

Author UvW Date September 2023 Version Final

# EVALUATION OF LIFE MICA'S SOCIAL IMPACT

LIFE MICA project

The aim of this report is to serve as detailed documentation for D3.1 Evaluation of LIFE MICA's social impact of the grant agreement.







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# 1 INTRODUCTION

The overall objective of the LIFE MICA project is to reduce coypu and muskrat populations to a manageable size in order to prevent damage to waterways, biodiversity and agricultural crops.

This report is a deliverable for action D3 'Evaluation of the socio-economic aspect', which consists of two sub-actions D3.1 Evaluation of LIFE MICA's social impact and D3.2 Evaluation of LIFE MICA's economic impact of the grant agreement. The aim of the report is to serve as detailed documentation for the **social impact (D3.1)** of the LIFE MICA project.

The Unie van Waterschappen (UvW), 'Dutch Water Authorities', is responsible for this action.

#### Reading guide

Chapter 2: Evaluation approach, discusses the data collection techniques and indicators used to measure the project's social impact.

Chapter 3: Social impact, explains the social impact of the project including, among others, communication and dissemination.

Chapter 4: Conclusions, provides a summary of the project's social impact.



## 2 EVALUATION APPROACH

## 2.1 DATA COLLECTION

An Excel spreadsheet was developed to collect data and was used for requesting the evaluation of the social-economic impact. The use of a spreadsheet for data collection provided a structured framework for organizing and analyzing the project-related data.

For both types of impact, Key Performance Indicators (KPI) were defined. Each KPI was measured by parameters. More information about the KPI's and parameters can be found in the next section (indicators for social impact).

The data collection involved partners filling in project-related data over two periods, 2020 and 2022. After the completion of data collection in both periods, UvW analyzed the collected data and synthesized the results into this report. The analysis of the data provided insights into the project's socio-economic aspects, such as the changes in so-cial and economic aspects through time. This report focuses on the social impact.

The content of this report is based on inputs from all partners. The overall coordination of the social impact was handled by UvW and mail contact has been used to collect the data and to update the partners about the progress. A final draft version of this report was shared with and reviewed by all partners.

#### 2.2 PROJECT PARTNERS

The partners consulted for the data collection are listed below.

The Netherlands

- Unie van Waterschappen (UvW) Dutch Water Authorities
- Universiteit van Amsterdam (UvA) University of Amsterdam
- Waterschap Rivierenland (WSRL) Waterboard Rivierenland

Belgium

- Vlaamse Milieumaatschappij (VMM) Flanders Environment Agency
- Instituut Natuur- en Bosonderzoek (INBO) Research Institute for Nature and Forest

Germany

- Landwirtschaftskammer Niedersachsen (LWK NDS)
- Stiftung Tierärztliche Hochschule Hannover (TiHo), Institut f
  ür Terrestrische und Aquatische Wildtierforschung (ITAW) - (University of Veterinary Medicine Hannover (TiHo) Foundation, Institute for Terrestrial and Aquatic Wildlife Research (ITAW))



## 2.3 INDICATORS FOR THE SOCIAL IMPACT

The **Replication and Transfer KPI** will be estimated as the number of new areas where LIFE MICA innovations will be either replicated or transferred. Both implementations during and after the end of the project will be taken into account. For each new area, its participation to the replication and transfer KPI will be pondered by the number of different ideas from LIFE MICA it will have taken over and by the surface on which it will be enforced. This type of information is easily obtained by simple contact with the leading authorities.

KPLI	Description	Parameters
Replication	The number of new areas where LIFE	# areas DNA Mapping
and transfer	MICA innovations are either replicat- ed or transferred	# km <sup>2</sup> or hectares controlled by eDNA
		# smart life traps to control influx
		# smart camera traps to control influx

The **Communication KPI** will be estimated as the impact of all the dissemination effort done during and after the project to present LIFE MICA's results.

