



Parks&Benefits Meeting in Matsalu National Park/ Estonia (11th – 15th October 2010)

Meeting Location:

Meeting Time:	10 th October 2010	Arrival of project steering group members
	11 th October 2010	Arrival of project partners & Nordic Baltic Section members Project steering group meeting at the hotel Welcome dinner
	12 th October 2010	Product development & marketing
	13 th October 2010	Product development & marketing
	14 th October 2010	Carrying capacity
	15 th October 2010	Departure

Programme 10th October 2010: Arrival

Arrival of steering group members

20:00 Individual Dinner

Programme 11th October 2010: Project steering group meeting

09:00 – 16:00 Steering group meeting (lunch to be paid by each partner)

Arrival of project partners & Nordic Baltic Section members until 18:00

19:30 Welcome Dinner

ca. 23:00 End of meeting day



Programme 12th October 2010: Development and marketing of qualitative eco tourism products

08:45 – 9:00	Official welcome
09:00 – 09:45	Quality Labels / Charter part II goes Baltic (Diana Gallrapp, Europarc)
9:45 – 10:45	Best practices in Estonia on how to develop tourism in protected areas - national park workgroup activities and the experiences of Soomaa National Park focusing on stakeholder cooperation (Kaja Lotman, Matsalu National Park & Murel Merivee, Soomaa National Park)
10:45 – 11:15	Coffee break / press meeting
11:15 – 12:15	How to develop eco tourism products from a tour operator's perspective Input by Marika Mann, Estonian Nature Tours
12:15 – 13:15	Input by tour operator 2 (N.N.)
13:15 – 14:15	Lunch
14:15 – 14:45	Experiences in developing & marketing (eco) tourism products from the perspective of a tourism association and protected area (Lauku Celotajs & Kemeru National Park)
14:45 – 15:15	Experiences in developing & marketing (eco) tourism products from the perspective of a tourism association and protected area (Tourism Board Mecklenburg Lake District & Müritzer National Park)
15:15 – 16:00	Panel discussion on how to develop eco-tourism products (tourism associations & their protected areas, tour operators, Europarc)
16:00 – 16:30	Coffee break
16:30 – 17:30	Developing sustainable tourism by establishing a geopark – an example from Region Zealand (Anette Petersen, Region Zealand)
19:00	Dinner
ca. 23:00	End of meeting day



Programme 13th October 2010: product development & marketing session

- 8:30 – 12:00** **Official programme for partners not involved in the marketing session:**
guided field trip to Silma Nature Reserve in the Haapsalu area
- 09:00 - 12:00** **Marketing session**
(Participants: marketing working group representatives)
Topics planned:
- preparation of annual event “nature invites you”
 - review Open Days in Brussels
 - translation of image brochure
 - mobile exhibition
 - placement of advertisements
 - discussion of giveaways (*please bring 1-2 examples of a regional product from your area to be used as giveaway, incl. price offer*)
- (10:30 – 11:00 Coffee break)
- 12:00 – 13:00** **Lunch**
- 13:00 – 17:00** **Presentation of results of partners’ target groups analyses, eco product development connected to quality standards & marketing activities**
(*please also bring along the product manual*)
- 13:00 – 13:30 Matsalu NP
13:30 – 14:00 Zemaitija NP
14:00 – 14:30 Kurtuvenai RP
- 14:30 – 15:00** **Coffee break**
- 15:00 – 15:30 Biosphere Reserve SE Rügen
15:30 – 16:00 Maribo Lakes Nature Park
16:00 – 16:30 Dovrefjell NP
16:30 – 17:00 Discussion of next steps – dissemination of product manual & website presentation (led by animare)
- 19:00** **Dinner**
- ca. 23:00** **End of meeting day**



Programme 14th October 2010: Carrying capacity session (led by University of Roskilde/animare)

07:30 – 13:00 **Excursion to Matsalu National Park (incl. lunch)**

14:00 – 14:30 **Input presentation of RUC on carrying capacity**

14:30 – 18:00 **Presentation of park partners on carrying capacity:**

(Please refer to the following questions)

- Do you have any "hot spot" situations in your protected area?
- If yes: is there a conflict men-nature or men-men?
- If yes: which is the most important "hot spot" situation in your protected area?
- Has a carrying capacity already been defined/set for that "hot spot" situation?
- If yes: how has the carrying capacity been found/ who decided it?
- If yes: are there any indicators related to the carrying capacity?
- How is the carrying capacity managed/ controlled / monitored?

14:30 – 14:50 Biosphere Reserve SE Rügen

14:50 – 15:10 Dovrefjell NP

15:10 – 15:30 Kurtuvenai RP

15:30 – 15:50 Maribo Lakes NP

15:50 – 16:20 Coffee Break

16:20 – 16:40 Zemaitija NP

16:40 – 17:00 Müritz NP

17:00 – 17:20 Matsalu NP

17:20 – 17:40 Kemer NP

17:40 – 18:00 Discussion led by RUC/ animare

19:30 **Farewell-Dinner**

ca. 23:00 **End of meeting**