

# A comparative analysis of the European Charter for Sustainable Tourism and PAN Parks

## Background

This short comparison and analysis of two initiatives on sustainable tourism and protected areas in Europe is based on:

- Paper presented at the Lisbon conference by Andrej Sovinc, "Parks for Life" co-ordinator at IUCN [1999].
- Information available on websites of both initiatives
- Comments of Richard Blackman, EUROPARC Federation

The both initiatives were labelled by European Commission at the Lisbon conference as the most relevant tools to manage sustainable tourism in protected areas, [Sustainable tourism and Natura 2000 Guidelines, initiatives and good practices in Europe, European Commission, 1999]

## Introduction

Both initiatives are in line with "Parks for Life: Action for Protected Areas in Europe," the first ever action plan for protected areas in Europe, which was prepared by the IUCN, together with the EUROPARC Federation, WWF, BirdLife International and WCMC, in co-operation with around 200 contributors from all around Europe. The aim of the Parks for Life programme was simple: "An adequate, effective and well-managed network of protected areas in Europe".

**In 1995 EUROPARC took the initiative to set up the European Charter for Sustainable Tourism in Protected Areas, as a strategic approach and a widely used tool for sustainable tourism development and conservation in protected areas.** The preparation of the Charter was listed as one of the "Parks for Life" Priority Projects. The IUCN/World Commission on Protected Areas (WCPA) was represented at the Steering Group for this project.

**W W F, the conservation organisation founded PAN Parks in partnership with the Dutch leisure company Molecaten in 1997, as a "quality brand" guaranteed high level protection of Europe's wilderness capitals, supported by all Europeans.** The years between 1997 and 2002 were primarily used to develop a long term strategy and to form a strong institutional base in order that PAN Parks would gain widespread international respect and support.. The Coordinator of "Parks for Life" was also involved in the process of setting up the PAN Parks process from its early stages as the PAN Parks concept was foreseen as a "recognisable network of well-managed wilderness protected areas which welcomes visitors and avoids potentially conflicting activities.

## Similar or identical principles of both initiatives

Both initiatives:

- *provide concepts for managing tourism in protected areas in **harmony** with the suitable management of natural resources and for the socio-economic benefits of stakeholders*
- *are built on the concepts on **partnerships** between protected areas, tourism and other businesses and the local population, and of supporting conservation and socio-economic development through tourism*
- *require the preparation of a **strategy** for conservation and sustainable tourism development in the area concerned*
- *aim to involve mainly **large protected areas** with high tourism ambitions and high potentials for the conservation of species, habitats and landscapes. The PAN Parks concept, in principle, defines the minimum size*

of protected areas to be involved (20,000 ha). The Charter has neither minimum size nor wilderness factor criteria.

### **Complementary points of both indicatives**

- both initiatives aim to become **Pan-European**
- both initiatives require close consultation process between all participatory parties in the preparation of a **sustainable tourism strategy** and action plan for the protected area. In addition it makes provision for local tourism businesses and for tour operators using the area to prepare separate Action Plans for their enterprises.
- both initiatives require the establishment of a permanent mechanism for consultation or **joint independent executive body** [Europarc Charter - Forum, PAN Parks – Local PAN Parks group] to define a widely supported plan for conservation and tourism development in and around certified protected area.

### **Main conceptual differences between the two initiatives**

#### 1) The PAN Parks:

- aims to include only **well-managed protected areas**, especially those with outstanding conservation values ("must-see" sites in Europe; and therefore an "exclusive club"), while the concept of the Charter is less exclusive
- aims to develop a **'quality brand'** for partners involved in the process (protected areas and businesses) which must undergo an independent certification process, while the concept of the Charter is less quality brand oriented
- aims to create a network of the best managed **wilderness protected area**, where people can Support, Preserve, Enjoy Europe's Wilderness, while the Charter has not wilderness aspect
- is the worlds first operational, third-party certification system under WCPA [World Commission on Protected Areas] Framework for Management Effectiveness and has ambition to expand from Europe to the global scale, while the Charter has not this ambition

