Switzerland's Parks Policy – We are the park!

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Swiss model: We are the park

- Voluntary participation and self-determination
- Democratic process
- Promotion by the Swiss federal government through incentives (label / financial assistance)
Parks are in the cross-fire of different interests

Wide range of actors

- Residents
- Communes
- Cantons
- Swiss federal government
- NGOs
- Tourism
- Universities
- Associations

→ There are huge expectations of parks
Bases

Legal bases
• National Park Act for the SNP in Engadin
• NCHA: Art. 23e ff. Parks of national importance
• Parks Ordinance (ParkO)

Implementation tools
• Manual on establishing and operating parks
• Brand manual
• Manual on awarding and using the product label

FOEN’s internal implementation bases
• FOEN Parks Strategy 2012-20
• FOEN Park Branding Strategy 2010
Swiss National Park in Engadin - Swiss parkland until 2008

- Founded in 1914, around 170 km²
- Own law, own federal funding (approximately 3.9 million)
- Entire park under strict protection (IUCN category Ia)
- Organised as a trust, control over ENPK until 2008

Specific legislation and funding
Parkland status in 2016: 20 parks

- 13 cantons, 250 communes
- Population: around 300,000
- approximately 15% of Switzerland's area
### National park
- Core area of 50-100 km² with restricted use
- Surrounding area with semi-natural, sustainable management
- 2 park projects in the establishment phase
  (Adula + Locarnese national parks)

### Regional nature park
- Area >100 km² with highly valuable natural and landscape assets
- Conserve and increase the value of quality nature and landscape
- Strengthen sustainably operated management, promote product marketing
- 14 parks, 1 candidate

### Nature discovery park
- Core area of at least 4 km² as a natural monument with restricted use
- Transitional area used as a buffer and for discovering nature
- 1 park (Sihlwald), 1 candidate
Park authorities
• Mostly communes and the strategic management body make cooperation possible with the population and third parties

Communes
• Joint authority, spatial planning and (co-)funding of parks

Third parties
• Participation in authority activities, working groups, projects, sponsoring, etc.

Cantons
• Global financial assistance applicants / label applicants
• Coordination of park activities in their area, spatial planning and (co-)funding

Swiss federal government
• Award of the park label to the park authority and conclusion of programme agreements with cantons, supervision
• Coordination of research, promotion of collaboration, publicity for parks

Swiss Parks Network
• Umbrella organisation for all Swiss parks
Swiss federal government instruments

1. Financial assistance from the Swiss federal government
2. Park label
3. Product label
Financial assistance from the federal government

- Subsidiarity principle (currently federal government up to 50%, except NP up to 60%)
- for establishment, operation and quality assurance measures
- FOEN programme agreement with park cantons
- FOEN performance agreement with Swiss Parks Network
- Performance agreement with scimat on research coordination
- FOEN measures for all Swiss parks

Total CHF 19.4 million/year

Parks can provide regions with effective platforms for developing projects and be used for the other promotional instruments and resources of the federal government and cantons
• FOEN has been awarding park labels to parks for 10 years
• The label creates a common identity and visibility
Product label

- Aargau Jurapark
- Visibility promoted at the national level
- Market advantages for goods/services from parks
- Regional added value created
- Certification by an independent, accredited organisation
Innovative offers promote added value

- Cooperation with Switzerland Tourism
- Cooperation with Coop, PostAuto, Raiffeisen Bank

Second place in 2016 in the Destination category of the “Tourism for Tomorrow Awards”
Publicity for parks

- Information campaign to publicise Swiss parks and what they offer
- Parks become visible in the area: signage concept
- Cooperation with institutions and businesses
Prospects

Secure the required funding in cantons and communes

Contribute to the promotion of biodiversity and landscape

Contribute to the quality of life and the creation of regional added value (strong product label)

Create valuable brands

Increase cooperation between actors

Renew the first park labels starting in 2018

New national parks / transnational parks

Chasseral regional nature park
Thank you for your attention

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