LIFE OrgBalt Communication activities: an update

Third Steering Group Meeting
4 February 2021, TEAM

Association Baltic Coasts

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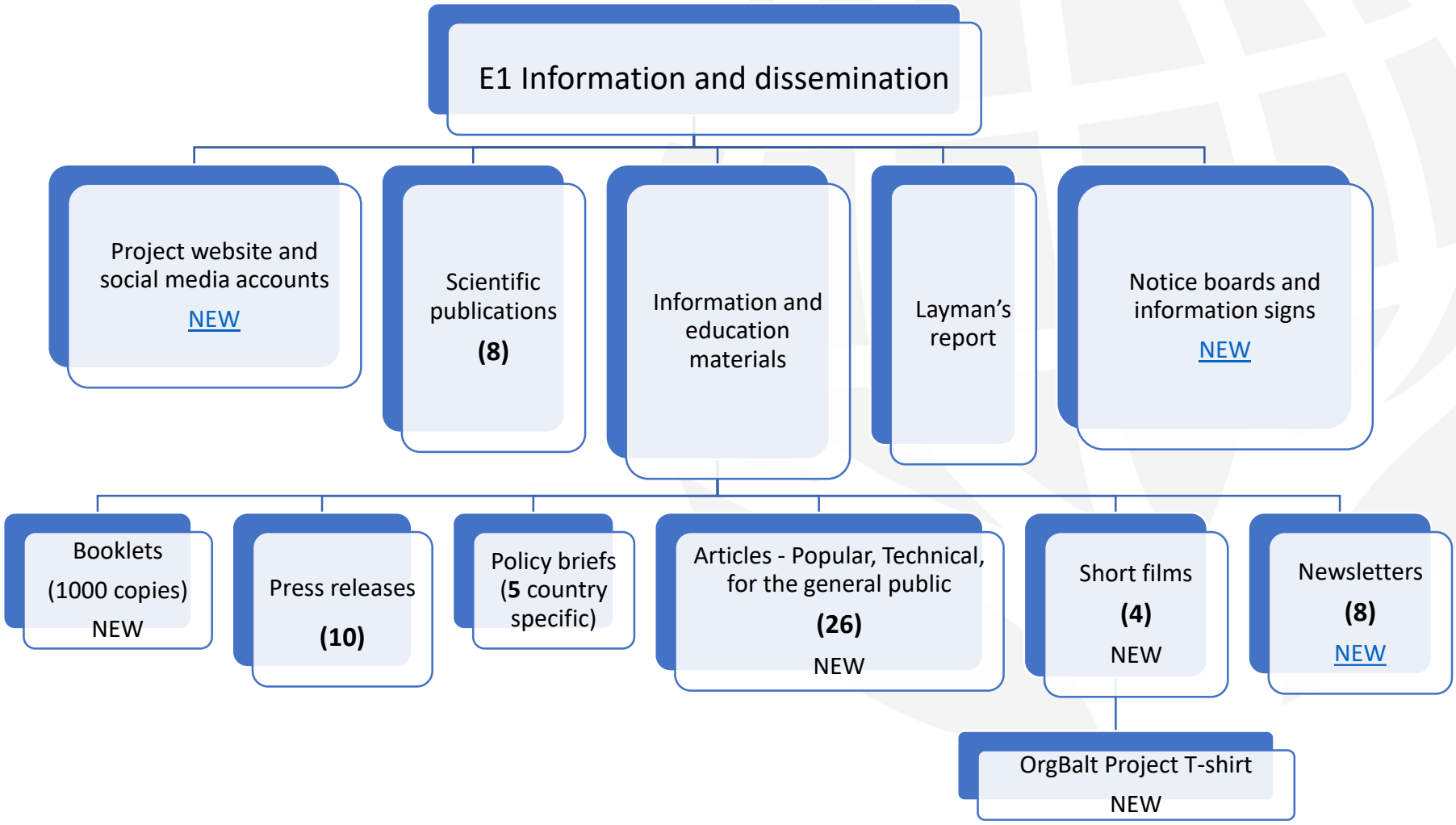
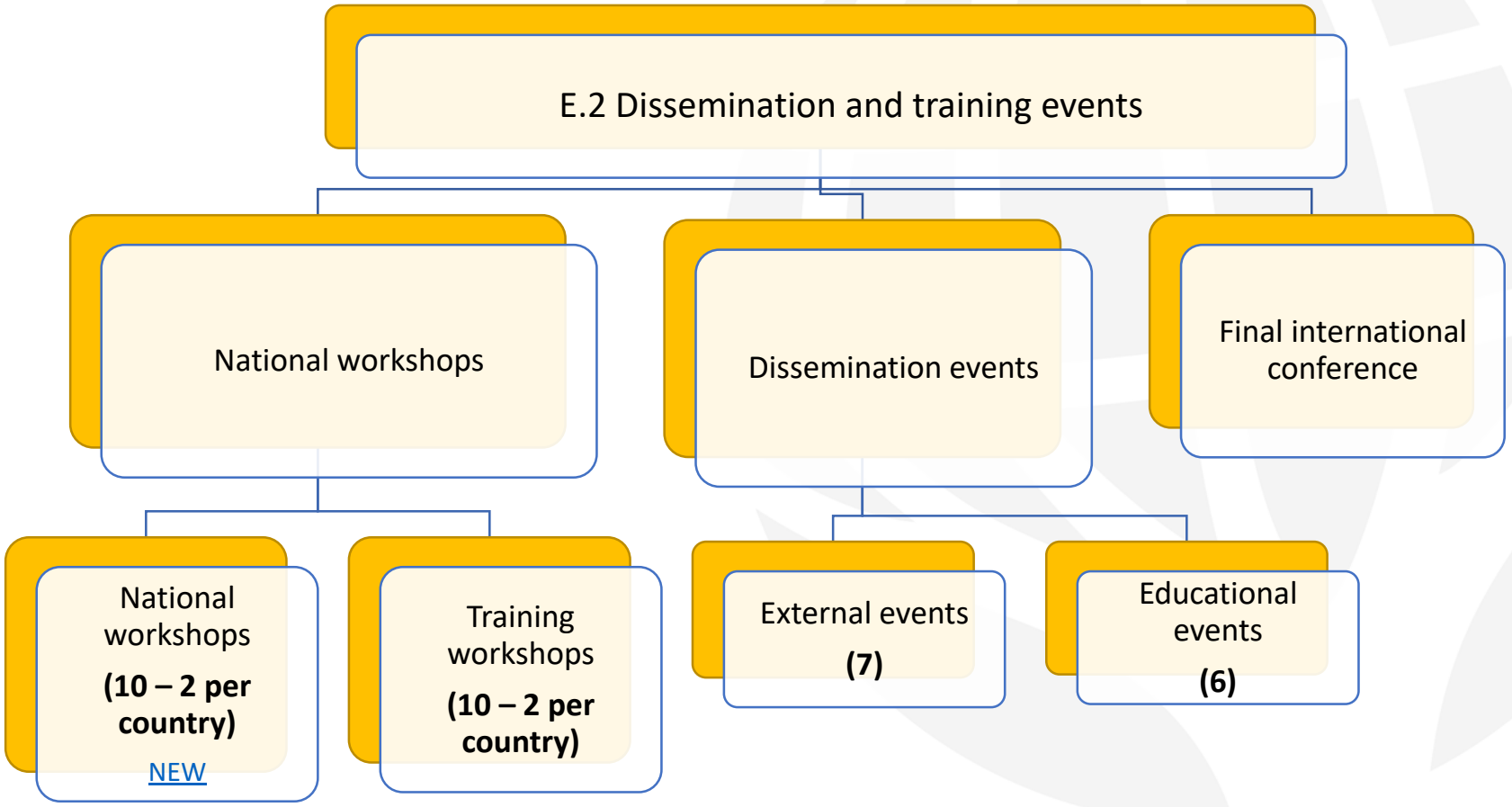
LIFE OrgBalt, LIFE18 CCM/LV/001158