#### 2) The Charter:

- is a **strategic approach** and aim to be widely used tool for sustainable tourism development and conservation in protected areas, while the PAN Parks is a new 'quality brand' oriented independent certifying organisation [foundation] supported by Supervisory and Advisory Boards
- aim **to certified sustainable tourism** for the protected area, local tourism businesses and tour operators, while the PAN Parks condition to launch verification of sustainable tourism for the protected area, local tourism businesses and tour operators is verification of the park management effectiveness
- aim to be flexible approach used by parks starting to develop tourism or by parks with highly developed tourism, while the PAN Parks has a problems to certified park with already developed mass tourism

**General conclusions and recommendations**

Both initiatives are complementary and not competitive and both initiatives were developed on the same philosophical background with number of the similar or identical principles

Both initiatives are mutually dependent e.g. Charter's principles offered sustainable tourism verification opportunity for no-wilderness protected areas or application of Charter's principles in less well-managed protected areas can help them become potential future candidates for PAN Parks

Both initiatives provide effective guidelines for developing and managing tourism in protected areas

## PAN Parks and Europarc Charter

### Short comparison

	<b>European Charter</b> Based on EUROPARC Federation website, July 2005 <a href="http://europarc.org/european-charter.org/">http://europarc.org/european-charter.org/</a>	<b>PAN Parks</b> Based on PAN Parks website June 2005 <a href="http://www.panparks.org/">http://www.panparks.org/</a>
<b>What is...</b>	<p><b>What is the Charter?</b> At heart, the European Charter for Sustainable Tourism in Protected Areas is a partnership between a protected area and all those with a stake in how tourism in that park's region is run. It also contains elements of a quality label as the park also commits itself to producing a comprehensive strategy and implementing an action plan for managing tourism. As such the Charter is a valuable management tool for ensuring that tourism development in Europe's protected areas is sustainable.</p>	<p><b>What is PAN Parks?</b> Protected Area Network of Europe's national parks aims to</p> <ul style="list-style-type: none"> <li>• promote wilderness and visitor management</li> <li>• monitor management effectiveness</li> <li>• increase awareness and pride</li> <li>• increase public and political support</li> <li>• facilitate sustainable development through fiscal mechanism and fundraising</li> <li>• develop and marketing high quality nature-based products</li> </ul>
<b>Vision current</b>	-	Guaranteed high level protection of Europe's wilderness capitals, supported by all Europeans
<b>Mission</b>	-	PAN Parks Foundation develops the possibility for people to enjoy Europe's wilderness by: <ul style="list-style-type: none"> <li>• conserving Europe's wilderness protected areas</li> <li>• developing high quality tourism packages</li> <li>• promoting sustainable tourism</li> </ul>
<b>Product</b>	-	PAN Parks tourism destinations offering a unique wilderness experience
<b>Message</b>	-	Support, Preserve, Enjoy Europe's Wilderness
<b>Beginning</b>	In 1995 EUROPARC took the initiative to set up the European Charter for Sustainable Tourism in Protected Areas, as a strategic approach and a widely used tool for sustainable tourism development and conservation in protected areas. The project at the beginning was funded by the EU's LIFE programme and managed by the Fédération des Parcs naturels régionaux de France on behalf of EUROPARC. Drawn up under the leadership of the EUROPARC Federation, the Charter was based on five years of research and consultation. Its practical application was demonstrated in "pilot parks" across Europe, seven of which achieved full Charter status in 2001. Since then, 16 further protected areas have joined this initial group	WWF founded PAN Parks in partnership with the Dutch leisure company Molecaten in 1997. The years between 1997 and 2002 were primarily used to develop a long term strategy and to form a strong institutional base in order that PAN Parks would gain widespread international respect and support. In 2000 as a part of preparatory phase the assessment of 17 protected areas management quality on a pan-European scale has been carried out. The preparatory phase ended in 2002 when the first protected areas were verified according to the Principles and Criterion [P&C]. The year 2002 saw the first certified PAN Parks in Finland, Poland and Sweden

