



Partly financed by the European Union (European Regional Development Fund)

# European Charter Parks

Trends, steps, cooperation,  
problems

Lasse Lovén

Metsähallitus

Natural Heritage Services

Finland

# TREND 1

## Ecolabels to assure the quality



**EUROPARC**  
FEDERATION



**EUROPEAN CHARTER  
FOR SUSTAINABLE TOURISM IN  
PROTECTED AREAS**



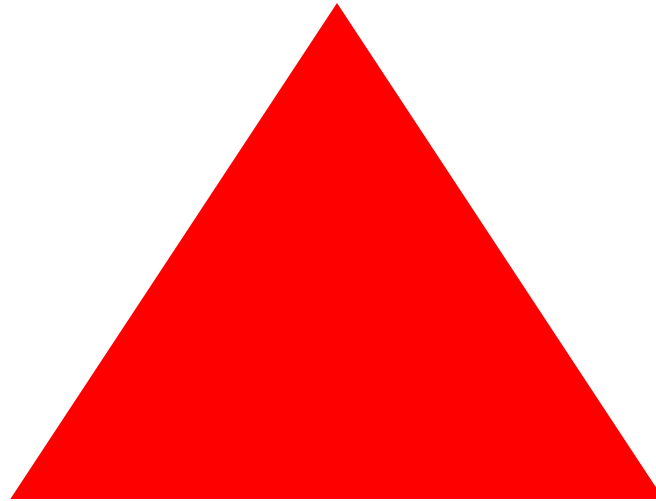
# Rising value of PARK LOGOS in nature tourism marketing



# TREND 2

## Sustainable Development on the Benefit Streams produced by Ecosystem Services

ecological aspects



economic  
aspects

social  
aspects

# TREND 3

## Best practice in all the aspects

- Economical management tools for cost-effective performance
- Ecological objectives and indicators for supporting the biodiversity
- Community based social methods for creating cohesion and social capital



**EUROPARC  
Federation**

**EUROPARC  
National  
or Regional  
Sections**

**EUROPARC  
Headquarte  
rs  
in Regensburg**

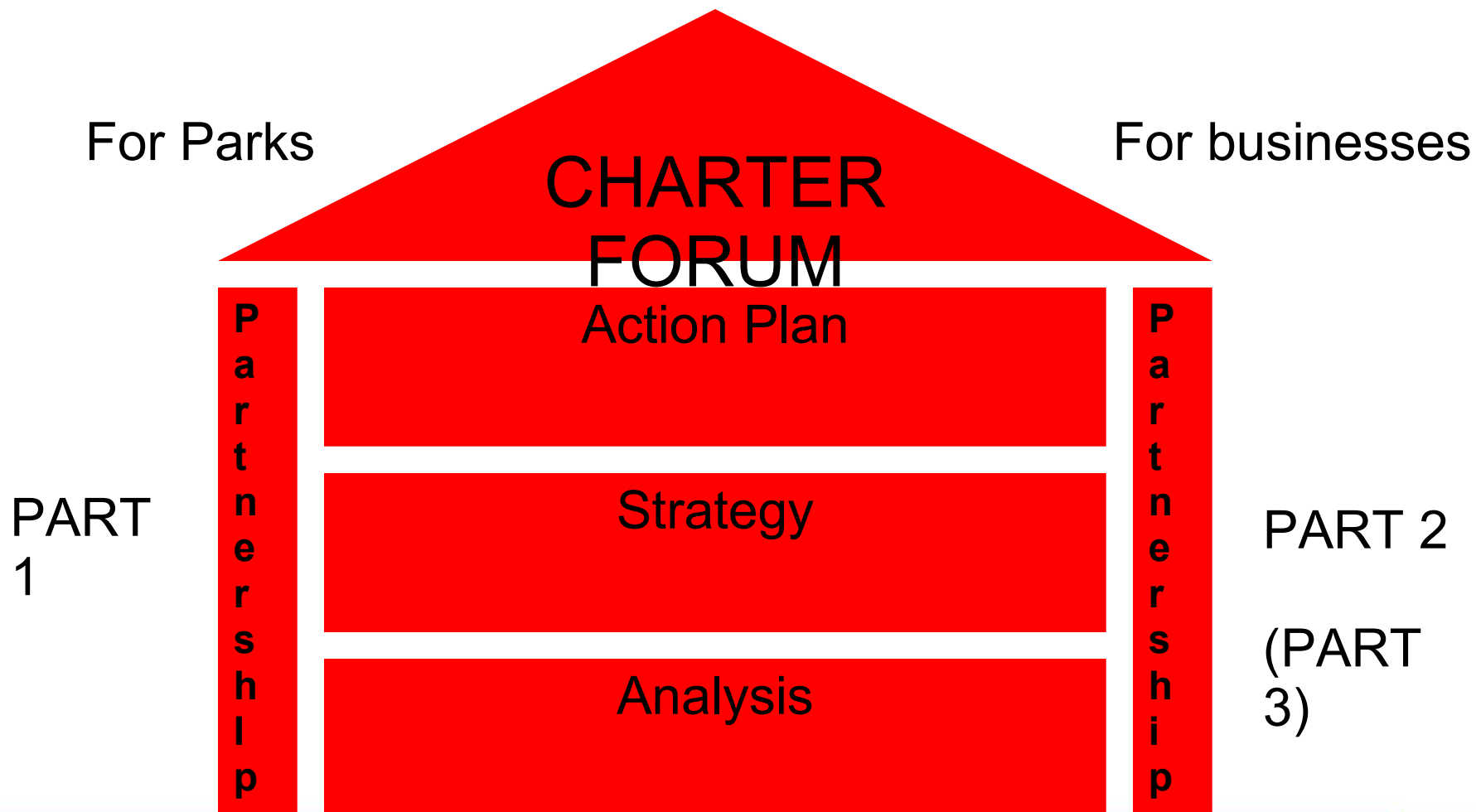
**EUROPARC  
Consulting  
in Regensburg  
and Selside**

