



MINUTES
“Parks & Benefits” – 6th project meeting in Apsuciems, Latvia
(24 - 25 March 2011)

Thursday, 24th March 2011

1. Presentation of the status quo of the Charter process in the protected areas

1. Müritz National Park, Germany

- On 14. and 15. March 2011 the Müritz National Park has welcomed the Charter verifier. From their point of view the visit was successful. However, they felt that there was too little time to get into the challenges the Müritz National Park will face in the next few years.
- Challenges:
 - Decrease of staff and budgets but also a high average age (50 plus)
 - Change of quantitative to qualitative growth
 - Not all stakeholders agree to this development
 - The main problem is how to involve all stakeholders better
 - One main verifier critic is that the Müritz National Park should have more marked hiking trails >> but this is not possible due to limited resources of staff & budget
 - Stakeholder conflicts are almost diminished now. National park visited them with the verifier. But a few stakeholders were not very active in NP cooperation >> sometimes due to personal problems i.e. rejection as NP partner.
- Summary of action plan (engl.) on server
- Benefit monitor of MNP – first survey results (survey was done from April – October 2010)
 - Slight decrease of visitors but larger cash-flow
 - Higher profits for stakeholders (esp. overnight stays – reduction of VAT to 7%)
 - 2004: 629 National Park related jobs
 - 2010: 650 National Park related jobs
- Investments are being carried out >> GPS guide will be presented 6 May 2011
- Tourism association Mecklenburg Lake District >> brochure on hiking activities ready to be published (incl. Müritz National Park trail)

Discussion:

- Highlights of the 5year action plan
 - There are many measures with high priorities but not everything can be realised at once
 - Many measures will be carried out anyway. This is the right way as measures need to be feasible & the park is required to give feedback on the progress
 - One highlight is the nomination of the UNESCO world heritage site for Müritz National Park beech forest aiming to raise more public attention to the region.



- Recommendation to verification visit:
 - In Müritz National Park the verifier was quite concept-driven. However, there isn't a concept available for everything
 - The verifier contacts the park prior to the visit and both exchange ideas on i.e. where, how many & what kind of stakeholders shall be interviewed
 - Main intention of the visit: does the action plan correlate with ambitions of stakeholders (verifier meets stakeholders also without the park)

2. Kemer National Park, Latvia

See pdf-document: 1.pb_presentation_charter_status_quo_kemer_np.pdf

- The National Park has postponed the application deadline for the Charter till June 2011. Reason – realization that more time is needed to reach the desired quality of the application, strategy and action plan

- What has been done?

1) September 21, 2010 – seminar on tourism development in Latvian protected nature territories for representatives of the supervising institution – Nature Conservation Agency.

Outcomes:

- first meeting of all “tourism people” of the organization, all regional directors
- (better) picture of the way tourism is developed across other territories, now part of one organization; main problems and possible solutions identified
- discussion started on the kind of tourism that should be developed in nature areas in Latvia under supervision of Nature Conservation Agency, with the Charter in strong focus
- decision on starting a discussion on the issue on Ministry level (~ April) to work toward united approach

2) Tourism Forum meetings on November 16 & 23 discussing tourism offer for the season 2011

Outcomes:

- Table with detailed to-do list (part of it to be implemented this spring, other will be included in the action plan to be done later)
- Decision to try first cross-country skiing routes already this winter

3) Testing of skiing routes – 4 weekends in February.

Outcomes:

- an idea of what the target group “skiers” is like
- experience to build on and develop the offer for the next season

4) tourism section of Nature Conservation Agency partly available in Russian and English



5) Strategy and action plan under process:

- results of researches on socio – economic background and tourism potential of the cultural history objects received, forming an important part of the strategy and action plan
 - “writing” and “putting everything together” in progress
- Next steps:
- Finish strategy and action plan
 - Organize an event to make our stakeholders know cultural history objects and get them together with local handicraft and small production people (part of it will be the event of the 7th of May)
 - Start discussion on political level on development of sustainable tourism (with Charter in focus) in Latvian protected nature territories