<p><b>Main conceptual differences between the two initiatives</b></p>	<p>The Charter was conceived in three parts:</p> <ol style="list-style-type: none"> <li>I. Sustainable tourism for the protected area:</li> <li>II. Sustainable tourism for local tourism businesses:</li> <li>III. Sustainable tourism for tour operators:</li> </ol>	<p>The PAN Parks includes 4 verification steps:</p> <ol style="list-style-type: none"> <li>1. park management effectiveness [P&amp;C 1-3], as a major condition to prevent that sustainable tourism will turned to be thread in the future for certify PAN Parks</li> <li>2. sustainable tourism of the protected area and surroundings [P&amp;C 4]</li> <li>3. sustainable tourism products and local business partners [P&amp;C 5]</li> <li>4. sustainable tourism products and national and international business partners [P&amp;C 5]</li> </ol>
<p><b>Current stage of development and implementation</b></p>	<p>Part I of the Charter is in full implementation in protected areas in at least eight European countries. Part I is the heart of the Charter.</p> <p>Parts II and III for tourism businesses and tour operators respectively have not yet been implemented. Work is underway on developing a framework for parks to award business partners under the Charter (Part II).</p>	<p>Four steps are in full implementation</p> <ul style="list-style-type: none"> <li>• 5 certified parks [2 parks certified P&amp;C 1-5, 3 parks certified P&amp;C 1-3, [certification P&amp;C 4-5 in 3 parks is expected in summer /autumn 2005]</li> <li>• 11 local business partners are certified and carry the PAN Parks logo [FNP]</li> <li>• 1 international business partner is certified [Dutch company SNP], 2 more companies are expected to be certified this summer and negotiations are in progress that may result in contracts with several more tour operators - OAD, Netherlands, VCK Intercentive, Netherlands, Exodus, UK, etc.</li> <li>• PAN Parks Tourism Packages already developed for 4 parks [FNP, ONP, BdNP, CBNP]</li> <li>• 2 tourism companies offer already the PAN Parks tourist products</li> </ul>
<p><b>Strengths</b></p>	<ul style="list-style-type: none"> <li>• Provides parks with an effective management framework for managing tourism in their area in a sustainable way.</li> <li>• Integral participative approach.</li> <li>• Contains elements of a quality label and a partnership agreement</li> <li>• Flexibility: can equally be used by parks starting to develop tourism or by parks with highly developed tourism.</li> <li>• Verification facilitates improvement in park management through peers.</li> <li>• Network of Charter parks provides valuable resource for expertise exchange</li> </ul>	<ul style="list-style-type: none"> <li>• PAN Parks is the worlds first operational, third-party certification system under WCPA [World Commission on Protected Areas] Framework for Management Effectiveness</li> <li>• PAN Parks sets an important benchmark for setting high standards of management in protected area management - a "gold standard".</li> <li>• Good network with research community</li> <li>• WWF sub-branding guarantees brand recognition of Panda logo</li> </ul>
<p><b>Weaknesses</b></p>	<ul style="list-style-type: none"> <li>• Lack of capacity to manage and develop the Charter as fully as desired.</li> <li>• Low level of visibility outside the EUROPARC membership.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of capacity to deal with product development and fundraising simultaneously</li> <li>• Low level of visibility and recognition even within the presently Certified PAN Parks</li> </ul>

