiobeiträge (von 15 bis 60 Minuten)
 - Kurzfilm
 - Postings
- **Schaltungen**
 - ÖBB Kampagne
 - Schaltungen (plus Opinion Leaders Network)
 - Kooperation mit Naturschutzbund



D1: Schulungen 1

- 30.09.2015: Biodiversität für CSR Konsulenten (der WKNÖ)
- 27.10.2015: Externe Schulung zu Biodiversity Check (mit Stefan Hörmann, GNF)
- 28.10.2015: Interne Schulung zu Biodiversity Check (mit Stefan Hörmann, GNF)
- 02.12.2015: Workshop für NGOs und Schutzgebietsmanagement
 - zur Erarbeitung des Angebotskatalogs



D1: Schulungen 2

- 15.12.2015: Schulung für PlanerInnen von naturnahes Firmengelände (BPWW)
- 21.09.2016: Evaluierung „Naturnahes Firmengelände“ (mit Sven Schulz, Bodensee Stiftung)
- 30.11.2016: Partnerschaft - Workshop mit Andreas Kupfer für NGOs



E1: Monitoring 1

- **Befragung der Betriebe**
 - 2014/2015: intern
 - 2017: extern durch ÖGUT (Österreichische Gesellschaft für Umwelt und Technik): Evaluierung & Aktivierung
- **Webstatistiken (in Ausarbeitung)**
- **Feedback der Workshops** → sehr positiv
- **500 Unternehmen: über VA erreicht**
- **300 Unternehmen: direkt angesprochen**
- **50 Unternehmen: wurden aktiv**



E1: Monitoring 2

- **Regionale und nationale Kooperationen**
 - unterschiedliche Unternehmensnetzwerke
 - mit NGOs und anderen Organisationen
- **Internationale Kooperationen**
 - Ministerium für Umwelt, MekPO, DE
 - Sekretariat der UN Biodiversitätskonvention
 - Global Nature Fund
 - Bodensee Stiftung, DE
 - Akademie für Naturschutz und Landschaftspflege, Bayern, DE
 - UNESCO

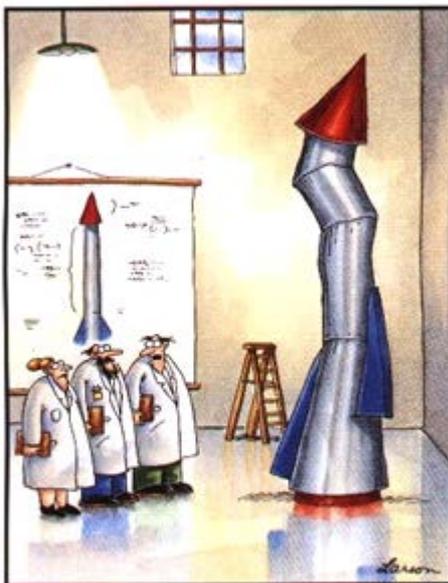


A2: After LIFE Kommunikationsplan

- Gemeinsam erstellt von allen Partner
- Alle Partners arbeiten weiter an Wirtschaft & Natur
- Angepasst an die jeweiligen Strukturen



- ✓ Biodiversität bei Unternehmen wenig bekannt
- ✓ Ökosystemleistungen ist sehr sperrig
- ✓ Tagesthemen der Unternehmen:
Fluchtbewegungen, angespannte Arbeitsmarkt,
EU Energieeffizienzrichtlinie
- ✓ Wechsel in Projektteam



