



After LIFE Conservation Plan

LIFE A-MAR NATURA2000

Knowing and loving the Natura 2000 marine sites to protect them



Project reference: LIFE20 GIE/IT/001352



Project duration: 01/10/2021 – 01/10/2025



After LIFE period: 2026– 2031



Coordinating beneficiary:
Federazione Italiana Parchi e Riserve Naturali – Europarc Italia



Associated beneficiaries:
Fundación Biodiversidad; Lipu ODV; Triton Research S.r.l.



Co-financing parks:
Arcipelago Toscano; Asinara;
Parco Nazionale delle Cinque Terre



Version: Updated operational draft – May 2026

Contents

1. Introduction
2. Results and tools to be maintained after the project
3. Strategic framework and planning documents
4. SWOT analysis at project end
5. Overview of organisations and responsibilities
6. After LIFE Strategy 2026–2031
7. After LIFE Action Programme
8. Monitoring, governance and plan updating
9. Financial framework
10. Exploitation Plan
11. Dissemination of results and replicability

This After LIFE Conservation Plan defines the activities that the LIFE A-MAR NATURA2000 partnership intends to maintain, consolidate, exploit and replicate after project closure. The plan translates project results into an operational framework for the period 2026–2031.



Co-funded by the European Union



The project LIFE20 GIE/IT/001352 "Knowing and loving the Natura 2000 marine sites to protect them" is co-financed by the LIFE programme of the European Union.

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1. Introduction

This After LIFE Conservation Plan defines how the LIFE A-MAR NATURA2000 partnership will maintain, consolidate, exploit and replicate the results achieved through the project after its closure.

The plan focuses on the period 2026–2031, ensuring continuity and long-term impact of the actions carried out in marine Natura 2000 sites.








Our commitment continues to support citizens, tourists, boaters, fishers, divers, tourism operators, managing bodies and local stakeholders in protecting marine biodiversity and strengthening the connection between people and the sea.



Objectives of the After LIFE Plan

- 1  Maintain and update digital tools: website, app, materials repository, media kit, documentary, social content and infographics.
- 2  Consolidate communication, citizen science and sailing-based outreach for sea users and local communities.
- 3  Continue training and capacity building for managers, educators, guides, stakeholders and association networks.
- 4  Replicate LIFE A-MAR methodologies in other marine Natura 2000 sites in Italy, Spain and the Mediterranean.
- 5  Promote networking, European project design and integration into marine conservation initiatives.
- 6  Exploit project results by ensuring that tools, methods, communication formats and partnership networks are reused by MPAs and stakeholders.

2. Results and tools to be maintained after the project

Area 	Results achieved by LIFE A-MAR	After LIFE use (2026–2031)
 Digital tools	Website, A-MAR Sea Life app, database, materials repository, documentary, video clips, infographics, media kit.	Updating, hosting, relaunch and integration into partner campaigns.
 Communication	Sailing campaign, Natura 2000 regattas, social media storytelling, newsletters, press releases, dissemination materials and panels.	Posts, newsletters, video testimonials, local events, partner networks and a renewed sailing campaign.
 Sailing outreach format	Sailing and maritime engagement as a distinctive communication tool linking sea users, MPAs and local communities.	At least four After LIFE sailing stages in Italian MPAs, with the boat made available by Lega Navale Italiana, to promote Natura 2000 sites, MPAs, species and LIFE A-MAR.
 Citizen science	Workshops, photo reports, app and citizen data-collection methods.	Relaunch in MPAs and pilot sites and guidance toward open platforms and free tools.
 Capacity building	Training modules, good-practice guide, webinars and teaching materials.	Online maintenance and periodic courses/webinars.
 Replicability	Replication plan, contacts in France, Greece, Malta and Albania, Mediterranean and protected-area networks.	Networking, new project proposals and transfer to other marine Natura 2000 site managers.



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3. Strategic framework and planning documents



REFERENCE	CONTRIBUTION TO THE PROJECT
Habitats and Birds Directives	Promotion of knowledge of sites, species and habitats of Community interest; support for conservation measures.
EU Biodiversity Strategy 2030	Contribution to public awareness of the protection of 30% of marine areas and strengthening of the Natura 2000 network.
Marine Strategy Framework Directive	Indirect reduction of anthropogenic pressures through more responsible behaviour by sea users, tourism operators, boaters and fishers.
Natura 2000 site management plans and measures	Support to managing bodies through communication, training, citizen science, sailing outreach and local engagement tools.
European Charter for Sustainable Tourism and MPA networks	Promotion of sustainable tourism as a channel to disseminate rules, natural values and good practices in coastal territories.
LIFE result exploitation and replication logic	Reuse and transfer of communication formats, digital tools, training content, stakeholder networks and campaign models.



