

Annex 1: Overview of main campaign elements

1. ONLINE/SOCIAL MEDIA

A. Website

The official website of the biodiversity campaign was the cornerstone of the campaign, and **carried the central campaign message**. The website had to be engaging and user friendly, in order to engage people with biodiversity.

All the online communication (including viral) was ultimately directed to this website. It was hosted on the domain of the European Commission website, specifically on the Environment website (http://ec.europa.eu/environment/index_en.htm).

The campaign URL was composed of the slogan of the campaign together with the European internet domain suffix (.eu): www.weareallinthisogether.eu

The official website was the central tool for the overall campaign; therefore it provided a **seamless transition to and from the offline campaign**, in its look-and-feel, its tone of voice and in its message. This website had all the official documentation available for viewing and download. In order to keep the site relevant and dynamic, the website was updated on a regular basis in all 22 EU languages. For example, following the Nagoya conference on biodiversity, the 'What does the EU do?' section was updated with content regarding the results of the gathering. The content included mentions of the EU biodiversity action plan, nature legislation, fisheries and farming, as well as research.

Establishing connections with websites of relevance to **parents, children and young urban adults**, as well as to biodiversity/environment focussed websites was used as a way to generate traffic to the campaign website. By contacting organisations and linking to their biodiversity events web pages, a comprehensive list of events was established. Additional traffic was generated through the National Geographic, Metro and Facebook activities (described later on). Users returned to the site for news on actions, events and happenings, to watch the film material, promoted via banners on the homepage of the site, or to view the photo galleries that were linked via blogs and Twitter.

New ideas stimulated people to talk about the website using their own communication channels (Facebook, email, chats, Twitter...) **which increased interconnectivity**. Integrating Facebook into the website enabled people more easily to report on and link to their own local events on biodiversity.

B. Facebook Integration

While the campaign website of DG Environment provided a good platform to provide the official point of view and detailed information on a continuous basis, it was also necessary to connect with the audience in a **more personal or engaging way**.

The best way to do this, while in line with the strategic line of '**connectivity**' was to use social media. The most effective social media channel in Europe was found to be Facebook. The Facebook application was created at the following: <http://apps.facebook.com/biodiversity/>

The Facebook application invited people to show their support and share this with their friends. The application made maximum use of the power of Facebook as a **means to amplify communication messages to a broader audience**. Every element of the application had this ‘amplifying element’ built in. By using the possibilities of the application, the friends of the Facebook user were informed in their ‘news feed’ about this.

The application combined both communication objectives of the campaign: education about biodiversity and the possibility to act (digitally).

The first part of the application was called ‘Biodiversify me’. Here, Facebook users could upload their picture from their computer or Facebook album, or take a webcam picture and ‘biodiversify’ themselves. This meant that the outline of their photo was kept (for recognition of the person in the photo), but it was filled with the smaller graphics of the biodiversity campaign (see campaign logo). Afterwards they had the option to use the picture as their ‘profile picture’ to show they care for nature.

When people use the application, a ‘news fact’ was published in the ‘news feed’ of all their friends (including a link to the application). The application also offered the possibility to ‘tag’ friends in the campaign logo. People could tag their own name and the name of their friends in the logo to **show commitment for biodiversity**. As a result, this news fact got mentioned in the ‘news feed’ of all the friends.

The last option offered by the application was to become ‘friends’ of the six different species that were chosen as the voice for the loss of biodiversity:

- Bluefin Tuna
- Sparrow
- Frog
- Oak Tree
- Red Squirrel
- Apple

Via the Facebook application, there were direct links to the specific ‘fan pages’ of each of these six species.

C. Biodiversity Quiz: ‘The Missing link’ contest

‘The Missing Link’ contest is a quiz based on the six degrees of separation theory, meaning that each person is only six steps away from any other person on the planet through mutual friend links. **This concept reinforced the key biodiversity message of interconnected species.**

The Missing Link quiz was added to the biodiversity Facebook Application. This performed the double function of providing participants with information on the importance of biodiversity and the EU’s role in its protection and generating further interest in the biodiversity campaign. We offered a prize of a three night stay for two at the ICEHOTEL for the winning captains and a €100 Amazon voucher and National Geographic World Atlas for each of the winning team members.