# The European Charter for Sustainable Tourism in Protected Areas



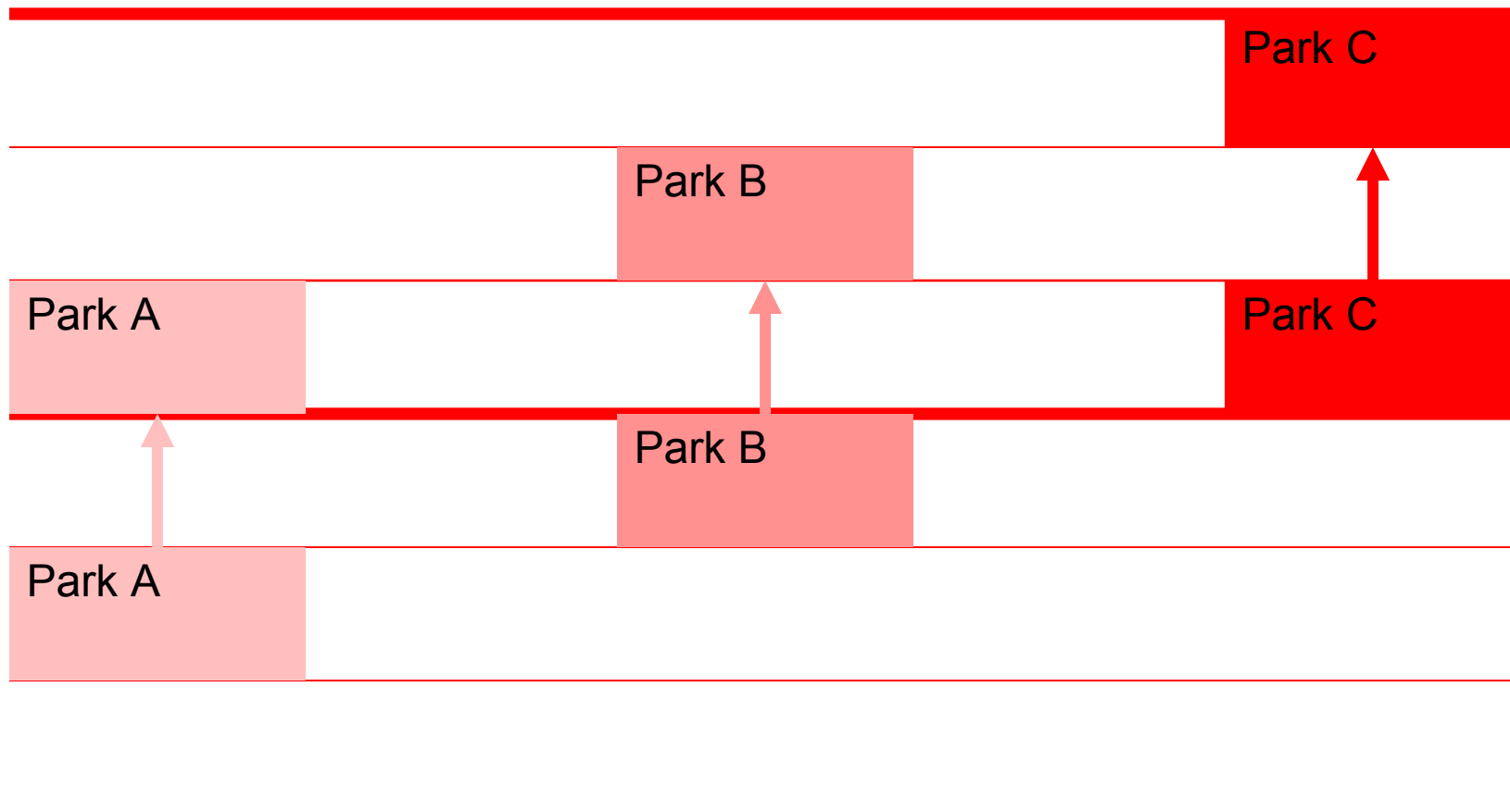
- 1993 Loving them to Death –report by EUROPARC
- 1994 IUCN action program Parks for Life
- 1995-1997 EU/LIFE project - developed by the French Federation of Regional Nature Parks
- 2001 A registered mark/certificate of EUROPARC, verification, evaluation
- 2007-2009 BfN project CharterNet for assurance and dissemination ( the Federal Agency for Nature Conservation (BfN) with funds from the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety) .
- 2010 we have 77 Charter Protected Areas (PAs) and 266 Charter Partners

