

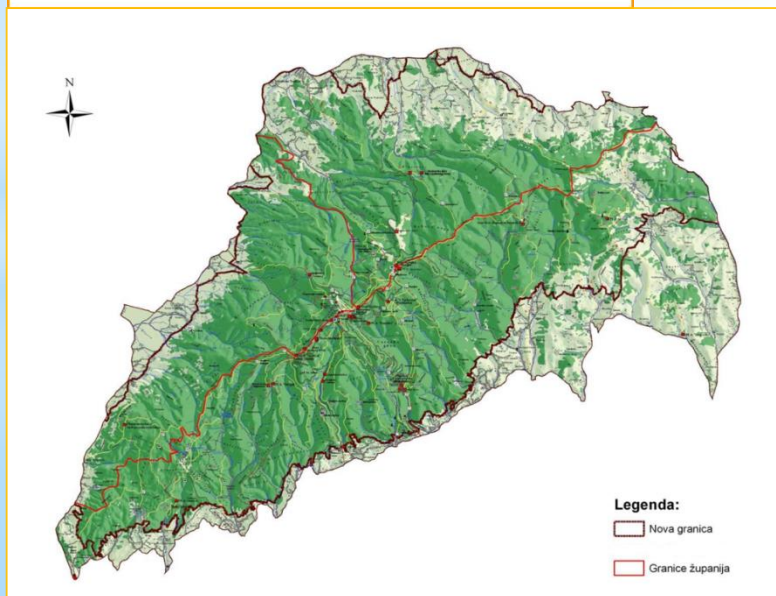


Charter communication in Nature Park Medvednica

Sunčana Završki Dominković, Snježana Malić-Limari
Public Institution Nature Park Medvednica



Medvednica Nature Park



Medvednica Nature Park

ID-current state

Surface of the Park	17.938 ha
Height above mean sea level:	120 - 1035 m a. s. l.
Highest point:	Sljeme
Direction:	Southwest-northeast in the length of 42 km
Territorial boundaries:	City of Zagreb, Krapina-Zagorje County, Zagreb County
Number of inhabitants in the Nature Park, 2001, estimate:	Approximately 7.400
Accessibility:	By foot, car, bicycle, public transportation - bus
Specific landscape macro-units:	
a) forests:	81% of Park's area
b) access area:	19% of Park's area



Medvednica Nature Park



- Public Institution „Nature Park Medvednica” - management of the Park
- Institution works for 16 years now
- 16 employees
- The Park is of a great importance for the city of Zagreb (800.000 inhabitants) from an ecological, educational, recreational and tourist point of view
- exposed to many pressures, but despite this it represents very valuable area worth to protect



Tourism in the Park

- about 1 mil. visitors
- no Park entrance fee,
- only tickets for 3 attractions and for educational programs
- 99% domestic visitors





Tourism in the Park

Public institution needs to secure infrastructure and services for visitors in accordance with the conservation of natural and cultural values of protected areas

“Visiting system” in protected area

- System of visitors' centers, control stations, network of trails, tourist attractions and other which together represent tourist infrastructure of a protected area

Integral part of the “Visiting system” are services for visitors-interpretation (education programmes, events...)

Interpretation is a key for successful tourist product (cultural and natural)

Tourist infrastructure in the Park is numerous and various, there is a need to invest in quality and marketing





Tourist infrastructure in the Park

Type of the object

Infocenter Bliznec and Natura 2000 labyrinth

Medvedgrad-medieval castle

Veternica Cave

Zrinski Medieval Silver Mine

Bistra Educational trail

Slani potok Educational trail

Slap Sopot Educational trail

Kameni svati Educational trail

Miroslavec Educational trail

Bliznec Forest trail

Horvatove stube Educational trail

Cycling trails (9/153 km)

Gorsko zrcalo climbing area

Supervision station (Pila, Bistra)

Hiking trails (67)