4. SWOT analysis at project end



STRENGTHS

- Complementary expertise
- Extensive protected-area network
- Available digital tools
- Training and dissemination materials
- Project visibility
- Synergies with BirdLife, Europarc and MPA networks
- High replicability



WEAKNESSES

- Need for continuous updating of the app and website
- Dependence on internal staff availability
- Need for annual coordination
- Uneven territorial contexts
- Risk of losing contacts if databases are not updated



OPPORTUNITIES

- New LIFE, Horizon, Interreg and national funding programmes
- Growing interest in sustainable tourism, citizen science and sailing outreach
- Integration into ordinary MPA activities
- Audience expansion through social media and media kits
- Stronger Mediterranean cooperation



THREATS

- Reduced financial resources
- Decline in public attention after project closure
- Obsolescence of digital tools
- Partner staff changes
- Difficulty measuring long-term behavioural effects
- External environmental pressures



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5. Overview of organisations and responsibilities

Organisation	After LIFE role	Resources / Funding
Federparchi 	<ul style="list-style-type: none"> overall coordination, relations with protected areas and institutions newsletters, events, citizen science in Italy sailing outreach dissemination at fairs and through Europarc networks 	<ul style="list-style-type: none"> Internal staff, member network, relations with MPAs and national parks, collaboration with Lega Navale Italiana and local partners own funds, public contributions, European/national projects, in-kind boat availability by Lega Navale Italiana
Fundación Biodiversidad 	<ul style="list-style-type: none"> dissemination in Spain citizen science workshops capacity building integration with Spanish marine networks and projects 	<ul style="list-style-type: none"> Technical staff and links with MITECO and Spanish marine organisations ERDF/FESR, internal staff, other public funds
Lipu 	<ul style="list-style-type: none"> awareness raising, environmental education, articles, Natura 2000 Day training of delegates transfer of experience to managing bodies 	<ul style="list-style-type: none"> Natura 2000, Education and Training, Oases and Reserves departments, delegates and volunteers donations, public bodies, foundations, projects, own funds
Triton Research 	<ul style="list-style-type: none"> app maintenance, dissemination content, media kit support for the layman report and documentary stakeholder network development of project concepts 	<ul style="list-style-type: none"> Communication staff and marine outreach expertise internal staff, sale of advertising space, LIFE/Horizon/Interreg programmes
Co-financers, MPAs and Lega Navale Italiana 	<ul style="list-style-type: none"> local dissemination, events integration of materials into management activities sustainable tourism, ECST and territorial initiatives 	<ul style="list-style-type: none"> Technical staff, territorial networks, local premises, events and boat availability ordinary resources, projects, local partnerships and in-kind contributions

6. After LIFE Strategy 2026–2031

		Expected outputs
A	 Awareness raising and citizen science	Engage citizens, boaters and coastal communities in protecting marine biodiversity through participation, education and direct experience.
B	 Strategic communication	Strengthen visibility and storytelling to reach wider audiences and share results at local, national and European level.
C	 Capacity building	Provide knowledge and tools to stakeholders and the public to improve skills and foster behavioural change.
D	 Replication and transfer	Replicate the model in new areas and transfer best practices to build long-term impact across the Mediterranean.
E	 Dissemination, networking and exploitation	Maximise impact by networking, sharing results and exploiting tools and formats developed during and after the project.

Expected outputs
<ul style="list-style-type: none"> updated app, reports and content collected citizen science events, at least four sailing stages increased user awareness
<ul style="list-style-type: none"> posts, infographics, newsletters video testimonials, press kits, media kits sailing campaign content
<ul style="list-style-type: none"> webinars, courses, teaching materials participation in seminars and conferences
<ul style="list-style-type: none"> Mediterranean networking project concepts relations with MPAs and Natura 2000 sites
<ul style="list-style-type: none"> participation in events layman report disseminated materials repository available exploitation of app, media kit, training materials and sailing campaign format



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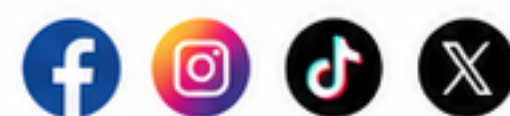