<p><b>The benefits</b></p>	<ul style="list-style-type: none"> <li>• a basis for <b>strengthening relationships</b> with local tourism stakeholders and the wider tourism industry</li> <li>• a <b>higher profile</b> in the European arena as an area devoted to sustainable tourism</li> <li>• <b>public relations</b> opportunities with visitors and with local and national media</li> <li>• an opportunity to work with and learn from other European parks in a <b>network</b></li> <li>• <b>greater credibility</b> amongst potential funding partners</li> <li>• helpful <b>internal and external assessment</b>, which may lead to new ideas and improvements</li> </ul>	<p><b>What can it bring for the protected area?</b></p> <ul style="list-style-type: none"> <li>• International recognition</li> <li>• Independent audit</li> <li>• Easier access to sponsorship of conservation and tourism project</li> <li>• Expertise exchange through a living network</li> <li>• Tools to improve nature management standards</li> <li>• Tools to control and monitor tourism</li> <li>• Support in lobbying decision makers</li> </ul> <p><b>What does it mean for local communities?</b></p> <ul style="list-style-type: none"> <li>• Increased collaboration in park management</li> <li>• Small business promotion</li> <li>• Showcase for traditional crafts and culture</li> <li>• Improved tourism facilities</li> <li>• Stronger government support</li> <li>• International recognition</li> <li>• New jobs and increased employment</li> </ul> <p><b>What can it bring for local business partners?</b></p> <ul style="list-style-type: none"> <li>• Contact with European tourism companies</li> <li>• More nature based tourism</li> <li>• Effective international marketing</li> <li>• Support in development of tourism package</li> <li>• Training services</li> <li>• Proof of responsible business</li> <li>• Access to experience of other businesses</li> </ul>
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### Verification

<p><b>overall responsibility</b></p>	<p><b>EUROPARC Federation</b> has overall responsibility for the Charter, and manages the day-to-day coordination, development and planning, as well as communication and networking, from its offices in Grafenau (D)</p>	<p><b>PAN Parks Foundation/WWF</b> has overall responsibility, and manages the day-to-day coordination, development and planning, as well as communication and networking, from its offices in Gyor (H).</p>
<p><b>overseeing of the evaluation process</b></p>	<p><b>EUROPARC Consulting GmbH</b> manages and oversees the evaluation process. It contracts <b>verifiers</b> to carry out a 2 day on-site inspection.</p>	<p><b>PAN Parks Foundation/WWF</b> manages and oversees the evaluation process. It contracts independent <b>verifiers</b> to carry out a 3-4 day on-site inspection. PAN Parks Foundation use support and expertise of Advisory Council</p>
<p><b>final decision made by</b></p>	<p>The official <b>EUROPARC Charter Evaluation Committee</b> The committee considers the park's full application together with the verifier's report</p>	<p><b>PAN Parks Foundation Supervisory Board</b> The Supervisory Board considers the verifier's report</p>

<b>Verifiers</b>	Contracted independent <b>verifiers</b> , at present all the verifiers have been involved in the Charter since it began and are experts in the field of protected areas and tourism.	Contracted independent <b>verifiers</b> , all the verifiers are experts in the field of protected areas and tourism but have not been involved in the PAN Parks since it began, they must attend an annual training/workshop
<b>Verification</b>	Desk and on-site assessment 2 days per park	Desk and on- site assessment 3-4 days per park
<b>Monitoring</b>	Mid-term monitoring/evaluation visit (after 2 ½ years) is optional and fee is subject to extent of work required.	Annual monitoring is part of overall verification system
<b>Verification cycle</b>	<b>5 years</b> the first class of Charter Parks will be re-evaluated in 2006	<b>5 years</b> the first class of PAN Parks will be re-evaluated in 2007
<b>Pre-verification assessment</b>	On registration parks are expected to provide an outline of the work undertaken and planned. Prior to the verification parks submit a detailed application report (requirements set out in Charter Manual).	<b>self-assessment questionnaire</b> [98 questions for P&C 1-3, 42 questions for P&C 4 and 8 question for P&C 5], PAN Parks Foundation provide direct pre-verification assessment support pre-verification assessment [P&C 1-5] is offered by PPF for each interested protected areas, the outcome is an identification of the bottlenecks and development of the verification plan
<b>Pre-verification assessment - requirements</b>	The following are considered essential elements and have to be in place: <ul style="list-style-type: none"> <li>Establishment of a permanent <b>forum to facilitate partnership</b> with stakeholders</li> <li>defining a medium term <b>Strategy</b> (5 years) for sustainable tourism development together with an <b>Action Plan</b> for implementation of the Strategy</li> </ul> <p>The requirements which a protected area has to fulfil in order to apply for full Charter membership are presented in the brochure <a href="http://www.european-charter.org/">http://www.european-charter.org/</a></p>	The following are considered essential elements and have to be in place: <ul style="list-style-type: none"> <li><b>Verification of P&amp;C 1-3</b> [management effectiveness]</li> <li>establishment of a permanent <b>local PAN Parks group</b></li> <li>develop <b>STDS</b> and <b>Action plan</b></li> <li>develop <b>the local PAN Parks verification standard</b></li> <li>develop measurements to <b>verify local business partners</b></li> </ul> <p>The requirements [P&amp;C 1-5] which a protected area has to fulfil in order to become a PAN Parks are presented at <a href="http://www.panparks.org/Introduction/Verification/Principles">http://www.panparks.org/Introduction/Verification/Principles</a></p>
<b>Further requirements</b>	A protected area is required to be a <b>member of the EUROPARC Federation</b>	A protected area is required to <b>meet all 5 Principles</b>
<b>Time scale</b>	The period between registration as a candidate Charter park and submission of the full application will generally be at least 1 year	The period between formal registration [application form] and the final certification P&C 1-5 is 2-3 years
<b>Registration process</b>	Formal registration required, the form is delivered by EUROPARC Federation. Protected areas are required to register as <b>candidate Charter Parks</b> with the EUROPARC Federation when they start to implement the Charter. This should normally be at least a year before submission of the full application. They are then entered onto EUROPARC's Charter Parks database and sent the current Charter	Formal registration required, the forms can be downloaded from website or delivered by PPF. There <b>is no status of the Candidate PAN Parks</b> [cancelled in 2004]. There is no registration fee

