

#LIFEis30

30 years of bringing green ideas to LIFE



LIFE has gone a long way since its start in 1992. To commemorate this journey, we invite the LIFE community to participate in the celebrations. If you are an ongoing (or past) project, we will be glad if you join us as a LIFE ambassador: you can organise an informal event or a gathering with experts, publish a post on social media or participate in a cultural activity together with your local community... the choices are endless!

#LIFEis30: step-by-step guide

- Get inspired (consult our guidelines, check [other projects' activities](#))
- Set up your initiative (make sure you define in advance your objectives/messages, audiences, channels and indicators)
- Use our templates and visual toolkit to brand your material with the #LIFEis30 badge
- Submit your action on www.lifeis30.eu
- Share the news on social media with the hashtag #LIFEis30
- Spread the word via other channels (newsletter, local media) and let us know
- Enjoy the celebration!
- Do not forget to track the success of your action

Think out of the box. Be original!

- Reach out to **young people!** 2022 is also the [#EuropeanYearOfYouth](#) (#EYY2022). Whether they are an active part of your project or not, you can work with them to make them part of your celebrations. For example, you can invite **high-school students** to visit your project premises and ask them to promote their experience through social media
- Ask **preschoolers** to re-design your logo or organise a drawing contest with them
- Invite people in **your community**. This can range from public authorities to local artists
- **Make the most** out of your project: showcase the results of your project organising an open day and inviting locals to visit! Or how about a quiz? It could be a fun way to let others know about your work. Do you maybe work in marine areas? Shoot underwater!
- **Team up!** Get in touch with **nearby organisations**. You can contact schools, museums, art galleries, youth centres... and organise an activity together. Check also synergies with other **EU-funded projects**
- An onsite event doesn't look like a good idea? You can have a **video spot** instead! From self-recorded footage directly from your phone to a cartoon about your project, there is a whole range of things you can do
- Don't you have time? Make sure you keep an eye on our **social media** networks. We will have the #LIFEis30 campaign going around until December. You can join us and spread the word. It will mean the world to us!
- Involve **local media!** They are always looking for news, and LIFE projects are full of positive stories



www.lifeis30.eu



[LIFE programme](https://www.linkedin.com/company/life-programme)



[LIFEprogrammeEU](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)



[@LIFEprogramme](https://twitter.com/LIFEprogramme)



[@LIFE.programme](https://www.facebook.com/LIFE.programme)



[lifeprogramme](https://www.instagram.com/lifeprogramme)



Key messages

Overall info & figures:

- LIFE so far has co-financed more than 5 500 projects
- The European Commission has increased LIFE funding by almost 60% for 2021 - 2027. It now stands at €5.4 billion
- LIFE has four sub-programmes now: nature and biodiversity, circular economy and quality of life, climate change mitigation and adaptation, and clean energy transition
- The climate and biodiversity crises are more present than ever, but LIFE projects provide hope and inspiration for future solutions
- LIFE is instrumental for the Green Deal

Nature

- €3 billion invested so far
- More than 1,800 nature projects
- A quarter of the Natura 2000 network – 6,000 protected areas – benefitted from LIFE funding
- LIFE has helped over 1,800 species of wild animals and plants, including 460 species of birds

Environment

- LIFE has funded 700 projects on waste prevention and reduction, recycling and re-use totaling more than €1 billion of investment until 2020
- More than 120 projects were implemented for the protection, remediation and restoration of the marine environment.
- Around 250 LIFE projects have focused on air pollutants reduction from mobility, agriculture, industry, energy.
- Between 2014 – 2020 LIFE devoted about €105 million to supporting air quality

Climate change mitigation and adaptation

- Some €864 million for mitigation and adaptation initiatives between 2014 – 2020
- 61 % of the financial envelope for 2021-2027 is climate-related
- LIFE contributes to the transformation of the EU into a climate-neutral and resilient society
- LIFE projects develop and implement innovative ways to respond to climate challenges

Clean Energy Transition (new sub-programme)

- LIFE funds energy projects that typically facilitate the transition towards an energy-efficient, renewable energy-based, climate-neutral and resilient economy

Contact us

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