Notice Nature
Biodiversity Awareness Campaign

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What is Biodiversity?

- Biodiversity stands for the variety of all living things on earth
- It includes
  - the habitats and ecosystems which support this life
  - how life-forms interact with each other and the rest of the environment.
Why is its protection important?

- Significant economic, environmental, health and cultural benefits
- Large amount of goods and services (such as food, medicine and clothing)
  - Traditional & modern medicine
  - Varied food supply
    - Raw material for business
    - Reflects our history and culture
    - Wealth of resources for the tourist sector
Threats

- Increased transportation
- Increased construction
- Inappropriate agricultural practices
- Inappropriate management
- Poorly managed afforestation
- Climate change
- Invasive alien species
What protection is in place?

- EU Legislation:
  - Birds Directive (1979)

- Irish Legislation
    - Natural Habitats Regulations (1997)
What protection is in place?

- Designations
  - Special Areas of Conservation (SACs)
  - Natural Heritage Areas (NHAs)
  - Special Protection Areas (SPAs)
Notice Nature

- National Awareness Campaign on Biodiversity
- Aims –
  - raise awareness of the importance of biodiversity loss
  - Encourage everyone to play their part in its protection
Project Elements

- Website – www.noticenature.ie
- Sectoral Campaigns
- Nationwide events
- Biodiversity week
- Press & media
- Central information tool re: biodiversity
- Information for sectors
  - Individual & community, construction, business, agriculture, tourism
- Information on habitats & species
- Species of the month
- Junior section
- Events
- Regional information
Biodiversity is what makes the world interesting -
The cost of protecting it is nothing compared to what we lose when it is diminished.

Notice Nature is Ireland’s public awareness campaign on biodiversity.

The aim of the campaign is to raise awareness of the importance of biodiversity and to encourage everyone to play their part in its protection. This will help halt the damage being done to our plants and animals and the landscape, waters and habitats in which they live.

Notice Nature in Spring
As we move into Spring the wildlife around us will become alive with wonderful and exciting activity for you to notice! Watch out for the following: Migrating bird species are beginning to return.

Halt the loss of Biodiversity
The EU has set a target to halt the loss of biodiversity by 2010. Find out how you can play your part by visiting the Take Action section.

April: The Frog
Lösgan (Rana temporaria)
The common frog is the most wide spread of our amphibians and is found in all parts of the country from suburban gardens and lowland farmland to mountain bog and forest plantations. Learn More.
Sectoral Campaigns

- Community
  - Tidy Towns

- Tourism
  - Development of guidelines for protection of Biodiversity in tourism with Fáilte Ireland

- Construction

- Agriculture
  - Best Practice Case Studies
Business

- Working closely with Chambers Ireland & IBEC
- Seeking areas where Notice Nature can input
- Guidelines - Biodiversity Action Plans for Business
- Seeking best practice case studies
Guidelines

- What is biodiversity & why protect it?
- What is a Biodiversity Action Plan?
  - A means of managing your site and activities to contribute to the conservation and sustainable use of biodiversity through developing management plans for your organisation
Why do a B.A.P

- Helps you to comply with legislation
- Integrated into existing management system e.g. EMS
- Improve stakeholder relations
- Important part of Corporate Social Responsibility
- Can appeal to ethical customers
Steps for putting a B.A.P. in place

- Get management support
- Environmental review
- Site survey
- Develop an action plan
- Staff involvement
- Stakeholder involvement
- Review
Actions you can take

- Plant native species of trees & shrubs
- Reduce use of pesticides & chemical fertilisers
- Build relationships with local community
- Consider biodiversity when developing site further & during construction – see construction guidelines
If you don’t have garden...

- Place bird box outside building
- Sponsor native trees in locality
- Support Tidy Towns and other community groups
- Ensure raw materials are from sustainable sources
Conclusion

- Biodiversity is important to everyone
- Ireland’s biodiversity is rich and valuable
- It is currently under threat in Ireland
- Various sectors have major impacts on biodiversity
- We can all do something to protect it
- Notice Nature