EU LIFE Programme project
"Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland"

E - The LIFE OrgBalt communication actions 1/3



E - The LIFE OrgBalt communication actions 2/3



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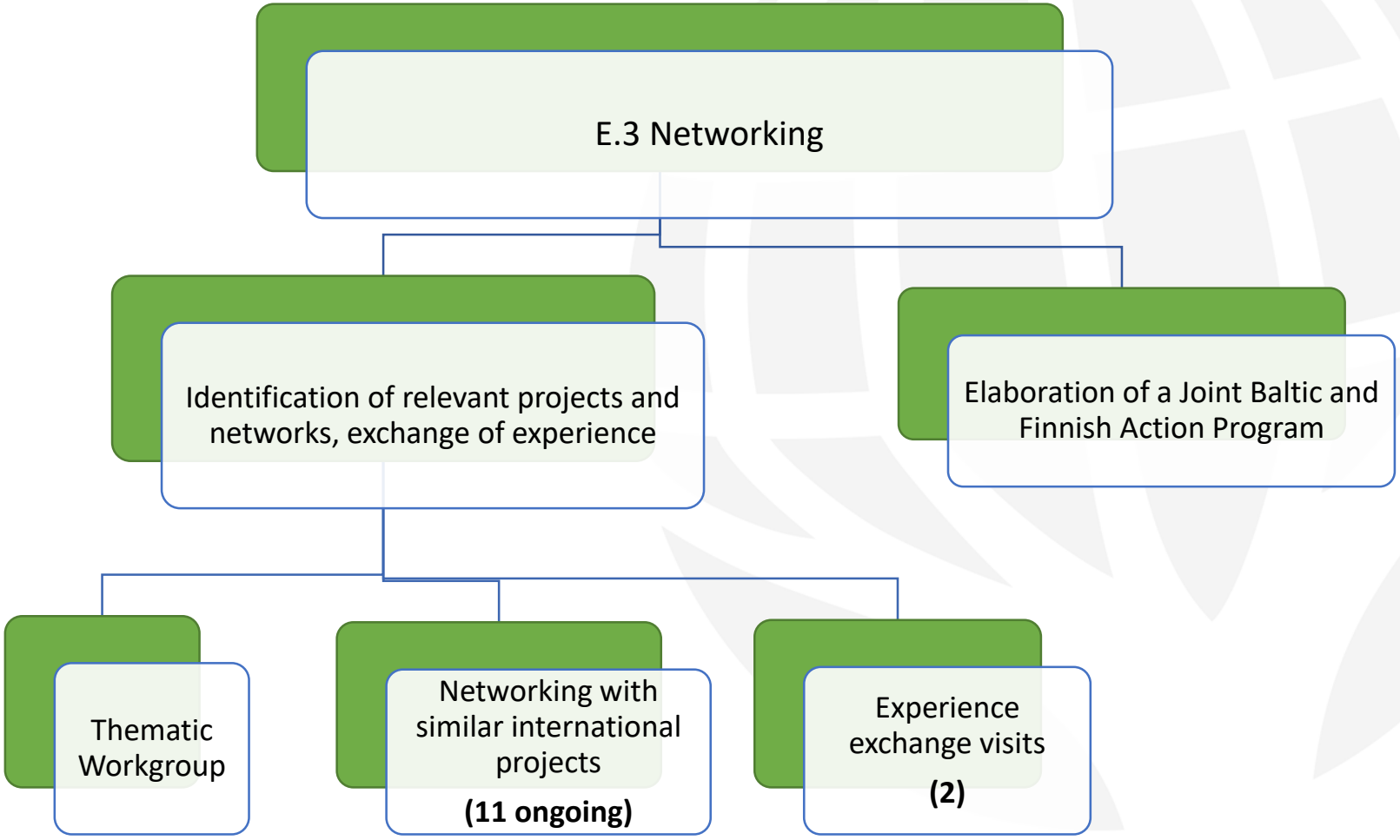

