Workshop #11 - Green Jobs for all!

- Is it time to promote socio-economic development of protected areas to retain our young people?
- How to do it and what would be the limits?
EUROPARC Federation Strategy

1) Working for Nature
2) Helping People and Organisations learn
3) Promoting Sustainability: Role of Protected Areas in Sustainable Development
4) Working Together: Building our Organisation
Workshop #11 Green Jobs for all!

LP – Regional Government Andalusia - ES
P2 – EUROPARC Federation
P3 – EUCC Baltic section - LT
P4 – Regione Molise - IT
P5 – INCDT Romania - RO
P6 – ENRx- FR
Workshop #11 Green Jobs for all!

- **Productive & food sector**

  - **Natural Park Brand - ES**
    - How a "Natural Park" Brand helps to open international markets.

  - **Support for local produce**
    - Showcase gardens' to demonstrate the region’s vegetable heritage at “Gîtes de France” B&B operators

  - **CucinaAcosto0 - IT**
    - Cooking lessons from famous chef for young apprentices using wild edible plants.
Workshop #11 Green Jobs for all!

- **Tourism sector**
  - Amber Catcher - LT
  - Fitness, Nature & Well-being - FR
  - Transiberiana d’Italia

- How **small scale activities can be re-oriented to tourism** and support the socio-economic development of local communities.
- Development of a **label** to promote **fitness, well-being and nature** in accommodations within PAs.
- The epic railroad along italian Appennines run again into the green heart of Italy
Workshop #11 Green Jobs for all!

- Governance
  - Model of public collaboration with local entrepreneurs for visitor centers management
  - Improvement of local perception of Protected Areas through participatory approaches
  - Conflict resolution between protected area managers and a local community through a third party
Workshop #11 Green Jobs for all!

Young involvement

- Biodiver‘high school

- Geopark Ambassadors program

- The Bison’s Night”

- Education and Awareness campaigns for local population, specially children and youngs

- Awareness-raising among High school students, 15 to 18 years old, with respect to regional biodiversity.

- Hateg UNESCO Geopark has strong Volunteer and Ambassadors programs involving youngs in decision making > soft skills
1. Most economic activities linked to Productive & Tourism / Outdoors sectors
2. Diversify and innovate socio-economic activities
3. Public - private agreements
4. Participatory approaches involving local stakeholders
Case studies

ADMINISTRATION – PROTECTED AREA MANAGEMENT AUTHORITY & LOCAL AUTHORITY
1) Economic Strategy and Partnerships Promotion to boost socioeconomic development in Cairngorms National Park - Murray Ferguson, Director of Planning and Rural Development, Cairngorms National Park Authority

2) Playing our parts- Jim Savege, Chief Executive of Aberdeenshire Council

Break

YOUNG PEOPLE
2) Promoting youth employability and involvement in Nature through the John Muir Award - Toby Clark, John Muir Award Scotland Manager

3) Odisseu Leader project. Attracting young talents to rural areas - Teresa Castellà Gardenyes, Odisseu project coordinator & Gemma Estany, Leader group Catalonia network
Thank you

t.pastor@europarc.org

Cairngorms National Park, 19th September 2018