# European Charter: Principles

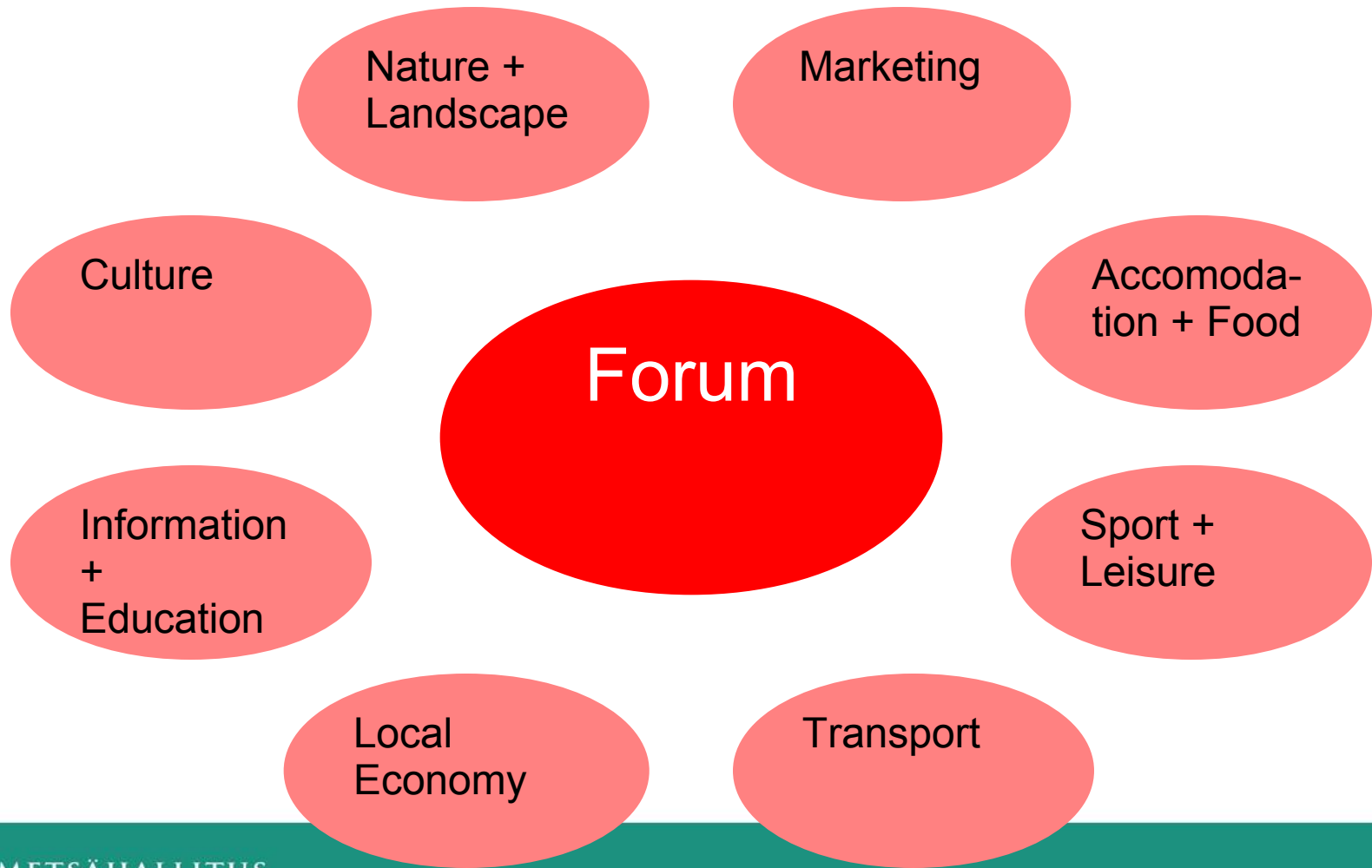




# European Charter: Process / Progress



# Forum for Sustainable Tourism



# EUROPARC

## Sustainable Tourism Working Group

### 2011-2012

- The sustainable tourism working group is established by EUROPARC Council
  - to advice, inform, and be proactive in the field of sustainable tourism
  - Interaction and coordination with other initiatives like EU/EDEN Sustainable Tourism Destinations, EU/STEPPA project, BFN/The value of the Charter in identifying sustainable tourism destinations, and Parks and Benefits/Interreg BSR project



# STWG Working Plan 2011-2012

- Issues to be analysed and developed
  - methodology,
  - templates,
  - new issues like climate change in connection to tourism
  - strengthening relationship for ST to TEEB and CBD.
  - communication and marketing,
  - training,
  - project development
  - monitoring



# The Roles of Charter Actors

- EUROPARC Council; Office, Charter Network, STWG
- EUROPARC Sustainable Tourism Charter Evaluation Committee
- EUROPARC Consulting/verifiers
