



ENVIRONMENTAL EDUCATION AND DISSEMINATION WITHIN THE FRAMEWORK OF THE LIFE ENEBRO PROJECT

Azucena Muñoz Caballer
Environmental Educator Life Enebro Project
Devesa-Albufera Service
Valencia City Council
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The Life Programme particularly insists on the dissemination of the actions and results of its Projects to promote citizens' awareness of environmental matters.

The Life Enebro Project has had two lines of work, one aimed at recovering the dune habitats of marine juniper and the other focused on providing these dunes with the typical vegetation of the coastal juniper fields.

Recovery of the dunes has been helped by the work realised in the previous Life Dune project (2001-2004), which began the regeneration of the first dune alignment. The area of action is adapted to the user and the environmental education programme consists of constant information to these users about what recovering the dunes meant, how it was done, why the works were carried out and how the transformation of the area could affect them. The Life Enebro works have been understood as a continuation of that project to achieve the total recovery of the area.

But Life Enebro also incorporates a living element, marine juniper. This has been the common theme throughout the environmental education programme. It has allowed us to make contact with the youngest and oldest people in the local populations; it has made students think about how man can destroy and recover, it has allowed visitors to contemplate a lost landscape...

The aim of the environmental education programme of this project has been to raise awareness of marine juniper as a typical species of the La Devesa dunes. At the same time, working with the marine juniper and its habitat has also allowed us to:

- Promote positive attitudes and respect towards living beings in general.
- Enjoy the natural environment using the acquired knowledge.
- Combine the recreational use of La Devesa with the conservation of its natural values.
- Make citizens participants in recovery and conservation projects.
- Promote awareness and understanding of Red Natura 2000 as the main instrument for nature conservation in the European Union.

The methodology followed has been specific for each group in question:

✚ Primary and compulsory Secondary Education Students.

Work has been done with this group on the whole marine juniper problem. From its growth, flowering, pollination, fructification, seeds, germination, to how the alteration and destruction of its habitat has come about. The idea has been to make them aware of the current state of the marine juniper and what solutions can be taken.

✓ Marine juniper workshop.

Using three different models, this workshop worked on the environmental characteristics of the marine juniper habitat as well as the main threats and causes behind its regression.

It has taken place within the Schools as well as in the facilities of the Municipal Greenhouses. In the latter the "Environmental Education Module" located in a prefabricated classroom has been equipped with all the material relating to the activities that take place during the visits.

The models are: "*Formation of the shoal*", "*La Devesa Eco-systems*" and "*The marine juniper population*".

Each model has some worksheets for teams of students to write down observations and reach conclusions after doing the activity.

All the worksheets as well as their objectives and assembly process are available on the project website.

All the Life Enebro Project staff are authors of the models, each one has contributed ideas, skills, care and resources to make them.

✓ Guided tours.

Guided tours around the project area seeing *in situ* the works, results and problems of the marine juniper.

Also to the facilities of the Municipal Greenhouses to carry out practical activities with the plants.

The tours with all their necessary information as well as the Entry form to request a visit are available on the website.

✓ Plantations. "Day of the tree".

Carried out to promote awareness of the biodiversity of plant species in the La Devesa dunes and that each species needs a certain site or place to develop.

Work has mainly taken place with Schools in the towns within the Nature Reserve.

✚ Beach users.

A continuous effort has been made to provide information to all the people who, one way or another, have been involved in the project works. Making these citizens participate in the recovery and conservation of the area has been fundamental.

During the summer of 2006 a survey was done of all the users to find out their opinion on the works and their implications. To the question:

If the beach did not have the shower, fountain, first aid station, nearby parking, etc., would you continue visiting?

67% said yes, which gives us an idea of the positive acceptance of the project.

The remaining 33% objected to the elimination of the car parks, no provision of services and that access would require walking a greater distance.

To provide a satisfactory alternative for this percentage of users and taking advantage that there are beaches around Life Enebro of great landscape value and that have traditionally been used very little, a leaflet was published entitled "*Beaches of Albufera Nature Reserve*", which contains information on the services provided by each of the beaches.

With the help of the Brigade personnel, the Information Campaigns took place during the weekends of July and August, when there are more visitors.

