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**II JORNADES DE BOTÀNICA A MENORCA**  
 Illes i Plantes: conservació i coneixement de la flora a les illes de la Mediterrània

One of the main objectives of LIFE Nature projects is to promote social awareness of major issues and conservation objectives on which they operate. The LIFE+ RENEIX project aims to restore degraded areas where some of the richest and most threatened plant communities develop on the island.

## Main threats to the conservation of biodiversity in Menorcan coastal habitats

Urbanization



Road opening



Excessive human frequentation



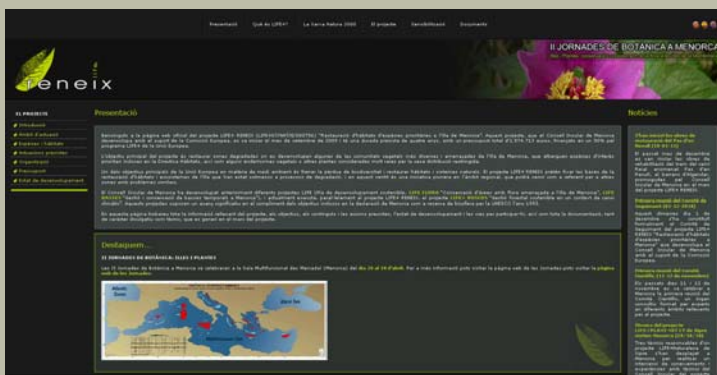
Proliferation of motorized access



Public awareness within the LIFE+ RENEIX project is focused on two major aspects:

- to prevent misuse of the natural environment (i.e. motorized traffic outside the established roads, motocross, excessive pedestrian traffic, ...),
- to promote a public awareness of the value of the biodiversity and ecosystem services it provides

## Website



## Educational materials and placards



## Information spread through the local mass media



## Active citizen involvement in habitat restoration (volunteer days)



## Educational botanical routes



## Awareness campaigns for motorists