3. Maribo Lakes Nature Park, Denmark

See pdf-document: 2.pb_presentation_charter_status_quo_maribo_np.pdf

- Overview on Charter process:
- In Autumn 2009 applying to be a charter candidate
 - In Spring 2010 bid-of-three-process finding consultants to help with the charter process; resulting in a contract with NORDECO
 - In 2010 SWOT analysis and interviews with stakeholders, SMEs etc
 - In December 2010 workshop on tourism strategy resulting in a draft that is agreed on by the User Group
 - The registration fee has been paid
 - On 19 March 2011 the action plan process started; all day workshop for all involved partners
- Next steps:
- The five year action plan is to be finished in July 2011, when agreed on by the User Group and the political level in the two municipalities.
 - Application for the charter in the summer 2011
 - The charter will hopefully be granted in early 2012
- Activities in detail:
- Workshop 19.3.2011: discussion of action plan for Nature Park Maribo Lakes among stakeholders at workshop 19/3/2011
 - 3 new signposts have been installed in Maribo city and guide visitors from the central station to the park area; new signposts at all “entrances” (roads) are planned
 - New information systems at hotspots is planned = new maps and short text in Danish, English and German
 - Revised management plan for the maintenance of the hotspots



- Facilities for disabled: Study trip to Kristianstad (Sweden), bid of three for facilities for disabled at Røgbølle Lake, now getting the necessary permits from different authorities, meetings with the owner etc.; facilities for disabled at the nature school, bid of three in progress
- Monitoring: Starting up soon in spring 2011, Lolland & Guldborgsund municipality rely on the Region Zealand who has promised to organise the equipment the park needs for the monitoring
- Both municipalities: Shift of foremanship; regular coordination meetings with planners, rangers and practical workers; yearly meeting with the biggest landowner in the area; coordination of our remarks to the Natura 2000 plans – fix the lack of focus on "benefits" concerning socioeconomic aspects; coordinated management plan for the Nature Park
- The User group: Shift of foremanship from Lolland to Guldborgsund Municipality; meeting plan for 2011 for the group and the authorities available (increase of the no. of meetings); new park webpage with activity calendar is decided on; the topic of establishing a "friends society" is still discussed; further activities are planned for the International Day of Parks in May 2011 & the new local nature park day, 11 September 2011
- Partnership agreement with SMEs is in progress
- Friluftsguiden.dk: new municipal webpage with all trails, paths and routes: walking, riding, biking and sailing; attractions such as nature parks and facilities such as B&B along the trails; Individual routes can be downloaded to a GPS device; Nature Park Maribosøerne is highlighted here and the charter will be promoted here as well; the website will be online in May 2011

Discussion:

- The park needs more knowledge about how to work with volunteers >> best practices might be found in the Forest of Bowlands
- The question should be raised in the NB section again; up to now no other success stories are known
- Dovrefjell NP being the first Charter Park among the project partners proposes to better cooperate with associations or clubs, rather than with single persons. Focus on establishing sponsorships for the park area
- The system of sponsorship is known in Denmark, but the park reminds that it might be difficult to assign tasks to non-profit organisations while local SMEs could do the same job
- The idea of establishing a "Friends of the park" association is a very good idea & should strongly be promoted. It ensures commitment. Many tasks can be carried out without high budgets.
- A corresponding association is not available at Kemer NP yet, but the tendency is increasing in Latvia to do good things for the nature. They use incentives; i.e. in the past they have had a call from a bank (staff of approx. 100 persons) willing to support the National Park. ("What can we do for you"?)
- The most important actions in the action plan of Maribo Nature Park:
 - Make the park area more visible & develop a clear profile
 - Establishment of a visitor centre
 - Investments in handicapped facilities



- How to get a better share of mind to get into the park:
 - Experiences from Dovrefjell NP >> they have developed inserts in 6 Norwegian newspapers (budget: 30.000 € of which 60% have been paid by commercial sponsors); contents: presentation of the whole national park area, main achievements & next steps
 - This might be transferable to the Maribo Lakes Nature Park area