The concept of the quiz addressed two themes: **that we are all in this together and that biodiversity is crucial to human society**. This was achieved by requiring five friends to take part in the quiz and requiring the team captain to ascertain which of the six profile species (Apple, Frog, Oak, Sparrow, Squirrel or Tuna) was the team’s missing link in order to complete the quiz.

D. Viral clips

The key objective of disseminating a clip on Biodiversity loss was to **deliver engagement** with the video content and to **attract visitors** to the website of the DG ENV campaign on biodiversity 'weareallinthistogether.eu'. The clip was placed online throughout Europe.

In addition to the 'we are all in this together' clip that was designed to be slightly shocking and which had main goal of raising alarm around the issue of biodiversity loss, more poetic short clips ('vignettes') that celebrated connection between humans and nature were developed in partnership with National Geographic.

2. ADVERTISING

The Biodiversity Campaign used paid advertising as a measure to **increase visibility among the targeted audience**. The strategy for advertising covered both target groups - young urban adults and parents, and mixed online and print advertising.

Taking into consideration the available resources for the communication media campaign and an aim to target European citizens widely as well as the target groups, the European Commission targeted the following media channels.

A. Online

From the very beginning **online** was defined as a **lead media** of the campaign. The main reason was that online can offer Pan-European impactful coverage with rather limited budget. Additionally, this was the best way to **generate traffic** on the website www.weareallinthistogether.eu and on the **Facebook profile** of the campaign.

The types of websites used for the advertising campaign were split in the following clusters:

- **Social networks:** Recently social networks have become the websites with the **highest reach throughout Europe**. Consequently, social networks offered high targeting possibilities and efficient pricing. They were appropriate tools for **creating engagement** and **generating support**.
- In addition, social networks generate wide viral effects that create **added value** exceeding the effect of paid advertising.
- **News portals/Online portals of well-known print magazines and newspapers.** Due to their trustful origin, the online portals of newspapers such as elmundo.es or Spiegel.de offered a trustworthy environment for the media objectives of the campaign. **Additionally multipliers and decision makers can** easily be reached through these channels.
- **Web mail portals** such as **MSN** and **Yahoo** have a **very high reach due to** the popularity of their email services. Banner advertising on these portals **raised awareness** and assures **steady traffic with a high reach**.

B. Outdoor

An **outdoor campaign** creates **great awareness** in a short time and can be used on a **regional basis**. Using this medium, the campaign can reach also those consumers who, due to their lifestyle and lack of time, are not the receivers of advertising messages communicated by other digital and printed media. An outdoor campaign was run by branding buses, trams and putting up billboards in the main cities of Spain, **Italy, the Netherlands, Poland, Bulgaria and Romania**.

C. TV, Newspaper and Magazines

A print plan for ads was scheduled in some EU countries around the day of the launch event in the respective country and another on the 22nd of May (International Biodiversity Day). Additionally, one ad was published in the **supplement** dedicated to the International day of Biodiversity in the newspaper **Allgemeen Dagblad**, released on the 29th of May. 2010.

Furthermore, two partnerships were developed. One with the **National Geographic Channel** and the other with the multi-country free newspaper provider to urban commuters, **Metro Newspaper Group**, **the campaign reached into the worlds of families and young urban adults**. National Geographic reaches more than **280 million people** worldwide. Metro Newspaper Group on the other hand has a readership of **4.3 million people** and is published in 15 languages.

The partnership between the European Commission and National Geographic resulted in the production of three vignettes on the oak, sparrow and bluefin tuna that were produced and aired by the National Geographic channel between October and December 2010. A special on-air programme kicked off the execution of the partnership. Furthermore, a **successful online advertising campaign** was run between November and January 2011 and a ten day store event at the National Geographic flagship shop in London was held in November.

The Metro newspaper is read by everyday commuters on their journeys to and from work, by people using public transport. Advertising placements of **the biodiversity message reached audiences in the context of daily news** and features in a paper people know and trust – and get for free.

Partnership with National Geographic: ‘The Missing Link’

A key component in the strategy to **‘reach the unreached’** was the content partnership between the European Commission and National Geographic. The National Geographic channel delivers a deep intellectual and emotional connection on a wide array of subjects, including the rich topic of biodiversity, has a proven history of provoking thought and action and inspiring audiences about the world through their TV channels and associated website, stores, publications and products.

