



LIFE RESTORE FOR MDD

UNESCO Five-country
Biosphere Reserve



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COMMUNICATION PACKAGE

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1. PROJECT DESCRIPTION

"LIFE RESTORE for MDD – Preserving and restoring floodplain forest habitats along the Mura-Drava Danube" focuses on the conservation and restoration of the largest contiguous floodplain forest system in the Danube River Basin. For five years, 17 partners from Austria, Croatia, Hungary, Slovenia and Serbia will work together to combat the degradation of the priority floodplain forest habitat type HT 91EO* and HT 91FO by restoring and improving 2,472 ha of floodplains, 45,230 m of water bodies and mobilising 966,000 m³ of sediments through river dynamics.

The project area is a 2,071.6 km² river corridor connecting 17 Natura 2000 sites and other protected areas in the UNESCO Five-country Biosphere Reserve Mura-Drava-Danube. The sites form a continuous string along 700 km of the three rivers. River regulation, unsustainable water management, the spread of invasive alien species, loss of diversity, depletion of gene pools and weakly harmonised transboundary restoration planning are negatively affecting the status of these habitats.

These threats will be addressed by the multi-sectoral PC of water managers, nature conservationists, foresters, protected area managers, regional managers and NGOs in an integrated and transboundary restoration effort at 29 sites along the three rivers. At four sites, river morphology will be restored for natural forest regeneration. At 14 sites, side channels will be connected to the river and oxbows restored to improve floodplain forest conditions. Natural forests will be maintained, improved or afforested at eleven sites.

Integrative transboundary river restoration planning on three pilot river stretches will ensure sustainable outcomes.

Communication, awareness raising, education and monitoring will accompany the restoration efforts.

2. PROJECT PRESENTATION

A presentation with all relevant information and a description of the planned tasks has also been prepared and can be used for external communication.

This presentation can be found below.



LIFE_R4MDD_Genera
l_Project Presentation

3. KEY MESSAGES

UNDERSTANDING FLOODPLAIN FORESTS AND RIVER DYNAMICS

The initial step is to educate the target groups about the complex workings of floodplain forests and river dynamics and create a common set of knowledge to further build on. Riverine floodplain forests are crucial ecosystems that rely on the ebb and flow of river water. These distinctive habitats require regular flooding events to replenish nutrients and water, which support a diverse range of plants and animals. The relationship between rivers and floodplain forests is mutually beneficial, with rivers shaping the landscape and ecosystems, and forests stabilising riverbanks and filtering water.

THREATS TO THESE UNIQUE HABITATS

It is important to highlight the ongoing threats facing these habitats, including climate change and the introduction of invasive alien species (IAS). Climate change poses a significant threat by altering rainfall patterns and increasing the frequency of extreme weather events, which can lead to excessive flooding or severe droughts, both of which can damage these ecosystems. The introduction of IAS can disrupt the natural balance by outcompeting native species for resources, leading to a loss of biodiversity.

THE IMPORTANCE OF PROTECTED AREAS, SUCH AS NATURA 2000 SITES

The following step is to demonstrate the importance of protecting these habitats. It is essential to preserve the unique and diverse nature of the ecosystems in these regions by safeguarding areas such as Natura 2000. Protected areas function as refuges for a wide range of species and play a crucial role in maintaining ecological balance. Healthy ecosystems, such as forests and wetlands, are also crucial in the fight against climate change as they act as natural carbon sinks, absorbing CO₂ from the atmosphere.

NATURE RESTAURATION FOR FUTURE GENERATIONS

Restoration is a crucial step in ensuring the longevity and resilience of natural habitats, following protection. This message emphasises the significance of returning ecosystems to their natural state. This includes planned activities such as removing invasive species and restoring natural water flows by widening river beds or connecting old arms. Restoration efforts can create more resilient habitats that are better able to withstand climate change and other environmental stresses, thereby ensuring the survival of diverse species.

TRANSBOUNDARY NATURE PROTECTION AND COOPERATION

Nature's biodiversity and the challenges it faces are not limited by national borders. Therefore, the need for nature conservation is inherently linked to promoting cooperation beyond political boundaries. The concept of transboundary cooperation in environmental management, exemplified by the TBR MDD, demonstrates the significant potential for collective action in conservation. It represents a crucial milestone and a

model for global conservation efforts, highlighting the importance of collaborative strategies to safeguard our common natural heritage.

RIVERS CONNECT NATURE AND PEOPLE

Rivers are important connections between nature and people, supporting biodiversity, human cultures, and economies. To emphasize the significance of river restoration, it is essential to demonstrate how healthy, free-flowing rivers benefit both ecosystems and human communities. They protect against the effects of global warming, such as floods, and enhance the quality of life and cultural heritage.

4. PROJECT BRANDING

To increase the impact and efficiency of project communications, a distinctive **visual identity**¹ is established from the start of the project. This identity includes specific fonts, colour codes and a unique design element. The **Bebas Neue**² font is used for headlines and **DM Sans**³ for text (see **Figure 1**).

