



**EUROPARC**  
CONFERENCE  
**2.-6.5.2022**  
NATIONALPARK  
NEUSIEDLER SEE - SEEWINKEL  
AUSTRIA

# Speakers' Corner

EUROPARC Conference 2022

Supported by the federal government and the European Union

 Federal Ministry  
Republic of Austria  
Climate Action, Environment,  
Energy, Mobility,  
Innovation and Technology



NATIONAL  
PARKS  
AUSTRIA



**EUROPARC**  
FEDERATION

# What is the speakers' corner?

**A marketplace of ideas...**

where EUROPARC Members take the stage  
to shine a light on their work

# What is the speakers' corner?

- 7 presentations
- 7 minutes / 3 slides each

# What is the speakers' corner?

- No questions or debate

If you want to follow up with the speakers, please meet them at the break or use the conference app





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SPEAKERS' CORNER

# Rich kids of Mother Earth

**Rosie Corner**

Local Plan Officer

Yorkshire Dales National Park Authority

United Kingdom

# **RICH KIDS OF MOTHER EARTH**

**@RICHKIDSOFMOTHEREARTH**  
**@GREATPLACE\_LAKESANDDALES**











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**SPEAKERS' CORNER** (online)

# Principles of seal-friendly tourism in Saimaa area, Finland

**Sanna-Kaisa Rautio**

Specialist

Metsähallitus, Parks & Wildlife

Finland

# Saimaa ringed seal

- Landlocked
- Endangered
- Population size 420-430 individuals

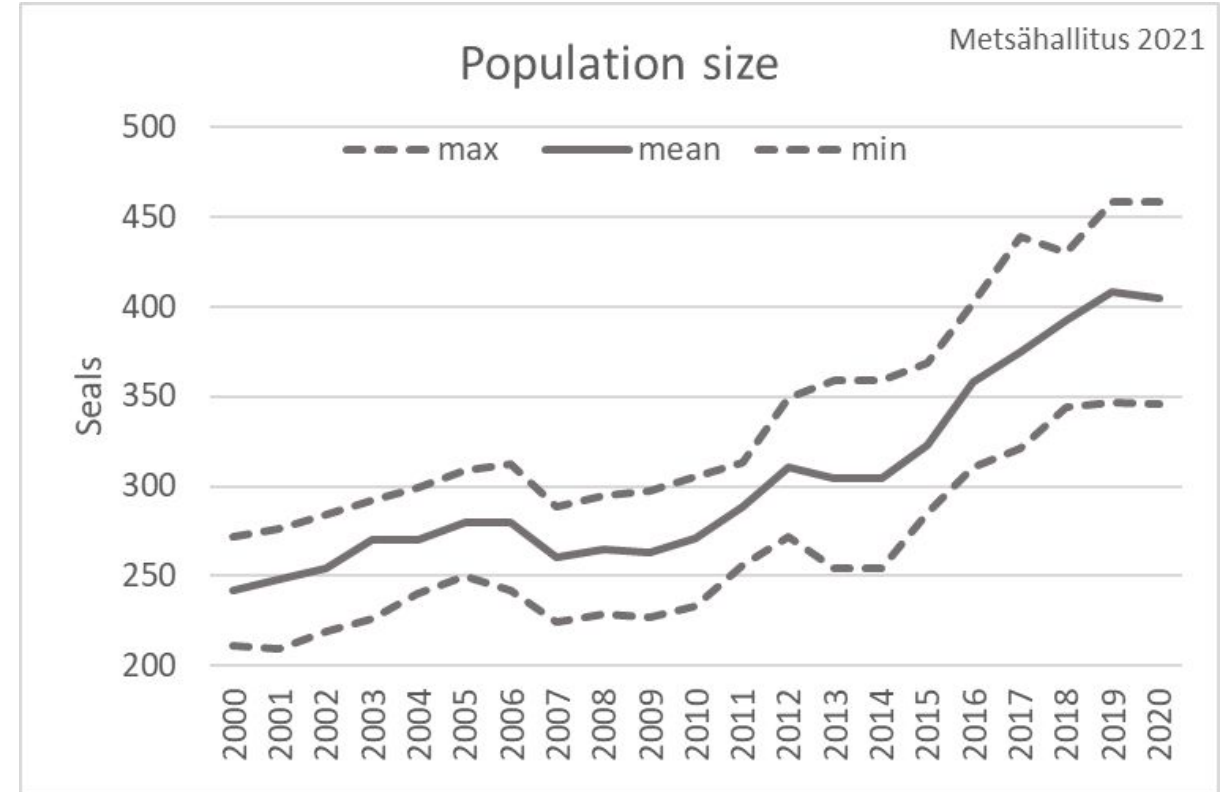
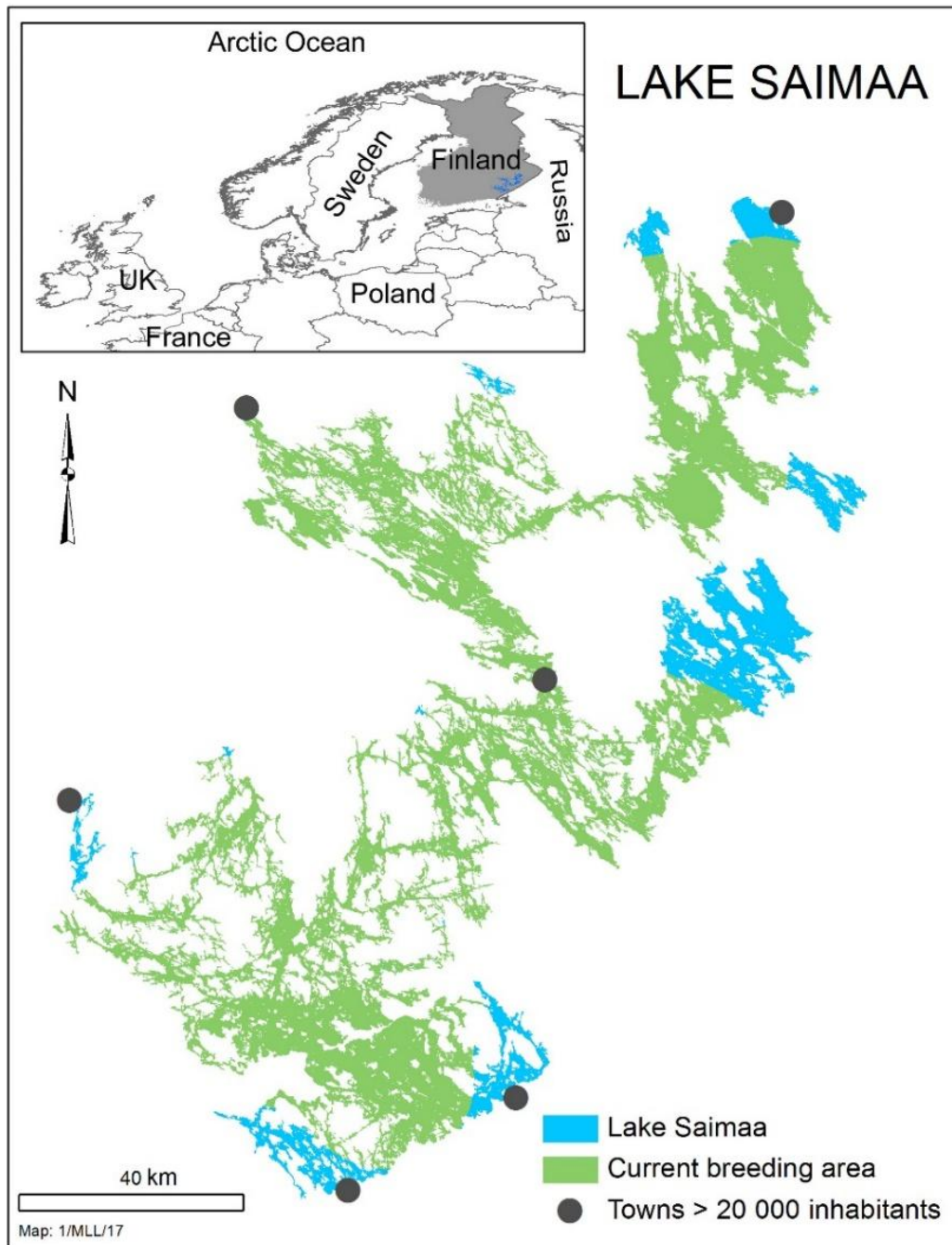