- EUROPARC Sections
- Members with the Charter certificate are organized into a Charter PAs European Network coordinated by the EUROPARC Council;
- Charter Areas, Forum and Protected Areas
- Charter Partner businesses
- Tourism operators

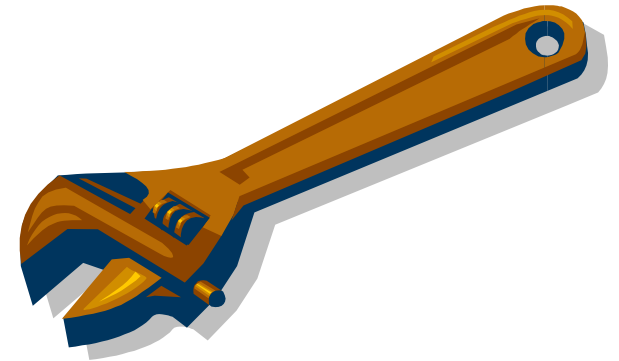


# ST Charter PA Management

- Integration to
  - Transboundary issues
  - Health issues
  - Natura 2000 conservation; CBD & Nature tourism



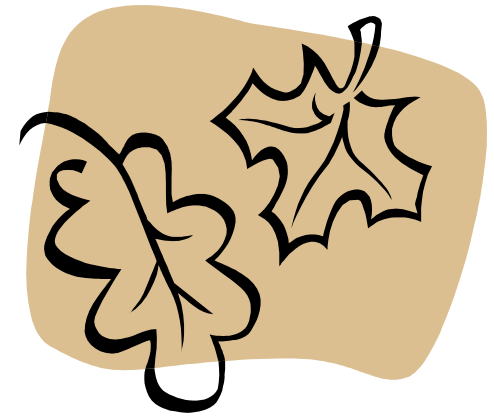
# Key Methodology



- Charter principles
- FORUM for co-operation
- Sustainable Tourism Strategy
- ST Action plans for 5 years period for PAs
- ST Action plans for Partner businesses for 3 years
- Verifying, evaluation,
- Certification
- Monitoring

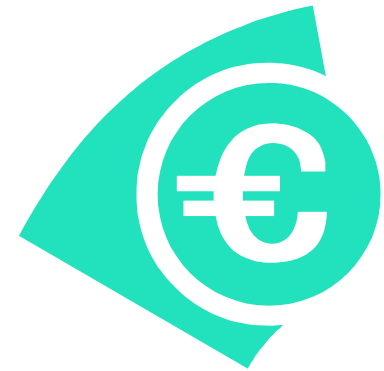
# Regional variation in methodology

- **EUROPARC Section specific methodology**
  - French, Spanish and Atlantic Isles
  - Nordic-Baltic t.b.c.
  - German t.b.c,
- **Differences in**
  - Action plan development, time frames
  - Green ecolabels - regional development plans
  - Use-rights for the park logo
  - Charter Partner logo