Headlines	BEBAS
Text	DM Sans
Example:	<p>1. HEADLINE 1</p> <p>1.1. HEADLINE 2</p> <p>1.1.1. HEADLINE 3</p> <p>Sub-headline</p> <p>Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.</p>

Figure 1: Chosen fonts of the LIFE RESTORE for MDD CI: Bebas Neue and DM Sans

The visual identity is further defined by a **palette of four colours** inspired by elements of the project area: "forest", "water", "earth" and "sand", as shown in **Figure 2**.

¹ Corporate design landing page [<https://sites.google.com/wwf.panda.org/lr4mdd/important-information/communication/ci-templates?authuser=0>]

² Bebas Neue Font Download [<https://fonts.google.com/specimen/Bebas+Neue>]

³ DM Sans Font Download [<https://fonts.google.com/specimen/DM+Sans?query=dm+sans>]

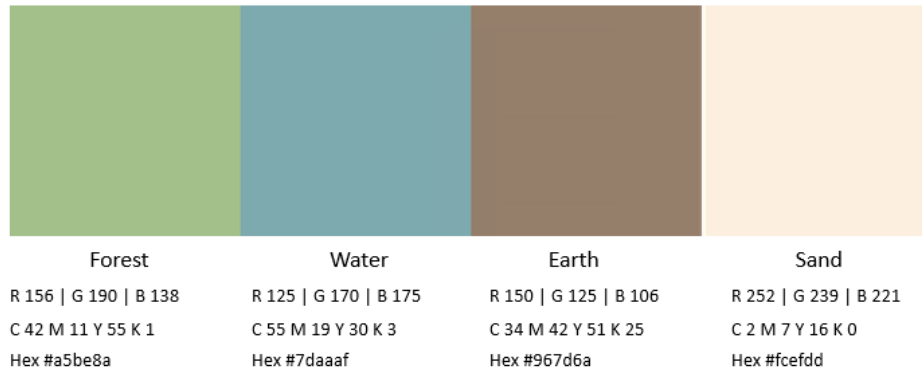


Figure 2: Colour palette of the LIFE RESTORE for MDD CI

In addition, a specific **design element** (see [Figure 3](#)) has been chosen to accompany all communication activities. This element symbolises key factors of the project, including "the three rivers – Mura, Drava, Danube", "the floodplain forests" and "restoration". In particular, this design element, together with the "LIFE" and "Natura 2000" logos, should be used consistently in all communications relating to the project.

Project design element with project name



Single design element



Figure 3: LIFE RESTORE for MDD project design element

EU BRANDING AND GUIDELINES

Details of the EU branding guidelines are shared by the [European Commission](#). In order to highlight the most important information, [Communication Guidelines](#)⁴ were produced by the COO BEN at the beginning of the project.

This guide states the following in relation to the external communication of all BENs:

Communication Activities and infrastructure, equipment or major results funded by the grant must display the following logos:

⁴ Communication Guidelines [https://drive.google.com/file/d/10ktJomneocpm-2XimhV0keCc9CGpSP8N/view?usp=drive_link]

- The **LIFE** Programme logo



- For projects in **Natura 2000** sites or contributing to the integrity of Natura 2000 network: the Natura 2000 logo



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. When displayed in association with other logos (e.g. of BENs or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Where compatible, communication activities to promote the Activity (including media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), which include written content statements, must include the **funding logo** (the LIFE flag and the funding statement 'Co-financed by the European Union' – translated into local languages where appropriate).



Co-funded by
the European Union



Co-funded by
the European Union

In conjunction with this, all BENs are required to use the following **disclaimer**, either in English and/or in their national language, whenever they use the funding logo (the LIFE flag with the funding statement "Co-financed by the European Union").

EN

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

DE

Von der Europäischen Union kofinanziert. Die geäußerten Ansichten und Meinungen entsprechen jedoch ausschließlich denen des Autors bzw. der Autoren und spiegeln nicht zwingend die der Europäischen Union oder CINEA wider. Weder die Europäische Union noch die CINEA können dafür verantwortlich gemacht werden.

HR

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HU

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SL

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5. IMAGES

A selection of images within the WWF-AT catalogue was made by the Coordinating Beneficiary (COO BEN) at the beginning of the project and can be found [here](#)⁵.

6. TEMPLATES

Word and PowerPoint templates in the project CI were produced and distributed among the project partners.

Both templates can be found below.



101113557_LIFE_R4
MDD_ppt_template_cl



101113557_LIFE_R4
MDD_full_report.docx

⁵ WWF Pixx.io LIFE RESTORE for MDD Photo collection
[<https://www.google.com/url?q=https%3A%2F%2Fwwf-bilder.px.media%2Fshare%2F1701347763ICqv6oyzjhXyhY&sa=D&sntz=1&usg=AOvVaw2JYdyW8GxUfquXzYYKdyB6>]