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Chartered Protected Areas – Just the Business

***Making Good Use of the
European Charter Part II***



Presented by Wilf Fenten, Managing Director,



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A detailed map of Europe and its surrounding regions, including Iceland, the British Isles, Scandinavia, Central Europe, the Mediterranean, and North Africa. Major cities are marked with stars, and various geographical features like the Arctic Circle, North Sea, Baltic Sea, and Mediterranean Sea are labeled. A scale bar in the top left corner shows 0, 500 Km, and 500 Miles.

The *European Charter* the *Tool*

Every protected area in Europe needs to have a framework for

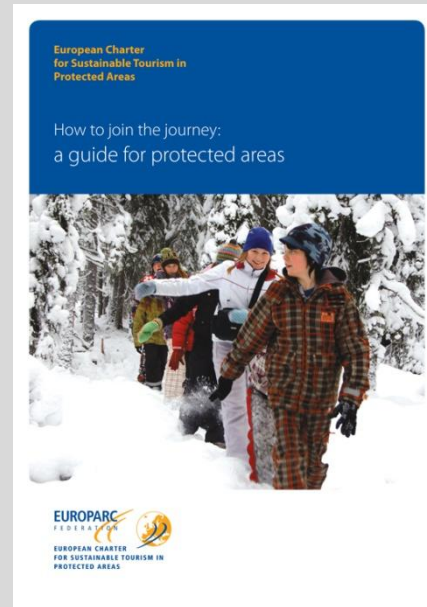
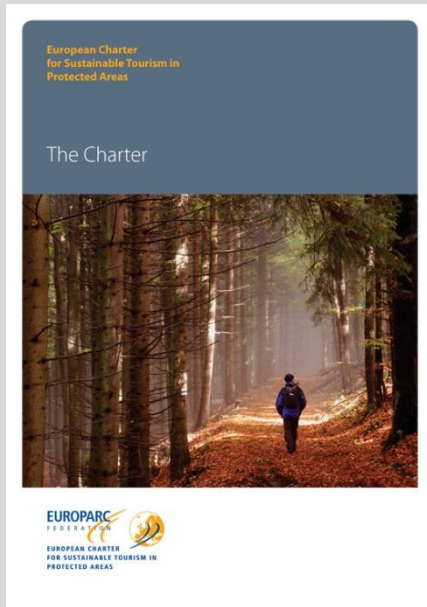
- its management,
- its principles,
- its strategy and
- its actions.

The European Charter is an excellent tool to carry out all the work you need to do anyway.



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The process usually starts with these two documents:



The newly revised and re-designed Charter documents



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1. Analyse what is special in your area



...all the work you need to do anyway.

2. Collect data, then work on a strategy and action plan.

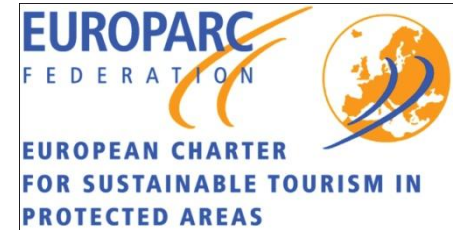


...all the work you need to do anyway.



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3. Talk to everybody – Create the Charter Forum



...all the work you need to do anyway.



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4. Get your Charter certificate and enjoy your success



...all the work you need to do anyway.



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5. Educate, Educate and Educate

Keep telling everybody.



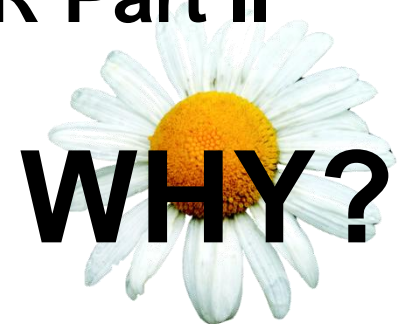
...all the work you need to do anyway.



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6. Get businesses involved: CHARTER Part II



...all the work you need to do anyway.

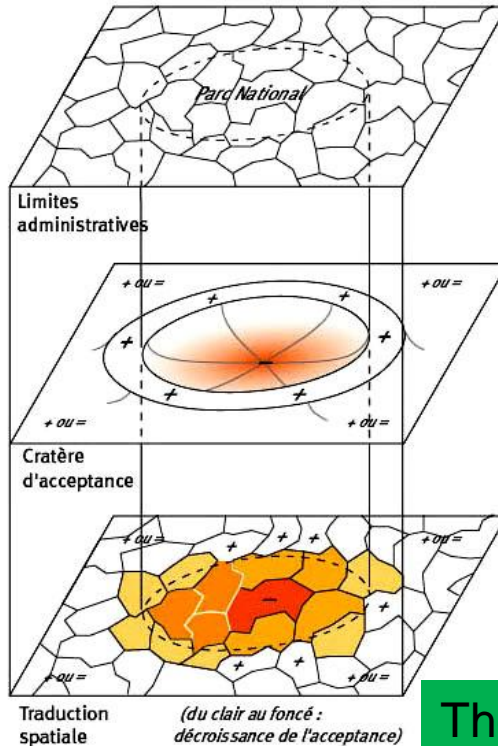


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The concept of the acceptance crater



#1 Why?



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**Having signed-up
partners...
ambassadors...
helps achieve
protected-area
purposes**



#2 Why?



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Protected-area partners in business can provide premium products for premium landscapes



#3 Why?



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C O N S U L T I N G



By the end of 2010, in 15 Charter areas alone, there were 245 Charter partners, committed to protected-area purposes.



