



ESCAPE – UNIVERSITY OF HELSINKI, UNIVERSITY OF OULU,  
METSÄHALLITUS, FINNISH ENVIRONMENT INSTITUTE

# Monitoring report on socio-economic impact Action D.5.

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## ESCAPE Milestone report

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Lay-out of ESCAPE web-site



## ESCAPE LIFE+2011 BIO/FI/917 Milestone report

# Monitoring report on socio-economic impact Action D.5.

### *Introduction*

Milestone date for this ESCAPE Action D.5 was originally 31.3.2015. However, the most important ESCAPE project activities directed to general public, and thus constructing the project socio-economic impacts, were to be implemented after that date, so the milestone deadline was decided to be postponed until 31.03.2016, as more experience on how the project and its targets are embraced by the socio-economic environment. This postponement was approved by EU LIFE Technical officer Arnoud Heeres on commission joint mission in Helsinki on 29.9.2015.

Monitoring the impact of the project on society and its economy is a far-reaching task, as the project will influence socio-economic development years after it has officially ended. Especially permanent job-creation and impact on economies e.g. through nature tourism cannot be yet fully estimated. Also, changes in attitudes towards new ways to conserve biodiversity are hard to measure.

However, the impact of the project through changes in legislation, volume of dissemination activities, and number of contacts in social media and face to face with stakeholders are possible to track as indicators and they are likely to correlate closely with the resulting socio-economic impact of the project.

### *Monitoring activities set in GA and implemented by 31.12.2015*

#### 1. **Increasing professional skills** of ex situ conservation staff

- Mari Miranto Education in Millennium Seed Bank, Wakehurst, UK: 4.-8.2.2013
- Leo Junikka, Royal Botanic gardens in Edinburgh, Kew and Cambridge 9.-17.3.2015
- Seed collection workshops: UH 10.4.2013, UO 20.5.2013
- SYKE conservation officers visit to Kumpula seed bank 24.2.2014
- Method education abroad in Erasmus staff education program:
  - o Sanna Laaka-Lindberg, Royal Botanic garden, Kew, UK 1.-6.6.2014
  - o Marita Tiiri, Royal Botanic garden, Edinburgh, UK and Oslo Botanic garden
  - o Mari Miranto, Royal Botanic garden, Wakehurst, UK 16.-20.2.2015.
- Mari Miranto on seed banking methods: Evira, Loimaa, 2.-3.7.2013 and LUKE seed laboratory, Suonenjoki, 15.2.2016
- During the reporting period of the project (1.9.2012 – 31.12.2015) ex-situ methods have been introduced in two national meetings to the staff of Finnish botanic gardens and also other than partner organizations in Joensuu 29.8.2013 and in Helsinki 9.9.2014. The two meetings had a total of 79 delegates.
  - o An international seed-banking workshop was organized by ESCAPE in 9.-10.9.2014 in Helsinki with 27 delegates.
  - o 21 members of ESCAPE staff participated in different professional and educational seminars and conferences during the reporting period

#### 1.1. **Professional training provided in ESCAPE:**

- for seed banking: visiting professional ex situ specialists Rachael Davies, germination specialist, 11.-16.9.2014 and Elinor Breman, MSB Partnership Administrator, 16.-19.12.2014
- trainees Juuli Vänni (Turku Polytechnic) 2 months, 2013, Peetu Rytönen (University of Oulu) 3 months 2013, Anni-Elina Aittamäki (University of Helsinki) 2 months in 2014, Sonja Saine (University of Jyväskylä) 2 months in 2015, Koen Frans Verweij (University of Oulu) 2015
- Ex situ - education for museum guides: LUOMUS, 22.10.2013, Helsinki
- education and information provided to external and ESCAPE professional staff : 8 presentations and 7 invited lectures given.
- Information to the professional community: 4 short notes were published on LUOMUS staff journal *Botanicum*
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## 2. Numbers and types of visibility in public media:

By the end of 2015 ESCAPE project has been visible in public media in:

- popular articles and news in newspapers and general journals (5 times)
  - in radio (3 times) and/or in TV programs and news (3 times).
  - articles in popular journals and newspapers (32 times)
  - media liftings in e.g. organization facebook sites (4 by the end of 2015)
  - website *questionnaires*: Questionnaire I focusing on general recognition of ex situ terminology and its targets: an e-form at LUOMUS website in 2013 onwards: 27 visitors, Questionnaire II preparation for the second monitoring measure of public awareness on the web-site was started by an ESCAPE trainee Anton Marinier in UH, in November 2015. The Questionnaire II will be launched in 2017.
3. effectiveness of ESCAPE among the networks of conservation authorities by measuring the *linking activity* at their sites (targeted in GA):
- unfortunately, this monitoring tool could not be used, as it appeared impossible to follow which organizations do link with ESCAPE. This monitoring tool was thus abandoned.
4. numbers of brochures, reports and other informative publications delivered:
- ESCAPE Printed brochure I about the goals of the project: delivered altogether about 650 (550 in Finnish, 100 in English)
  - list of threatened coastal plants (50 sheets) delivered in HENVI seminar, Helsinki 2014
  - exhibition booklets: Helsinki - in Finnish about 70, in Swedish about 30.