‘The Missing Link’ partnership showcased biodiversity connections and highlighted the impact it has on our daily lives by asking key questions: What would happen if there were no bees, no frogs or no butterflies? The ‘Missing link’ partnership enhanced the interconnectivity between different campaign elements.

Metro Newspaper Group

The collaboration with Metro was based on paid advertising. Metro is given out for free to transport users in large cities. Due to the distribution of Metro in public transport, particularly in metros, **the readership of Metro is younger than the average newspaper reader in Europe**. This partnership was designed especially to **‘reach the unreached’**.

Metro fits the target group of **young urban adults** ideally and is available in the Metro stations of the capitals of 14 European countries, out of which eight were targeted: Belgium, Czech Republic, Denmark, France, Hungary, the Netherlands, Portugal and Spain. With a circulation of more than **1.5 million** and a gross contact rate of almost **10 million readers**, the ads proved highly successful in terms of Campaign visibility. The newspaper advertising campaign ran during the first three weeks of October.

3. PR ACTIVITIES

To promote the launch of the Biodiversity awareness campaign and convey the **EU's post 2010 biodiversity policy targets**, DG Environment organised **6 PR and media events**. The events were intended to increase visibility of the Biodiversity campaign and promote the **optimal dissemination of political messages** following the meeting of European Ministers at the Environment Council in March, where a decision was reached on a new EU vision and long term mission for biodiversity:

- To halt the loss of biodiversity and the degradation of ecosystems services and restore them as far as possible by 2020;
- To have protected, valued and appropriately restored biodiversity by 2050;
- To integrate biodiversity objectives more clearly in a variety of EU policies and strategies

DG Environment worked closely with the **local EU Representations** to develop an **attractive programme for a street event and a press conference**. The main purpose was to attract **media attention**, and also to raise **public awareness**. The concept for the events was drawn from the campaign idea to create a **crime scene in the city** to draw people's attention to the fact that there are crimes being committed against Biodiversity. The crime scene outlines were drawn in a green graffiti technique that consisted of using a high pressure cleaner and water to create so-called crime scene outlines. A live art work to celebrate the beauty of Biodiversity was also planned in several cities. Materials with visuals from the biodiversity campaign were distributed at the events to **increase the visibility of the campaign** (postcards/bookmarks with 10 tips to help preserve biodiversity, and cardboard and aluminium templates that children could use to reproduce the shapes). **Banners with the campaign logo** were placed in highly visible locations at the event. Actors or volunteers were hired to play the role of crime scene investigators. These people were briefed to explain more about the loss of biodiversity and the **tips and ideas for action**. A press conference was held in each city to introduce the public events, featuring representatives of the local EU representation and other EU officials, local biodiversity actors (NGO's, city authorities), celebrities, ... The scenario for each of the events was adapted to the needs of local media.

6. EVENTS FOR THE PUBLIC

A. Travelling Exhibition

In order to respond to and fulfil the promotion of messages of the EU Biodiversity campaign, DG Environment organised a **travelling Biodiversity exhibition in several of the Member States**: Bulgaria (Burgas), Italy (Monza & Rimini), Netherlands (Scheveningen), Poland (Sopot & Jastarnia), Romania (Brasov & Constanta), and Spain (Barcelona).

The Biodiversity exhibition in each city consisted of two elements: 1. a cube comprised of four advertising visuals of the Biodiversity campaign; 2. a kiosk with eight information panels on what is biodiversity, what does the EU do, what people can do to help prevent its deterioration and striking examples from the facebook friends. Those elements were re-used from the 22 May 2010 actions.

In addition, at least **one day of animation** was organised at each event on the theme of the biodiversity. On animation day(s), an activity and welcome tent or space was added for interactive activities for the whole family. The animation day(s) included activities such as: quiz, colouring-in, seed planting of honey plants and wildflowers, facebook 'biodiversify me' activity, a film projection and birds' sounds. Furthermore, giveaways, such as bookmarks, brochures, seeds planting kits, t-shirts with biodiversity logo, paper bags with stickers, were distributed to event participants.

Whenever possible the **event was run in partnership with national NGOs**, government bodies and associations. The Representation offices of the Commission in every Member State have been informed of all the activities and venues were chosen with their respective agreements.

Overall the events were successful in every country, with 1,145,800 OTS (Opportunities to See) and a total of 9,943 contacts made during the animation day(s) over the nine locations. . Good visibility was also reached in the local media.