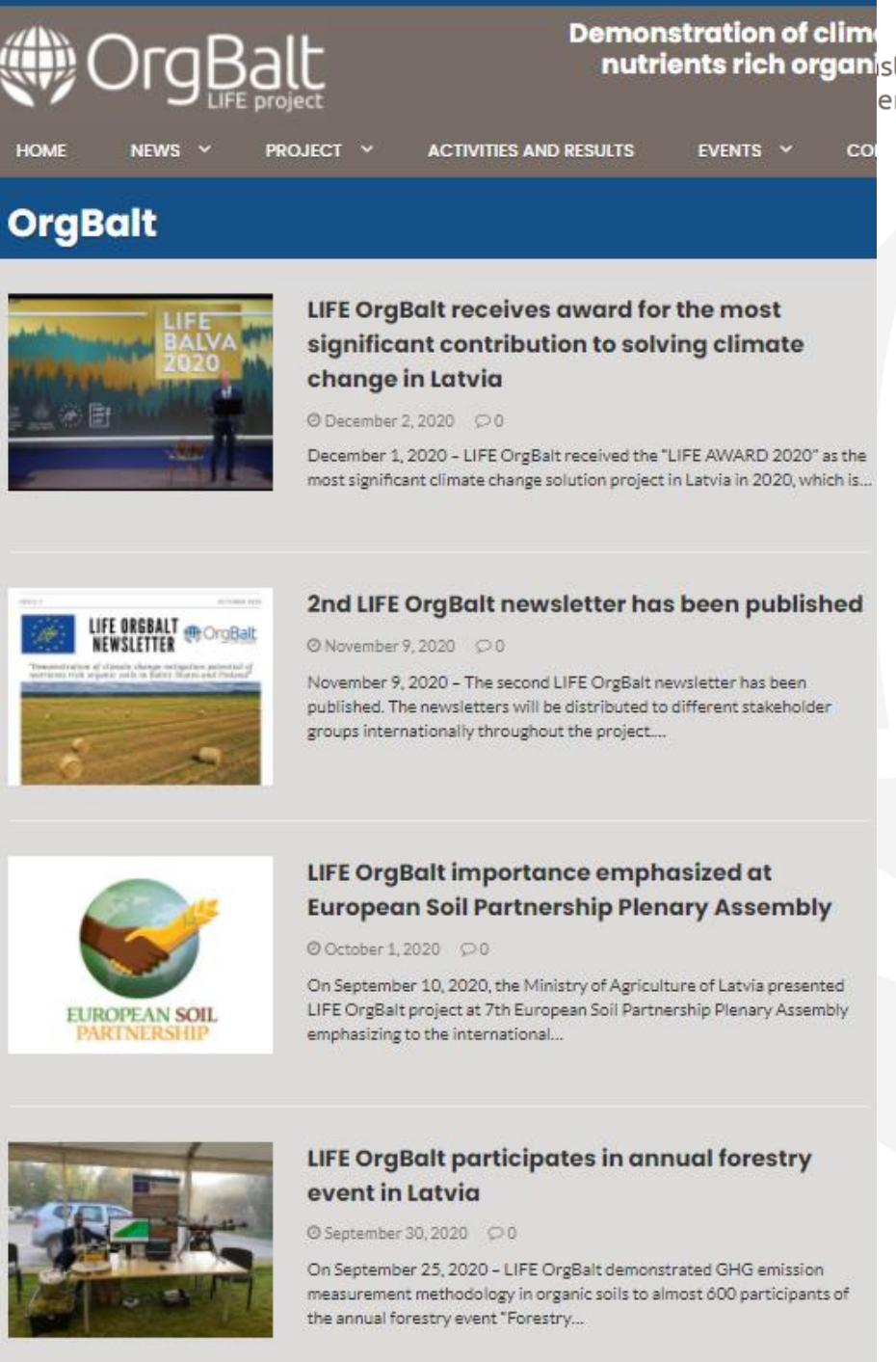

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ents rich organic soils in Baltic States and Finland"

LIFE OrgBalt website

An updated overview of the project activities is periodically provided in the news section.

LIFE OrgBalt website traffic analysis 1/2

- **Time period:** 01.08.2019 - 03.02.2021
- **Users:** the number of actual people who have visited the OrgBalt website
- **Sessions:** the number of single visits to the OrgBalt website
- **Pageviews:** the total number of pages viewed within the OrgBalt website
- **Bounce rate:** a single-page session on the website – % of people who enter the website and didn't perform any specific action (e.g. Clicking on a link) before leaving.

LIFE OrgBalt website traffic analysis 2/2

Metrics	Value
Users	2 234
Sessions	4 075
Pageviews	9 333
Average session duration	1'48''
Bounce rate	67,83%

What do these data tell us?

