



LIFE with Bison - Brand Manual -



Research and Development
Institute for Wildlife and
Mountain Resources



Municipality
of Armeniș



Municipality
of Cornereva



Municipality
of Teregova



Overall aim

LIFE with Bison aims to expand the population of European bison in the Southwestern Carpathians and ensure its long-term viability by enabling its successful coexistence with people and preparing a National Action Plan for bison management.

Main communication objective

Raise awareness and support for the comeback of the European bison in the Southern Carpathians, highlighting its ecological, socio-economic and cultural benefits.





Sub-Objectives

O6.1: Increased awareness and support for bison's comeback among key stakeholders

O6.2: Increased acceptance of the bison's presence by local people and awareness about how to avoid conflicts

O6.3: Increased support for wildlife comeback and rewilding at the local, national and international level

O6.4: The area is recognized as high-quality, low-impact, nature tourism destination





O6.1 – Increase awareness

- **Engage stakeholders:** Foster active participation and support from local communities, authorities, and other stakeholders
- **Support policy:** Advocate for supportive policies and frameworks at the national and EU levels





06.2 – Increase acceptance

- **Promote coexistence:** Highlight the concept of ‘bison-smart-communities’ and the measures taken, address concerns and share best practices to ensure people and bison thrive together
- **Increase public awareness:** Develop educational programmes about the importance of European bison and its role in the ecosystem





06.3 – Increase support for wildlife comeback

- **Showcase benefits:** Demonstrate the socio-economic and ecological benefits of the bison's comeback, including tourism and ecosystem services
- **Increase public awareness:** Educate the public about the importance of European bison and its role in the ecosystem





O6.4 – Recognition: nature tourism destination

- **Showcase benefits:** Promote the unique selling points of the area, such as its biodiversity, scenic beauty and sustainable tourism practices
- **Promote coexistence:** Collaborate with local tourism businesses to ensure alignment on goals and help promote the area as a responsible tourism destination





Organisation

Rewilding Romania is overall responsible for the coordination of the communication work.

❖ Communication Team



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Key message

- ❖ The reintroduction of the European bison in the Southern Carpathians is a vital step towards restoring biodiversity, fostering sustainable local economies, and demonstrating people and wildlife can thrive together.

Overall approach

	Reach	Engagement	Activate	Nurture
Aim	Increase awareness	Involved in several ways	Target groups participation	Appreciation, Support
Approach	Inform: share knowlegde and actions	Inspire: stories & results	Invite: engage in conservation measures	Value: Collaborate, Share results & impact





Context and Focus

Agreeing on our key messages will empower our narrative and our actions and grow support of the target group.

Key messages

1. **The European bison is a keystone species, habitat engineer and climate hero**

What does that mean:

The bison have a profound impact on their surroundings, grazing, trampling and pushing over smaller trees, helping reducing wildfires, spreading seeds and taking their place in the circle of life. By doing so, they benefit other species and help store carbon in the soil.





2. The return of bison benefits people

What does that mean:

The return of the bison offers many opportunities for local businesses, directly offering wildlife tourism activities, events or natural products related to the presence of bison. It can further foster a stronger sense of community and place, through shared pride in this local symbol.





3. People and bison can thrive together

What does that mean:

Going beyond coexistence, people and bison can thrive together by people benefitting from bison presence economically and bison profit from suitable habitat and protection through bison-smart communities.





Definitions of Terms

Rewilding

- Rewilding is a progressive approach to conservation. It's about letting nature take care of itself, enabling natural processes to shape land and sea, repair damaged ecosystems and restore degraded landscapes. Through rewilding, wildlife's natural rhythms create wilder, more biodiverse habitats.

Bison-smart communities

- The 'bison smart communities' approach is a local development concept that involves and empowers local people and stakeholders through public – private - community partnerships for people and bison to thrive together.





Key audiences

Within the project area

- Residents of Armenis, Teregova, Cornereva, and surrounding areas.
- Relevant Stakeholders, such as local authorities, hunting associations, forest management units, and businesses
- General Public: Nature enthusiasts, tourists
- Youth

Regional

- Regional governments/policymakers

National

- Romanian government /policymakers

And the broader public in Romania and Europe.