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7. After LIFE Action Programme

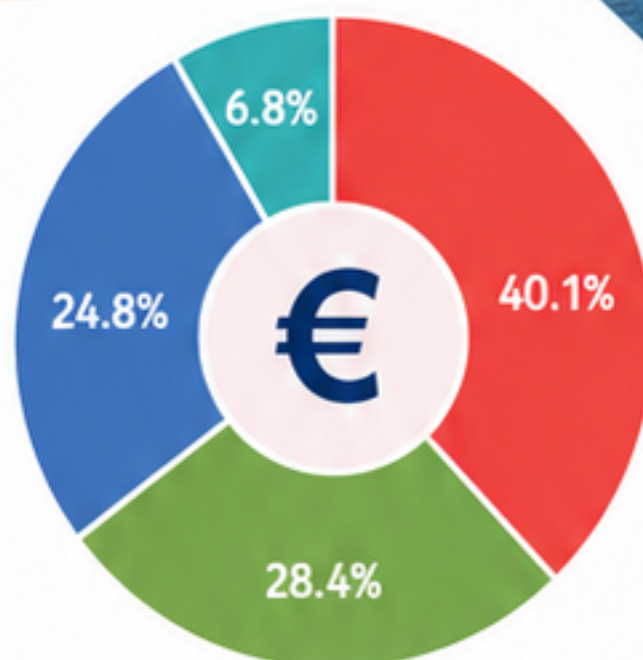
The After LIFE Action Programme consolidates the operational planning file and adds an explicit exploitation-oriented sailing campaign promoted by Federparchi in cooperation with Lega Navale Italiana.

The total estimated cash budget for 2026–2031 is 770,070 EUR.



Budget by partner (2026–2031)

● Lipu	308,570 EUR	40.1%
● Fundación Biodiversidad	218,500 EUR	28.4%
● Federparchi	191,000 EUR	24.8%
● Triton Research	52,000 EUR	6.8%
Total	770,070 EUR	100%



Federparchi actions (Part 1)

	Action	Timing	Place / Channel	Budget	Priority
1	Awareness and citizen science activities with direct involvement of local communities and participatory monitoring	2 rounds/ events	Italian MPAs	12,000 EUR	● Medium and continuous
2	Sailing campaign in Italian MPAs	at least 4 stages during 2026–2031	Italian MPAs and marine Natura 2000 sites boat provided in-kind by Lega Navale Italiana; objective: promote Natura 2000 sites, MPAs, key species and LIFE A-MAR	35,000 EUR cash budget	● High
3	Periodic social media storytelling	6 posts per year for 5 years (30 posts)	project and Federparchi channels	12,000 EUR	● Medium and continuous
4	Electronic newsletters	2 newsletters per year for 5 years (10 newsletters)	project and Federparchi channels	10,000 EUR	● Medium and continuous
5	Digital infographics with key messages on marine Natura 2000, conservation results and successful actions	15 infographics	project and Federparchi channels	30,000 EUR	● Medium and continuous



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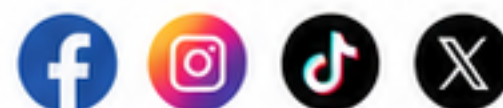
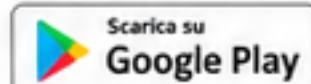
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Federparchi actions (Part 2)

ACTION	OUTPUT / FREQUENCY	DELIVERY MODE	ESTIMATED COST	PRIORITY
Local dissemination events managed by Federparchi or local MPA staff in collaboration with local associations, schools, libraries or environmental organisations	1 event per year for 5 years (5 events)	local venues / remote support	20,000 EUR	●●● Medium and continuous
Video-testimonial campaign from MPA managers, with short smartphone videos periodically disseminated online	10 video interviews	online	40,000 EUR	●●● Medium and continuous
Online training and information webinars on awareness raising, good practices, project results and future conservation activities	3 events	remote	12,000 EUR	●●● Medium and continuous
Participation in fairs and events already included in the Federparchi calendar, such as biodiversity and protected-area events, using existing materials and panels	1 event per year for 5 years	in person	20,000 EUR	●●● Medium and continuous