- Significant increase in the numbers of people who visited the website as well as in the number of pages viewed.
- Descrease in the amount of time spent on the website.
- The majority of users entered the site and did not perform any specific action (e.g link).

OrgBalt Facebook: 71 followers – key target 200

OrgBalt Twitter: 11 followers (low popularity in LV) – key target 200

LIFE OrgBalt leaflet 1/2

INTERESTING FACTS

33.6 M.ha

The total area of drainage-based, flooded and rewetted managed organic soils in the European Union (EU) is 33.6 million hectares (Mha) (7% of the EU area).*

25%

In the agricultural sector in Europe organic soils make only 3% (4.4 Mha) of the total agricultural area, but are responsible for 25% of all agricultural GHG emissions.*

61%

The LIFE OrgBalt project focuses on the most common group of organic soils – nutrient-rich drained soils in temperate climate zone which covers an area of approximately 21 Mha or 61% of organic soils in EU countries. 16 demonstration sites will be established and GHG fluxes will be monitored in 51 sites.

* European Environmental Agency (2020), EU GHG inventory 1990-2018, submission 27 May 2020

THE LIFE ORGBALT PROJECT IN BRIEF

Duration	August 1, 2019 - August 31, 2023
Project code	LIFE18 CCM/LV/001158
Total project budget	3 360 948 EUR
EU LIFE programme funding	1 844 004 EUR

The developed leaflet reflects only the LIFE OrgBalt project beneficiaries' view and the European Commission's Executive Agency for Small and Medium-sized Enterprises is not responsible for any use that may be made of the information contained therein.

THE LIFE ORGBALT PARTNERS

The project is implemented by eight partners from five EU Member States - Estonia, Finland, Germany, Latvia, and Lithuania. The leading partner, Latvian State Forest Research Institute "Silava", coordinates the project in cooperation with:

CONTACTS

https://www.orgbalt.eu/

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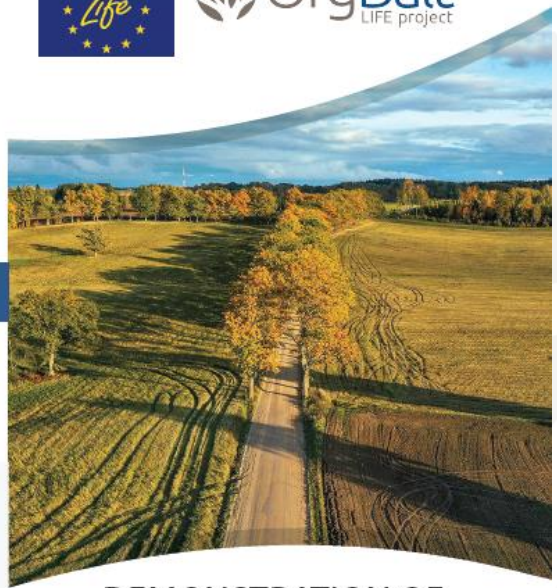
This leaflet has been produced with the financial support of the LIFE Programme of the European Union and the State Regional Development Agency of Latvia within the project "Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland" (LIFE OrgBalt, LIFE18 CCM/LV/001158).

OrgBalt LIFE project



DEMONSTRATION OF CLIMATE CHANGE MITIGATION POTENTIAL OF NUTRIENTS RICH ORGANIC SOILS IN BALTIC STATES AND FINLAND

OrgBalt LIFE project

EU LIFE Programme project "Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland"

LIFE OrgBalt leaflet 2/2

ABOUT ORGANIC SOILS

Drained nutrient-rich organic soils are one of the largest key sources of greenhouse gas (GHG) emissions in the Agriculture and Land Use, Land Use Change and Forestry (LULUCF) sectors in Boreal and Temperate cool and moist climate regions in Europe.

They therewith clearly play a role in meeting Europe's 2030 and 2050 climate change mitigation targets.

However, there are huge gaps in available data on actual GHG emissions from drained nutrient-rich organic soils under different management.

LIFE ORGBALT OBJECTIVES

1. To improve GHG calculations for drained nutrient-rich organic soils by including project territory specific activity data and emission factors.