Photo: Miina Auttila

## Moulting season

- Saimaa ringed seals shed their fur in the spring, culminating from May to early June
- In the moulting period the Saimaa ringed seals can be seen lying on the rocks during the day
- At other times, the Saimaa ringed seals stay in the water, resting on rocks or in a snow nest, mainly at night
- Successful moulting requires the dry fur, the seals stay in open sunlight to dry the fur



Photo: Tea Karvinen

## Principles of seal-friendly tourism in Saimaa area, Finland

- All 12 seal cruise companies in Saimaa region were invited to the workshop 11/2021, together with the authorities
- The principles were formulated by the “Timeout” method, which is a new way to generate and have constructive discussions



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SPEAKERS' CORNER (online)

# Ecotourism for all in Catalonia

**Beth Cobo**

CEO & Founder

Trescalia

Spain

# ECOTOURISM FOR ALL IN CATALONIA



## ACCESSIBILITY



## EXPERIENCES



**ebethgarrotxa**

### VISITAS AUTOGUIADAS EL GUÍA LOCAL EN TU BOLSILLO

**Beth Cobo** - guía Parque Natural Zona Volcánica de la Garrotxa  
[www.trescalia.com](http://www.trescalia.com)

- Escoge la ruta escrita por un guía local
- Sigue las explicaciones mientras caminas
- Sigue la ruta sin esfuerzo con mapas interactivos
- Descárgalo todo cuando tienes Wi-Fi y usa la app offline

**HECHO PARA COMPARTIR**  
Desde el móvil, directo a compartir en redes

**MEJOR EXPERIENCIA DEL VISITANTE**  
Vista cuando y cómo necesitas; a su aire

**DESESTACIONALIZACIÓN**  
Funciona 365 días al año, 24h

**DESFRECUENTACIÓN**  
Localizaciones menos frecuentadas pero con alto interés

**ACCESIBLE**  
Rutas diseñadas para público universal

**CON GUÍA LOCAL**  
Valorización de la interpretación del territorio

**ITINERARIOS PEDAGÓGICOS**  
Descubrir a través de la educación ambiental

**PATRIMONIO NATURAL**  
Valor de las áreas protegidas y su conservación

**PATRIMONIO CULTURAL**  
Dinámicas interactivas de conocimiento puntos de interés

**SOMOS EXPERTOS, USUARIOS APASIONADOS**  
Cuando realizas una, la curiosidad te lleva a otra

**CONNEXIÓN CON EL VISITANTE INVISIBLE**  
Contacto con el visitante más autónomo

**ENGAGEMENT**  
Factor repetición, interacción con el territorio

**GASTRONOMÍA**  
Sabores auténticos, producto local

**ETNOGRAFÍA**  
Conocer tradiciones y elementos culturales intangibles

**VOICEMap**

Icons: Person with cane, Bicycle, Car, Person with cane, Person with stroller, Person in wheelchair, Arrow.

Logos: Trescalia, Parc Natural de la Zona Volcànica de la Garrotxa, Turisme Garrotxa, multi capacitats.

# WHAT'S NEXT ?



REDISCOVER NATURAL AREAS IN AN INCLUSIVE AND GUIDED WAY

Technical guide on the creation of "universal ecotourism experiences", ecotourism for all.

June 2022

- Evaluate companies and destinations from a universal perspective
- Identify ecotourism resources under universality criteria
- **Design universal experiences**
- Communicate with a universal perspective
- Integrate different users to enjoy a universal experience



# ECOTOURISM FOR ALL

Technical guide on the creation of "universal ecotourism experiences", ecotourism for all.

It is considered necessary for the opportunity that many companies can design and offer ecotourism experiences for everyone and especially for many people who have not been able to access the range of ecotourism experiences that are offered and will be offered in Catalonia.