Federparchi total: **191,000 EUR**



Lipu actions

ACTION	FREQUENCY	ESTIMATED COST	PRIORITY
Awareness and involvement campaign to promote marine Natura 2000 sites through SDAM training courses, magazines, newsletters, social channels, workshops, conferences, educational programmes and daily meetings in Oases and Reserves	continuous	253,895 EUR	●●● High
Communication on the conservation, management and scientific value of marine Natura 2000 sites through press articles, scientific articles, conferences, Birdseacetera newsletter and Natura 2000 Day actions	continuous	48,725 EUR	●●● High
Training and capacity building for stakeholders and Lipu delegates operating in marine Natura 2000 sites	continuous	1,750 EUR	●●● High
Replication and transfer of governance and management experience to managing bodies such as Sicilian Region, Po Delta Park, Tuscan Archipelago Park and Pelagie Islands MPA	continuous	4,200 EUR	●●● High

Lipu total: **308,570 EUR**

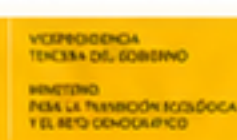


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7. After LIFE Action Programme

Actions to keep momentum, share results and build the future of marine conservation.



Fundación Biodiversidad actions

#	ACTION	PERIOD	TARGET / CHANNEL	RESOURCES	BUDGET ESTIMATE TOTAL (EUR)	PRIORITY
1.	Citizen science workshops (2)	2026–2030	Spanish marine MPAs	ERDF	8,000	MEDIUM
2.	Social media posts and infographics (12 per year)	2026–2030	social networks	own staff	2,500	MEDIUM
3.	Press releases and replies to journalists on the Natura 2000 network (5 per year)	2026–2030	media	own staff	2,000	MEDIUM
4.	Natura 2000 Day social media campaign (1 per year)	2026–2030	social media	own staff	1,000	MEDIUM
5.	Strengthen dissemination of the app in social media and capacity-building activities	2026–2030	app / online	own staff	1,000	MEDIUM
6.	Capacity-building courses (5 per year)	2027–2029	Spanish marine MPAs	ERDF	200,000	HIGH
7.	Participation in workshops and seminars (3 per year)	2027–2031	Spanish marine MPAs	own staff	2,500	MEDIUM
8.	Networking with other marine projects (3 per year)	2027–2031	Spanish marine MPAs	own staff	1,500	MEDIUM

Fundación Biodiversidad total: 218,500 EUR

TRITON Triton Research actions

#	ACTION	PERIOD	CHANNEL	BUDGET ESTIMATE TOTAL (EUR)
1.	Updating and maintenance of the A-MAR Sea Life app	2026–2031	online	13,000
2.	Continued collaboration with Giornale della Vela for thematic content and awareness campaigns	2026–2031	online	4,500
3.	Light outreach content: 3 news items per year and 6 posts/reels	2026–2031	online	3,000
4.	Specific content to promote the app and documentary	2026–2031	online	3,000
5.	LIFE A-MAR media kit for stakeholders and partners	2026–2031	online	3,000
6.	New project proposals and networking under LIFE, Horizon and Interreg	2026–2031	EU / online	11,000
7.	Dissemination of the replication report and content relaunch through stakeholder and partner networks	2026–2031	online	5,500
8.	Maintenance of digital presence, layman report dissemination and result relaunch through partner networks	2026–2031	online	9,000

Triton Research total: 52,000 EUR



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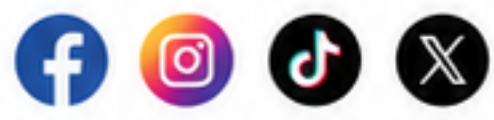


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8. Monitoring, governance and plan updating

Governance will be ensured through light annual coordination among the partners. Federparchi will collect and consolidate updates on activities carried out, materials produced, sailing campaign stages, exploitation opportunities and replication progress.



Area	Indicators	Frequency	Responsible
Digital tools	website and app online; number of updates; app downloads/use; materials repository available	annual	Triton, Federparchi
Communication	posts, infographics, newsletters, videos, articles, press releases, views and interactions	semi-annual/annual	all partners
Sailing campaign	number of stages, MPAs/sites involved, participants reached, communication outputs, local stakeholders involved, materials distributed	annual / after each campaign season	Federparchi, Lega Navale Italiana, hosting MPAs
Citizen science	workshops, reports collected, bodies involved, local communities reached	annual	Federparchi, FB, Lipu
Training	number of webinars/courses, participants, training materials updated and available online	annual	FB, Federparchi, Lipu
Replication	new MPAs/sites involved, expressions of interest, project concepts, projects submitted	annual	Triton, Federparchi, FB
Exploitation	reuse of app, media kit, training materials, stakeholder database, replication report and sailing campaign format by partners or external bodies	annual	all partners



Operating procedures

- Annual partner update to Federparchi with information on activities and results.
- Concise After LIFE report on achievements, exploitation and replication status.
- Relaunch of effective activities, including sailing campaign formats and digital tools.
- Annual review of funding and exploitation opportunities.