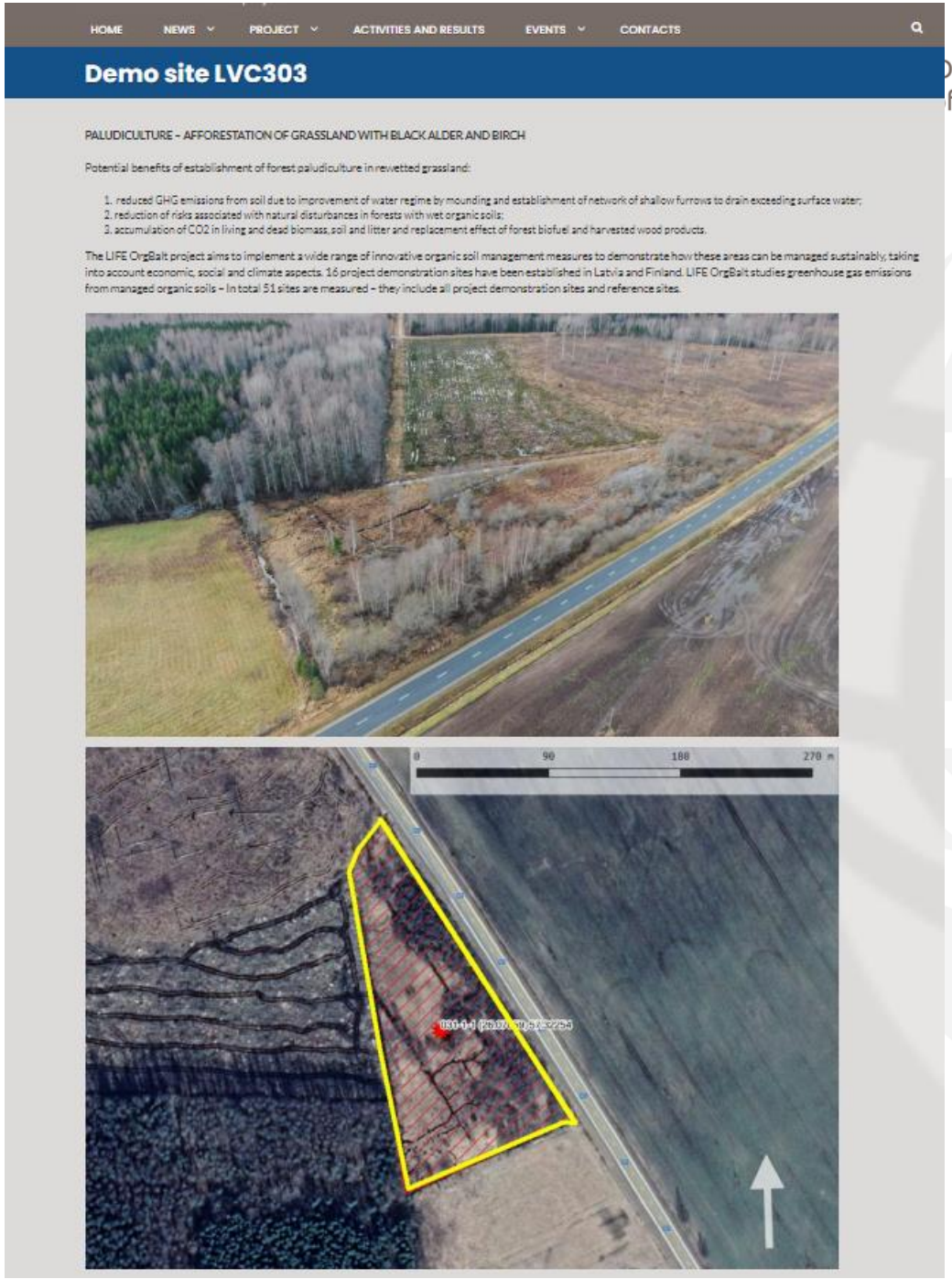
2. To identify and demonstrate sustainable, resilient and cost-effective climate change mitigation measures.

3. To provide tools and guidance for the elaboration, implementation and verification of efficiency of climate change mitigation policies.