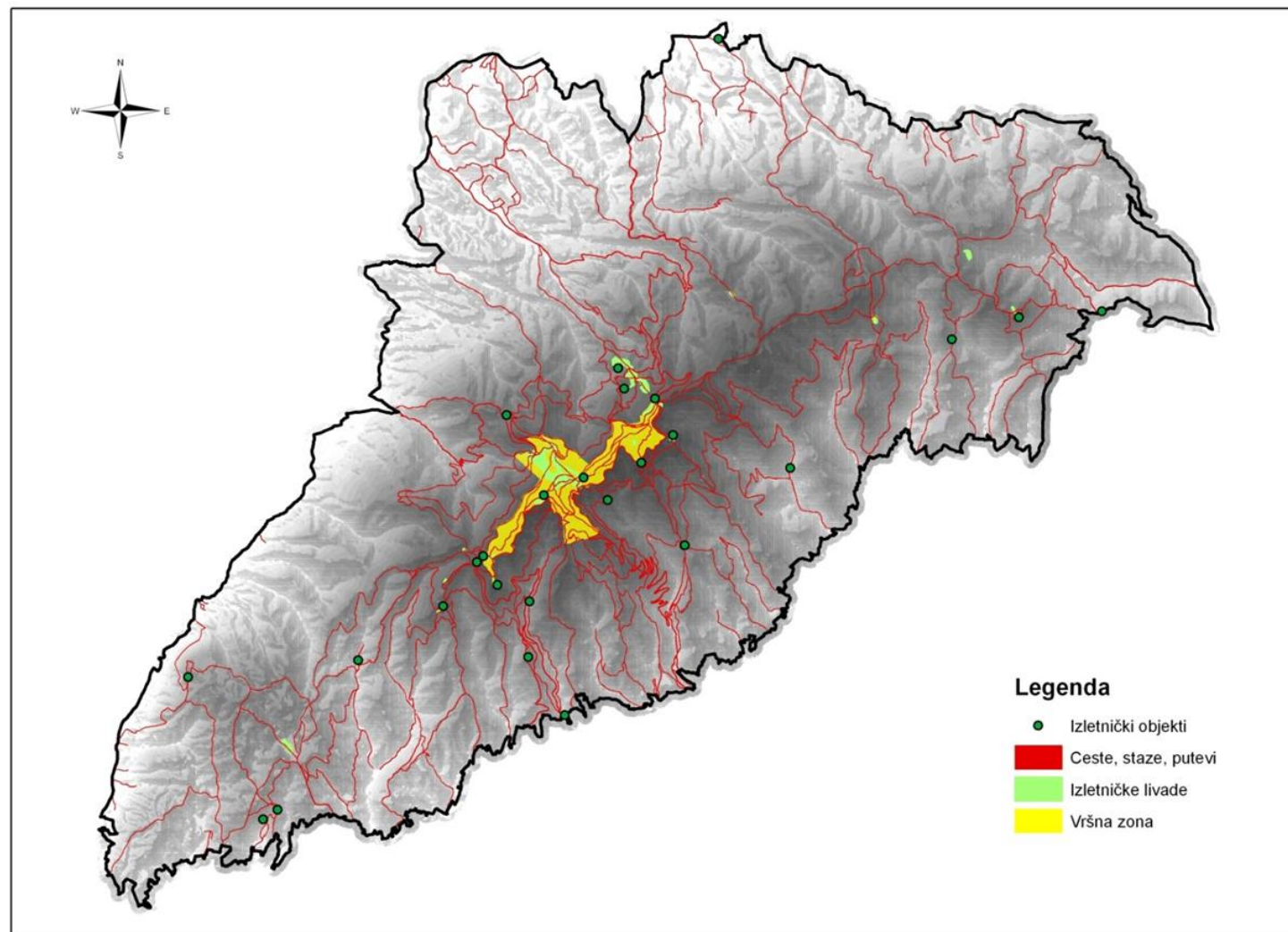
Pilgrimage routes (2)



11 mountain huts, 2 hotels and 8 restaurants that offer food and drink, a rough calculation of accommodation capacity is around 500 beds
ski slopes, ZET cable car....



Tourist infrastructure in the Park





Problems in the Park

Some of specific problems that Nature Park Medvednica faces:

- 0,8 mil. inhabitants in a near vicinity
- concentration of contents in the peak zone
- seasonality of visits and problems related to traffic and lack of parking places
- pour resources of Public Institution (human, financial)
- in the Park: commercial use, supervision, and coordination of a number of stakeholders - various requirements
- many stakeholders (all together 50), overlapping

2013/14. - 9 storms, windswept (65000 m³), large amount of rainfall, landslides, ruptured roads and road slides





ECST - How it all begun?

