



#LIFEis30

COMMUNICATION GUIDELINES FOR LIFE BENEFICIARIES

INTRODUCTION

On 21st of May 2022, the [LIFE programme](#) turned thirty. During all these years, the Programme, with a budget of some €5 billion, has supported impactful environmental protection, nature conservation and climate action projects across Europe, paving the way towards a more sustainable future. It will continue doing so even more in the upcoming years, as the new LIFE 2021 – 2027 programme has a budget of € 5.45 billion and will include also projects about clean energy transition.

As you know, we wish to celebrate these 30 years with a campaign aimed at raising public awareness of the Programme and of related European policies. We would like as well to promote the good work of LIFE projects in tackling environmental and climate issues, while showing citizens the benefits these projects provide for their daily lives.

To that end, we invite the whole LIFE community to participate in the celebrations. If you are an ongoing (or past) project, we will be glad if you join us as a LIFE ambassador: you can organise an informal event or a gathering with experts, publish a post on social media or participate in a cultural activity together with your local community...the choices are endless!

The following guidelines will give you an overview of the scope of this campaign, its main goals and expected timeframe, the potential audience you could reach and how to set up your action(s). Branding material and templates are also provided, so it will be easier for you to create appropriate visuals.

Take a look, get inspired and don't forget to submit your action on our website [www.lifeis30.eu]. We will also be active on social media with the hashtag #LIFEis30. Do not hesitate to contact us [contact@lifeis30.eu] if you have any further questions.

Long live the LIFE community!



WHO CAN TAKE PART?

All current (or past) LIFE beneficiaries that wish to celebrate LIFE's contribution to environmental protection, nature conservation and climate action during the past 30 years. Whether you are a small or a big private company, a research centre or educational institution, an NGO, a public authority... We count on you!

We would also like to involve all kinds of like-minded stakeholders to spread the word about the LIFE 30th anniversary. If you work with environmental organisations, are in touch with public authorities, or have contacts of journalists and media at different levels, do not hesitate to share your event/news with them.

WHEN DOES THE CELEBRATION TAKE PLACE?

2022 marks the 30th anniversary of the [LIFE programme](#) and we will be celebrating it all over the year. You can choose the moment that better fits your planning and needs when organising an action to celebrate this landmark. Do not forget that 2022 is also the [European Year of Youth](#) (#EYY2022): take this chance to engage and collaborate with younger generations!

And there are other events you can join! You will find more information about multiplier initiatives across Europe a bit further down in these guidelines.

Are you planning an action? Let us know about it!

SUBMIT YOUR ACTION AND SHARE IT IN SOCIAL MEDIA

1. Go to www.lifeis30.eu
2. Click on Submit your action (you can submit more than one – but you will need a different email address)
3. Fill out the form – You will need to provide us with a picture, a link, some key information about your initiative and a contact email
4. It will be published on the website in around 24 hours
5. Use the link to join the social media campaign and share it with the hashtag [#LIFEis30](#)

HOW TO SET UP AN INITIATIVE WITHIN THE #LIFEIS30 CAMPAIGN?

The list below is just to give you an idea of all the different options that you have. You can submit just one action or more than one. Remember to have a look at the factsheet to get

some inspiration, follow the steps (and tips) provided in these guidelines, and share the news about your initiative. But the last point is the most important: Enjoy the celebration!

EVENTS

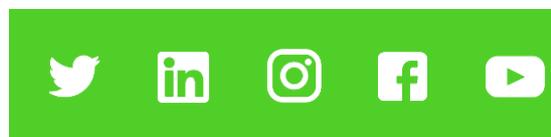
Events are the most direct way to engage with your audience. Have this tips in mind when designing your event:

- Type of events:
 - ✓ Conferences, workshops, webinars, training sessions, etc.
 - ✓ Cultural activities: Concerts, festivals, art exhibitions, guided tours...
 - ✓ Social gatherings: Open days (site visits), debates, meet-ups...
- Event organisation needs to be supported by website content, social media posts, media coverage (press release), etc.
- If you are going to work with external partners, make sure you all work on a joint campaign, including digital, social, video and media content
- Make sure you engage with your audience before, during and ideally after the event. For both online and onsite events you can play a quiz, launch a survey, build together a collective mind-map... For onsite events, you can also make use of the venue to set-up spaces for co-creation (e.g. wishes tree)

SOCIAL MEDIA POSTS - FACEBOOK, TWITTER, INSTAGRAM, ETC.

