



# Switzerland's Parks Policy – We are the park!



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19/10/2016



# 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





## **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**

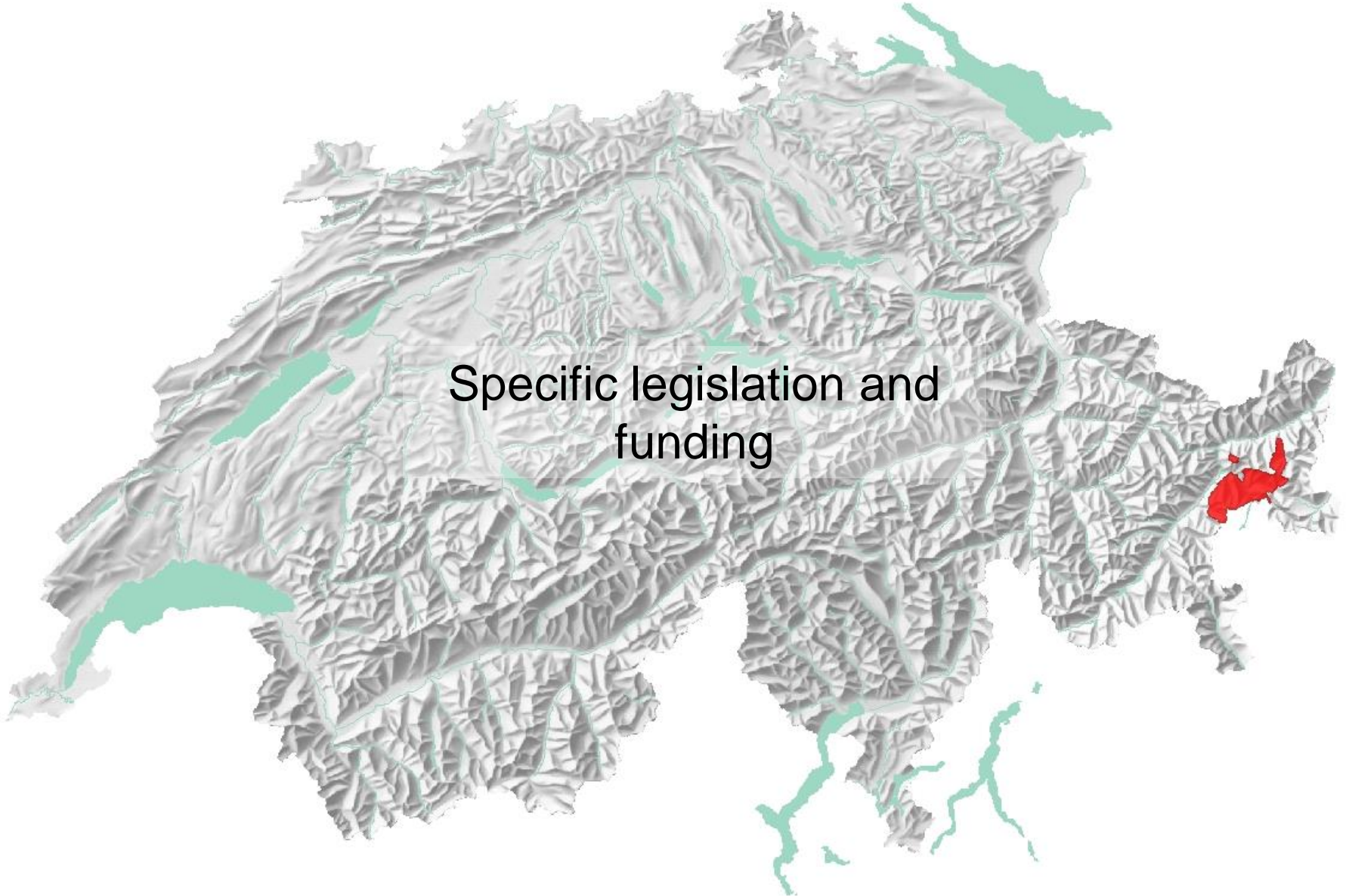
- FOEN Parks Strategy 2012-20
- FOEN Park Branding Strategy 2010