- June 2013 – establishment of the Forum of stakeholder in the Nature Park Medvednica, presentation of the Charter
- on the first meeting it was evident that a good project is developing - there was a great need for better communication between all stakeholders
- Strategy for sustainable tourism development in NPM 2015-2019 was produced (bottom up approach)
- October 2014 in Düsseldorf Europarc's evaluation team positively evaluated Park's application and NPM was awarded with certificate
- awarding ceremony was in December 2014 in Brussels at the European Parliament





Members of the Park's Forum

Park stakeholders: caterers, hoteliers, ski area management, Croatian Forests, Croatian Water Management, hunters, associations active in the Park, etc.

External stakeholders: ministries, county level organisations, local government, the City of Zagreb, museums, scientific institutions...

Tourism sector outside the Park: ministry, city and regional tourist boards, travel agencies...

- new members still joining

- institutionalisation of the Forum's work through Agreements (29)





Members of the Park's Forum

- until now 50 different institutions participated in the work of the Forum (170 different representatives),
- City of Zagreb and Tourist Board of the City of Zagreb financially supported Charter (strong emphasis on tourism, complementarity of objectives, common interests)
- 19 Forum meetings untill October 2017



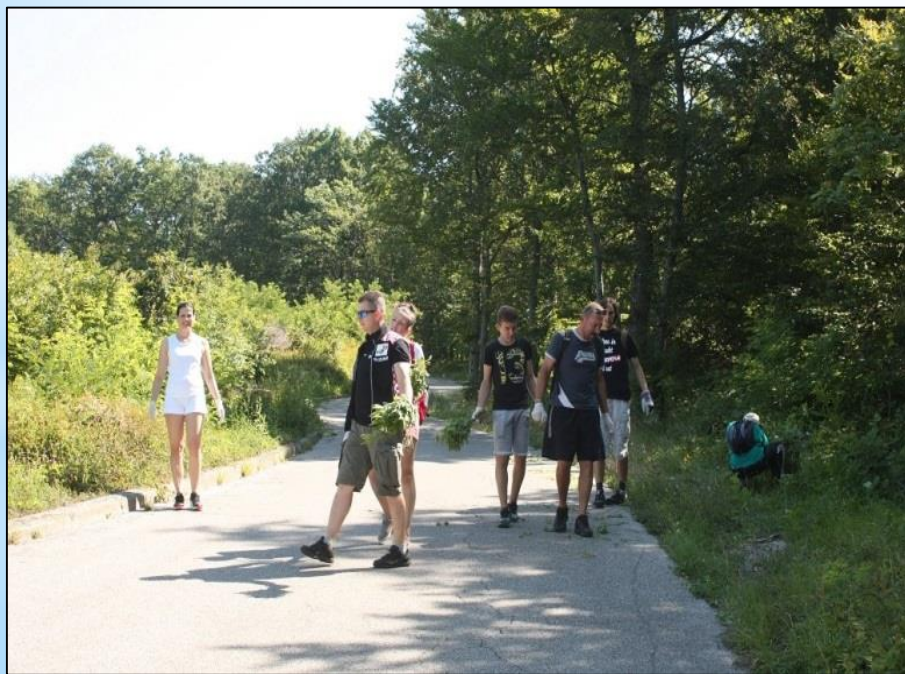


What was done?

Examples of good practise with Park stakeholders:

- small joint activities are realised (cleaning actions, removing of invasive species (common ragweed-ambrosia),
- joint application of small scale projects
- preparation of Medvedgrad-Vistors' center project and Veternica Cave project with relevant stakeholdere members
- E bike guided tours (4)
- Underground Medvednica – 2 tourism products in cooperation with private sector





Removal of ragweed (ambrosia)



Waste
cleaning
actions



Education of Forum stakeholder members

Medvednica without common ragweed (*Ambrosia artemisiifolia* L.)

Aim – raising public awareness on invasive species impacting biodiversity and human health

Cooperation - NPM, City of Zagreb, „Dr. Andrija Štampar” Teaching Institute of Public Health, Nature Park stakeholders

Activities - education and workshops on Forum meeting, removal of common ragweed event, July 2017





Afforestation...