KPLI	Description	Parameters
Communication	The impact of all the dissemination effort done during and after the project to present LIFE MICA's re- sults.	<i>#</i> own written articles about LIFE MI- CA innovations (please also mention type of article: scientific, popular, news).
		# times LIFE MICA projects are men- tioned in articles (written by others)
		# notice boards placed in project are- as
		# all received questions and requests due to MICA

The **Awareness raising KPI** will be the number of invited people and institutions to the workshops, conferences and other communication meetings that will be held to inform about the LIFE MICA project.

KPLI	Description	Parameter
Awareness raising	The number of invited people and institutions to the workshops, con- ferences and other communication meetings that will be held to inform about the LIFE MICA project.	# of communication events present- ing LIFE MICA with # attendees
		# contact moments from external companies with project staff
	Measure of public awareness	# notifications of presence of musk- rat or coypu in project areas by the public



The **Behavioral change KPI** will be a count of the institutions that will take action against muskrat and coypus, whether with LIFE MICA improvements or not.

KPLI	Description	Parameter
Behavioral	Count of the institutions that will take	# institutions (outside LIFE MICA
change	action against muskrat and coypus,	partners) that will take action or ask
	whether with LIFE MICA improvements	to take action against muskrat and/or
	or not.	соури

The **Website KPI** will be fulfilled as the creation of a website dedicated to inform about the LIFE MICA project and is one of the consortium's commitments.

KPLI	Description	Parameter
Website/Online Will be fulfilled without fault as the creation of a website dedicated to LIFE MICA actions.	Will be fulfilled without fault as the	# visitors website
	creation of a website dedicated to	# news items
	LIFE MICA actions.	# times news items read
	# times mentioned in social media	
		# posts published on social media with a # reach
		# newsletters made
		# newsletter recipients



# 3 RESULTS SOCIAL IMPACT

## 3.1 REPLICATION AND TRANSFER KPI

The LIFE MICA project aims to disseminate the developed methods for coypu and muskrat management beyond the scope of the LIFE MICA project.

Initially, those management methods were only implemented in LIFE MICA project areas in Flanders, the Netherlands and Germany. However, extensive contacts with other institutions working with IAS were established. First steps were taken to enable the application of the developed methods for coypu and muskrat management in further regions (replication of the methods) or to allow the adaptation of the methods for the management of other invasive alien species as well as rare or protected species (transfer of the methods).

The following list names some of the activities for replication or transfer of the LIFE MI-CA methods:

- 2021: Contact with MST in Denmark about using the eDNA method for monitoring muskrat and coypu. A first eDNA monitoring was carried out in Denmark at the Høyer Kanal in 2022.
- 2021: Contact with the Dutch Zoogdiervereniging about the possible use of smart life traps for trapping raccoons.
- 2021: The Dutch Waterschap Hunze & Aa's is interested in using eDNA for beaver monitoring.
- 2022: Contact with the Dutch province Zeeland about the possible use of smart life traps for catching foxes.
- 2022: Contact with the Dutch bureau Biota (ecological consultancy, research and education agency) about smart system. They would like to adjust the smart system from the smart life traps to detect certain species for automatically opening and closing ecological passes.
- 2022: At the request of the Dutch Wetterskip Fryslân and Hoogheemraadschap Hollands Noorderkwartier, the UvA has drawn up a protocol for the monitoring and analysis of crayfish eDNA.
- 2022/2023: Collaboration with LIFE RIPARIAS in order to use the data from the MICA Dashboard for their exotic species monitor.
- 2023: Contact with Sweden about eDNA analysis for monitoring muskrats. The qPCR protocols were send to the Department of marine sciences, University of Gothenburg, Sweden.
- 2023: Online meeting with external organizations about cooperating to further develop the smart life traps, attended by: German hunter association, ROBOR, Spectro AG, Brain Builders, EPV Electronics and project partners.
- 2023: INBO and VMM make plans to implement eDNA monitoring for all waterways under control of VMM.