4. Zemaitija National Park

See pdf-document: 3.pb_presentation_charter_status_quo_zemaitija_np.pdf

- Main fields of action:
 - Forum
 - Strategy & action plan
 - Infrastructure
- The parks has identified its key partners among them farmstead owners, Plunge district, farmers, Plunge tourism and business information centre, hotels, restaurants, cafés, forestry enterprises & local communities >> building up the permanent stakeholder forum
- The local partnership:
 - Zemaitija NP now has more than 50 local partners finally becoming a “family”
 - Common activities are planned with the help of external experts to prolong the stay of tourists in the park area. The park now has official contracts with local businesses. Partnership guidelines are being prepared.
- Further activities:
 - Event calendar and joint marketing on promotion
 - Marketing plan for EUROBASKET 2011
 - Vivatur 2011 fair in Vilnius
 - Corporation for European funds with Plunge municipality and Telsiai forestry enterprise
 - Invited external experts in the meetings
 - Design and implementation of local brand for products
- Tourism strategy and action plan
 - 2 tourism forum meetings on strategy preparation
 - Zemaitija NP development plan integration to the strategy and action plan
 - Plunge municipality strategic plan integration to the action plan



- Zemaitija NP is an example of complex tourism development in Lithuania:
 - Ministry of Economy of Lithuania established a working group for tourism development in Zemaitija NP
 - Tourism becomes one of the main priorities of municipality.
 - Preparation of “tourism development in Zemaitija NP - region programme” (73 pages)
 - New field infrastructure in all park territory (rest places, tracks, signs)
 - Planned to get about 3 Mio. Euros for investment to new infrastructure
 - Aim & vision: Zemaitija National Park – most attractive tourism place for harmonious (sustainable) family
- Status quo of Charter implementation:
 - Tourism strategy and action plan in March 2011
 - Approval of the plan in forum
 - Furthermore applies the same schedule as for Kemeris NP

Discussion:

- Having 50 partners in the tourism forums seems to be a very ambitious task for the other parks. But Zemaitija NP works with these partners for many years; now they feel they can benefit from the cooperation. However the park considers to set up topic-related working groups
- In Denmark (i.e.) the forum is a rather small group. More local businesses are welcome but they do not know how to reach them. They have used an existing database but the feedback was not as high as they have wished for.

5. Kurtuvėnai Regional Park

See pdf-document: 4.pb_presentation_charter_status_quo_kurtuvėnai_rp.pdf

- The Regional Park started only in the first quarter of 2011 the preparation for the Charter certification process due to open questions related to their Europarc membership. But they have already registered for the Charter on 30 November 2010.
- They have now signed an agreement with company “KULTUR” to assist them in the development of the tourism strategy and action plan.
- On 29 March 2011 the park will have a first discussion with “KULTUR” on the tourism strategy and action plan which shall be finalised in August 2011. On 14 April 2011 there will be a Forum meeting with local stakeholders (among them local communities, tourism agencies and TIC, accommodation and countryside tourism enterprises, sports and culture institutions, NGO, farmers and other active people, hunters club etc.)

Discussion:

- The schedule of Kurtuvėnai Regional is considered to be highly ambitious. But the park will do its best to carry out the required activities in time.



2. Others

Carrying capacity report written by the University of Roskilde, Denmark

- RUC has not received any comments on the draft from the park partners so far and stresses that they very much appreciate that you have a closer look on the following paragraphs:
 - 1.) page 13, table 2.2: population within and around the 8 nature parks and estimations of visitors and overnight stay capacity
 - 2.) page 25, table 2.10: An overview of carrying capacity problems in the 8 parks of Parks & Benefits >> here a more detailed view on problems with local hot spots is required!
- **New deadline: 15th September 2011**



Friday, 25th March 2011

1. Marketing workshop

1. Calendar & Poster

- A3-calender or a postcard calendar & a common project poster to be distributed to stakeholders, politicians etc. (remaining budget of the film)
- Calendar:
 - 13 appealing pictures are needed from partner parks (4 each to have variety to choose from) +
 - 1 picture each from Finland, Sweden, Russia, Belarus, Poland
- Poster (A2): to display the parks & corporate design of the project; nice poster about all parks to put in visitor centres
- Quantities as agreed on in Haapsalu/ EE

Partner	Poster	Calendar 2012
Müritz NP	1.000	150
Matsalu NP	50	150
Maribo NP	500	250
Zemaitija NP	500	500
Biosphere Reserve Southeast-Rügen	500	500
Kurtuvenai RP	50	200
Kemeri NP	150	300
Dovrefjell NP	500	200
Europarc	75	400
Final Event	200	200
Lead Partner	20	50
University of Roskilde	20	20
University of Greifswald	20	20
VCD	20	20
Lauku Celotajs	20	20
Reg. Tourism Association Mecklenburg Lake District	20	20
total	3.625	3.000

- On the following offers the members of the marketing group have agreed on.

