D1.2 Project Website and the BirdWatch Logo

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Deliverable for the Horizon Europe Project BirdWatch

Version 1.0

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Document Information

GA Number	101082634	Type of Action	Horizon-IA
Full Title	BirdWatch - a Copernicus-based service for the improvement of habitat suitability of farmland birds via satellite-enabled monitoring, evaluation and optimisation of CAP greening measures		
Project Acronym	BirdWatch		
Start Date	February 1st, 2023	Duration	36 Months
Project URL	https://birdwatch-eu.lup-umwelt.de/ (temporary, until domain is final)		
Deliverable	D1.2: Publication of Project Website together with the BirdWatch logo		
Work Package	WP 1		
Project Month of Delivery	Contractual	M1	Actual	M2
Nature	DEC	Dissemination Level	PUB
Lead Beneficiary	LUP - Luftbild Umwelt Planung GmbH		
Responsible Author	Nastasja Scholz – LUP		
Contributions from	Sascha Gey – LUP		

History of Changes

Version	Issue Date	Stage	Description	Comments	Contributor
1.0	03.03.2023	Draft	Draft of D1.2	The domain is still temporary, but the website is online	Nastasja Scholz - LUP

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Table of Contents

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BirdWatch Logo

A BirdWatch logo was designed during the preceeding project[1] which resulted in the initial BirdWatch application[2] for the German state of Brandenburg. The feedback to the logo within the Consortium but also from individuals external to project has been positive leading to the decision to keep the logo for the Horizon Project BirdWatch (Fig. 1).

Fig. 1: Official logo for the Horizon Europe Project BirdWatch

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[1] ENERGIC OD (Grant agreement ID: 620400)
[2] http://birdwatch.lup-umwelt.de/

BirdWatch Website

The main purpose of the project website is to ensure that the project is able to communicate its goals, some key facts and introduce the BirdWatch partners, in order to raise awareness among the target groups.

This deliverable reflects the current status of the website and consists of the minimum amount of information necessary to inform about our project. A timely publishing of the website with minimum content was chosen to be able to give online access to project information.

Additional content is planned and will be uploaded during the project progress.

Technical Information

Domain name:
The current domain https://birdwatch-eu.lup-umwelt.de is registered by LUP and serves as a placeholder since the desired URL is reserved and could not be obtained in time. The website will be migrated as soon as possible to either www.birdwatch.eu or www.birdwatch-europe.org if the first one is unobtainable. The migration will not change the current content.

Web hosting:
The current website is hosted by STRATO. This will still be the case after the migration (explained above). STRATO is a subcontractor of United Internet AG located in Berlin, Germany.

Content Management:
The website content is managed via the open source Content-Management-System software WordPress and the Theme "Neve".

Security:
Hyper Text Transfer Protocol Secure (HTTPS) is used. It is the secure version of HTTP, the protocol over which data is sent between the user's browser and the website that the user is connected to. HTTPS adds encryption, authentication, and integrity to the HTTP protocol. The current website does not contain any personal data or other information that would require special protection.

The current website is optimized for larger screen sizes but works for mobile devices as well. It is completely in english language. A language selection asset can be added if required.

General Overview of Website

The website has the following navigation elements:
➢ Main page
➢ Birds
➢ Project
➢ Maps
➢ News
➢ Contact

Content of Website

Main page
The main page consists of the header, information on the framework of the funding as well as an overview of the consortium members in the footer. Web-Links to every organisations homepage are attached to the respective logo. The header includes links to the different sections of the website (Fig.2).
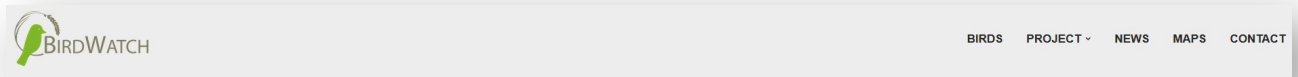

Fig. 2: Header of the BirdWatch website; source: LUP

The following figure shows the cover of the website. The image in the background was taken during a project focusing on drone usage. It is planned that this page will be expanded with additional covers and links to respective news and contents.

