



EUROPARC NORDIC-BALTIC

Newsletter No.1: 2012

www.euoparc-nb.org

Winter with springly air in Western Estonia. Photo by L.Nikula, 08.03.2012



Spring is coming, you can feel it already with your nose, but perhaps not yet in your bones. Spring is the time we Nordic people wait the most- birds are arriving, nature starts to blossom and after that a warm summertime is coming!

This is the first newsletter of the Estonian EUROPARC Nordic-Baltic section presidency. In this newsletter you will read about what is happening at the member's level, summary about the green infrastructure seminar and of course important dates and events to remember!

Section joins project on volunteering management

The Nordic-Baltic section has been invited to become a 'silent partner' in the EU-Grundtvig funded project „Volunteer Management in European Parks“ led by EUROPARC Germany (<http://www.volunteers-in-parks.eu/start>), which seeks to raise the profile of volunteering and develop good practice in volunteer coordination. From the Nordic-Baltic section side, coordinator Nele Söber will be the contact person.

An important part of the project is to facilitate the exchange of experience on volunteering through a tutoring

programme, where protected areas volunteer coordinators may benefit from tutoring in another European protected area.

Since the section is not a legal body, a full partnership is not possible, but the section can become a silent partner and thus still section members gain access to activities organised by the project.

Read more about the project here: <http://www.euoparc.org/what-we-do/volunteer-management>

News from our members

SWEDEN / A common brand for National Parks of Sweden / Evelina Selander, Nele Söber

National Parks of Sweden have become a more distinct brand, which is now the main symbol of protected nature.



The new brand will help Sweden to demonstrate that National Parks are something special.

„Our goal is to make brand *National Parks in Sweden* attractive, accessible, recognized and appreciated“, says Anna

von Sydow, national park coordinator of the Swedish Environmental Protection Agency (EPA).

The idea behind the brand *National Parks of Sweden* according to Evelina Selander, who is responsible for the implementation of this brand at the Swedish EPA: “ We want *National Parks of Sweden* to attract more visitors. This allows more people to enjoy nature and be inspired to learn more about nature. And this concept contributes to an understanding of nature conservation.”

Through a common brand, a common way of working with communication in the National Parks is created. Communication is an important tool in the work of nature conservation. Each National Park and its unique values will be highlighted when all the *National Parks of Sweden* are communicated in a similar way.

The brand *National Parks of Sweden* has two components that together create an overall impression and makes the National Parks more easy to recognize:

- A brand strategy that describes how we want the National Parks to be and to be seen.

- A visual identity, which describes how the logos, colors and images on the billboards, leaflets and the Internet should look like. The visual identity also includes a three dimensional marker designed as a golden crown indicating that this is a National Park.



Hamra National Park

(established in 1909) was the first Swedish National Park to implement the new visual identity. At the same time Hamra National Park has been extended, from being only 28 hectares to about 1400 hectares now including old-growth forest, marshland and a river. Hamra National Park was re-inaugurated in September 2011.



ESTONIA / The Worlds Wetland Day 2012 / Anneli Roosalu, Nele Söber

Estonian Environmental Board organized a seminar „Protected areas, tourism and local communities“ on 8-9 Feb 2012 in Viljandi county, Estonia for protected areas stakeholders. The motto of Worlds Wetland Day in 2012 was „Responsible tourism supports wetlands and people“. There are lot of stakeholders in wetlands, who are dealing with tourism issue. The themes of the seminar were nature tourism in protected areas in Estonia and how to communicate more with local people and local entrepreneurs, who are interested in working and living in the region of wetlands.

On the first day the focus was on nature tourism as such in protected areas and on the second day participants were able to compare 5 Estonian National Parks especially on the topic how local communities (including local non-profit organizations) and state organizations collaborate with each other. Resulting fruitful discussions and helpful presentations are needed for the further nature tourism communication and development in Estonia.

2012 is nature tourism year in Estonia (source: Estonian Tourist Board, www.visitestonia.com).

Kaja Lotman / presentation about Charter, 08.02.2012



ESTONIA / Exceptional wetland / Nele Söber

Ramsar Secretariat chose Haapsalu-Noarootsi wetland in Lääne county (**NB! the area of spring seminar excursion!**) for other countries to take as a model because of this area's protection, use and management. The secretariat brings out the capability of Estonians on linking sustainably humans, nature and nature education.

Read more about it here:

http://www.ramsar.org/cda/en/ramsar-news-2000ramsarsites/main/ramsar/1-26%5E25624_4000_0

SWEDEN / Junior ranger programme / interview with Mike Bishop

Why is this spring important? „A new season arrives at Kullabergs naturreservat in Skåne and thus we are preparing to launch our first Junior Ranger programme. Together with the launch of the Junior Ranger programme we will be the first protected area in Sweden to offer EUROPARC Junior Ranger programme.“

How does the process look like? „Daniel Åberg and I will be meeting prospective Junior Rangers soon to conduct interviews where ten lucky future Rangers will be chosen. Training of our Junior Ranger will also begin quite soon as some voluntary work will be done in the local area. Contact has been taken with various organisations in the local area to see where we can be of help. We have received a positive response from all the contacted persons. Children will receive instruction on meeting visitors to the nature reserve and about working within the service industry in general. Because Kullaberg's Junior Rangers will meet thousands of visitors of all different nationalities during the spring and summer.“

What is the aim of the Junior Ranger programme?