Offers for the design & production of a P&B calendar:

Design of a calendar postcard version:

- o Graphic Design on the basis of documented design guidelines
- o Transfer of printing PDF files, including all user rights
- o month view - 12 calendar pages



Print Calendar postcard version (3,000 pcs)

- Product: Calendar Postcard 1T.
- Output: 13 or 14 sheets + the back is also the stand
- Format: 29.7 x 12.5 cm in landscape closed
- Shipping: factory (shipping surcharge)

Offers for the design & production of a P&B poster:

Design of A2 poster design template

- Graphic Design on the basis of documented design guidelines
- Transfer of printing PDF files and open file (InDesign); incl. all user rights

Print poster (3.500 pcs multi-colored)

- Product: Poster 1Titel
- Format: A2
- Shipping: ex-factory (shipping surcharge)
- Please note: Kemer NP has mentioned that they will request an offer for printing the posters for the Baltic countries in Latvia. We will decide on the basis of this offer whether all posters will be printed in Germany or only the posters for the German, Danish and Norwegian partners.

- The idea of including stories about the rich nature in the park areas has been discussed among the partners, but the cost-benefit ration of hiring a journalist is too low (high travel costs due to the size of the area, usually no guarantee that articles will be published).

2. Final brochure

- Target group: protected areas of the Baltic Sea Region & their main regional/ local stakeholders, planners, NGOs, tour operators
- Main objectives of the final brochure: guideline / "cook book" on how to implement the European Charter for Sustainable tourism successfully at local level (incl. all the success stories of the partners, links to the P&B website, CD-Rom containing the information in nat. languages - pdfs)
- Dissemination of the brochure: at the final event on Rügen (10-14 October 2011), NBS assembly in February 2012, sent to tour operators
- Contents of the brochure:
 - European Charter on sustainable tourism in protected areas at a glance
 - Benefits
 - Local involvement
 - Carrying capacity
 - Visitor management
 - Investments
 - ...



- Quantities / copies:
 - 250 copies for Protected areas of the BSR (each 5 copies)
 - 120 copies for National Tourism Boards in BSR (each 10 copies)
 - 200 copies for Europarc Federation
 - 200 copies for LP
 - 150 copies per park (to be distributed to local stakeholders, NGOs & GOs)
 - 100 copies each for University of Roskilde / University of Greifswald / VCD
 - 20 copies each for Lauku Celotajs & Tourism Association Mecklenburg Lake District
- Shipping costs might be covered by LP
- Next steps:
 - Request an offer (design of animation film should be used) >> 1 week for feedback from pp
 - Drafted structure of the brochure should be ready by end of April
 - Feedback from partners requested by mid-May 2011-04-06
 - Texts will be written in June 2011
 - Design will be developed in July 2011
 - Corrections to be made by partners in August 2011
 - Printing in September 2011
 - Deadline: final event in Rügen mid-October 2011

3. Common event “nature invites you”

- All park partners are asked to give feedback on the status quo of the event organisation. Please send us the information on your events to be published on the P&B website until 29th April 2011.
- Dates of the events:
 - Müritz NP: 23 April 2011
 - Kemer NP: 7 May 2011
 - Zemaitija NP: 19./20 May 2011
 - Maribo NP: in May 2011 (date has not been agreed on yet)
 - Matsalu NP: end of May 2011
 - Kurtuvenai RP: no event planned
 - Rügen: ?
 - Dovrefjell: ?