**Beth Cobo**

 @bethgarrotxa

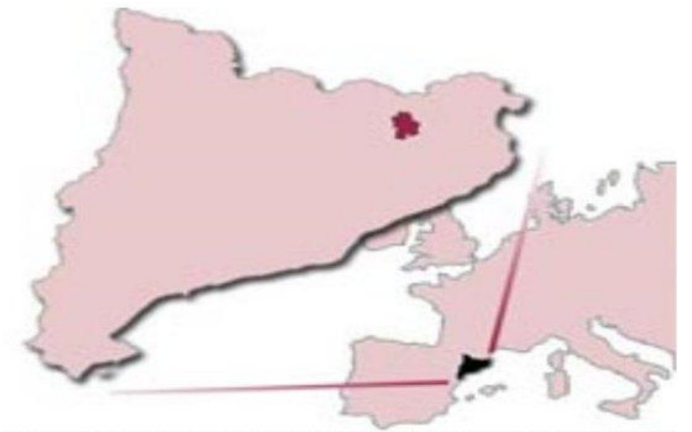
 @trescalia

[beth@trescalia.com](mailto:beth@trescalia.com)

[www.trescalia.com](http://www.trescalia.com)



 **Parc Natural de la Zona Volcànica de la Garrotxa**





SPEAKERS' CORNER

# From communication to engagement

**Silvia Argentiero**

Communication & social media manager

Ente Parco Nord Milano

Italy

**From  
communication  
strategy**



**Community engagement**

**Business involvement**



# Community engagement

## DISSEMINATION

- Park's pills
- Networking, partnership and sponsorship

## AWARENESS

- Communication exchange
- Visual identity

## ENGAGEMENT

- Park's Ambassadors
- Social Network strategy
- Fundraising campaigns

## LISTENING

Online tools to listen to the public



# Business involvement



- Free donations to the park
- Support the park initiatives through sponsorship
- Organization of volunteer days for business employees and their family
- Join fundraising campaigns from the web site

**Parco Nord Milano in 2020-21 has involved 50 companies earning around 580.000 €**

**From fundraising campaign has been collected in 2021 almost 28.000 € from over 100 donors**



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# Center for Energy, Environment and Resources – CENER 21