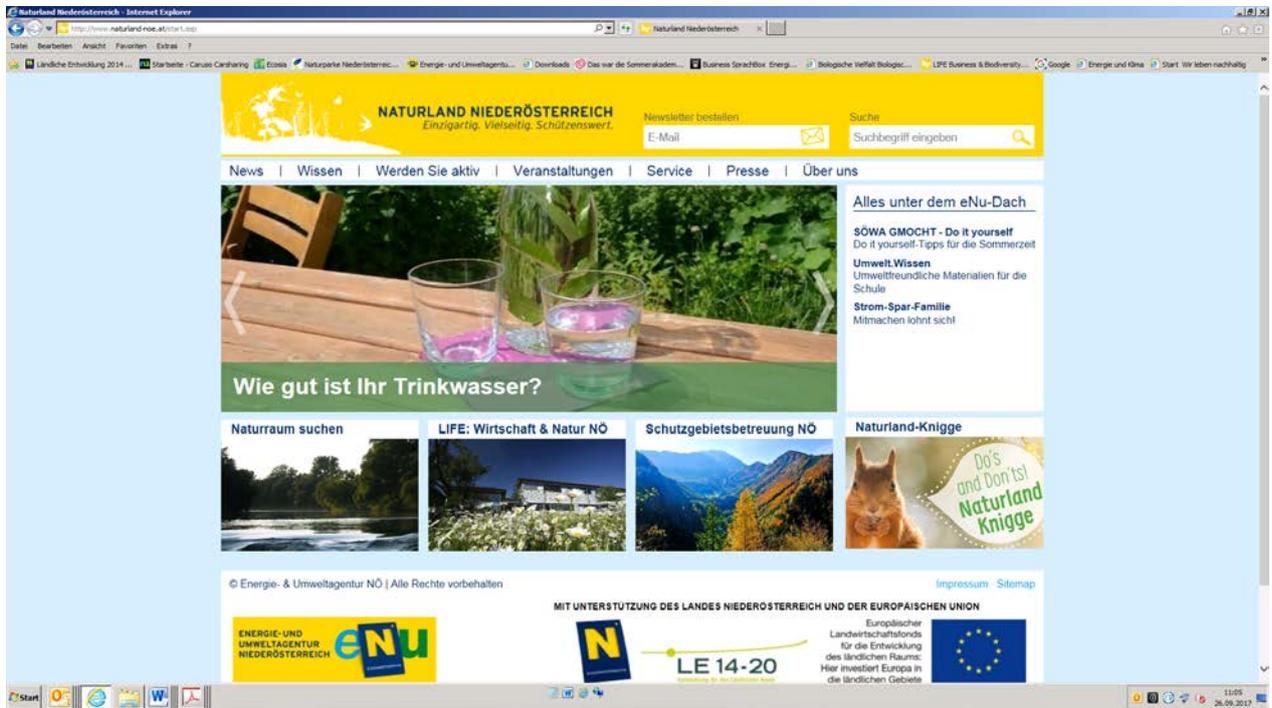
Manchmal

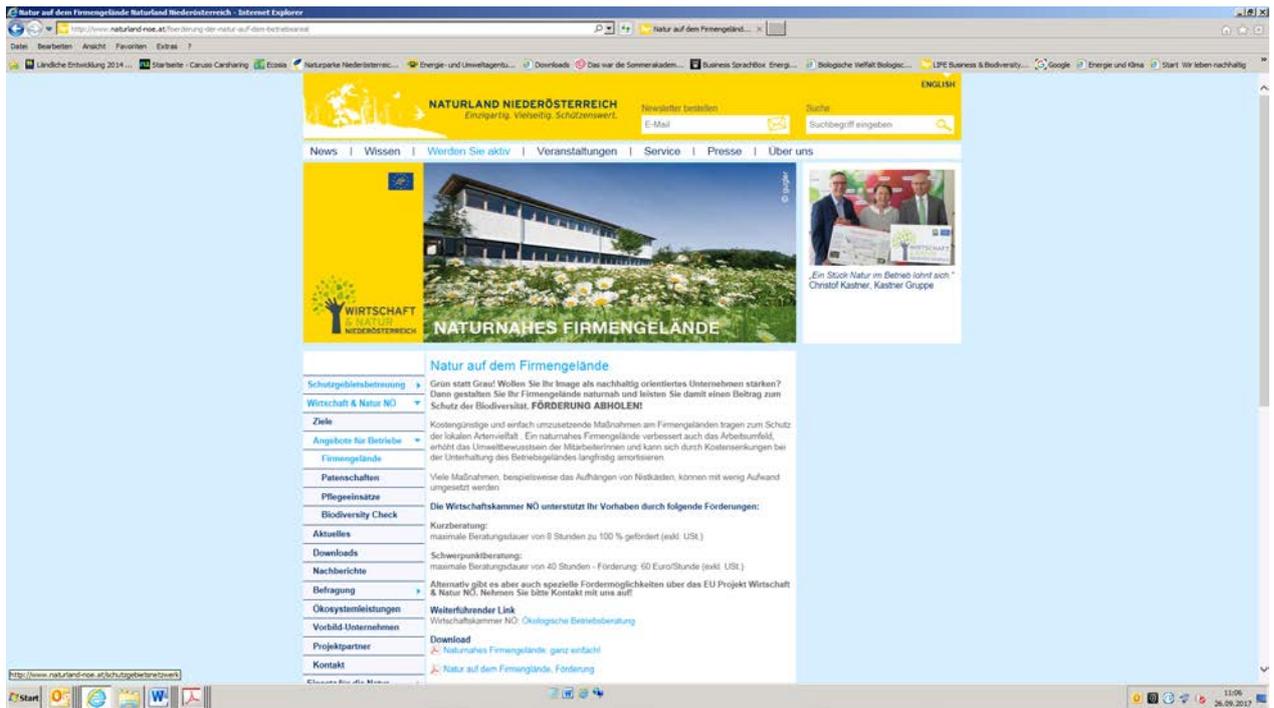