4. Common exhibition

- The enlargement of the Europarc mobile exhibition has been carried out successfully. Zemaitija National Park being the first of the PARKS & BENEFITS partner parks hosted the exhibition from 19 February – 31 March 2011. It now has been shipped to Estonia where it will be presented at the Matsalu National Park Centre Penijoe.

pp	Events	2011												2012	Exact dates	Remarks
		2	3	4	5	6	7	8	9	10	11	12	1			
pp13	EUROPARC Federation (DE)								x						1 st - 25 th September	21st - 25th Sep 2011 EUROPARC Conference in Bad Urrach. Klaas : Please send it to EUROPARC at the beginning of September.
pp8	Zemaitija NP, Vilnius (LT)	x	x												19 th Feb - 31 st March	
pp4	Matsalu NP, National Park Centre Penijloe, EE			x											1 st -29 th April	
pp18	Dovrefjell NP					x	x	x							4 th June - 31 st August	1st June until 20th of August 2010
pp2	Müritz NP								x	x					25 th Sept-8 th October	Transport Europarc_Müritz_final meeting
pp9	final conference on Rügen									x						2nd October week
pp7,10,17	Zealand Region (DK) - location not decided yet												x	x	28 th October - ??	Zealand would pick it up from Rügen

- **Please check yellow marked cells & give animare a feedback.**

5. Product manual

- Partners' feedback in terms of the product manuals is rather low. The members of the marketing group decided now that
 - A) If partners send their product manual(s) **until 29 April 2011 latest** animare will forward them directly to tour operators in Germany who have shown interest in sustainable nature tourism products & protected areas in the Baltic Sea Region. In this case the products could already be included into their travel catalogues for the year 2012.
 - B) If partners cannot deliver the manual until the end of April 2011 they are asked to send them **until 1 September 2011**. However, as the travel catalogues 2012 will already be printed by then, these tourism products/ services will only be relevant for the travel season 2013.



6. Others

- Europarc reminds the partners to stronger use the opportunity of regularly publishing news in the Europarc & Charter newsletters. Morwenna Parkyn (Europarc) sends regular calls for contributions.

2. Workshop on development of a visitor management strategy for BSR Charter Parks & its implementation at local level

The partners have been divided into three groups to discuss which good examples, problems and challenges they can see in the way how visitor monitoring, visitor guidance & information as well as visitor restriction methods are carried out in protected areas in general and their own park areas.

1. Results first round

Group A: Visitor monitoring group

Good examples	Problems & challenges
Statistics and evaluation of guided tours are already available in many parks	To count 1 day visitors to the area, that are not using guides
Experiences & knowledge of rangers & their involvement in NGOs	To estimate total number of visitors in the area
Self-registration boxes in Dovrefjell NP, recreational digression + photo monitoring + surveys to monitor changes in the area throughout the year	Limited staff and budget
Collection of data from tourism stakeholders (hotels, attractions, tourist offices)	Not priority for government
Central Visitor monitoring database system ASTA in Finland combined with the Paavo database on economic benefits of protected areas	Different methods in each park >> hard to combine data
Electronic monitoring of specific areas/ trails & hot spots (i.e. nature school in Maribo Lakes Nature Park)	Presenting data in easy way to public, businesses, NGOs etc.
	Data are not used afterwards (by governments)
	Data feedback from regions is missing & therefore the whole "picture"
	Missing data on nature monitoring >> lack of comprehensive monitoring of both – nature & visitors



Group B: Visitor guidance and information group

- **Problems & challenges:**

- Overcrowded hot-spots vs. less-visited, unknown areas
- Identify & promote “pearls of nature” instead of using restrictions
- Need to inform in many ways:
 - On hot spots
 - At visitor centres
 - Online
 - For different target groups
 - About alternatives elsewhere
- Information has to be put together with facilities
 - Parking lots / trash cans
 - Toilets
 - Information boards
- Conflicts between target groups on cycle and hiking tracks or boating >> overcrowding and need for alternatives
- Conflicts with landowners, residents, hunters >> usage of park without caring of the park / agriculture and forest use
- Vandalism

Discussion:

- Overcrowded areas need to be accepted. Maybe it is positive that some areas are still secrets – they shouldn’t be promoted.