„One of the aims is to give Junior Rangers the chance to actively participate in the planning and running of the programme. A Facebook page has been created for the Junior Rangers of Kullaberg where they can share their experiences and reflections on their time as Junior Rangers, and hopefully inspire others. Having our Junior Rangers take an active role will give the young people involved in the programme the tools to help develop as individuals and take responsibility upon themselves which will serve them well later in life.“

After the first season as part of the Junior Ranger programme a report will be written where Kullabergs naturreservat will evaluate how things have gone during their debut period. This report will be available to other EUROPARC members who are interested in the programme.

Contact Mike Bishop (Mike.bishop@lansstyrelsen.se) for more information.

SEMINAR ON GREEN INFRASTRUCTURE 7.-8.03.2012 / Estonia

Welcoming words of the seminar were made by the section's new president **Kaja Lotman**, who thanked the previous section president **Thomas Hansson** with an Estonian honeypot. **Leelo Kukk** from Estonian Environmental Board confirmed that the presidency status is very important for Estonia and assured that they will do their best to achieve the objectives of the section.

The first block of presentations gave an insight into what is meant by the term „green infrastructure“ (GI). **Karin Zaunberger** from European Commission introduced the term with what kind of benefits it can provide. **McKenna Davis** from Ecologic Institute gave an overview of the Institute's study on several European GI projects, their design, implementation and costs. **Kalev Sepp** from Estonian University of Life Sciences looked upon the background of the GI concept and what can be learned from the previous experiences according to the examples of Estonian developments in this field.

The second part of the seminar concentrated on the several examples of GI implementation. **Martin Strnad** from Nature Conservation Agency of the Czech Republic showed Czech approach to GI, stressing that landscape connectivity is a vital precondition for conservation of ecosystems. **Jörg**

Schmiedel from BUND observed the phenomenon „Green Belt“, which does not only include nature but also cultural aspects. **Raluca Dan** from WWF Danube-Carpathian Programme showed GI examples in South-East Europe, focusing on Lower-Danube area, where the lessons learnt were connected with involving communities and taking into account also social-economical aspects. **Hanno Zingel** from the Estonian Ministry of Environment gave an overview about the Estonian nature conservation developments. **Lauri Klein** from Estonian Environment Information Centre proposed several methods on how to integrate GI into spatial planning by looking on the common measures and understandings. **Andris Urtans** from Latvian Nature Conservation Agency demonstrated Latvian initiative „Place a Stone in a Stream“, which aims to support and increase biodiversity in rivers.

The seminar workshops focused on 4 topics: benefits of GI, Natura 2000 principal and administrative coherence, next steps to implementing GI, how functional is GI.

More detailed summary, all the presentations and workshop discussions can be found on the section webpage: <http://europarc-nb.org/seminars-and-events/seminars-in-the-past/protected-areas-as-part-of-gre/>

Store Mosse National Park (Sweden) will celebrate its 30th anniversary on 27th of May. Read more about it here: www.storemosse.se or www.facebook.com/Store.Mosse.Nationalpark

The deadline for the registration for the 11th International Junior Ranger Camp is 18th of May!
The camp will take place in Slovenia from the 21st to the 28th of July. The camp title will be: "PATH-FINDER: find your way through park informations".

Read more about it here: <http://europarc.org/what-we-do/junior-ranger/11th-international-j/>

The LIFE+ deadline for proposals is 26.09.2012!

Read all about it here:

<http://ec.europa.eu/environment/life/funding/lifeplus2012/index.htm>

The Alfred Toepfer Natural Heritage Scholarships 2012 are now open for applications! The award provides three young (under 35) European conservationists with €3 000 to undertake a study visit to one or more protected areas in European countries other than their own. It is given by the Alfred Toepfer Foundation and the EUROPARC Federation.

The deadline is Friday 11th of May and applications can be filled in online at www.europarc.org

UPCOMING DATES & EVENTS / March-June

- March 31** **Deadline for staff exchange programme between EUROPARC and Australia & New Zealand**
www.parksforum.org/cms/pages/International-Staff-Exchange-Programme.html
- May 11** **Deadline for Alfred Toepfer Scholarships 2012 applications**
europarc.org/what-we-do/alfred-toepfer-schol
- May 20-23** **EUROPARC seminar „Conflict management in protected areas“ / Siggen, Germany**
europarc.org/whats-on/siggen-seminars
- May 24** **European Day of Parks „See the sky. Touch a tree. Feel the air. Find yourself“**
europarc.org/whats-on/european-day-of-park
- June 11-14** **TransParcNet meeting / Finland**

Deadline for the next newsletter contributions is June 1st 2012!

EUROPARC Nordic-Baltic Section