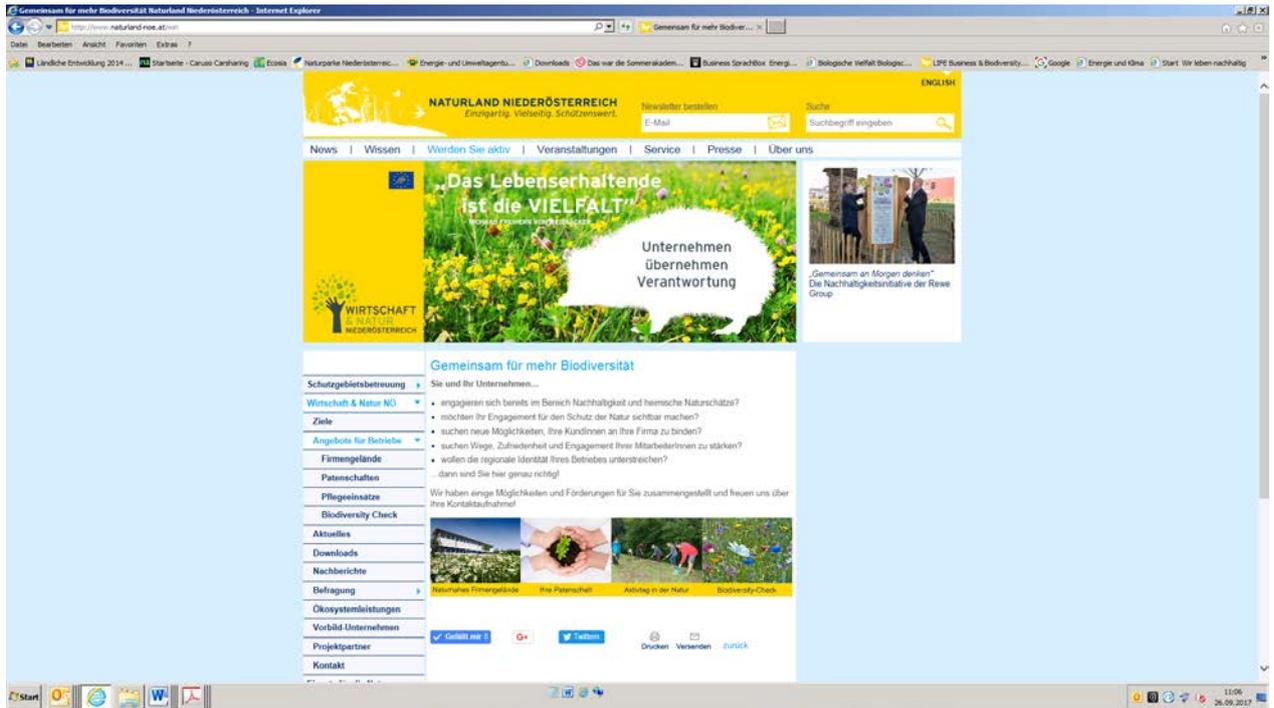
"It's time we face reality, my friends. ...
We're not exactly rocket scientists."