	application documents and kept informed of new developments. Protected areas joining the Charter are required to be a member of EUROPARC	
<b>Registration fee for protected area</b>	<b>EUR 500</b>	<b>none</b>
<b>Verification fee</b>	<ul style="list-style-type: none"> <li>for administration of the application and verification process standard fee is <b>EUR 4000 + VAT</b></li> <li>In addition, the protected area authority is required to cover the costs of <b>travel, accommodation and board</b> for the visiting verifier.</li> </ul>	<ul style="list-style-type: none"> <li>for administration of the application and verification process P&amp;C 4-5 is <b>EUR 5000</b> and is <b>paid by PAN Parks Foundation</b></li> <li>the <b>protected area authority</b> is required to cover the costs of <b>travel, accommodation and board</b> for the visiting verifiers</li> </ul>
<b>Monitoring fee</b>	Mid-term monitoring/evaluation visit (after 2 ½ years) is optional and fee is subject to extent of work required.	<ul style="list-style-type: none"> <li>administration and monitoring process P&amp;C 4-5 is <b>EUR 2000-4000</b> [depend if desk or site assessment is carried out] and is <b>paid by PAN Parks Foundation</b></li> <li>the <b>protected area authority</b> is required to cover the costs of <b>travel, accommodation and board</b> for the visiting verifiers</li> </ul>
<b>Networking fee</b>	There is <b>no annual fee</b> but it is expected that parks contribute to the life of the network through hosting a networking meeting, contributing articles for publications etc.	There is <b>no annual fee</b> but it is expected that certified parks will attend annual Network Meeting and annual PAN Parks Conference "Europe's Wilderness Days" on their own budget. However in the last 2 years PPF covered conference fee for all participants and in also transport cost for some participants from the East European countries
<b>Renewal verification fee</b>	<ul style="list-style-type: none"> <li>Evaluation for renewal of Charter membership (after 5 years): <b>EUR 4000 + VAT</b></li> <li>In addition, the protected area authority is required to cover the costs of <b>travel, accommodation and board</b> for the visiting verifier</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation for renewal [site-on-assessment] of PAN Parks certificate is <b>EUR 5000, paid by PAN Parks Foundation</b></li> <li>the protected area authority is required to cover the costs of <b>travel, accommodation and board</b> for the visiting verifiers</li> </ul>
<b>Local Partners Fee</b>	n/a	Annual fee [the fee depends on the country and agreement, ca 50-200 Euros, the fee is used to paid visibility or conservation projects]
<b>Verification Process</b>		
<b>Verification steps</b>	<b>Registration</b> as a "candidate Charter park" with EUROPARC Federation	<b>application forms P&amp;C 1-5</b> and several more documents relevant to the verification P&C 1-3 are filled
	Entry onto European Charter <b>database</b> of participating parks	Successful <b>verification of P&amp;C 1-3</b>
	EUROPARC provides current <b>application forms</b>	Entry onto PAN Parks <b>database</b> of certifying PAN Parks [P&C 1-3]

