



## Balkan Anti-Poisoning Project STOP WILDLIFE POISONING!

### Background:

The Balkans Anti-Poisoning Project is a cross-border initiative bringing together wildlife conservation organisations, governmental agencies and other stakeholder such as; hunting associations, farmers and scientists, in five Balkan countries to tackle illegal wildlife poisoning.

Working in Albania, Bosnia and Herzegovina, Croatia, Greece and Macedonia (FYR) we are leading establishment of National Anti-poison Working Groups in each country working with national partners with the aim of producing a National Anti-Poison Roadmap. These Roadmaps will provide the foundation for future work combating the use of poison and prevent the illegal killing of wildlife.

### Balkan Anti-Poisoning Project identity and slogan

There are two types of the project identity, one colour and one black and white. Each type has two versions, one with the project slogan and one without the slogan.



# STOP WILDLIFE POISONING!



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## **Terms of Use:**

1. The project partner shall display the identity and slogan in a prominent position on all publications and materials relating to the project for which we have made the Grant Agreement and for no other purpose, you shall not alter the identity in any way nor do or permit anything to be done in connection with your use of the identity that could jeopardize the goodwill in the identity, and you shall use the identity only in relation to and for the duration of the Project;
2. The identity with the slogan should be used on all public facing communications campaign materials about the project. The identity without the slogan should be used on any materials where the main message of the project is not required to be communicated, e.g. for documents within the partner network or internally within the individual partner organisations.
3. The project partner acknowledges that use of the identity and slogan pursuant to this permission does not confer on them any right, title or interest in or to the identity and slogan; and
4. VCF reserves the right on demand, and as it in its absolute discretion thinks fit, to revoke this permission, following which you shall remove the identity and slogan from all your publications and materials.

## **Communications plan**

High public awareness, as well as that of relevant governmental institutions, represents a vital component in all conservation efforts aimed at reducing the impacts of threatening factors on vulture populations and establishing a favourable conservation status for these scavenging species. This was also recognised during the National meetings of relevant stakeholders, organized under the scope of the Balkan Anti-Poisoning Project (BAPP), as one of the most important priority actions that needs to be implemented in order to reduce the threat of poisoning. Low awareness of decision makers, responsible institutions and general public is the main reason why wildlife poisoning is not perceived in general as a hazard for human health and as a criminal activity.

**Audiences:** public audiences, stakeholders such as farmers and hunters, law enforcement agencies and governmental officials.

## **Main messages**

- Laying poisoned bait isn't an acceptable solution to control wildlife it's illegal and doing so carries severe punishment.
- Illegal wildlife poisoning has contributed to the regional extinction and massive reduction of all vulture species in the region and is the main preventing their comeback to the Balkans,
- By disposing of animal carcasses vultures stop the spread of diseases like rabies in our environment.
- Wildlife poisoning requires continuous engagement from various stakeholders, especially governmental authorities in order to successfully combat it.



**Social media** - in any posts on social media please use **#BalkansAgainstPoisoning**

### **Publications and materials**

Under the scope of the BAPP, the VCF and project partners will work together towards development and implementation of Balkan anti-poisoning awareness campaign. During the first phase of the project this campaign will consist of production and distribution of one publication – **project brochure/leaflet**, one two types of promotional material – **sticker** and **promotional video**.

#### **Project brochure/Leaflet:**

A promotional brochure/leaflet will be made consisting of information from each project country about: general threat that use of toxic substances in the natural environment poses to vultures and other wildlife; conservation status of vulture specie/species which still endure in that country; maps, infographics and description of poisoning incidents involving vultures for the past 20 years and also other wildlife (primarily raptor species); substances most often used for wildlife poisoning; main drivers of poison use in the natural environment;

Half of the leaflet content will be dedicated to the regional aspects of the problem (Balkan Peninsula) and the other half of the content will be focused on the national details (poisoning incidents, national legislation, etc.) for the country where the leaflet is produced.

#### **Sticker:**

A universal promotional sticker comprised of the project logo and slogan will be produced in 5 different languages.

#### **Promotional video:**

A promotional video will be created in order to more effectively transfer the message to the general public and relevant stakeholders of the importance of vulture conservation and to highlight the danger that wildlife poisoning poses not just to the vulture guild, but to human health as well.

#### **Additional promotional material:**

Under the scope of the Egyptian Vulture New Life project – Urgent Action to Strengthen the Balkan Population of the Egyptian Vulture and Secure Its Flyway (LIFE16 NAT/BG/000874) additional promotional material will be produced for Macedonia and Albania, focusing mainly on the conservation issues that the species is facing in those countries.