Group C: Visitor restriction group

Good examples	Problems & challenges
Legal background & the information about it	Lack of control
Guided tours: limitation of participants, visiting hours (space & time)	Easy understanding of restrictions
Information on restriction in local press	Question of responsibility
Contract between private stakeholders and municipality	Communication style
Creation of common understanding among stakeholders before law got into force (Zoning <-> Maribo)	Are the Natura2000 habitat type sites protected against growing visitor pressure (access)?
Traffic concept in order to limit cars in the protected area / planning of parking spaces / bus shuttles (Bavarian Forest)	



2. Results second round

Group A: Visitor monitoring group

- **Goals & measures:**
 - Better combine monitoring of environment & visitors to better guide visitor flows
 - Information at different levels (public/ staff) & topics
 - Keep the monitoring scheme as simple as possible (to ensure that it is carried out regularly)
 - Link the action plan to the data
 - Set up a regular monitoring system used in the whole BSR
 - Awareness raising for the need of visitor monitoring at political level; staff level
 - Enhance possibilities to report problems in the protected areas & make better use of the feedback received from rangers & visitors

Group B: Visitor guidance and information group

- **Goals & measures**
 - Promote variety of pearls and inform about their places
 - Develop new routes and info signs and maintain them
 - Discuss with stakeholders how to enforce legislation >> keep them involved that they work in positive way
 - Offer trainings for SMEs & tours for stakeholders
 - Use a wide variety of information methods
 - Use IT solutions as means to get more accessibility to handicaps
 - Information needs to be put together for park, locals, tourism stakeholders >> create & collect stories on places
 - Put facilities together at hot spots
 - Close or don't promote sensitive areas
 - Ensure a system / platform that stakeholders get the same information as visitors >> to avoid promotion of sensitive areas
 - Email information or newsletter to stakeholders + "friends of..." and give reasons "Why"
 - All measures need to be included in the park management plan
 - Flexibility to change action plan & adaptation to the needs



Group C: Visitor restriction

- **Goals:**
 - Secure / adequate control
 - Prevention of wrong doing
- **Measures:**
 - Lobbying for more staff through NGOs etc.
 - Establish volunteer control
 - Create benefits for locals
 - Improvement of information and visitor guidance
 - Complicate accessibility

3. Input presentation on sustainable transport & accessibility of protected areas – status quo of comparable analysis – Jörg Becken & Phillip Wagner, VCD

See pdf-document: [pb_presentation_transport_&_accessibility_vcd.pdf](#)

- **Analysis of sustainable Mobility and accessibility in National Parks:**
 - Task
 - Public Transport / Problems with individual traffic
 - Capital Cities and their Suburbs
 - Railway System
 - Information Material
 - Barrier-free options
 - Aim
 - Guidelines for sustainable mobility in P&B
 - Guidelines for barrier free tourism in P&B
 - Common strategy for whole P&B
 - Common publication with Roskilde University
- **P&B Guideline for sustainable Mobility in NP:**
 - Framework

International framework proposed by:

 - UNEP, UNWTO, the Convention on Biological Diversity, the UN Commission on Sustainable Development and the Int. Labor Organization
 - European Charter for Sustainable Tourism in Protected Areas, VCD, World Ecotourism summit, variety of eco-label.



- Support
 - The further implementation of the international principles, guidelines and codes of ethics for sustainable tourism for the enhancement of international and national legal frameworks, policies and master plans to implement the concept of sustainable development into Mobility and barrier free standards.

- Incorporate
 - Sustainable transportation principles in the planning and design of access and transportation systems, and encourage tour operators and the travelling public to make soft mobility choices.

- Transportation Mission
 - Preserve and protect resources while providing safe and enjoyable access within the national parks by using sustainable, appropriate, integrated transportation systems.

- Challenge
 - In many areas access and user demands are exceeding the system's carrying capacity. High visitation levels, at both large and small sites, are causing problems because of the growing volumes of traffic and demands for visitor parking.
 - In many areas, the problem is not that there are too many users in total but that too many motor vehicles and too many visitations are concentrated in certain time periods.

- Key
 - Innovative solutions will be required. Key role to facilitating tourism is a safe, efficient, and convenient transportation system to allow access, and mobility to the visitor to enjoy National parks.
 - Its provide opportunities for recreational travel and tourism, protect and enhance resources, and provide sustained economic development in rural and urban areas.