**MSc Nadira Berbić**

Project Manager

CENER 21

Bosnia and Herzegovina



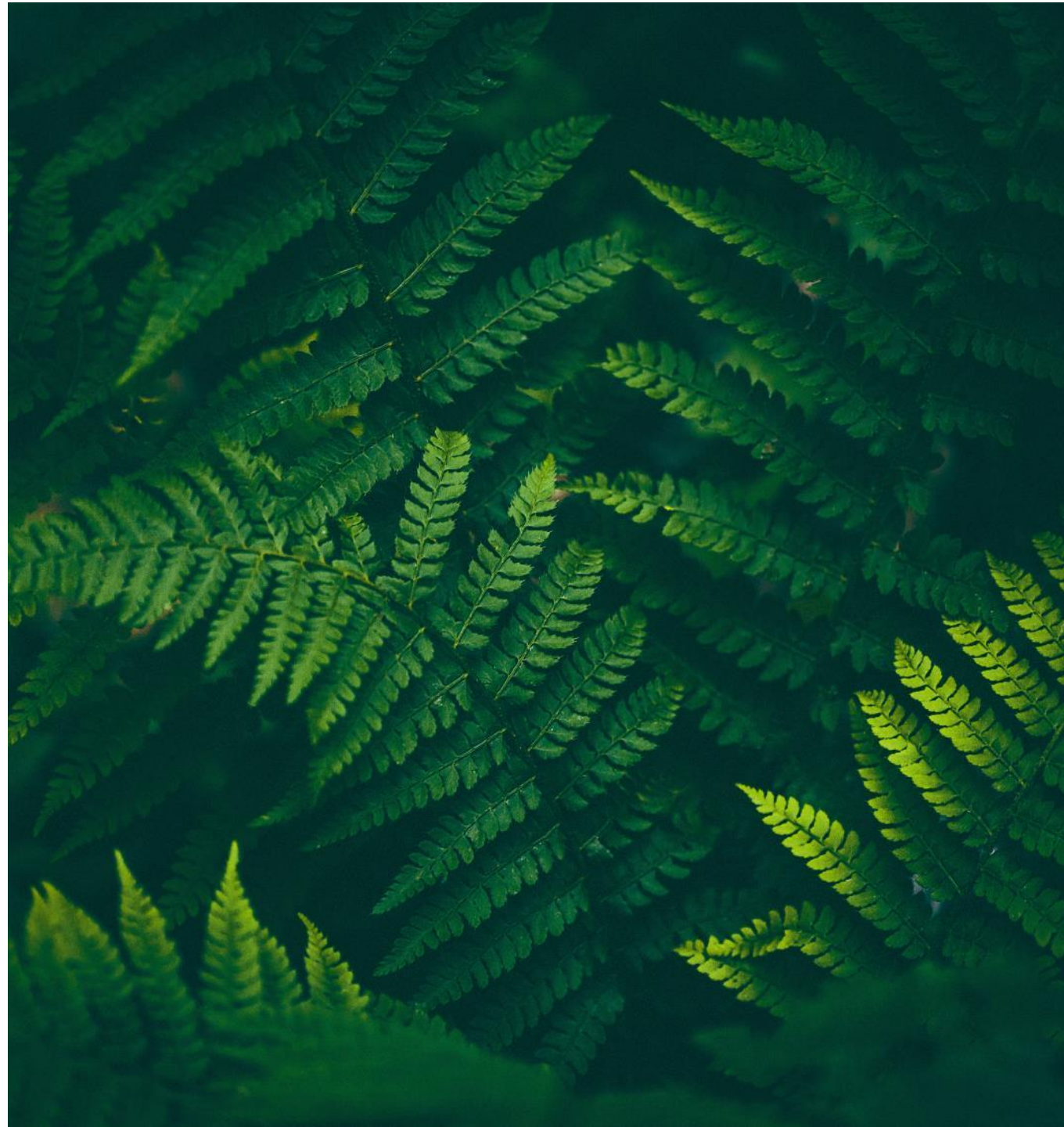
# CENER

Center for Energy, Environment and Resources

## Center for Energy, Environment and Resources – CENER 21

EUROPARC Conference

4 May, 2022





- » Sarajevo, Bosnia and Herzegovina, 17 full-time employees
- » Host of the National Cleaner Production Centre for Bosnia and Herzegovina (NCPC BiH)
- » Mission: to contribute to sustainable development in South East Europe deploying technical expertise in the areas of:
  - Biodiversity and Ecosystems
  - Climate Change Mitigation and Adaptation
  - Circular Economy and Resource Efficiency
  - Human Health and the Environment
- » **Membership:**
  - UNEP MAP Barcelona Convention
  - RECPnet – the Global Network for Resource Efficient and Cleaner Production
  - Climate Technology Centre and Network (CTCN)
  - United Nations – Convention to Combat Desertification (UNCCD) CSO
  - Circular Economy Club
  - Global Waste Cleaning Network



# Our impact

- Environmental Strategy of Bosnia and Herzegovina - BiH ESAP 2030+ (**SEI-Government of Sweden**)
- ZeroCO2MED (**Interreg MED**)
- ClimaProof (**UNEP Vienna – Austrian Development Agency**)
- Climate Bridges (**GIZ-EUKI**)
- Devouring Architecture (**Prince Claus Fund and Goethe Institute**)
- DINALPCONNECT: Transboundary ecological connectivity of Alps and Dinaric Mountains (**Interreg ADRION**)
- Achieving biodiversity conservation through creation, effective management and spatial designation of protected areas and capacity building (**UNEP-GEF**)
- ECO KARST–ecosystem services of karst protected areas – driving force of local sustainable development (**Danube Transnational Programme**)
- Delivery of Technical Support for Coordination and Development of the Sixth National Report of Bosnia and Herzegovina to the Convention on Biological Diversity (**UNEP-GEF**)
- and medium-size local projects

CENER 21 established strong and sustainable partnerships among decision makers, institutional bodies, and experts to generate long term effects for prominent measures with transferring and mainstreaming potential.