The replication and transfer KPI was assessed by looking at the number of new areas where LIFE MICA innovations are either replicated or transferred. Information was requested for the following parameters:

- 1. # areas of DNA mapping;
- 2. # km2 or hectares controlled by eDNA;
- 3. # smart life traps to control influx;
- 4. # camera traps to control influx.



DNA-Mapping: no extension of the areas of DNA mapping so far.

eDNA: For example, the data of UvA on the km of waterways monitored with eDNA analysis shows an expansion from 695 km (WF) and 331 km (NH) in 2021 to 3307 km (WF) and 1390 km (NH) in 2022. In the 1st half of 2023 as part of the semi-randomized sampling approach, 1660 km was sampled for WF and 740 km for NH. In Flanders 57 km were sampled and in Germany 12 km. eDNA will be used in several places for muskrat management in the Netherlands in 2024. Several regional water authorities have purchased equipment and reserved money for laboratory analyses.

If we look at the smart life traps, a total of 25 smart life traps have been deployed in the Netherlands, Flanders and Germany, in project areas and zoos.

Camera traps: No further camera traps were installed in other areas than project areas. All terrain partners who have used camera traps are interested in using them after the life project as well.

For more information about replication and transfer see report E2 and E3.



## 3.2 COMMUNICATION KPI

To assess the impact of all the dissemination effort done during and after the project to present LIFE MICA's results, the following parameters have been requested:

- 1. # own written articles about LIFE MICA innovations;
- 2. # times LIFE MICA projects are mentioned in articles (written by others);
- 3. *#* notice boards placed in project areas.

Regarding the first parameter, **own written articles**, all partners contributed to articles on the LIFE MICA website, the project group newsletters and the LIFE MICA newsletters. Furthermore, project partners contributed in different ways to own written information in other communication platforms.

UvA published a description of the project for the website "waterinnovatieprijs" (12/2021) as the e-DNA Autosampler was nominated for the innovation price "waterinnovatieprijs": <u>https://waterinnovatieprijs.nl/genomineerden/muskus-en-beverrat-edna/</u>. Also, UvA published an article in magazine Land + Water (04/2022) and an abstract for the "International Conference on Aquatic Invasive Species" (ICAIS) in 2022. For the same conference, also INBO contributed with an own abstract.

ITAW contributed with articles in institutional magazines, in the general press and published scientific abstracts. For example, articles were published in a German hunting magazine of Lower Saxony ("Niedersächsischer Jäger, 8/2021), in the local (Cellesche Zeitung, 22.05.2021) and in the general press (TAZ Nord, 22.11.2022). Abstracts were submitted to scientific conferences and published in the conference book of abstracts: in 2021, ITAW attended to the 35th IUGB 2021 (International Union of Game Biologist) conference and in 2022 to the VWJD conference ("Vereinigung der Wildbiologen und Jagdwissenschaftler Deutschlands e.V.").

WSRL published 4 own written news items in 2022. Also, WSRL used other platforms for its communication activities. For example, videos were made and published to raise awareness of the LIFE MICA project: https://www.youtube.com/user/wsrivierenland. A visual contribution to disseminate information of innovative methods available with different subtitles languages was created by ITAW and shared through the TiHo Youtube channel on the LIFE MICA website (https://www.youtube.com/watch?v=WY5-\_\_1Ultl). VMM mentioned to have own written articles about LIFE MICA innovations:

- General project information: <u>https://en.vmm.be/projects/water/life-mica</u>
- 2019: Start project: <u>https://www.vmm.be/nieuwsbrief/oktober-2019/life-mica-waar-moderne-technologie-en-oude-beroepen-elkaar-vinden</u> y
- 2022: from fur animal to invasive species: https://www.vmm.be/nieuwsbrief/maart-2022/de-muskusrat-van-gewildpelsdier-naar-verguisde-exoot

INBO presented <u>a poster</u> about the LIFE MICA project at ICAIS 2022.