... aber meistens



8.2.4 Some screen shots of the project website





Patenschaften Naturland Niederösterreich - Internet Explorer

http://www.naturland-noe.at/unternehmen-von-patenschaften

Naturparks Niederösterreich... Energie- und Umweltschutz... Downloads... Das war die Sommerakadem... Business Sprachbüro... Biologische Vielfalt Biologie... LIFE Business & Biodiversity... Google... Energie und Klima... Start: Wir leben nachhaltig

NATURLAND NIEDERÖSTERREICH
Einzigartig. Vielseitig. Schützenswert.

News | Wissen | **Werden Sie aktiv** | Veranstaltungen | Service | Presse | Über uns

WIRTSCHAFT & NATUR NÖ

IHRE PATENSCHAFT

Werden Sie Pate!

Eine einfache Möglichkeit, Ihr Engagement für Biodiversität sichtbar zu machen, ist die Übernahme einer Patenschaft für ein Gebiet, einen Lebensraum oder eine Art, insbesondere wenn ein thematischer oder regionaler Bezug zum Schutzgut gegeben ist.

Mit dieser Maßnahme können sowohl die regionale Identität des Betriebes gestärkt als auch potenzielle negative Auswirkungen auf die Umwelt kompensiert werden. Die symbolische Patenschaft bietet die Möglichkeit zu Sach-, Ziel- und Geldspenden, die für die Sicherung des Managements eines Schutzgutes notwendig sind.

Engagement für Fledermäuse

Ihr Unternehmen stellt geeignete Flächen oder Gebäude für das Anbringen von Ersatzquartieren zur Verfügung (diese können auch in einem weiten Umkreis montiert werden, z.B. an landschaftlichen Gebäuden) und übernimmt die anfallenden Kosten. Dadurch unterstützen Sie den Erhalt der gefährdeten Fledermäuse.

Beitrag ca. € 2.500,-

Werden Sie (nacht-)aktiv

Erlernen Sie und Ihre Mitarbeiterinnen Fledermäuse hautnah und buchen Sie einen Betriebsausflug mit Vortrag und Nacht-Exkursion.

Beitrag ca. € 500,- bis € 2000,-

Start 26.09.2017

Pflegeinsätze Naturland Niederösterreich - Internet Explorer

http://www.naturland-noe.at/pflegeinsätze

Naturparks Niederösterreich... Energie- und Umweltschutz... Downloads... Das war die Sommerakadem... Business Sprachbüro... Biologische Vielfalt Biologie... LIFE Business & Biodiversity... Google... Energie und Klima... Start: Wir leben nachhaltig

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WIRTSCHAFT & NATUR NÖ

AKTIVTAG IN DER NATUR

Corporate Volunteering: Einen Tag aktiv für die Natur!

Raus aus der Firma, rein ins Naturerlebnis. Verbringen Sie Ihrem nächsten Corporate Citizen Day oder Betriebsausflug bei einem ganz besonderen Team-Building-Event in der Natur und schützen Sie so bedrohte Lebensräume. Oder lernen Sie mit Ihren KollegInnen die Natur vor der Haustür kennen. **FÖRDERUNG ABHOLEN!**

Bildschirm, Tastatur und Telefon werden gegen Motorsäge, Sichel und Rechen getauscht. Die MitarbeiterInnen verbringen einen gemeinsamen Tag in der Natur, um bei der Pflege von ökologisch wertvollen Lebensräumen mitzuwirken oder um durch einen Artenspaziergang das Betriebsgelände mit anderen Augen kennen zu lernen.

Corporate Volunteering Aktivitäten bieten einen ungeahnten Erfahrungsraum für Ihre wichtigste Unternehmensressource: Ihre MitarbeiterInnen! Das Herausreten aus der gewohnten Umgebung löst eingefahrene Rollenmuster auf und schafft neue Impulse für eigene TUN.

Corporate Volunteering Aktivitäten geben „Sinn“ und binden jeden einzelnen sowie das Team in einen übergeordneten Kontext ein – Teilhabe entsteht, die motiviert und begeistert. Die Antwort auf die Frage „Was hat das mit mir / mit uns zu tun?“ mobilisiert Energien und lässt neues Engagement wachsen, das für die effiziente Aufgabenerfüllung im Unternehmen genutzt werden kann.

