



AGENDA

"Parks & Benefits" – 3rd project meeting in Paplatelės Village, Lithuania (5 - 8 October 2009)

Arrival: Monday 5th October 2009, until 18:00 (except PSC members)

Accommodation: Hotel "LINELIS",
Paplatelės Village
LT-90483 Plungė District
Tel.: +370 655 77666
Fax: +370 448 49422

For inquiries and service orders:
Phone: +370 655 77666
Mail: info@linelis.lt

Meeting Venue: Hotel "LINELIS"

Departure: Thursday 8th October 2009, 14:00

Coordination and Planning: animare project management
Sandra Lorr, Romy Sommer
Phone: + 49 381 4404950
Fax: + 49 381 4404949
Mail: sandra.lorr@animare.net, romy.sommer@animare.net

Administration of Žemaitija national park
Gedas Kukanauskas
Mail: rekreacija@zemaitijosnp.lt





Agenda

Monday, 5th October 2009

(Requested: arrival of PSC members until 16:00)

17:00 – 19:00 Project steering committee meeting

Proposed topics:

- mid term evaluation, procedure and joint standard
- decision about project indicators

Members:

- Olaf Ostermann, Germany - Lead Partner
- Martin Kaiser, Germany
- Nele Söber, Estonia
- Gedas Kukanauskas, Lithuania
- Antra Dambergā, Latvia
- Klaas van Ommeren, Norway
- Jesper Brandt, Denmark

Members with advisory functions without voting rights:

- Project manager and communication manager
- Financial manager
- Europarc Federation, Richard Blackman

19:30 Dinner

Ca. 22:00 End of meeting day

Tuesday, 6th October 2009

08:30 – 09:30 Financial management:

- preliminary overview about progress report 1 (Landgesellschaft, Marc Feilbach)
- questions & discussion of problems with progress report

9:30 – 09:45 Coffee break

Working session "Comparative analysis / Data gathering"

9:45 – 10:15

- Input presentation about visitor monitoring & management + socioeconomic benefit monitor – University of Greifswald
- status quo & first results / next steps / discussion with forum





- 10:15- 11:45** Input presentation about carrying capacity + transport networks & accessibility of protected areas & charter parks - University of Roskilde and VCD Berlin
- status quo & first results / next steps / discussion with forum

- 11:45 – 12:30** **Official opening**
- welcome note by hosting partner
 - welcome note by local/regional politicians
 - welcome note by Lead Partner

- 12:30 – 13:30** **Lunch break**

- Parallel** **Press conference**

- 13:30 – 15:30** **Short field trip**

Working session "Marketing & Communication" (Partners involved: tourism partners / park partners)

- 15:30 - 16:00** Input presentation about promotion outputs so far (corporate design, website, map, newsletter, flyer) – animare, Tobias Lerche

- 16:00 – 17:00** Input presentation "charter parks – marketing survey" - Klaas van Ommeren

- 17:00 - 17:15** **Coffee break**

- 17:15- 18:30** Workshop on preparation of target group analysis and marketing activities
- marketing budget
 - Discussion of marketing activities for project target groups / international target groups and national target groups

- Parallel** (if needed) Time for strategic partners to review the working session results

- 19:00** **Dinner & evening with traditional Lithuanian music**

- Ca. 23:00** **End of meeting day**





Wednesday, 07th October 2009

Working session "Charter Process"

08:30 – 09:30 Input presentation "overview expected results" – animare, Romy Sommer
Input presentation "good/ best practices examples of European Charter parks" – EUROPARC
Discussion with forum

09:30 – 10:00 "Partner Initiatives of German parks and reserves - an example for Charter part II cooperation with tourism business" - Jens Brüggemann (Müritz National Park)

10:00 – 10:15 **Coffee break**

10:15- 12:30 "Charter process" – partner park presentations (15 min. each)
▪ status quo & difficulties, assessment of needs of tourist SMEs, stakeholder involvement and feedback:
 - Müritz National Park
 - Kurtuvenai Regional Park
 - Maribosoerne Nature Park
 - Kemer National Park
 - Dovrefjell- Sunndalsfjella National Park
 - Biosphere Reserve South East Rügen
 - Zemaitija National Park

12:30 – 13:00 Discussion of next steps

13:00 – 14:00 **Lunch break**

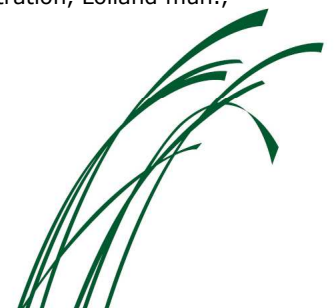
14:00 – 17:30 **Field trip for those not involved in the afternoon sessions**

Working session "Investments"

14:30 – 15:30 Clarification of conditions for investments and development of a work schedule for a joint "innovative investment master guide"

(Partners involved: Müritz NP; Environmental Board/ Matsalu NP, Kurtuvenai RP, Region Zealand, Zemaitija NP, mun. of Guldborgsund, NPA Kemer NP administration, Lolland mun., Dovrefjell council)

15:30 – 16:00 **Coffee break**





Working session "Staff exchange"

- 16:00 – 17:00** Introduction and development of a transnational approach
(Partners involved: involved: Müritz NP; Environmental Board/ Matsalu NP, Kurtuvenai RP, Region Zealand, Kemerí NP)
- 18:00- 19:00** **Next meeting & remaining aspects**
- to do lists / agreement on a date for the 5th meeting / feedback
- 19:30** **Dinner & Sauna evening**
- Ca. 23:00** **End of meeting day**

Thursday, 08th October 2009

- 08:00 -14:00** **Field trip to Kurtuvenai Regional Park**
- 14:00** **End of project meeting & shuttles to Palanga and Riga Airport**