# Swiss National Park in Engadin - Swiss parkland until 2008



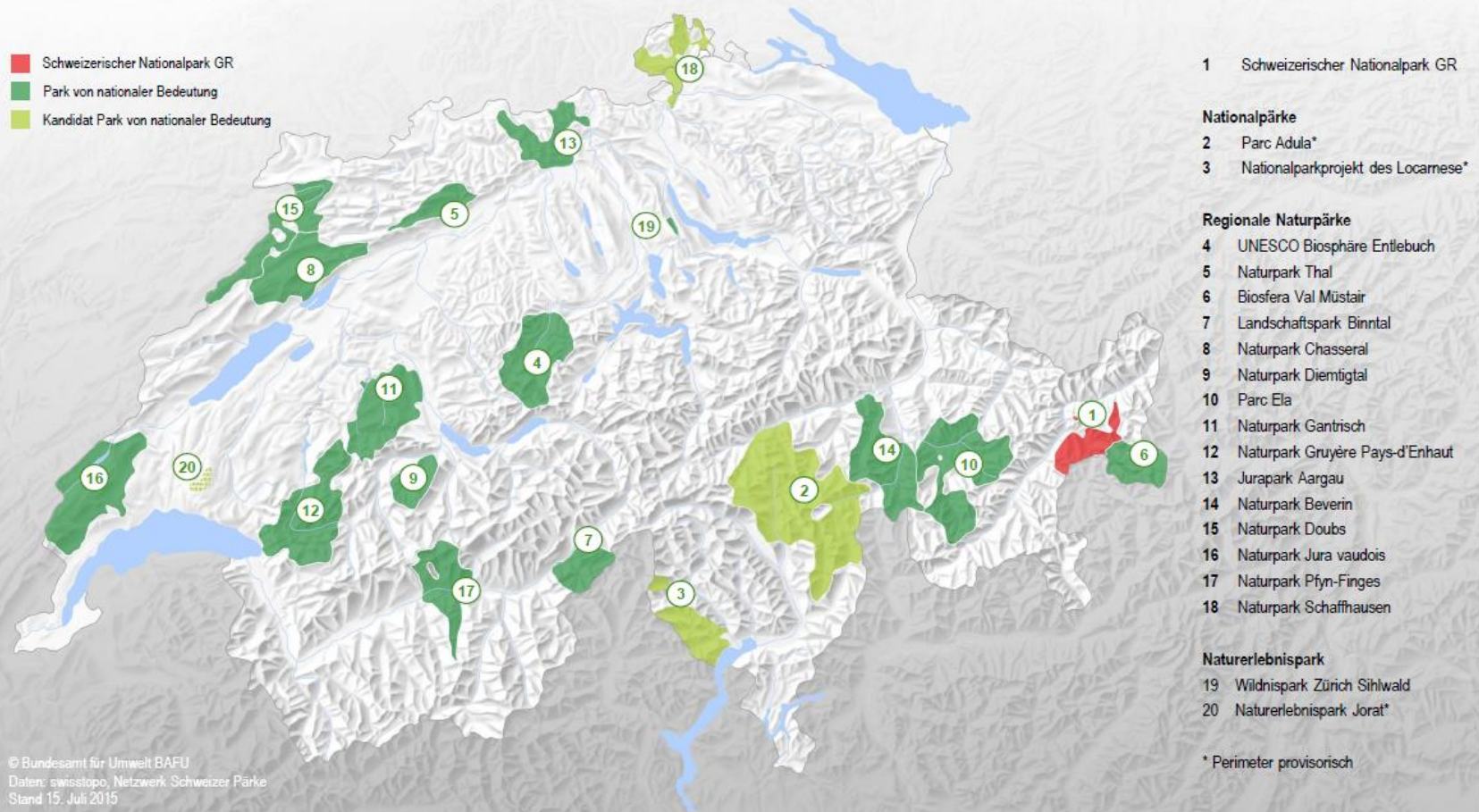
Specific legislation and  
funding





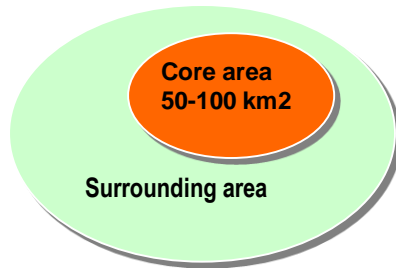
# Parkland status in 2016: 20 parks

- 13 cantons, 250 communes
- Population: around 300,000
- approximately 15% of Switzerland's area





# 3 park categories



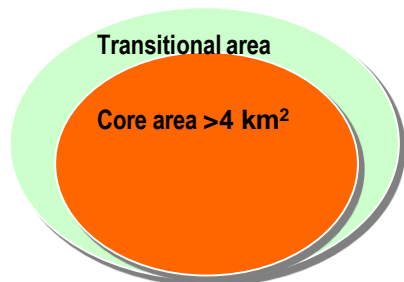
## National park

- Core area of 50-100 km<sup>2</sup> 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 km<sup>2</sup> 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 km<sup>2</sup> as a natural monument with restricted use
- Transitional area used as a buffer and for discovering nature
- 1 park (Sihlwald), 1 candidate



# Parks policy implementation: roles



## **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 sc<sub>i</sub>nat 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



# Park label



- 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

New national parks /  
transnational parks

Create valuable brands

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

Increase cooperation  
between actors

Contribute to the promotion of  
biodiversity and landscape

Renew the first park labels  
starting in 2018



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