- Strategy I - Understanding
 - Fostering an understanding of the complex relationships among tourism and recreational travel; natural, cultural, and historic resource preservation

- Strategy II - Communication

Transportation- and tourism-related interests need to

 - Communicate to gain a better understanding of each other's perspective.
 - Balance between transportation agencies, stakeholder, National Park and inhabitants to consider mainly environmental, safety and capacity, social and economic effects, as far as market effects.



- Strategy III - Master plan
 - Identification of alternative techniques, new technologies and implementation methods for serving transportation demand, identification of the characteristics of travel and travellers, and evaluation of prospective multimodal systems in a Master plan.

 - Alternative Transportation Systems
 - Explore new innovative, sustainable and appropriate transportation solutions to handle growing traffic demands and reduce resource impacts from the private auto.
 - Euro-Charter Principle 10:
 - Promoting use of public transport, cycling and walking as an alternative to private cars.

 - Multimodal Travel
 - The best guarantee of lasting independent and flexible mobility is having the ability to use and the access to several modes of transport.
 - The different modules together form an integrated marketing and communication approach.
 - The reduction of traffic by private vehicles, as well as the promotion of cycling and walking will be a priority.

 - Aging of societies
 - Public transport should be transport for all.
 - The ageing of societies means a major challenge, but also a chance for public transport systems. Extra effort at information provision and thoughtful outreach are powerful tools in attracting and maintaining older users of public transport.
- **P&B Guideline for accessibility in NP**
1. Embedding the concept of barrier free in the management plan of the nature reserve.
 2. Developing a self-commitment to realize at least one attraction for disabled visitors.
 3. A variety of programs, exhibits and informational opportunities for all visitors should be provided.
 4. Whenever possible parks have to provide the same opportunities for visitors with disabilities – though in many cases the opportunities are designed specifically for disabled visitors based often on the type of disability.
 5. They have to inform visitors about trails that have been made more accessible to visitors with disabilities.



- **P&B Guideline for accessibility in NP - Possibilities (sample)**

- ✓ Automatic door access should be available at all visitor service buildings along with accessible restroom facilities
- ✓ ranger-led programs should be accessible to those with mobility concerns
- ✓ in Baltic Area important should be sand wheelchairs available to enable handicapped individuals to enjoy the dunes and beaches
- ✓ sign language interpreters/ Hearing Helper Tour Guide System
- ✓ several touchable exhibits
- ✓ accessibility of the visitor centre, other campsites, a picnic area, and interpretive programs

4. Workshop – Development of strategies for an action plan for a low impact transport system network

- The partners are divided into 2 groups and asked to discuss the strengths and weaknesses in terms of transport to protected areas, transport within protected areas & accessibility for all in a first round
- 1.) protected areas with good infrastructure & moderate to high visitor impact
 - Maribo Lakes Nature Park
 - Müritz National Park
 - Kemeru National Park
 - (Biosphere Reserve Southeast-Rügen)
- 2) protected areas with low infrastructure and less visitor impact
 - Kurtuvėnai Regional Park
 - Zemaitija National Park
 - (Dovrefjell National Park)
 - (Matsalu National Park)
- **Results 1st round:**

Group 1	
strengths	weaknesses
Existing train systems	Maribo is not on main route >> changes
Existing bicycle routes (international routes)	Expensive trains & buses
Train connection Berlin – Müritz	No bicycle transport on ICE trains
Cooperation with railway company	High stairs in trains in LV > no wheelchair access
Frequent train schedule in Kemeru NP	No bikes on buses



strengths	weaknesses
Reachable by bus from Riga	No connection to airport
Tourist boats on lakes, bicycle tracks, bike rentals	Poor road conditions
Historic railway within area	No existing bus lines that drive through Maribo Lakes NP
NP bus line >> ship + bus + bicycles	Parking problems, people driving on small roads
Cycle paths & canoe routes	Only 1 NP bus line
Promotion for environmentally friendly mobility	Bad marketing of NP-ticket >> reduced ticket sales
3 train stations in Kemeru NP	No transport cooperation between buses + local railway
	Difficult to get wheelchairs into buses
	Only 1 train station has bike rental + information where you are / NP-information
	Lack of public transport system in the park >> not connected