Communication Tools

Coherent overall branding with LIFE with Bison emblem

Online:

- Webpage: <https://life-with-bison.com/>
- Social Media channels and newsletters of partners
- Multimedia Content: High-quality photos, videos, a short documentary, and a series of short films showcasing actions and impacts.
- Media: press releases, articles, and interviews in local and national newspapers, radio, and TV

Printed materials:

- Leaflets, posters, banners
- Merchandise
- Educational materials: Brochures, posters, and informational panels in strategic locations.

Events:

- Meetings and community events
- Workshops and Seminars





Communication guidelines – large in person meetings and events

- When you have the opportunity, please raise these points during first-time events with local people:
 - European bison being present (or coming soon);
 - The importance and benefits (both ecological and socio-economic) of European bison;
 - How to prevent damage and who to call if damage does occur (tel: +40748573121, email: sebastian.ursuta@rewilding-romania.com);
 - How to behave when encountering bison;
 - What a Bison Smart Community is, and the role citizens can play in making it work.
- Ensure branding of localities with the LIFE with Bison, LIFE and Natura2000 logo flags
- Make sure to hire a professional photographer to document the event
- Let the Communications Team know about the event, so we can offer support when needed.





Communication guidelines – printed materials and merchandise

- Will have the highest quality and design standards possible
- To ensure coherent branding, please align final design drafts & products with the communications team: Sebastian.ursuta@rewilding-romania.com
- Always include the project logo:
<https://drive.google.com/drive/folders/1VoNkApLh8NltUqVI6cz0J9QEiVLea4tI?usp=sharing>
- As soon as a product has been produced or purchased with LIFE funding, it requires the logo to be visible on the product itself:
<https://drive.google.com/drive/folders/1VoNkApLh8NltUqVI6cz0J9QEiVLea4tI?usp=sharing>

On printed materials:

- Always mention Rewilding Europe as coordinating beneficiary
- To give everyone visibility, partners will include logos of partners if possible





Emblem use



On white



Black and white (internal use only)



On colourful/ photo backgrounds
(on top of images, a subtle drop shadow can be used)





Communication guidelines – sharing news

- Rewilding Romania and Rewilding Europe are managing webpage contents: <https://life-with-bison.com/>
- All partners will promote project news & communication actions through their own media channels and networks
 - PLEASE inform the Communications Team about shared news, events, actions, results and press inquiries: Sebastian.ursuta@rewildingromania.com
- Project partners are encouraged to share updates on their social media during conferences, meetings and events related to the project
- **Hashtags:** #LIFEwithBison #EuropeanBison #Rewilding #WildlifeComeback #Coexistence #BisonComeback #LIFEprogramme #CartierForNature #FoundationEnsemble
- Crosscolab on socials





Communication guidelines – Natura2000

- The Ţarcu Mountains are a Natura2000 site

Country: Romania (ROSCI0126)

Type: Protected under the Habitats Directive

Area: 58606.1 ha

Established date: Dec. 2007

EU protected species: 13

EU protected habitats: 22

- LIFE with Bison project contributes to the objectives of Natura2000, by increasing the number of European bison (*Bison bonasus*), connecting and maintaining the mosaic habitats of the landscape
- **Communication materials produced in the "LIFE with Bison" Project will include references to Natura2000 Network and will highlight the contribution of the project to Natura2000 objectives**



VISIBILITY OF EU FUNDING (Art. 17.2 + Annex 5)



**Co-funded by
the European Union**



To feature on all communications – websites, social media, noticeboards,
print material, presentations.

Logos and funding statements in EU languages are available at:
[Communication and GDPR rules \(europa.eu\)](http://europa.eu)

LOGO requirements

Projects must acknowledge EU support and display the LIFE flag and funding statement "Co-funded by the European Union" (translated into local languages, where appropriate)

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/life/agr-contr/mga_life_en.pdf

Communication activities and infrastructure, equipment or major results funded by the grant must moreover display the following logo: - the LIFE Programme logo.

The LIFE logo can be found here to download:

https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en#life-logo

Just to be clear: the project **only needs to display the LIFE logo** and should not display EU and LIFE logos together (duplication).

QUALITY OF INFORMATION DISCLAIMER

“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 CINEA can be held responsible for them.”



Co-financing

Co-financers should be included

- Always in news updates on your website
- If possible, with mention/hashtag on social media
- Find their logos here: <https://shorturl.at/dPPJ4>

Cartier for Nature: www.cartierfornature.org

Cartier for Nature

Fondation Ensemble: www.fondationensemble.org