Adapted management can mitigate GHG emissions from organic soils in the agriculture and LULUCF sectors and preserve the soil organic carbon stock.

LIFE ORGBALT EXPECTED RESULTS

- Improved knowledge base
- Enhanced capacity of national and local authorities
- Contribution to the demonstration of innovative climate change mitigation measures in drained nutrient-rich organic soils
- Contribution to sustainable land use, agriculture and forestry



Notice board 1/2

16 project demonstration sites have been established in Latvia and Finland.

QR code to address users to each demonstration site specific webpage both in English and Latvian.

Here you can find the links to each demonstration site specific webpage.

Notice board 2/2

LIFE ORGBALT – DEMONSTRĀCIJAS VIETA | LIFE ORGBALT – DEMONSTRATION SITE

LVC303 MEŽA PALUDIKULTŪRA - APMEŽOŠANA AR MELNALKSNI UN BĒRZU

Potenciālie ieguvumi no meža paludikultūras ierīkošanas atkārtoti pārmitrinātos zālājos:

- Samazinātas SEG emisijas no augsnes pateicoties ūdens režīma uzlabošanai, apmežošanu veicot ar pacilošanas un dziļvagu izveidošanas metodi, tādejādi novadot liekos virsūdeņus
- Samazināti meža dabisko traucējumu riski
- CO_2 piesaiste dzīvajā biomasā, nedzīvajā koksnē, augsnē un meža zemsegā un fosilo resursu aizstāšanas efekta veicināšana (meža biomasa un koksnes produkti)

LVC303 PALUDICULTURE - AFFORESTATION OF GRASSLAND WITH BLACK ALDER AND BIRCH

Potential benefits of establishment of forest paludiculture in rewetted grassland:

- Reduced GHG emissions from soil due to improvement of water regime by mounding and establishment of network of shallow furrows to drain exceeding surface water
- Reduction of risks associated with natural disturbances in forests with wet organic soils
- Accumulation of CO_2 in living and dead biomass, soil and litter and replacement effect of forest biofuel and harvested wood products

LIFE OrgBalt projekta mērķis ir izstrādāt un pielietot dažādus inovatīvus organisko augšņu apsaimniekošanas paņēmienus, lai demonstrētu, kā šīs platības var tikt ilgtspējīgi apsaimniekotas, ņemot vērā ekonomiskos, sociālos un klimata aspektus. Latvijā un Somijā ir izveidoti 16 projekta demonstrāciju objekti. LIFE OrgBalt projekta ietvaros tiek pētītas siltumnicefekta gāzu emisijas no apsaimniekotām organiskajām augsnēm – kopumā, mērījumi tiek veikti 51 objektā, ietverot visus projekta demonstrāciju, kā arī references pārauglaukumus.

The LIFE OrgBalt project aims to implement a wide range of innovative organic soil management measures to demonstrate how these areas can be managed sustainably, taking into account economic, social and climate aspects. 16 project demonstration sites have been established in Latvia and Finland. LIFE OrgBalt studies greenhouse gas emissions from managed organic soils – In total 51 sites are measured – they include all project demonstration sites and reference sites.

Uzzini vairāk!
LIFE OrgBalt mājaslapa: www.orgbalt.eu
Sazinies ar mums: inst@silava.lv

Find out more!
LIFE OrgBalt website: www.orgbalt.eu
Contact us: inst@silava.lv

Demonstrācijas vieta ir ieviesta projekta "Klimata pārmaiņu samazināšanas iespēju demonstrēšana audzīgās organiskajās augsnēs Baltijas valstīs un Somijā" (LIFE OrgBalt, LIFE18 CCM/LV/001158) ietvaros. Projekts tiek īstenots ar Eiropas Savienības LIFE programmas un Latvijas Valsts reģionālās attīstības aģentūras finansiālu atbalstu. / Informācija atspoguļo tikai LIFE OrgBalt projekta īstenotāju redzējumu, un Eiropas Komisijas Mazo un vidējo uzņēmumu izpildaģentūra nav atbildīga par šeit atspoguļotās informācijas iespējamo izmantošanu.