In addition to own written articles, the LIFE MICA project was also mentioned **in articles written by others.** This belongs to the collected data on the second parameter: number of times LIFE MICA projects are mentioned in articles (written by others).

UvA specified that the Dutch newspaper 'IJmuider courant' mentioned LIFE MICA in 2020. Furthermore, UvA described that in 2021 the LIFE MICA project was mentioned in 7 written articles, 1 national radio mention, 1 national tv news mention, and 1 regional tv mention. In 2022, 13 mentions in articles written by others were reported, and, moreover, ITAW reported that the LIFE MICA project was mentioned at least 3 times in the general press in Flemish, Dutch and German press in the same year. WSRL discussed that the LIFE MICA project was mentioned in 1 scientific report and 5 news. Be-



low, a selection of reports, magazine, and general press articles in which the LIFE MICA project was mentioned are presented.

- Scientific report: "An ethical evaluation of management methods of invasive exotic raccoon (Procyon lotor) in the Netherlands".
- News articles:
  - <u>https://www.h2owaternetwerk.nl/h2o-actueel/meer-muskusratten-gevangen-door-extra-bestrijding-in-westen</u>
  - <u>https://www.naturetoday.com/intl/nl/nature-</u> <u>reports/message/?msg=27417</u>
  - o <u>https://www.robor-nature.eu/oplossingen/slimme-kooi/</u>
- Press release:
  - <u>https://www.bnnvara.nl/vroegevogels/artikelen/slimme-vangkooi-voor-</u> <u>muskusrat-en-beverrat</u>
  - <u>https://www.ad.nl/tiel/slimme-kooi-moet-beverratten-vangen-en-</u> <u>eenden-weer-vrijlaten~a1882953/</u>
  - <u>https://www.gelderlander.nl/winterswijk/primeur-slimme-vangkooi-herkent-en-vangt-eerste-beverrat-bij-grens~aa6eb376/</u>
  - <u>https://overbetuwe.nieuws.nl/nieuws/40403/slimme-vangkooi-herkent-en-vangt-eerste-beverrat/</u>
  - <u>https://www.knvvn.nl/primeur-slimme-vangkooi-herkent-en-vangt-eerste-beverrat-bij-grens/</u>

Next to written pieces, WSRL pointed out that the LIFE MICA project was also mentioned in video's, documentaries, posters, radio or social media such as:

- Poster presentation on the LIFE MICA project with a focus on smart-life traps. A smart life trap was brought as an example by HAS University.
- TV recordings were made by the regional public broadcaster 'Omroep Gelderland' in 2022. This in response to the first coypu catch with the smart life trap. <u>https://www.youtube.com/watch?v=nNgCq4IV1p0</u>
- Radio recordings were made for the Dutch program 'Vroege Vogels' on radio 1. This in response to the first coypu catch with the smart life trap.
- WSRL collaborated on a documentary made by the German channel "Arte" about coypu, in which also the LIFE MICA project was explained. <u>https://www.arte.tv/de/videos/107194-061-A/re-jagd-auf-biberratten/</u>

Regarding the third parameter, i.e. the **number of notice boards** placed in project areas, all partners of the LIFE MICA project completed the task in 2020 by placing the boards in their own areas according to the project plan.

Briefly, VMM reported to have installed 2 notice boards in every of the 4 Flemish sites, for a total of 8 notice boards. UvW specified that 3 notice boards have been placed in project areas when the eDNA sampling started. LWK NDS and ITAW reported that 4 notice boards were placed in the 3 German project areas. WSRL specified that 1 notice board has been placed in project area. In 2022, WSRL stated that 1 information board was temporarily in Gelderse Poort. In conclusion, all foreseen notice boards were placed in all project areas.