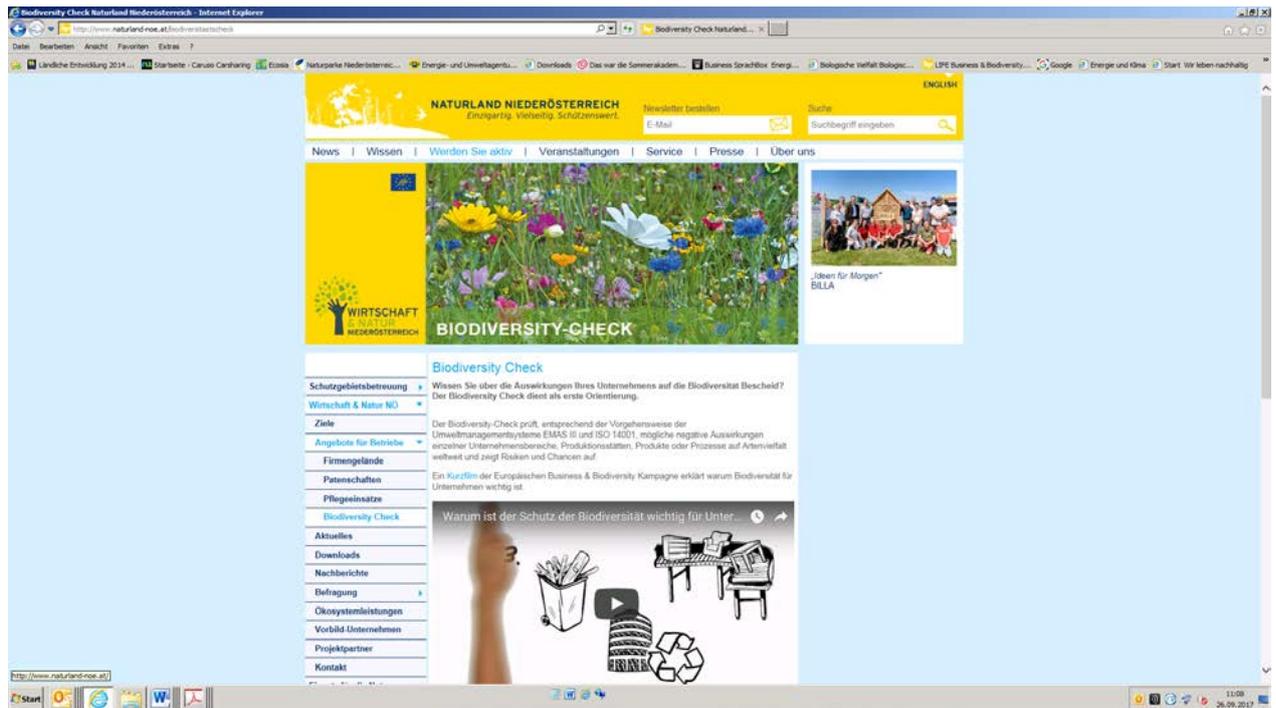
Corporate Volunteering Aktivitäten erfüllen die Ur-Sehnsucht des Menschen nach Autonomie und Zugehörigkeit gleichermaßen und tragen damit maßgeblich zur Team- und Organisationsentwicklung bei.

Für schnell entschlossene Unternehmen: Förderung abholen!

Für die ersten Unternehmen gibt es einen Zuschuss in der Höhe von € 800,-. Zudem kommunizieren wir Ihr Engagement effektiv an die Medien.

Wir vermitteln Ihnen ein ansprechendes Angebot in einem der zahlreichen...

Start 26.09.2017



8.3 Output indicators (final result and comparison to initial set)

The Output indicators document is available on request.

Please contact: ecobusiness@enu.at

8.4 After-LIFE Communication Plan

The After-LIFE Communication Plan is available on the project website, or on request.

Please contact: ecobusiness@enu.at

8.5 Layman's report

The Layman's reports in English and German are available on the project website, or on request.

Please contact: ecobusiness@enu.at