

# EUROPARC ST Charter, Part 2

Role of Entrepreneurs in Certification Process -  
pilot methods and models

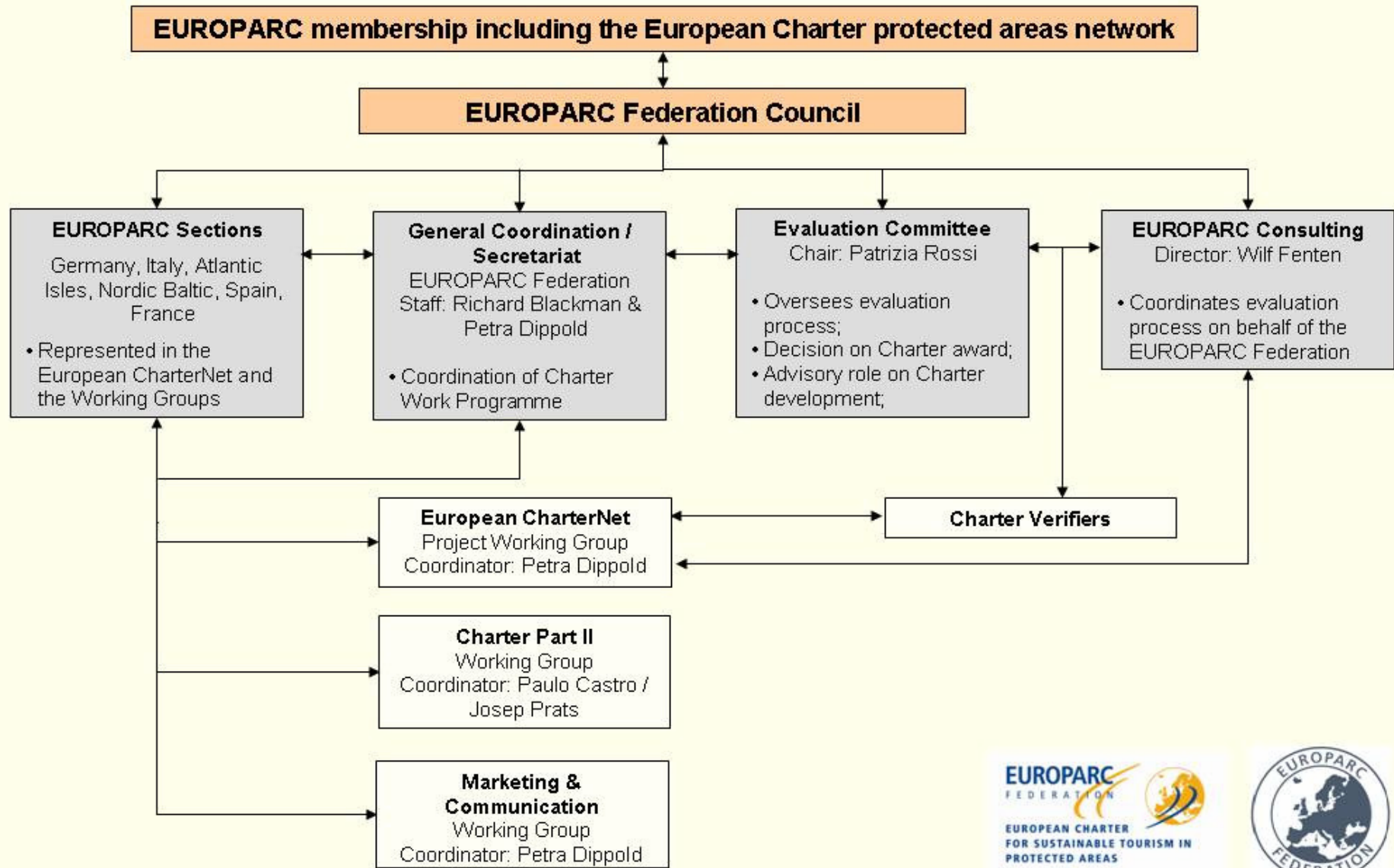
E N-B Section, Dovrefjell 21.8.2008  
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# Charter Parks 2007



## European Charter for Sustainable Tourism in Protected Areas



# Candidates and re-evaluations 2008

## **Candidates** for the European Charter in 2008

- Spain 6 parks
- France 3 parks
- Italy 4 parks
- UK 2 parks

## **Re-Evaluations 2008**

- Naturpark Insel Usedom (D)
- Parc national des Cevennes (F)
- Parc naturel régional du Contentin et du Bassin (F)
- Parco nazionale Monte Sibillini (I)
- Mourne AONB (UK)

## **Re-evaluations 2009**

- **Syöte NP (Fin)**

# Latest steps

- **January 2008**
  - Pilot Guidelines for E Charter part II
- **19.-30. May 2008**
  - 9th Conference of the Parties of the Convention on Biodiversity (COP9), Bonn, Germany, [www.biodiv.org](http://www.biodiv.org)
  - Charter and biodiversity comparison
  - Best practice collection publication “Joining Forces”
- **3.-6. June 2008**
  - Annual European Charter Network Meeting, Mercantour National Park & Alpi Marittime Nature Park
  - Web for charter info, models for partnerships, project networking
- **August 2008**
  - European Interreg IVC project idea on E ST Charter
    - Networking, languages, certification cases, park and business, education and capacity

# EUROPARC

## Sustainable Tourism Partnership

### STC Part II

- Integration of enterprises and other partner units to parks
- E Priority focus 2008-2009
- E encourages the Sections to develop the method for part II
- The use of E logo
- conditions for the agreement contract
- instructions on details like the quality levels, certification period, environmental action plan and verification