✚ Local population.

The inhabitants of the local towns have always had direct contact with La Devesa. Exploitation such as removing firewood, vegetable dyes, forage for cattle, wild fruit, etc., has occurred throughout history. These days enjoyment of the landscape and the beaches by visitors to this natural area is also "exploitation" for these inhabitants.

Raising awareness of marine juniper and of the project among these people has been possible thanks to associations such as "Amics de la Casa de la Demanà" from El Saler, which has shown great interest in the project from the start.

Environmental workshops and games for children and youngsters, talks, visit to the best marine juniper population in La Devesa, entertainment activities, tours, etc., have brought the project closer to this group.

The interview with the Navarro Dasí brothers must be highlighted, in which they gave us a lot of information about the area of action of the Project and marine juniper.

✚ Other groups.

✓ Family.

All year round and coinciding with significant dates, leisure days or activities have been organised to encourage families to visit the Nature Reserve.

"Day of the tree" on 31 January, "Environment Day" on 5 June, "Days of the birds" on the first Sunday in October and the "Expojove Fair" in December-January.

✓ University.

The methodology followed in the recovery of dune habitats and in the establishment of a marine juniper population is a very important resource for subjects of several university degrees.

Talks and guided tours to the dunes, malladas and slacks, complemented by a visit to the facilities of the Municipal Greenhouses (seed workshop, seed bank, nurseries and production areas).

- ✓ Technical.
Participation in:
 - International Town Planning and Environment Trade Fair (TECMA). Madrid, June 2006.
 - International Conference on the Restoration and Management of Coastal Dunes. Santander, October 2007.
 - 1st Coastal Planning Seminars. San Vicente Mártir, Catholic University of Valencia. Valencia, May 2006.

Organisation of:

- Life Enebro Virtual Workshops. Valencia, April 2008.
Here one can take part in a real-time on-line forum together with the speakers and other registered participants. Information on:
<http://www.lifeenebro.com/lifeenebro/ESP/jornadas.htm>

- ✓ Workers.
Groups of workers of different specialities and categories have taken part in the project, making its execution possible. All of them have been trained one way or another so that their work causes a little disturbance as possible to users as well as the flora and fauna affected by the action.
From the company commissioned with the execution of the works, Valencia City Council Municipal Playgroup and Local Police to the operators exclusively dedicated to the Project, the “Life Brigade”.

DISSEMINATION OF THE LIFE ENEBRO PROJECT.

To disseminate the Project actions and their results to all the visitors or interested parties, a series of tools have been used such as:

- ✚ Internet, through the websites:

<http://www.lifeenebro.com>
<http://www.lifeduna.com>
<http://www.valencia.es>

The number of visitors to the project website since May 2005 to March 2008 has been 19,870.

The number of visitors has been progressively increasing as can be seen in the following data:

NUMBER OF VISITORS TO WEB IN FEBRUARY	
2006	111
2007	894
2008	1743

The Project website hosts the Life Enebro Virtual Workshops.

- ✚ Local and national press.
A dossier of news articles appearing in the press is kept. These can be consulted on the project website.

- ✚ Television.
 - “La Albufera, El Parque Estresado”, broadcast on the programme “El Escarabajo Verde” by Televisión Española. January 2006.
 - “El Jardí de les Dunes”, broadcast on the programme “Medi Ambient” by Punt 2. March 2008.

- ✚ Official Life Enebro video.

- ✚ Leaflets:
 - Information leaflet on the Life Enebro Project. In Spanish, Valencian, French and English.
 - “Life Enebro” leaflet. In Spanish, Valencian, French and English.
 - “Beaches of Albufera Nature Reserve” leaflet. In Spanish and Valencian.

- ✚ Principe Felipe Museum Interactive Kiosks.
Collaboration between Valencia City Council, Devesa-Albufera Service and the City of Arts and Sciences for the dissemination of the different Life projects led by Valencia City Council in Albufera Nature Reserve.

None of this environmental education programme could have taken place without the help of a large team of people who have put a lot of time and effort into it. The operators of the Life Brigade, the Municipal Greenhouse staff, the Municipal Playgroup, the technicians of the Devesa-Albufera Service, etc.