The results show that from the beginning of the project, notice boards were placed, and this contributed to inform people passing by in a single location about the LIFE MICA project.



## 3.3 AWARENESS RAISING KPI

The awareness raising KPI consist of two descriptions. On the one hand, it is described as the number of invited people and institutions to the workshops, conferences and other communication meetings that will be held around the trapping of muskrats and coypus. This is measured by the parameter:

1. # of communication events presenting LIFE MICA with # attendees and #contact moments from external companies with project staff.

On the other hand the awareness raising KPI is described as a measure of public awareness. This is measured by the parameter:

2. #notifications of presence of muskrat or coypu in project areas by the public.

The first parameter **# of communication events presenting LIFE MICA with # attendees** tracks the number of communication events held to present the project and the number of people who attended these events.

Invited institutions for workshops, conferences and other communication events like Open-Days in the project areas included always: interested public, management authorities, scientific institutions, trapping and hunting organizations, nature conservation organizations. An average of 20-30 invitees participated on workshops or Open-Days of the MICA project. On fairs and conferences where the MICA project was presented, several hundred people participated. Trappers and hunters and representatives of their organizations have been always invited to participate in workshops and open days of the MICA project. There have been requests about information on the project and questions about potential collaboration from some citizen organizations.

In 2020 and 2021, due to COVID-19 pandemic, some communication events could not be organized. With the implementation of social distancing guidelines and restrictions on large gatherings, many in-person events were cancelled or postponed. ITAW describes that the MICA project has been presented at two fairs on hunting in Germany (before March 2020) with around 100.000 visitors each (Pferd und Jagd 2019, Jagd und Hund 2020).

Nevertheless, project partners managed to attend or hold virtual events. Online open days have been hold for all German project areas in 2021. Although virtual events were not a perfect substitute for in-person gatherings, they provided an alternative means to connect with stakeholders and maintain awareness of the ongoing project. About 20 to 25 attendees participated for each open day event.

Multiple physical open days have been organized to present LIFE MICA.

- 2022 Open-Day LIFE MICA Gelderse Poort in Gendt (23 attendees)
- 2022 Open-Day LIFE MICA Wortel/Hoogstraten (25 attendees, 4 institutions)
- 2022 Open-Day LIFE MICA Lemmer, Fryslan (53 attendees)

UvA:

- 05/2021 Presentation of eDNA method on LifeWatch ERIC NIS Workshop with around 150 attendees.
- 12/2021 Finalist for the Waterinnovatieprijs. Number attendees unknown.
- 07/2022 Svenska Jagereforbundet with around 7 attendees (UvW-H&A).
- 04/2022 ICAIS poster presentation with around 500 attendees.



• 07/2022 Presentation Workshop replicability LIFE-MICA/RIPARIAS with around 30 attendees (UvA).

#### UvW:

- 01/2020 kick-off meeting eDNA for trappers and staff, 22 attendees
- 01/2020 kick-off meeting DNA mapping for trappers and staff, 70 attendees
- 01/2022 Teams meeting interim results DNA Mapping, around 40 attendees
- 05/2023 Presentation LIFE MICA project for the Nordic reference group on the management of invasive alien predators with around 50 attendees from Denmark, Sweden, Finland, Norway and Netherlands (UvW)

#### ITAW:

- 04/2020 Presentation of LIFE MICA at two fairs on hunting in Germany (before March 2020) with around 100.000 visitors.
- 2020 seminars (=8) informing the hunters associations about the MICA project have been held, attending each around 150 hunters.
- 2021 Poster presentation at 35<sup>th</sup> IUGB conference (International Union of Game Biologists), an in-person event with more than 100 attendees
- 2021 Joint online workshop LIFE MICA and LIFE Riparias
- 06/2022 Oral presentation at VWJD (organization of wildlife biologists and researchers – "Vereinigung der Wildbiologen und Jagdwissenschaftler Deutschlands e.V."), an in-person event with about 150-200 attendees
- 2022 Conference on the management of vertebrate invasive alien species of Union concern – incorporating animal welfare
- 2022 Joint workshop LIFE MICA and LIFE Riparias
- 05/2023 Oral presentations which mentioned the LIFE MICA project at the international LIFE-meeting organized by INVASAQUA "Exchanging experiences on invasive alien species in Europe"

#### INBO:

• 2022 Poster presentation at ICAIS Conference (The International Conference on Aquatic Invasive Species): a hybrid event involving 212 on-site and 176 off-site participants from 41 countries.