# Method by the Part II WG; a

- Co-operation follows the basic charter principles
- Contract signed by park and enterprise
- Business commitments on European level and local level defined by Park Forum
- Park or resort as the regional framework

## Commitments to:

- (i) an understanding of needs and the impact that tourist activity has on the natural environment.
- (ii) mutual agreement that tourism creates a positive contribution to the social and economic development of the area thus contributing to a better place to live in for local people.
- (iii) analysis and agreement of the compatibility of tourism products and services within the protected area to ensure they do not destroy the natural or cultural heritage.
- (iv) diagnosis by the respective business on all its activity.
- - a review of environmental, energy and transport in the operation of the business;
- - formulation of own ideas for environmental sustainability and their practical application, in line with the protected area management plan;
- - measures to encourage visitors to positively contribute through volunteering or visitor payback to enhance the local heritage or natural environment.

# Method by the Part II WG; b

- Integration to Park Forum
- Environmental Action plan
- Verification by park
- Monitoring by park in 3 years intervals
- European Charter Partnership Agreement
  - "Model Agreement" in guidelines Annex 1
  - "Model Certification" in guidelines Annex 2
- "European Charter Partner" vip-privileges:
  - support and priority from the park
  - right to use Charter logo and the park logo
  - information and visibility integrated in park marketing



# Benefits for businesses

**(i) increased visitor satisfaction and repeat bookings;**

**(ii) reducing operating costs through better management and sustainable use of resources (energy, water, etc);**

**(iii) allocating visitor spend in the local economy through use of distinctive local food and other products as well as promoting local events, festivals and customs;**

**(iv) engagement with the protected area staff and other local stakeholders in the joint development of the area's tourism strategy; allocation of public investments to the resort**

**(v) examples of other benefits or developing new commercial opportunities, by:**

- new customers attracted by the protected areas;
- tourism segment based on discovery of the environment;
- creating off-season tourism;
- working with other economic sectors in the area and purchasing products and services locally;
- receiving information on tourist numbers in the protected area and future forecasts of potential visitors;
- better organisation and management in the area as a whole;
- providing high-quality information about the protected area.

**Informing customers about E STC, in marketing material and in customer service, can be a cost-effective marketing tool.**

# Key opinions from business

- Charter logo has no marketing capacity
- Charter is not an ecolabel certificate
- Charter is adaptive
- Charter means quality



# Method of Forest Bowland AONB, GB

- Environmental quality assured by external green certificate
- No use of E STC label
- No action plan
- Otherwise like E Guidelines
- Green ecolabel



# German version



# Method of Spain

- Park Logo not in use in connection to E Charter
- Otherwise according to the E Guidelines
- Regional supporting organisation and funds for the benefit of E STC Partner process



# Method of Koli NP, Finland

- EU Interreg project NEST for the planning
- Park Forum-Partner Strategy
- Partners own Action Plan
- Verification by park
- Detailed agreement
- Integrated certificate
- Realisation project support
- 5 years rotation



# ST Commitment by enterprises

- **PARTNERSHIP AGREEMENT**

- The (*xxxx name of tourism sector establishment /business, association*) is working in partnership with Koli National Park contributing to sustainable tourism in Koli Resort.

- As Charter Partners we undersigned are committed to implementing each of the following actions.

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- **Purchasing and Waste**

- 1 Using environmentally friendly products, adopting eco-labeling, minimizing waste through recycling and conserving energy and water.
- 2 Favoring local products in menus, shop sales and displays and explaining to customers the connection with the local area.

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- **Information and Events**

- 3 Providing a comprehensive range of local visitor information
- 4 Highlighting local events, festivals and customs of the area to guests.

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- **Travelling Around**

- 5 Promoting the use of public transport to visitors wherever possible.
- 6 Promoting the many opportunities to explore the area on foot, bike or horse.

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- **Supporting Conservation**

- 7 Providing opportunities for visitors to volunteer their time or financially contribute to conservation activities.
- 8 Managing grounds/buildings to encourage more wildlife and an attractive local environment.

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- **Marketing and Promotion**

- 9 Encouraging guests/customers to visit or return during shoulder periods.
- 10 Use images of less popular sites to encourage visitor dispersal.

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- All actions are planned and implemented according to the environmental development plan for xxx.

# Certificate for Sustainable Tourism Partnership



- Koli NP is a model site of sustainable tourism accredited by the EUROPARC STC certification for years 2007-2011

- NN is a Sustainable Tourism Partner for the Koli NP.
- NN has prepared the sustainable development plan for environmental actions in co-operation with the Koli NP and committed to follow it during 2007-2011.

**Koli 1.10.2007**

**Park director   xxx  
xxx**

**Entrepreneur xx**



# Next steps for the implementation; the project for realisation of the plans

- EU Regional development project "North-Karelian Heritage" application in September 2008
  - 4 sites incl. Koli NP
  - Realization of the Koli NP STC Actions Plans
  - 0,6 milj € during 2008-2010
  - Investments of enterprises included (50 %)
  - Metsähallitus + Geological Survey Finland + municipalities + 25 enterprises



# European STC project initiative



- Interreg IV C European network
- 2008-2010
- Candidates and old Charter parks for 2.nd period (twinning)
- 4-6 park twins
- Network infra
- Charter plans
- Starting investments
- Language versions
- Education and capacity
- ~200 000 e/partner
- Lead partner??  
Partners?

If interest in project  
partnership,  
please contact

Thank you

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