9. Financial framework

Internal resources	partner staff, ordinary facilities, social channels, websites, mailing lists, territorial networks	main financial basis for continuity.
Own funds and donations	ordinary funds, donations, contributions from foundations, support from public bodies	relevant for Lipu and Federparchi activities and local initiatives.
European and national projects	LIFE, Horizon, Interreg, ERDF/FESR, national and regional programmes	essential for scaling capacity building, replication, exploitation and new campaigns.
In-kind contribution from Lega Navale Italiana	boat availability for the sailing campaign in Italian MPAs, subject to operational planning and safety/logistical conditions	reduces cash cost and enables ambitious territorial outreach.
Sponsorships and partnerships	stakeholders in sustainable tourism, boating, fishing, communication and conservation	to be assessed for events, sailing stages, regattas, app and specific campaigns.
Network economy	already planned events, annual conferences, fairs, ECST, Europarc, BirdLife and MEDPAN networks	reduces marginal dissemination costs.

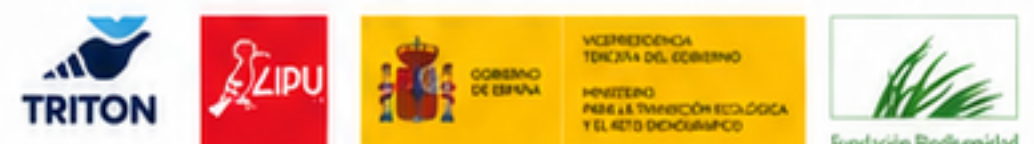


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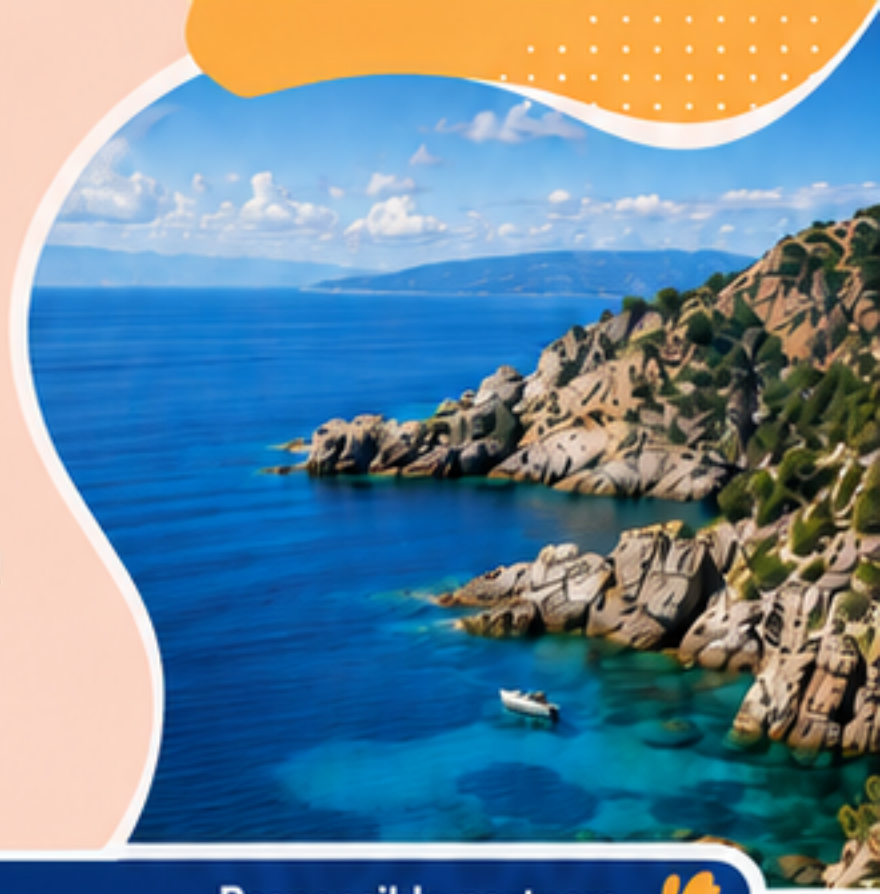
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Exploitation Plan



The Exploitation Plan identifies how the main LIFE A-MAR NATURA2000 outputs will continue to be used by partners and external stakeholders after project closure. Exploitation means the practical reuse, transfer and operational uptake of tools, contents, methods and networks generated by the project.