	Completion of Charter <b>requirements</b> by Protected Area (Forum, Strategy, Action Plan)	Completion of PAN Parks <b>requirements</b> by Protected Area (local PAN Parks group, Sustainable Tourism Development Strategy -STDS, PAN Parks standards for local business partners, verification procedure for local business partners, Action Plan)
	<b>Checking</b> of application documents; selection of expert <b>verifier</b>	<b>Checking</b> of application documents; the same <b>verifiers</b> remain as selected in the previous year [P&C 1-3]
	<b>Desk evaluation:</b> Charter requirements met?	<b>Desk evaluation:</b> PAN Parks requirements met?
	<b>On-site verification</b> [c. 2 days]	<b>On-site verification</b> [c. 2-3 days]
	<b>Report</b> from verifier to Evaluation Committee	<b>Report</b> from verifier to the PAN Parks Foundation/Supervisory Board
	<b>Final decision</b>	<b>Final decision</b>
	<b>Award</b> of Charter certificate to new "Charter park"; Signing ceremony annually during the EUROPARC conference	<b>Award</b> of PAN Parks certificate to new "PAN Park"; Signing ceremony annually during the PAN Parks conference and separate [national] event
	Charter park <b>implements</b> agreed 5-year <b>Strategy &amp; Action Plan</b>	PAN Park <b>implements</b> agreed 5-year <b>STDS &amp; Action Plan</b>
	5-year <b>reporting and evaluation</b> of results	5-year <b>reporting and annual monitoring</b> executed by independent verifiers [together with monitoring P&C 1-3]
	<b>Development of new Strategy and Action Plan for next 5 years</b>	
	<b>Application to EUROPARC Federation for renewal of Charter membership</b>	<b>Application to PAN Parks Foundation for renewal of PAN Parks status</b> after 5-years, new verification cycle starts [P&C 1-5]
<b>Networking Events</b>	Annually during the EUROPARC conference and at least one other longer meeting	Annual Network Meeting and PAN Parks Conference