For a detailed account of each of the events in the countries please see Annex.

B. Flashmob Events

With much of the biodiversity campaign taking place online, **on-the-ground engagement** with the public through events staged across four European cities was planned to **reinforce and extend the scope of the biodiversity message**. Surprise performances in locations frequented by young adults would bring the message to life, create press interest and encourage Europeans to participate in protecting biodiversity and create press coverage. Lisbon (Portugal), Bucharest (Romania), Budapest (Hungary) and Ljubljana (Slovenia) were chosen because the countries selected were below the EU 27 average as regards “feeling informed about biodiversity loss” according to Eurobarometer Survey 2010.

A surprise performance based around a murder scene was devised to **communicate species loss in an interesting and entertaining way**. Creating a crime scene – a space linked to human death - but making the victims plants and animals would communicate the **seriousness of the biodiversity issue** and present it is a matter that concerns humans too.

The performances took place at the entrance of cinemas. Wherever crime films are being shown, the crime scene against biodiversity could unfold. Actors, dressed as police detectives engaged with people waiting in the cinema queue on the hunt for ‘disappearing species’.

Members of the European Commission’s delegations in the four cities were invited to attend the event and/or to offer availability to comment on the biodiversity campaign or the performance in the event of media request for interviews.

A **leaflet** with information on biodiversity and the European Commission’s campaign was prepared. A promotional “plant cube”, an **environmentally-friendly box with a seedling inside**, was also produced for distribution at the end of the events.

These products were integral to consolidating the first two components of the events. The materials sought to **educate audiences about biodiversity**, to promote the campaign and to **empower Europeans to participate in biodiversity protection** by growing their own plant – potentially **sparking an interest in contributing further to biodiversity preservation**.

There were between 60-100 people in the audiences at the Hungarian and Romanian events and around 250-300 at the Portuguese and Slovenian. These numbers were increased significantly by keeping in place the crime scene and playing the biodiversity clip on loop for around 30 minutes while promotional material was distributed. This allowed the number of people touched by the events to be increased by 700-750 for each event. In total, the number of people impacted by the events was between 3 420 – 3 800.

C. Berlaymont Open Doors Day

On the 8 May 2011, the Berlaymont opened its doors to the general public from 10h00 to 18h00. During the day event, the citizens could learn about the daily achievements of the European Union:

- The fight against poverty and social exclusion
- The health of citizens
- **Biodiversity**
- The role of the EU in the world, particularly concerning poor countries
- Research and technological innovation
- The fight against different forms of fraud