Group 2	
strengths	weaknesses
Remote areas	Less demand for public transport by locals
Cycle route network available in Matsalu NP	No opportunity to take ones own bike in public transport (i.e. in long distance buses in Matsalu NP)
Accessible by train & long distance buses (Dovre fjell NP / Zemaitija NP)	No modal split
Cultural heritage (manor house, church,...)	Lack of accommodation places in protected area
Good developed cycle rent system (Zemaitija NP)	No / only few infrastructure for disabled people
Attractive tourism objectives (i.e. military bases in Zemaitija NP)	Lack of marketing
Professional planning documents available in Zemaitija NP	One day tourism
Silence	Car traffic

- In a next step both groups discuss the opportunities and threats of sustainable transport & mobility to / within protected areas.



- **Results 2nd round:**

Group 1	
opportunities	threats
Fehmarn tunnel >> new motorway facilities	Don't get a stop on new line to Hamburg (Copenhagen)
New bus lines from / to SE	Reduction of frequency of train schedules
Railway construction from Berlin to Müritz NP	Closing of sailing boat at Maribo
New airport at Tukums (Kemerli closest place)	Demographic change >> no offers for elderly
Develop routes	
New landing place at manor house & welcome centre	
Rent canoes from Maribo city	
New bus routes from Maribo	
Pedelects trend (Müritz NP)	
Improvement of transport services for canoeists + cyclists + luggage	
Mobility service on demand	
Make cycling within the protected area more attractive >> establish bicycle stands / bicycle parking	
Info by bus driver about bus stops >> to reach National Park	

Group 2	
opportunities	threats
Promoting the train and bus stations as arrival & departure points	none
Promoting bike tourism	
Establishing a rent-a-bike system	
Create possibilities to bring bike by long distance buses & advertising it	
Bus services for events	
Water transport	
Improve bicycle path systems	
Connection through long distance (cycle) trail with accommodation and shelter	
Develop infrastructure for seniors	
Pilgrim route (Kurtuvenai RP)	



5. Next meeting

Dates:

Sunday, 09.10.2011	Arrival
Monday, 10.10.2011	Final event
Tuesday 11.10.2011	} Partner meeting, incl. excursion
Wednesday, 12.10.2011	
Thursday, 13.10.2011	
Friday, 14.10.2011	Departure

6. To Do List

To-Do	responsibility	Deadline
Carrying capacity report - Partner feedback on tables 2.2. (page 13) & 2.10 (pages 25) requested	- partners	15 th September 2011
marketing		
Calendar & Poster - assign company - provide 1 add. offer for printing of poster - provide pictures	- animare - Kemer NP - partners	now asap May 2011
Final brochure - request for an offer - draft - feedback from pp - texts - design - corrections - printing	- animare - animare - partners - animare - company - partners - company	now now End of May 2011 June 2011 July 2011 August 2011 September 2011
Common event - provide information on status quo of organisation	- partners	now
Common exhibition - check your dates of hosting the exhibition	- partner	asap
Product manual - send product manuals to animare	- partner	see page 10



To-Do	responsibility	Deadline
Charter process		
Best practise guide & PPP-guide	Europarc	June 2011 ?
Preparation of Charter application	Pp6 Pp8 Pp9 Pp10/17 Pp16	Please stick to your schedules agreed on with Europarc / Europarc Consulting!
Investments		
Implementation of investments according to the approved investment plans		now
Evaluation of investments		August/ September 2011
Presentation & discussion of results		October 2011
Benefit Monitor		
Description of the tool (how to measure benefits)	Pp12	asap
Development of a joint Visitor Management Strategy	Pp12	asap
Evaluation of partners visitor surveys	Pp12	asap
Sustainable Transport Strategy		
SWOT analysis of all parks transport & mobility situations	VCD	asap
BSR standard & terms on sustainable transport to and within protected areas/Charter Parks >> brochure	VCD	asap
Strategy and action plan on development of a "low impact" transport system >> brochure	VCD	asap
Guidelines on transport means/mobility requirements for disabled in Charter Parks of BSR	VCD	asap