Exploitable result	Main users	Exploitation method	Responsible partners
A-MAR Sea Life app and digital tools	Sea users, citizens, MPAs, Natura 2000 site managers, environmental educators	App promotion during events, sailing stages, workshops, newsletters and partner websites; periodic updating and integration into campaigns.	Triton Research, Federparchi, FB, MPAs.
Media kit, documentary, video clips and infographics	Partners, MPAs, schools, press, tourism operators, associations	Reuse in local events, online campaigns, fairs, training courses, newsletters and sailing campaign communication.	Federparchi, Triton Research, Lipu, FB.
Training materials and good-practice content	Managing bodies, educators, guides, volunteers, NGOs, local authorities	Online availability, webinars, courses, calls with delegates, integration into ordinary training programmes.	Federparchi, FB, Lipu.
Citizen science methods	Citizens, sea users, local communities, schools, protected-area networks	Participatory monitoring campaigns, photo reports, use of open platforms and free apps, local workshops.	Federparchi, FB, Lipu, MPAs.
Sailing campaign model	MPAs, boaters, coastal communities, tourism operators, Lega Navale Italiana sections, media	At least four Italian MPA stages to promote Natura 2000 sites, MPAs, species, responsible behaviour and LIFE A-MAR tools.	Federparchi, Lega Navale Italiana, hosting MPAs.
Replication report and stakeholder network	Other Mediterranean Natura 2000 sites, MPAs, LIFE projects, international networks	Networking, sharing of methods, new project proposals, cross-country transfer, engagement of sites in France, Greece, Malta and Albania.	Triton Research, Federparchi, FB.

Exploitation principles

- Open and low marginal-cost reuse of materials whenever possible.
- Integration of project outputs into ordinary partner and protected-area activities.
- Use of digital channels and existing networks to maximise continuity with limited resources.
- Combination of online tools and field-based formats, including sailing stages, to reach technical and wider audiences.
- Annual review of exploitation opportunities, including new EU/national calls and territorial partnerships.



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11. Dissemination of results and replicability

Channel	After LIFE action	Target groups
 Website, app and repository	online maintenance and updating of the main materials, with links to the media kit, documentary, site sheets and training materials	all target groups
 Newsletters and social media	periodic relaunch of simple and visual content: posts, video testimonials, infographics, good practices and sailing campaign content	citizens, sea users, stakeholders
 Sailing campaign and local stages	at least four stages in Italian MPAs using the boat made available by Lega Navale Italiana to promote marine Natura 2000 sites, MPAs, species, responsible behaviour and project results	sea users, coastal communities, tourism operators, local associations, MPAs
 Events and fairs	participation in Federparchi events and partner networks, including meetings on biodiversity, the sea, sustainable tourism and protected areas	general public, organisations, operators
 Specialised networks	BirdLife, Europarc, MEDPAN, LIFE, MPA networks, managing bodies and international stakeholders	managers, technical staff, researchers
 New project development	development of concept and applications to extend communication, citizen science, training, exploitation and replicability	partners and replicating organisations

Conclusion

This After LIFE Conservation Plan operationalises the continuity of LIFE A-MAR NATURA2000 through sustainable actions with **low marginal costs and high replicability**.

The estimated cash budget amounts to **770,070 EUR** for 2026–2031.

The in-kind contribution of the boat provided by Lega Navale Italiana further strengthens the project's presence and outreach in the field.

Through coordinated continuation of activities, we will keep the knowledge of marine Natura 2000 sites alive and support lasting behavioural change among sea users, ensuring the long-term impact of the project.



770,070 EUR

BUDGET
2026–2031



4+

SAILING
STAGES



4

PARTNER
ORGANISATIONS



3

CO-FINANCING
PARKS



2026–2031

PERIOD

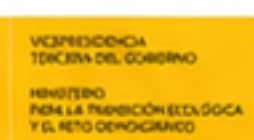


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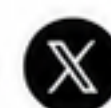
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