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# Perception about Outdoor Sports by Protected Areas Managers

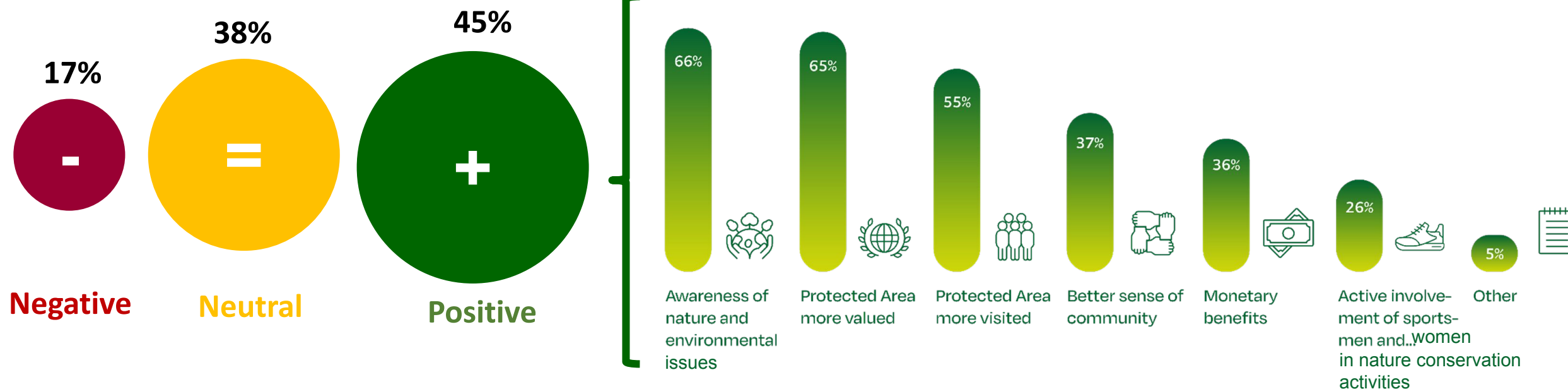
**Teresa Pastor Ramos**

Projects and ECST manager

EUROPARC Federation

Spain

# Outdoor sports in general are *not seen as a major problem in the majority of Protected Areas* but rather could bring *benefits*



Data was received from:



**94** Protected Areas



**24** Countries

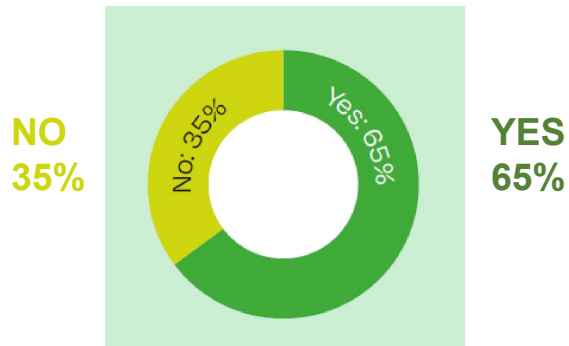
# MOST COMMON PERCEIVED NEGATIVE IMPACTS CAUSED BY OUTDOOR SPORTS IN PROTECTED AREAS



## Most popular sports in Protected Areas

	<b>Hiking</b>	<b>88 %</b>
	<b>Mountain Biking</b>	<b>57 %</b>
	<b>Cycling</b>	<b>53 %</b>
	<b>Running Orienteering</b>	<b>50 %</b>
	<b>Horse Riding</b>	<b>39 %</b>

## Does the PA engage with the sports sector?



## WHO does the PA engage with?



## Means of engagement



\* eg: random encounters between rangers and outdoor sports practitioners



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# Sports for healthy parks

**Timea Izsak**

Ranger

Apuseni Nature Park Administration

Romania



# Nature is My Home as well

Sports for healthy parks  
- A cleaning adventure in partnership  
for nature and people -

Timea Izsak, Ranger at Apuseni Nature Park  
Administration



# CONTEXT



Clean mountains  
Nature for People  
Limited resources  
Technical expertise  
Desire/Availability  
Commitment

- 1 Lake (826 hectares)
- 1 Pothole



# Thank you!



- 10+ Tons of garbage
- 4500+ fragmented
- 200 devoted volunteers (age 13 - 80)
- Local/National awareness raising
- New partnerships
- Lead by example/Leave no trace





SPEAKERS' CORNER

# The guardian dog

**Nadia Cappai**

Parco Nazionale Foreste Casentinesi,  
Monte Falterona E Campigna  
Italy



# IL CANE DA GUARDIANIA

nel Parco Nazionale delle Foreste Casentinesi, Monte Falterona e Campigna