Fig. 3: Banner of the BirdWatch website; source: LUP

7

Fig. 4: Footer of the BirdWatch website; source: LUP

Birds

Here, the farmland bird species, which have been chosen for BirdWatch are introduced. Currently, this is done via a link to the eBird website[3]. It is planned to enbed this data directly which will include images, bird audio and additional information. The permission to do this was requested from the Macaulay Library via Email and is currently pending.
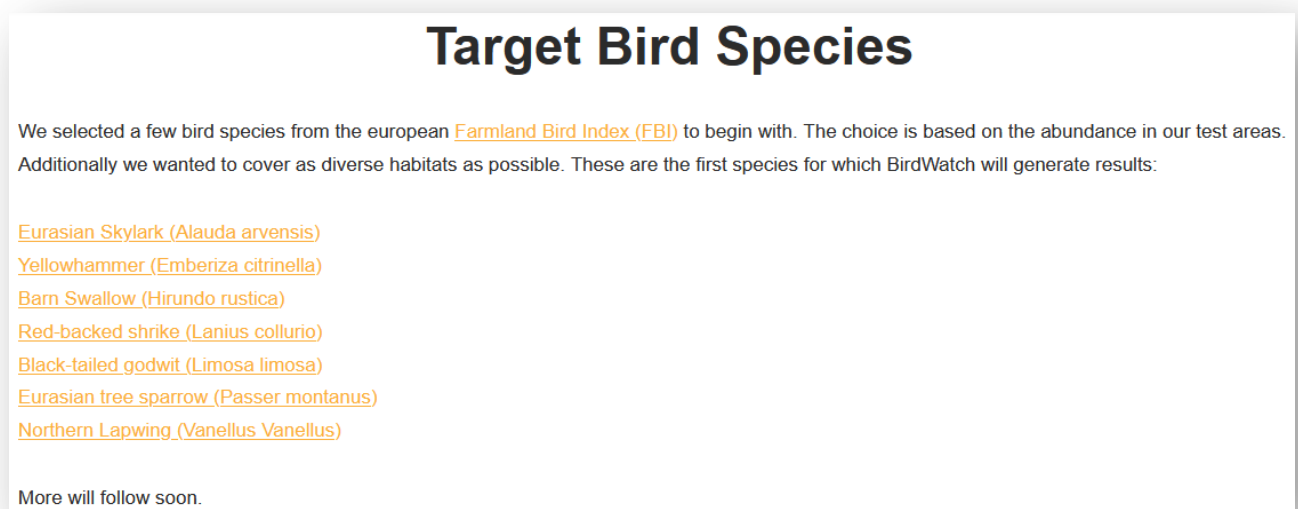

Fig. 5: Links to more information on selected target bird species; source: LUP
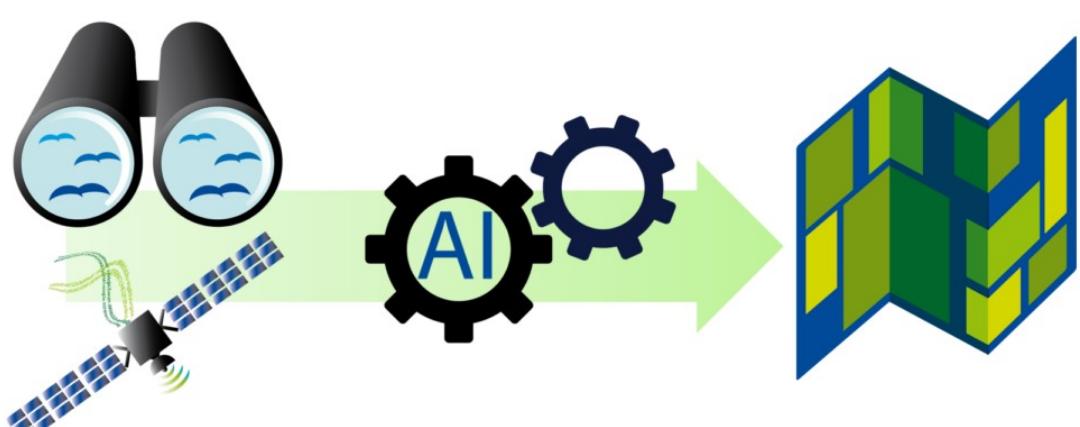
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[3] https://ebird.org/home

Project

Under this section one can find a brief summary of the project's focus as well as links to the motivation, goals, methodology and our target audience.

Fig. 6: Short introduction to the project with links to more information; source: LUP

The motivation includes brief statements regarding the loss of biodiversity, especially the loss of farmland bird biodiversity, quoting the European Red List of Birds as well as statements from the Deputy Head of the Nature Unit, DG Environment, European Commission and from the EU's *Birds@Farmland Initiative*.

Motivation

Agricultural biodiversity has dramatically declined in recent years, especially due to the intensification of land use and mowing activities, an increase in the application of pesticides and manure, of indoor keeping of livestock, in the drainage of wetlands, in the loss in structural elements, such as hedges or fallow land, and a decreasing variability in crop types.

This is noticeable in the steep decline in farmland birds which need agricultural land for breeding and feeding. According to the 2021 issue of the *European Red List of Birds*,

> „[…]13% of European birds are threatened with extinction with another 6% Near Threatened. Of 544 species assessed 30% of them are showing a decreasing trend.“

At the same time, birds are an indicator species on the state of our ecosystems. According to **Micheal O'Briain,** the Deputy Head of the Nature Unit, DG Environment, European Commission:

> „*Monitoring bird populations is essential to review the progress made towards achieving conservation goals, address gaps in knowledge, and define priorities for conservation action.*
> Therefore, BirdWatch is aligned with the statement of the EU's *Birds@Farmland Initiative* that "*Conservation of farmland birds is a duty under the Birds Directive and is essential to the success of the EU Green Deal, the EU Biodiversity Strategy for 2030, and the Farm to Fork Strategy*".“

Fig. 7: Short introduction to the motivation behind BirdWatch; source: LUP

Goals
This part lists BirdWatch's overarching objectives.