Over 50% of Europeans are on social media. These platforms provide a great opportunity to reach out and interact with people.

- Use the celebration hashtag: #LIFEis30, so we can like and share
- Other hashtags such as #LIFEprogramme or #LIFEproject help us follow your activities,
- Do not forget to tag us on social media:



- A combination of a visual element (picture, gif, short video) with a short message and a call to action (“Join us! / Vote! / Visit our website”) tends to work quite well
- Adapt your posts as needed: each social media channel has its own characteristics. Twitter, for instance, has a character limitation, so play it wisely
- Tag relevant accounts related to your project to increase post engagement
- Remember, the bigger the audience, the simpler the message. Use plain language and avoid jargon
- Track the performance of your social media content, this is a measure of its success



VIDEOS - YOUTUBE CHANNEL, SOCIAL MEDIA PLATFORMS

Video is powerful promo material today. Invest some time in developing a good quality video.

- You can use real footage, cartoon animations, self-recorded material...
- There are free online video editors that you can use to easily create video content using your own or stock footage (Windows Video editor, [Canva video editor](#), [Kinemaster](#), etc.)
- Use it to drive the traffic towards your YouTube channel: embed the link on your website, share it in your social media channels...
- Make sure you use the right keywords and include a catchy video title and a description
- Encourage people to share your video on social media platforms

INCREASE YOUR IMPACT

Classic ways to increase the outreach of your action are:

- Articles, opinions, and other web content: your website should act as the central communication hub
- Newsletters and e-mail campaigning: get your audience informed about what you you planning to do in the context of the #LIFEis30 anniversary. You can use platforms like [Mailchimp](#), [Sendinblue](#), [Mailerlite](#) (do not forget to comply with GDPR)
- Press releases: reach out to journalists or use news distribution services if you have access to any, but a personalised message to a professional interested in the topic tends to be more efficient. Make sure your piece of news matches her/his field of interest and that you are GDPR compliant
- Publications (leaflets, brochures): you can produce a commemorative visual product, but print only when necessary; a digital brochure, flyer or booklet is a better choice for the environment

Besides, every year across Europe there are a number of initiatives that gather international attention towards a range of issues related to environmental protection, nature conservation and/or climate action. Some of them are organised by bodies of the European Union and others by other international organisations working at EU level.

What is important to know is that, on top of their official programme, many of them offer the possibility of registering the so-called “partner” or “side” events. These are delocalised initiatives that are organised by different organisations throughout the continent. In general, they take the shape of an event or a campaign, but there is no specific structure that you need to follow, as long as your initiative and the framework event have common objectives and you follow the submission guidelines.

Note that these associated events may coincide or not with the actual date of the related event. Some of them extend over a period of one month or more.

Some important EU thematic weeks that host associated events are cited below. Check the links and follow the instructions to submit your initiative under their framework:

European Year of Youth (2022)				
May	June	September	October	November
				
EU Maritime Day (19-20 May) World Fish Migration Day (21 May) European Day of Parks (24 May)	EU Green Week (30 May – 5 June)	EU Sustainable Energy Week (26 – 30 September)	EU Week of Regions and Cities (10 – 13 October)	EU Week of Waste Reduction (19 – 27 November)

Other green initiatives you could consider for further outreach are as follows. Check them up and see if you can join the social media debate, reach out to the organisers or participants to establish synergies or joint actions, etc.

- [#TheGreenTrack](#) (DG ENV)
- [Education For Climate Coalition](#) (EAC/JRC)
- [Trees for Life](#) (CoR).

CONTACT US
contact@lifeis30.eu