Afforestation events:
MZOIE, SINP, PARCS,
WWF ADRIA
5 Embassies
Croatian Forests
NPM
80 volunteers



Earth Day April 22nd – traditional forest waste cleaning in NP Medvednica



- 8 locations
- 120 volunteers
- 15 trucks of waste
- City of Zagreb – Čistoća
free waste removal and
disposal
- Forum members distributed
on different location



Cleaning of Vukov Dol stream

Association „Planinska družina”

Elementary school „Matija Gubec” – 100 volunteers

NP Medvednica employees

Result: 1400 m of stream cleaned from waste





Museum of Prigorje

Museum of Prigorje

Nature Park Medvednica

Result: exhibition (portable) of traditional croatian wedding





MEDVEDNICA

Park prirode
Nature Park



**PARKOVI
HRVATSKE**

Humanitarian fund raise „Snowflake of goodness”

Organisation:

Lions club Zagreb,
Mountain hut „Kučica”

Ski club Medveščak

Result: children's
playground device -
children with special
needs



**1. OTVORENA, SKIJAŠKA, HUMANITARNA UTRKA LC ZAGREB
«PAHULJA DOBROTE»**

Suorganizatori LC Klopeinsee Austrija i Skijaški klub «Medveščak»

Sav prihod humanitarne utrke namijenjen je
kupnji ljuljačke za djecu s posebnim potrebama
koja će biti postavljena u suradnji s Parkom
prirode Medvednica.



DATUM:
17.02.2017.

MJESTO:
Bijela livada, Sljeme

START:
18.00 sati
(noćni veleslalom)

Startne brojke treba preuzeti u «Kućici» powered by «Medveščak» najkasnije jedan sat prije utrke.

Charter recommendations for the Park

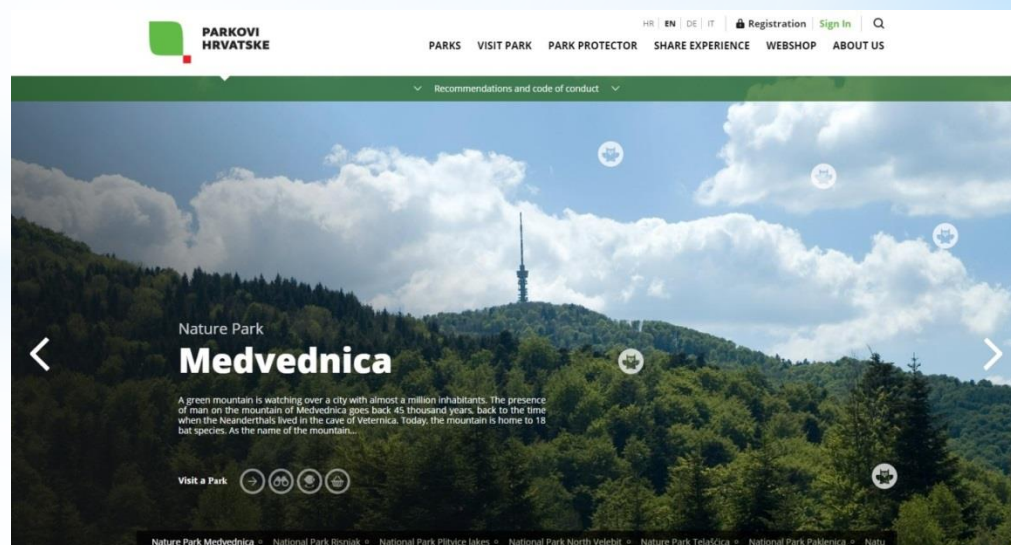
Recommendations of Charter evaluation team for the next 5 years:

- educate** employees and stakeholders on sustainable tourism, communication skills for tourism and others;

- develop Visitor Management Plan** (alone or with other stakeholders – EU Project Medvedgrad visitor Center 2018/19)

- networking** with other protected areas in the country and abroad (Parcs of Croatia brand, Parcs Dinarides-network of protected areas of Dinarides)

- develop sustainable tourism** through activities of the Strategy with a range of stakeholders, monitor implementation and regularly report





What are benefits of Charter/Forum meetings for the Park?

- provides an effective framework for cooperation with all stakeholders (in and outside of the protected area)
- cooperation with other Charter areas - examples of good practice
- Europarc distributional channels for promotion
- communication with all the stakeholders is much more improved
- cooperation is easier
- they are willing to help in Park activities
- they can do much more together
- possibility of training various stakeholders on themes that bind nature conservation, sustainable tourism etc.



Reccomandation for other Charter Parks:

Always try to see the situation from everyone's the perspectives

Try to find solutions together

Use “the bottom up” approach

Ask for opinion when planning to implement something new

Respect and accept each other!

When there is a will, there is a way! 😊



Thank you for attention!