Goals

BirdWatch's overarching goals are:

– to improve the farmland bird habitat suitability and thereby agricultural biodiversity

– to support sustainable agricultural practices and their reporting

– to support the compliance monitoring of international, national and regional guidelines, such as the EU's Common Agricultural Policy

– to improve and preserve the health of the ecosystems on farmland in the EU

As *BirdWatch* aims to evaluate the current state of an area of interest, to identify its changes over time and to provide recommendations for the most appropriate greening measures, the platform can become an integral, data-and evidence-based monitoring tool, e.g. for the administrations and policy-makers. With BirdWatch, argumentation, claims and decisions can be substantiated by actual measures.

Fig. 8: Summary of the goals of BirdWatch; source: LUP

Methodology

This section briefly summarizes the approach of the project, consisting of a combination of:
– Spatio-temporal image analyses of satellite data
– Evaluation of habitat suitability via species distribution modelling
– Optimisation of greening measures via a land-use allocation algorithm

Audience

This section introduces the main stakeholders of the project, including the questions which we want to help them answer.

Planned:
- overview of the activites
- the work breakdown structure,
- the timeline
- links to the public deliverables.

Regions

This section shows the initial test regions BirdWatch will be developed for: Flanders, Germany, Lithuania and South Tyrol. Further areas and a discription of the landscape structures found in the respective regions might be added later.
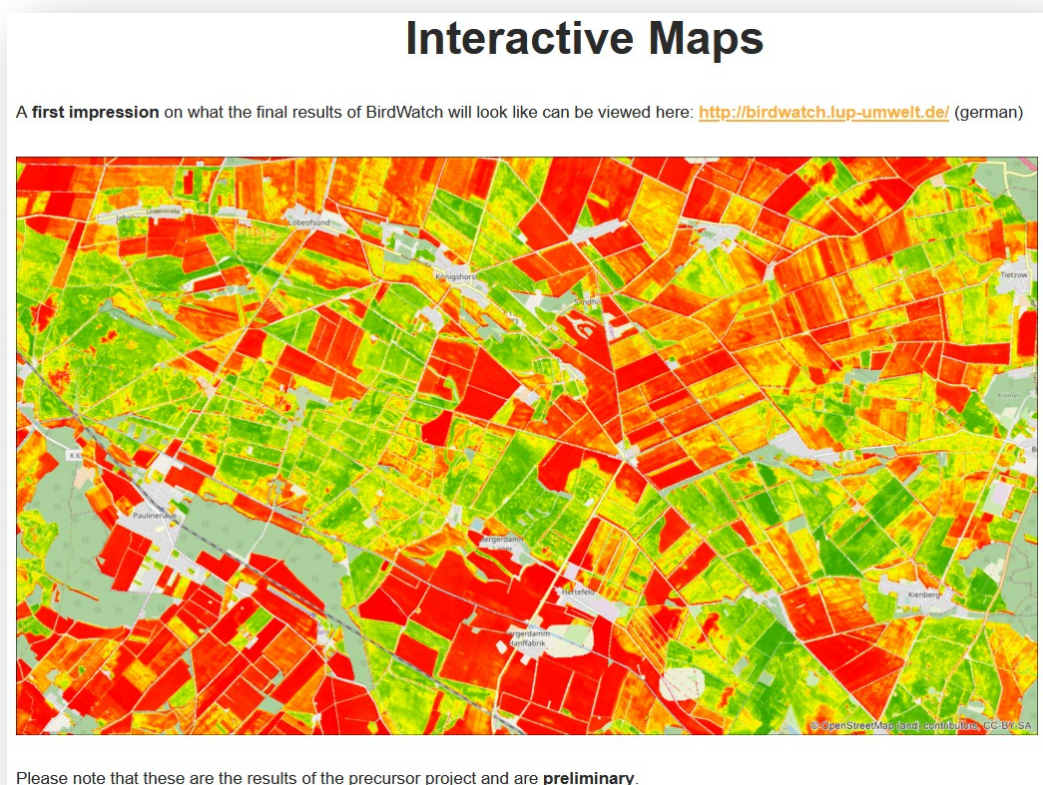

Fig. 9: Visualisation of the test regions for the BirdWatch service; source: LUP

News

This section will be successively expanded with information about official meetings, confrences and other noteworthy events and developments.

Maps

This page will give visual access to the monitoring results. Currently, a former result from the initial BirdWatch project is shown as a static image to exemplify how BirdWatch's maps will look like once the service is in place. The link given in the text leads to the preliminary BirdWatch application that was the result of a previous project[4] and the master thesis of Sascha Gey (not published). The map already shows the habitat suitability of some bird species for the german state of Brandenburg but is not necessarily comparable to the upcomming results of BirdWatch.

Fig. 10: Showcasing the principle behind the interactive maps which will be debeloped; source: LUP

Contact

This section lists the contact information for the project management and consortium members. The site will be expanded with additional details if a team member wishes so.

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