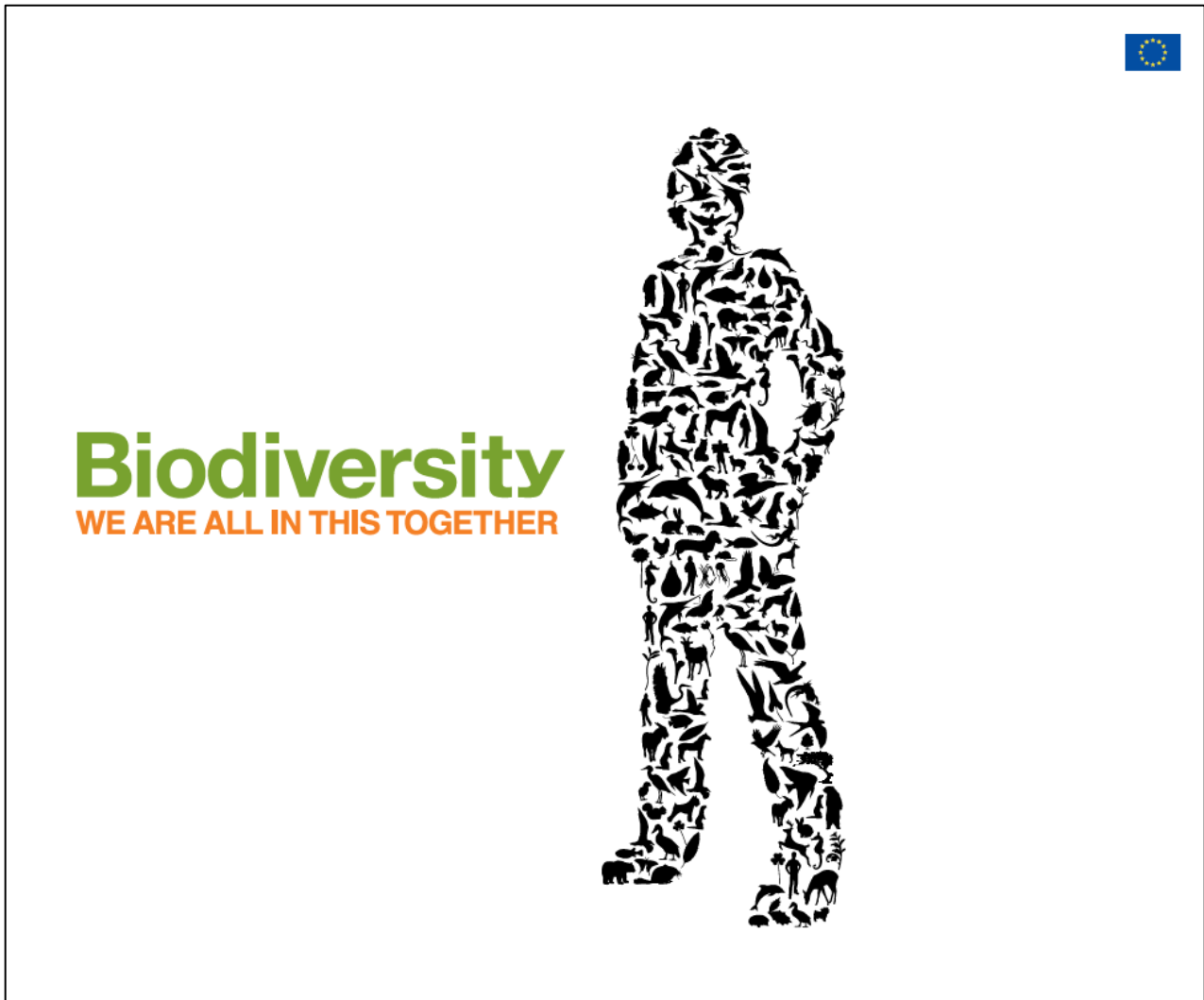
During this day, the public had a chance to get exposed to direct contact with DG Environment the Biodiversity Campaign in particular through the Biodiversity Village, designed to be an interactive stand where people could learn more about Biodiversity and its importance.

C. National Geographic Store Event

The EC stunt at the National Geographic Store on Regent Street took place over 11 days from 19th – 29th of November 2010. The purpose of the stunt was to **raise awareness of the EC's brand campaign** and most importantly highlight the **importance of endangered biodiversity** species that have a direct impact on human life.

Annex 2: Campaign visual identity

A. Logo and slogan



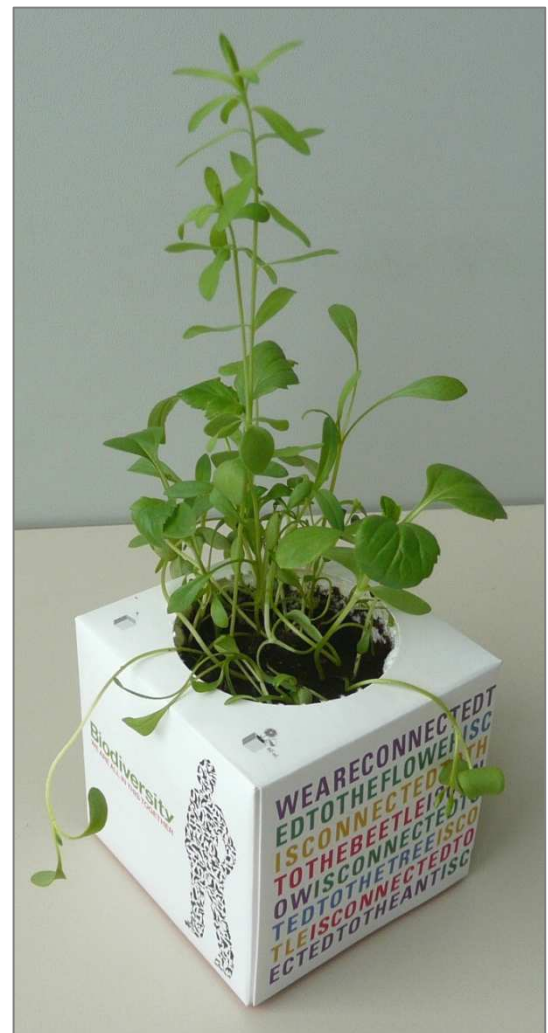
B. Connecting lines.

**SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE GRASS IS CONNECTED TO THE WATER IS CONNECTED TO YOU
BEES POLLINATE THE TREE AND THE TREE GIVES FRUIT AND THE FRUIT IS SPRAYED WITH PESTICIDES AND THEY EFFECT THE FOOD SUPPLY OF THE WHALE AND THE
THE RED SQUIRREL IS CONNECTED TO THE MONARCH BUTTERFLY IS CONNECTED TO THE STRIPED BASS IS CONNECTED TO THE
THE SALMON IS CONNECTED TO THE BEAR AND THE BEAR TO THE EAGLE AND EAGLE TO THE OCEAN SQUID AND**

C. On-line banner



D. 'Plant cube' give aways



Annex 4: PR activities ('crime scene')



La Comisión Europea lanza una campaña para promover el cuidado de la biodiversidad

CON UN PRESUPUESTO DE 5 MILLONES DE EUROS, HA SIDO DISEÑADA POR OGILVY BRUSELAS

Coincidiendo con la designación por parte de la ONU de 2010 como el Año de la Diversidad Biológica, la Comisión Europea ha iniciado una campaña dirigida a concienciar al público de la necesidad de detener la pérdida de biodiversidad en la Unión Europea.

deras implicaciones que la pérdida de especies y hábitats en la Tierra, a causa de la actividad humana, tendrán en su vida cotidiana y animarles a que contribuyan a proteger la biodiversidad.

Se trata de una campaña paneuropea que tendrá especial intensidad en los países donde la acción se considera especialmente útil: España, Holanda, Bulgaria, Rumanía, Polonia e Italia.

Dos fases

Dividida en dos fases, la prime-

Biodiversidad
TODOS SOMOS PARTE



tención de resultar insólita y la idea es reconstruir una escena del crimen de las especies que están desapareciendo. La segunda fase, que comenzará a mediados de mayo, involucrará a las redes sociales y mostrará a los ciudadanos que pueden hacer, cómo pueden contribuir a detener esta pérdida de biodiversidad.

special gericht op Nederland, Spanje, Bulgarije, Roemenië, Polen en Italië. Nederland is uitgekozen omdat het voor een dergelijk dichtbevolkt land niet makkelijk is om de natuur ook daadwerkelijk de ruimte te geven.



Spuit in de vorm van sjablonen het vuil van de straat en je krijgt milieuvriendelijk graffiti. Zo ging de Europese campagne 'Biodiversiteit' deze week van start. FOTO: RICHAARD BRULOV



Annex 5: Website (www.weareallinthisogether.eu)

A. Home Page

The screenshot shows the top navigation bar with the European Commission Environment logo and the text "European Commission > Environment > Biodiversity Campaign". The main content area features a large graphic on the left with the text "INTRODUCTION WHAT IS BIODIVERSITY? WHAT DOES THE EU DO? WHAT CAN YOU DO? GALLERY MEET OUR FRIENDS". To the right of this graphic is a paragraph explaining biodiversity: "What is biodiversity? How are we humans connected to it? Biodiversity is nature in all its forms, it is made up of all living organisms. That means all the ecosystems with all the plants, animals and micro organisms living in them, but also the genes of these species and the links between them. It's the foundation of life. The dance of a bee around a flower. Frogs jumping on the water. Worms writhing in the soil. And you, watching all this as you walk in a meadow. We are all in this together." Below the paragraph are two buttons: "READ MORE" and "TIP OF THE WEEK". To the right of the paragraph is a 3D-style graphic of a book titled "MEET OUR FRIENDS. THE SQUIRREL." with a squirrel silhouette and a "READ MORE" button. Below the main content area is a Facebook engagement widget showing "194942 PEOPLE ARE ALREADY ENGAGED WITH BIODIVERSITY" and a "VIEW THE FILMS" button with a bird icon. At the bottom, there is a long, colorful, repeating text banner: "CTED TO THE BEE IS CONNECTED TO THE FLOWER IS CONNECTED TO THE ANT IS CONNECTED TO THE TREE IS CONNECTED TO THE BEETLE IS CONNECTED TO THE SPARROW IS CONNECTED TO YOU. WE ARE CON".