<p><b>List of verified parks</b></p>	<p><b>Charter Parks as at January 2005</b></p> <ul style="list-style-type: none"> <li>• Hohe Tauern National Park (A)</li> <li>• Les Cévennes National Park (F)</li> <li>• Luberon Regional Nature Park (F)</li> <li>• Vexin Regional Nature Park (F)</li> <li>• Marais du Cotentin et du Bessin Regional Nature Park (F)</li> <li>• Vercors Regional Nature Park (F)</li> <li>• Pilat Regional Nature Park (F)</li> <li>• Scarpe-Escaut Regional Nature Park (F)</li> <li>• Steinhuder Meer Nature Park (D)</li> <li>• Frankenwald Nature Park (D)</li> <li>• Insel Usedom Nature Park (D)</li> <li>• Monti Sibillini National Park (I)</li> <li>• Alpi Marittime Nature Park (I)</li> <li>• Mourne Area of Outstanding Natural Beauty (UK)</li> <li>• Peneda-Gerês National Park (P)</li> <li>• Serra da San Mamede Nature Park (P)</li> <li>• Zona Volcanica de la Garrotxa Nature Park (E)</li> <li>• Syöte National Park (FIN)</li> <li>• Sierras de Cazorla, Segura y las Villas Nature Park (E)</li> <li>• Alcornocales Nature Park (E)</li> <li>• Sierra de Grazalema Nature Park (E)</li> <li>• Sierra de Aracena and Picos de Aroche Nature Park (E)</li> <li>• Sierra Nevada National / Nature Parks (E)</li> </ul> <p><b>Evaluated in 2005</b></p> <ul style="list-style-type: none"> <li>• Forest of Bowland AONB (UK)</li> <li>• Naturpark Pfälzerwald (D)</li> <li>• Harz National Park (D)</li> <li>• Cairngorms National Park (UK)</li> <li>• Parc Naturel Régional des Boucles de la Seine Normande (F)</li> <li>• Parc Naturel Régional Livradois Forez (F)</li> </ul>	<p><b>PAN Parks as at January 2005</b></p> <ul style="list-style-type: none"> <li>• <b>Fullufjallet NP, Sweden</b></li> <li>• <b>Oulanka NP, Finland</b></li> <li>• <b>Bieszczady NP, Poland</b></li> <li>• <b>Central Balkan NP, Bulgaria</b></li> <li>• <b>Retezat NP, Romania</b></li> </ul> <p><b>PAN Parks being evaluated in 2005</b></p> <ul style="list-style-type: none"> <li>• <b>Paanajarvi NP, Russia</b></li> <li>• <b>Rila NP, Bulgaria</b></li> <li>• <b>Majella NP, Italy</b></li> </ul>
<p><b>Contact</b></p>	<p>For further information on the Charter please contact Richard Blackman, EUROPARC Federation, Postfach 1153, D-94475 Grafenau; tel: +49 (0) 8552 96100, fax: +49 (0) 8552 961019; e-mail: <a href="mailto:info@european-charter.org">info@european-charter.org</a></p>	<p>For further information on the PAN Parks verification please contact Vlado Vancura, Conservation Manager, 00 421 907 816 067 or 00 421 44 52234 36 <a href="mailto:vvancura@panparks.org">vvancura@panparks.org</a></p>
<p><b>Communications and Marketing Activities</b></p>		
<p><b>Website</b></p>	<p>Yes, information on the Charter in English and (from summer 2005) in French.</p>	<p>Yes, including information on the Foundation and the Certified PAN Parks [in English]</p> <ul style="list-style-type: none"> <li>• links with certified park websites</li> <li>• links with certified local business</li> </ul>

		partners
<b>Magazine</b>	Charter News is included in the EUROPARC Federation's European Bulletin, published twice a year with circulation of more than 1,500 copies.	PAN Parks Courier distributed in 2500 copies
<b>E-newsletter</b>	Charter Newsletter published occasionally with news from the Charter network	Distributed monthly to 220 subscribers [network, WWF offices, media]
<b>Video</b>	No	Promotional video about PAN Parks (corporate introduction)
<b>Brochure</b>	Information brochure available on the Charter	Colour brochure for each certified park [English and local language] <i>What makes x NP a PAN Park?</i>
<b>Info board</b>	No	Standard info boards for each certified park [at entrance gate, tourist stops, viewpoints, etc.]
<b>Visibility package</b>	Charter logo made available to certified Charter Parks	Poster, pin, postcard, sticker, flag, T-shirt, bag produced for each certified park
<b>Special visibility projects</b>	No	Based on suggestion of each certified park special visibility project is implemented, completed projects: <ul style="list-style-type: none"> <li>• PAN Parks nature trail</li> <li>• PAN Parks info map</li> <li>• PAN Parks entrance tickets</li> <li>• PAN Parks Courier - Polish version</li> <li>• Photo exhibition of PAN Parks</li> <li>• E-presentation (simplified website)</li> </ul>
<b>Media appearances</b>	In printed and electronic publications	Appearance in a wide range of article in international and national media
<b>Selling branded travel products</b>	No	PAN Parks branded sold by tourism companies <ul style="list-style-type: none"> <li>• SNP: FNP, ONP</li> <li>• Trailfinders: FNP, BNP</li> </ul>
<b>Promoting certified parks and local partners</b>	No	Using tourism packages (info package about each certified PAN Park and local partner)