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C O N S U L T I N G

5 different ways of doing it....

Example 1 – CoaST and Cornwall AONB UK



1. If you want to become a partner you need to get a green certification - CoaST provides practical assistance.
2. Get engaged with Cornwall AONB Sustainable Tourism Forum – a good way to do this is through CoaST.
3. Agree an Action Plan with Cornwall AONB – CoaST can help you do this.
4. Start letting everyone know you are a EUROPARC Charter Partner – logos, certificates, etc., to help.



CoaST is an independent, not-for-profit organisation in Cornwall. It calls itself a “Network of Everyone (from cake-makers to photographers, camp-sites to recycling collectors, community groups, hotels, colleges, universities, beach cafes, designers and beer brewers)”.



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5 different ways of doing it....

Example 2 – National Park Harz in Germany



1. To become a National Park Partner you must be a business either in the National Park or carrying out business in the National Park.
2. You need to have a green label certification such as Viabono and fulfill at least 90 percent of the criteria set by the National Park.
3. The NPA actually checks these criteria with “mystery shoppers” and rangers’ questionnaire.
4. NPA and partners help each other with PR, hold liaison meetings, exchange information and use each other’s websites for mutual promotion.
5. The partnership is renewable every 3 years.



The Harz Mountains are a group of medium-height mountains in Central Germany. They straddle what was the former Iron Curtain. The NPA is particularly active in using the Charter Pt. II in order to weld together what was formerly divided by the Iron Curtain.



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5 different ways of doing it....

Example 3 – Brecon Beacons National Park UK



The Brecon Beacons NPA has essentially three major schemes for businesses, all run under the COLLABOR8 Interreg IVB NWE project (logo below).

1. Clusters of businesses – based on locality or themes but all signed up to sustainability, sense of place and quality.
2. Green Tourism Business Scheme.
3. Brecon Beacons National Park Ambassadors (logo below) with a 3-day training course in NP Sense of Place & Customer service. To maintain the certificate they must do more training each year.

Businesses have to be part of a cluster AND have GTBS and Ambassadors AND sign up to the other Charter requirements. It is not a simple scheme and the NPA does not expect to get huge numbers.



The Brecon Beacon requested additions to the EAI approved methodology to tailor its Ambassador scheme to local needs.



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5 different ways of doing it....

Example 4 – La Garrotxa, Spain

In order to become a Charter partner a business must:

1. be located or be active in the defined Charter territory;
2. not have infringed the rules of the Park for at least 5 year;
3. be active in an area compatible with the sustainable tourism strategy of the European Charter;
4. be a member of the permanent Charter forum, the “Turisme Garrotxa Association”;
5. be a “Park Information Point”, or a “Park authorised guide” if your business is an activity and not an establishment;
6. have an action plan for 3 years and commit itself to increasing sustainability or green credentials.



La Garrotxa is a volcanic area in the North of Spain, not far from Barcelona. It is one of the oldest Charter areas. Now, after 10 years of Charter involvement, the spirit of the Charter is rooted deeply in the fabric of this protected area.



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5 different ways of doing it....

Example 5 – Forest of Bowland, UK



Tourism businesses who wish to become a European Charter Business must fulfil four criteria:

1. Relevant quality accreditation (such as accommodation quality grading, for others membership of a professional organisation, or a training certificate e.g. in mountain bike leadership).
2. Accreditation for environmental management – EAI methodology requires Green Tourism Business Scheme (GTBS) which is externally assessed.
3. Support visitor payback scheme, usually Bowland Tourism Environment Fund.
4. Participation in Sustainable Tourism Business Network which means that they have a commitment to and involvement in conservation and environmental management, the local economy, and marketing and information.



The Forest of Bowland is one of the best examples of a Charter area in the UK for its use of the Charter Part II.



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Think Staff Exchange ...

Every year we organise highly successful study tours between protected areas.

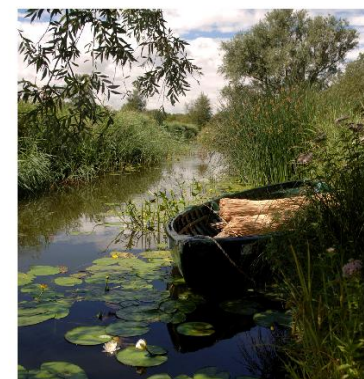
Examples: Netherland/Estonia, Ukraine/Germany, Norway/Italy, Eastern Europe (7 countries)/England, Netherlands/England ...



Представники
громадської організації
EUROPARC



Study Tour to Estonia
on Reed Bed Management and Sustainable Use of
Wetland Harvests



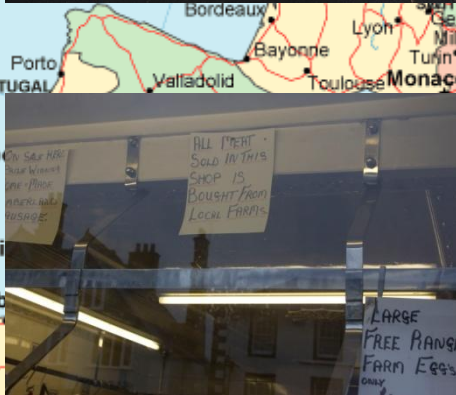
Proposal presented by EUROPARC Consulting GmbH

Wednesday, 23rd September to Sunday, 26th September 2009

Charter areas – a complete learning network



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- Better acceptance
- More involvement
- Promoting and developing premium products for premium
- Providing a Europe-wide information network

Helping you to do the work you need to do anyway.

Thank you.



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