The demonstration site has been implemented within the framework of the project "Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland" (LIFE OrgBalt, LIFE18 CCM/LV/001158). The project is implemented with the financial support of the European Union LIFE programme and the State Regional Development Agency of Latvia. / The information reflects only the LIFE OrgBalt project beneficiaries' view and the European Commission's Executive Agency for Small and Medium-sized Enterprises is not responsible for any use that may be made of the information contained therein.

OrgBalt LIFE project | EU LIFE Programme project "Demo of nut

LIFE OrgBalt 2nd Newsletter

ISSUE 2 OCTOBER 2020

LIFE ORGBALT NEWSLETTER

OrgBalt LIFE project

"Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland"

IN THIS ISSUE

LIFE OrgBalt Project

Dear reader,
Welcome to the second edition of the LIFE OrgBalt Project newsletter.
Over one year passed by since the beginning of the project and we would like to continue sharing with you our progresses. In the following pages you will find information on the latest developed and ongoing actions and on the latest events, as well as an insight on the upcoming activities. While waiting for our next issue we shall keep you informed about our activities and key outcomes through the project website and social media.

THE LIFE ORGBALT PROJECT TEAM

ISSUE 2 OCTOBER 2020

ABBREVIATIONS

EU - EUROPEAN UNION
GHG - Greenhouse gas
LULUCF - Land use, land use change and forestry

WHERE DO WE STAND?

During this first year, LIFE OrgBalt experts worked on the foundation of the project paving the way to the development of the implementation actions, the core of LIFE OrgBalt research activity and objectives. Data on the current situation of GHG inventories were collected, and current knowledge and experience in the evaluation of the potential of climate change mitigation measures were assessed. A thematic work group on activity data for GHG emission calculations and projections was established and regularly meets to discuss the methodology to be applied for activity data modelling. The thematic work group on scientific writing started its work as well.

Scientific articles development is discussed in two work streams – GHG flux monitoring and evaluation of climate change mitigation. Protocols for the setup of the project measurement sites and the procedures to be followed were finalised to give a consistent scientific base to the planned measuring activities in demo and reference sites. The LIFE OrgBalt experts are currently working on the establishment of the project reference and demonstration sites.
During the second semester project managers completed the project communication plan. The LIFE OrgBalt objectives and on-going results have been shared through information, dissemination and training activities. More details about the specific activities carried out are given in the following pages. Networking activities with similar projects also started to strengthen international cooperation and build-up on already obtained results toward a common understanding of climate-smart management practices in nutrient-rich organic soils in forest land, cropland and grassland.

The project experts have started working on a socio-economic analysis of the proposed measures and on the development of a simulation model to calculate the socio-economic and climate change impacts of climate change mitigation measures. These activities aim at supporting local and regional stakeholders in making projections of GHG emissions and socio-economic consequences given a set of initial conditions and selected management options.

Finally, analysis of policy documents and cooperation activities for the development of a public and private sector cooperation model started to facilitate the adoption of the Project results in relevant policy documents.

- **214** e-mails sent
- The reading rate is increasing, we are working to further improve it.
- Send performance and click interaction are monitored through the platform Benchmark.

1st and 2nd article for the general public

For this type of articles, which target mainly laypeople although not only, we decided to focus on a practical approach, through interviews and the presentation of good practices.

We are following a "Theory in practice" approach facing each serie topic from a theoretical perspective (interviewing experts) and from a practical perspective (interviewing stakeholders' representative institutions).

The first and second article for the general public have been completed and are currently revised. They will be published on the LIFE OrgBalt website in February.

First LIFE OrgBalt short film

How many films will we have in the project?

Within the OrgBalt project 4 short films (7/8 minutes long) will be developed. The main topics planned are the following:

1) Introduction to the project
2) Focus on GHG emissions
3) Focus on CCM measures
4) Conclusion on achieved results / transferability

First short film

The first short film is under completion. We are revising the final version. The film is in English with subtitles in all 5 partner countries languages. The film will be published on the project webpage and social networks in February.

Thank you!

www.orgbalt.eu @orgbalt @orgbalt LIFE OrgBalt orgbalt orgbalt

The project "Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland" (LIFE OrgBalt, LIFE18 CCM/LV/001158) has received funding from the LIFE Programme of the European Union and the State Regional Development Agency of Latvia. www.orgbalt.eu