#### VMM:

- 2022 info day muskrat trappers (70 participants, internal)
- Sint-Laureins meeting (twice, 6 participants, 3 institutions)

#### WSRL:

- 2022 Conference on the management of vertebrate invasive alien species of Union concern – incorporating animal welfare
- 2022 Presentation at online workshop "Invasive art Nutria"
- 2022 Joint workshop Life MICA and LIFE Riparias
- 2022 Stand at Event "Onze Digitale toekomst"
- 2022 Online visit open day "Invasive Alien Species Threats in Terrestrial Areas and Inland Waters in Turkey Project" (ITAW was also attending)
- Presentation at the Jahrestagung der Wasser- und Bodenverbände
- 2022 Presentation smart life traps at CaLutra day
- 2023 Smart life trap was demonstrated to the new board of WSRL

More communication has been done. Details in the documentation on E2-E3.



The measure of the public awareness was done by the parameter the **notifications of presence of muskrat or coypu in project areas by the public**.

LWK NDS: in 2022, Catches "Aschau Teiche" Muskrat: none, Coypu 38; "Vechte": Muskrat: 134, Coypu: 187; "Dümmer" unknown.

VMM: In 2020, 325 muskrat sightings have been submitted through citizen science portals in Belgium. 166 for Coypu. In 2022, 500 muskrat sightings have been submitted through citizen science portals in Belgium. 421 for Coypu.

WSRL: on average WSRL receives 50 notifications per year. However, this is not for the project area Gelderse Poort only, but for all areas that MRB-RL manages. The control of muskrat and coypu is carried out by professional trappers.



## 3.4 BEHAVIORAL CHANGE KPLI

The behavioral change is assessed by requesting the following parameter:

1. # institutions (outside LIFE MICA partners) who will take action or ask to take action against muskrat and/or coypu

The result of the parameter: **number of institutions (outside LIFE MICA partners) who will take action or ask to take action against muskrat and/or coypu** shows that there are 8 organizations that trap muskrats in the <u>Netherlands</u> in the so-called 'Themagroep Muskus- en Beverratten' (TMB): Brabant, Flevoland, Fryslân, Limburg, MRB-RL, MRB-WMNL, NONL, Zeeland. Waterschap Rivierenland is part of MRB-RL.

In <u>Germany</u>, the following institutions are involved in muskrat and coypu management: the "Rechter Weserverband", the "Linker Weserverband", the Waterschappen of the city of Bremen, the State Office for Environment Brandenburg and all members of the "Wasserverbandstag" (the Union of the Waterauthorities). Coypus are subjected to the hunting law in most German Federal states. During the LIFE MICA project, communication events in hunters communities, with management authorities, nature conservation organizations and other stakeholder groups resulted in an increased awareness of the need for a joint management approach for coypus and muskrats.