B. Link to Facebook

This screenshot is similar to the one above but includes a grid of six animal species cards. Each card features a silhouette of the animal and text: "I'M [SPECIES NAME], THE [COMMON NAME], AND I'M CONNECTED TO YOU." The species shown are: 1. Apple (Malus domestica), 2. Bluefin Tuna (Thunnus thynnus), 3. Common Frog (Rana temporaria), 4. Oak (Quercus robur), 5. Red Squirrel (Sciurus vulgaris), and 6. House Sparrow (Passer domesticus). A "READ MORE" button is visible under the Bluefin Tuna card. The rest of the page layout, including the navigation bar, main graphic, introductory text, and engagement widget, is identical to the previous screenshot.

Annex 6: Facebook

A. Application landing page

The image shows a screenshot of the Biodiversity app's landing page on Facebook. The page is designed with a blue header and a white background. On the left side, there is a navigation menu with options like Info, Wall, Biodiversity, and more. The main content area features a large profile picture of a person made of colorful dots, a 'LIKE US TO STAY CONNECTED' banner, and a grid of six animal-themed cards: Red Squirrel, Apple, Bluefin Tuna, Oak, Frog, and Sparrow. Below this is a 'WATCH OUR VIDEOS' section with a video player showing a cityscape at night.

facebook

Search

Biodiversity Biodiversity Like Go to app

App About Page

LIKE US TO STAY CONNECTED

biodiversity yourself biodiversity your friends watch our videos browse our pictures

Info Wall Biodiversity Biodiversity Video Photos Biodiversity Organisations Discussions More

Review summary
★★★★★ (4.3 out of 5)
Based on 54 reviews

350 monthly active users

Category Entertainment

This app was not developed by Facebook.

Add to my Page
Subscribe via RSS
Block application
Remove app
Contact developer
Report App
Share

MEET OUR FRIENDS

RED SQUIRREL APPLE BLUEFIN TUNA

OAK FROG SPARROW

WATCH OUR VIDEOS

Biodiversity - www.weareallinthistoge

B. Wall page

facebook

Search

Biodiversity Like Go to app

App About Page

Biodiversity
WE ARE ALL IN THIS TOGETHER

Info
Wall
Biodiversity
Biodiversity
Video
Photos
Biodiversity Organisations
Discussions
More

Review summary
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Category
Entertainment

This app was not developed by Facebook.

Add to my Page
Subscribe via RSS
Block application
Remove app
Contact developer
Report App
Share

Wall Biodiversity · Most recent

Biodiversity
There's life in the old log yet! You might think that a "dead" log is good for nothing in your garden/field. Watch this video – it may help you "see the wood from the trees".

The Log
www.youtube.com
Short green tips on how to reduce your carbon footprint and lessen your impact on the loss of biodiversity.

01 July at 18:46 · Share
13 people like this.

Biodiversity
One spoonful contains... thousands of species - garden soil that is. Soils are home to over one quarter of all living species on Earth. Soil is not only dirt, it is the factory of life! Watch out where you step and read more about the importance of this living ground!

http://ec.europa.eu/environment/soil/pdf/soil_biodiversity_brochure_en.pdf
ec.europa.eu

24 June at 12:10 · Share
12 people like this.

Biodiversity
Are you a "total waster"? Check your knowledge with this quiz and see if you need to learn good habits for reducing your environmental impact. Example question: When it comes to non-perishable products, such as rice or pasta, which quantity do you buy? (a) A 1kg size packet (b) 2 x 500g packets (c) Individual boxes/sachets? Carry out anti-waste actions every day – you will help protect nature and you will save money!

