



# Public Awareness Highlights

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PR / Admin Manager



8 May 2008

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# Administration Tasks

- Assisting Project Accountant
  - Timesheets, Purchase Orders
  
- Preparation for Project Management Group and Project Advisory Panel Meetings
  
- Preparation of Annual Reports to Brussels



# E Actions – Public Awareness

- E1 Land Managers Training Days
- E2 Project Website
- E3 Project Brochure
- E4 Project results booklet
- E5 Annual Bog Walks - at demonstration sites
- E6 Publicity campaign – raising awareness
- E7 Interpretative signage at demonstration sites



# Land Managers Training

- Held annually, attended by staff from Coillte, NPWS, Forest Service, Regional Fisheries Boards
  - Indoor session – a.m.
  - Site visit – p.m.



# Project Website

→ [www.raisedbogrestoration.ie](http://www.raisedbogrestoration.ie)

- Very effective way of disseminating information about the project
- 2 way communication system
- Links to many other sites of interest
- Updated regularly



# Project Brochure

→ 20,000 copies to be circulated both nationally and internationally



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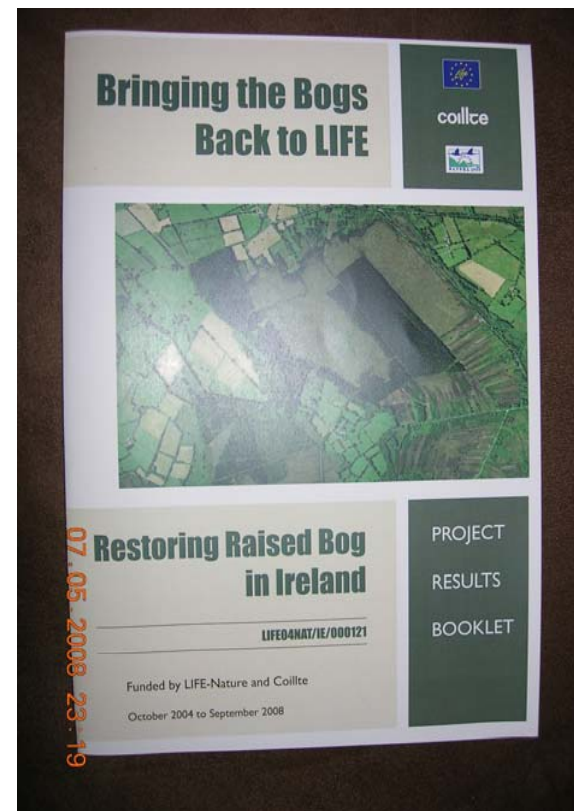
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## Project Results Booklet

10,000 copies produced giving details of the results of the project - to be circulated nationally and internationally



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# Annual Bog Walks

Take place at the demonstration sites  
each year – aimed at local  
community:

**Carn Park Bog, Baylin Village, near  
Athlone**

**Cloonshanville Bog, Frenchpark  
village, near Boyle**





# Bog Walk at Cloonshanville Bog



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# Children exploring at Coolrain Bog



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# Publicity galore !



Discovery of the  
Rare goat moth in  
Coolrain Bog !!

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## Children at Baylin NS asked to write a poem about Carn Park Bog



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# Winner of the Poetry Competition Aishling McCormack



Desk Officer in the EU Commission arranged to post this photograph on their website as an example of how LIFE projects involve local children in Nature projects

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# Making the DVD



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## Launching the DVD – David Gunning, Mary Wallace, TD, Minister of State at the Dept of Agric, Food & Forestry, and Eanna ni Lamhna



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## Other PR work

- Radio interviews
- Press releases
- Advertising on other websites – LIFE, IPCC,
- Articles in magazines
- Attending outdoor events -Ploughing Championships, Environmental Conferences in Ireland and abroad





## Demonstration sites –Car Park and boardwalks



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## Boardwalk under construction at Carn Park Bog – Project Site 11



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## Demonstration sites – Interpretative signage and boardwalks



### Signage and boardwalk at Carn Park Bog

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# Community Involvement

## Baylin Village Athlone

- Bog oak sculpture
- Plaque informs visitors of the Natura 2000 site at Carn Park



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## Community Involvement cont.

### → Frenchpark Tidy Towns Committee

- Pride in their area
- Local amenity
- Litter Patrols, etc.
- Thank you to Hilary Tully and her committee

### → Lawrencetown Community Group

- James Joyce, plans for their bog



Great experience

Team work

Thank you Coillte colleagues

Particular acknowledgement:

NPWS – Judit and Jim

Forest Service – Pat

IPCC – Catherine

BNM – Catherine, Heritage Officers, and  
many others



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