VMM from <u>Flanders</u>, states that the amount of organizations managing muskrat and coypu will not change throughout the project. VMM is responsible for 3 provinces and part of 2 other provinces. Other muskrat managers are Rato VZW and Province of West-Flanders (and their municipalities and polders) since Muskrat and Coypu are being trapped/managed with near 100% coverage of Flanders we do not expect any change due to LIFE MICA



#### 3.5 WEBSITE/ONLINE KPLI

Will be fulfilled without fault as the creation of a website dedicated to LIFE MICA actions. Link to the LIFE MICA websites: <u>https://lifemica.nl/, https://lifemica.eu/ or https://lifemica.de/.</u>

To assess the website/online KPLI, the following parameters have been requested:

- 1. *#* visitors website
- 2. # news items
- 3. # times news items read
- 4. # newsletters made
- 5. *#* newsletter recipients

The data gathered from 2020 to 2022 shows an increase in visitors and sessions on the LIFE MICA website. In 2020, from 1 March until 17 Sept<sup>1</sup>, there were 332 visitors. This number increased to 978 visitors in 2021. The most growth was seen in 2022, when there were 2,321 visitors. This shows an increase in website traffic over the years.

The data shows that the amount of news items posted online at the website in the last three years has increased. In 2020 there were 5 news items, while in 2021 this number had risen to 7. In 2022, the number of news items had further increased to 15. The data also shows that the popularity of the news items has increased between 2020 and 2022. In 2020, the news items were read 168 times, while in 2021 this number increased to 267. In 2022, this number had further increased to 1,430.

In 2020, one newsletter was produced and sent to 56 persons. The following year, 2021, one newsletter was produced in three different languages (Dutch, English and German), and sent to 79 persons. This trend continued in 2022, with three newsletters in three languages sent to 105 persons. This indicates an increase in the number of newsletters and recipients over the past three years. It also suggests that the website and its newsletters are becoming multilingual, indicating a greater outreach to a broader audience.



# 4 CONCLUSIONS

In light of the results, the following conclusions can be drawn from this project.

**Replication & transfer:** The concept of replication and transfer of LIFE MICA innovations shows broader application and scalability. The MICA project has established a wide range of contacts with other institutions working with coypu and muskrat in Europe. The partners of the MICA project regularly exchange knowledge and expertise with other institutions or research instituted that deal with management of coypus and muskrat in the MICA member states (the Netherlands, Germany, Belgium) and beyond (e.g. Denmark, Sweden). Furthermore, the results suggest that there is also interest in the developed methods of LIFE MICA for the management of other invasive species (e.g. raccoon, ruddy shelduck, Chinese mitten crab, crayfish) and provide interesting tools for innovative management.

**Communication:** Through the years, 2020 to 2022, an upward trend is seen in the number of times the LIFE MICA project was mentioned in communication platforms. Efforts were made by self-written articles, but the LIFE MICA results were also mentioned in articles written by others. Information and results of LIFE MICA were communicated in writing, but also through other communication platforms such as video, television or radio channels. This reflects a variety of communication efforts during the project time. By sharing the results and experiences of the LIFE MICA innovations, others sectors, entities, regions or countries can benefit from the knowledge and experience gained in the project LIFE MICA, and can use it to develop their own initiatives (transfer & replicability).

**Awareness raising:** The project's numerous communication events presenting LIFE MI-CA and the significant number of attendees indicate stakeholder engagement, and the project success in raising awareness.

**Behavioral change:** Netherlands anticipates no changes in the number of organizations managing muskrat and coypu throughout the project due to LIFE MICA, as it is already begin executed with 100% coverage. VMM (responsible for 3 provinces and part of 2 other provinces) from Flanders anticipates no changes in the number of organizations managing muskrat and coypu throughout the project due to LIFE MICA, as it is already begin executed with near 100% coverage of Flanders. In Germany, during the LIFE MICA project, communication events in hunters communities, with management authorities, nature conservation organizations and other stakeholder groups resulted in an increased awareness of the need for a joint management approach for coypus and muskrats.

**Website:** The analysis of the website's performance during the LIFE MICA period showed positive results. Overall, the observed increase in website traffic, the growth in the number of news items, the rise in readership and the expansion of multilingual newsletters all indicate to a positive trajectory for the website. The results suggest that the website is successfully attracting a larger audience, engaging readers, and evolving into a more inclusive platform.