*Monitoring the cases of information sharing, co-operation in species conservation and change of information with authorities including ELY-centers and other conservation professionals*

Mutual exchange of information and experiences between ESCAPE project and species **conservation authorities incl. ELY-centers** have continued from the beginning of the project onwards.

- ELY-centers: cooperation (other than permission applications) cases on specified species: LAP –ELY: *Calypso bulbosa* 2014, POP-ELY: *Artemisia campestris* subsp. *bottnica*, *Puccinellia phryganodes*, *Salix pyrolifolia* 2014, UUD-ELY *Viola uliginosa*, *Astragalus glycyphyllos* 2013, PIR-ELY *Viola collinum* 2013,
- Ahvenanmaa regional government: cooperation on *Meesia longiseta* locality check 2013
- Municipalities, communes: Tampere city 2013 *Viola uliginosa*, Lohja town 2013 *Hypericum montanum*, Riihimäki town *Pulsatilla patens*, *Ulmus laevis* 2015, Hämeenlinna town *Crepis praemorsa* 2014, Kuopio city, *Cinna latifolia*, 2014-2015
- consultations: LAP-ELY *Calypso bulbosa*, *Moehringia laterifolia* 2014, KES-ELY *Persicaria foliosa* 2015



- Cooperation with consultant firms: Luontotutkimus Pertti Ranta 2013 onwards, Faunatica 2014 onwards

#### *Monitoring the visibility on the internet by 31.12.2015*

ESCAPE website ([www.luomus.fi/escape](http://www.luomus.fi/escape)) was launched by 30.11.2012.

A facebook site under The LUOMUS Kasvitieteellinen puutarha facebook account established in 2014, and a separate facebook person ESCAPE LUOMUS established in 2014.

- ESCAPE website there were 1721 visitors in ESCAPE websites, and the pdf-materials were downloaded 1151 times.
- On Escape Luomus facebook account 135 friends, updates 17, shares 3 own and 3 by others, 197 thumbs, and 5 comments by 31.12.2015

#### *Impacts on future generations concern on plant conservation and knowledge on ex situ.*

- ESCAPE organized a workshop for school children on 2<sup>nd</sup> to 4<sup>th</sup> grade in elementary school in September 2015, which was participated by 215 pupils aged 8-10 years (school grades 2-4) and their about 25 teachers and supervisors.
- 2 TET-trainees (elementary school 9 grade pupils) making their 2 weeks training in working life have been working in ESCAPE project

#### *Commercializing and other concrete socio-economic impacts of ESCAPE by 31.12.2015*

ESCAPE project socio-economic impact on the activities will be realized by *commercialized ex-situ plant conservation workshop concept* designed in cooperation with ESCAPE project and Ohjelματοimisto Ruutikellari performance group, who performed the interactive experiential part of the school-children's workshop in Helsinki, 2015.

ESCAPE project *impact on employment* has been implemented, in addition to employment of *ESCAPE temporary staff* for project activities in all beneficiaries' organizations, also via the *consultant firms* (Luontotutkimus Pertti Ranta, Faunatica) who have received job/business offers and opportunities via ESCAPE activities either by ESCAPE consultations and/or cooperative projects. Also, *working opportunities to university trainees* have been offered both by UH and UO universities via ESCAPE project. Additionally, *civil servants* have participated ESCAPE activities in UH, and one person has been working partly for ESCAPE in his *immigrant education program*. Furthermore, the *external assistance* services have been bought for ESCAPE by MH in habitat management actions, by UH in planning and performing the interactive children's workshop, help in organization of international ex situ –workshop.

Thus, altogether about 20 persons have received their salaries or other income either directly from ESCAPE project (temporary staff members, services, i.e. external assistance) or indirectly (trainees, civil servants, consultants, and one person in immigration education).

#### *Visibility and impact on societal knowledge*

In addition to ESCAPE brochures and other information packages, articles, presentations and interviews in general media (see above), special effort to make ESCAPE project and its conservation targets known to the general public, an open exhibition on ex-situ conservation was opened in summer 2015. A rough estimate of 10 000 visitors saw this exhibition only in Helsinki. The exhibition was designed as a circulating model, and after the launching in Helsinki, the exhibition started its tour in Oulu Botanic garden in November 2015. The second stage will be opened in Kuusamo, Oulanko national park in MH premises in May 2016.

Moreover, in UH, an exhibition entitled "Changes in the Air" on

long and short-term changes in climate opened on 20-11-2015 in the Museum of Natural History, LUOMUS, including a poster on ESCAPE-project and information on assisted migration. First figures of the number of these exhibition visitors are expected in Feb 2016. Visibility of ESCAPE project activities was enhanced also in connection to traditional mushroom exhibition in Kaisaniemi Botanical Garden as a part of the moss exhibition arranged for the general public for the first time in 20.9.-4.10.2015



ESCAPE general public dissemination event in Action E.3 Children´s interactive workshop in Kaisaniemi Botanic garden, September 2015. Performance by Ohjelmatoimisto Ruutikellari. Photo. Ville Korhonen