Quiz | ewwr.eu
www.ewwr.eu

C. 'Friends' pages – example of 'oak'

a. Oak welcome page

The image shows a screenshot of a Facebook page for 'Oak - Biodiversity'. The page header includes the Facebook logo, a search bar, and the page name 'Oak - Biodiversity' with the subtitle 'Support biodiversity' and 'Non-profit organisation'. The main content area features a large tree graphic composed of various animal silhouettes. Below this, the text reads: 'BECOME A FAN OF THE OAK TREE AND SUPPORT BIODIVERSITY'. A smaller version of the tree graphic is positioned below the text. At the bottom of the main content area, there is a quote: 'HI, MY NAME IS OAK, AND WE'VE PROBABLY MET BEFORE. BUT YOU SEEM TO HAVE FORGOTTEN THAT OAKS AND PEOPLE ARE CONNECTED. HAVE YOU?' followed by the Biodiversity logo, the European Union flag, and a silhouette of a person.

facebook Search

Oak - Biodiversity ▸ Support biodiversity
Non-profit organisation

BECOME A FAN OF THE OAK TREE
AND SUPPORT BIODIVERSITY

HI, MY NAME IS OAK, AND WE'VE PROBABLY MET BEFORE. BUT YOU SEEM TO HAVE FORGOTTEN THAT OAKS AND PEOPLE ARE CONNECTED. HAVE YOU?

2,983
people like this

Likes See all

- Frog – Biodiversity
- Apple - Biodiversity
- Red Squirrel – Biodiversity
- Biodiversity
- National Geographic

b. Oak wall page

facebook

Search

Oak - Biodiversity


Non-profit organisation

Wall Oak - Biodiversity · Top posts

Share: [Post](#) [Photo](#) [Video](#)


Write something...

Oak - Biodiversity
It takes two, any two ...
to breed. We're talking about earthworms – any two can breed since they are hermaphroditic (both male and female). These efficient creatures eat dead leaves, mix up the earth and aerate it. Thanks to these "ecosystem engineers" and their drainage canals, soils can be 90% more effective at absorbing water. Watch earthworms here - you will be surprised, pleasantly we hope.

 **SUNY-ESF / Earthworms**
www.youtube.com
SUNY-ESF: Nature in Your Backyard - Earthworms are like tiny compost factories they eat dead leaves and put out rich organic soil. They also mix up the earth...


29 June at 15:12 · Like · Comment · Share

8 people like this.

 **Alexandru Miroiu** I love this little fellas!
29 June at 15:24 · Like · 1 person

Write a comment...

Oak - Biodiversity
Many of my friends and family are well rooted in Hamburg and they really like it there. They make up a large green network, with 22% of the Hamburg land area currently designated to landscape conservation. And with 8% of Hamburg dedicated to nature reserves, my friends can go totally wild there!


 **Hamburg European Green Capital Theme "Nature and City Greenery"** - hamburg.de - European Green
hamburggreencapital.eu
Hamburg is one of Europe's greenest cities.

20 June at 12:22 · Like · Comment · Share

6 people like this.

Write a comment...

Oak - Biodiversity



- Wall
- Info
- Biodiversity
- Support biodiversity
- Photos
- Discussions
- Video
- Notes






About

I'm Quercus robur, the Oak. And I'm connected to you.
<http://www.weareallin/...>

More

2,983
people like this

Likes See all

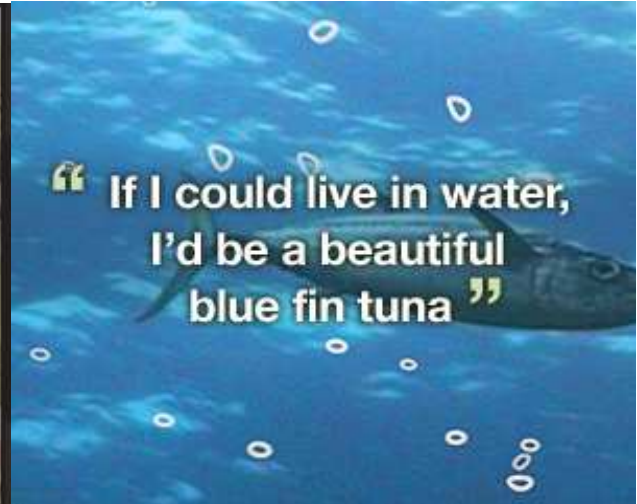
-  **Bluefin Tuna - Biodiversity**
-  **Sparrow - Biodiversity**
-  **National Geographic**
-  **Apple - Biodiversity**
-  **Red Squirrel - Biodiversity**

Annex 7: Viral clips

A. 'We are all in this together'



B. National Geographic vignettes:



Biodiversity
WE ARE ALL IN THIS TOGETHER



NATIONAL
GEOGRAPHIC
CHANNEL

in association with
the European Commission



Annex 8: Illustration: participatory events for general public