# Charter Benefits



- International marketing visibility; Sharper tourism profile for the parks
- Active and "good practise" development in management, capacity rising
- Stronger Partnerships for gaining social capital
- Business to business credibility
- Higher visitor satisfaction - Rising demand for destination
- Positive Regional economic impact
- Higher Potential for Fund rising
- New Status as regional core unit for development

[MEMBER LOGIN](#)

# Charter Areas Home Pages

[GO](#)[Home](#) | [About the Charter](#) | [News & Events](#) | [Charter Network](#) | [Charter projects](#) | [Become a Charter Area](#)

Dovrefjell-Sunndalsfjella National Park (NO)

## Charter Areas

77 protected areas in nine European countries

The map showing the Charter Areas as well as Charter Candidates is still under construction. Therefore, so far, we would like to provide you with a list of those protected areas, that have successfully applied for the European Charter (by country in alphabetical order). In the future, the Charter map will give you the possibility to search by name, country and/or keyword. Thank you very much for your patience.

### Finland (2)

- [Kolin kansallispuisto](#) (Koli National Park)
- [Syöteen kansallispuisto](#) (Syöte National Park)

### France (19)

- [Parc naturel régional du Luberon](#), re-evaluated

[Charter Areas](#)[Charter Areas](#)[Charter Candidates](#)[Charter Partner Businesses](#)[Case Studies](#)[Charter Network Meetings](#)[- Charter Network Meeting 2009](#)

## Featured Case study

[Sustainable Tourism Guide](#)

What is sustainable tourism? What kind of activities does it include? Which protected area ...  
[Find out more](#)



Charter Partnes in Andalusia (E)

## Charter Partner Businesses



Local businesses are vital partners of the protected area authority in the development of the area's sustainable tourism strategy. The Charter encourages and welcomes the involvement of local tourism businesses and tourist service providers that are based in or develop their activities in the Charter area.

In the Charter Network, **266 local tourism businesses in 16 Charter Areas** have so far distinguished themselves by working towards an environmental management within their businesses and developing activities promoting and respecting the protected areas in which they are based.

The following businesses have been successfully certified as European Charter Partner Businesses by their related Charter Area, and a more detailed list is available for [download here](#)

### Gallery



### Downloads

Charter Partner Business Janua....pdf

## Spain

Parque natural Alcornocales: 5 Charter Partners

Parque natural Alto Tajo: 17 Charter Partners

Parque Natural Sierra Aracena y Picos de Aroche: 10 Charter Partners

Parque Natural Sierra de Grazalema: 12 Charter Partners

Parque Natural y Parque Nacional Sierra Nevada: 14 Charter Partners

Parque Natural de la Zona Volcánica de la Garrotxa: 22 Charter Partners, [Tourisme Garrotxa](#)

Espacio Natural Donana: 14 Charter Partners

Parque natural Sierra de Cardena y Montoro: 11 Charter Partners

Parque Natural Sierra Magina: 10 Charter Partners

Parque Natural La Brena y Marismas del Barbate: 6 Charter Partners

Parque Natural del Delta del Ebro: 20 Charter Partners

Parque Natural Las Batuecas Sierra de Francia: 11 Charter Partners

Parque Natural Sierras de Carzola, Segura y las Villas: 22 Charter Partners

## UK

Forest of Bowland AONB: 35 Charter Partners



# Challenges



- Strategic partnerships - Integration with Tour operators
- Internal and external sustainable development - CO2 neutral tourism
- Harmonisation of the Charter methodology - management model and the level of favourable performance
- Realizing the marketing value of Charter - Economically sustainable solution for Charter Partnerships management
- Competition norms
- Creating a valid monitoring method with impact indicators – economic-ecological-social "magical numbers"
- Professional support system development – global vision

# Conclusions

- European Charter seems to be a useful instrument for PA management
- Great interest of parks and businesses
- Introducing the Charter to PA's in all European countries
- Need for fast progress; several development projects
- Co-operation with WWF's PAN Parks project and other regional ecolabelings
- Co-ordination with EU's NATURA 2000 policy and CBD ST guidelines
- Monitoring tools and Motivation models needed





Thank you for your interest!

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