Attractive Hardwoods

- Best practise in tourism development, marketing and sustainable management of Attractive Hardwoods -

**Background**

- Dec 2007: Sulęczyno seminar, Poland
- 2010-2013: Hardwoods are good project, South Baltic programme
- 2013-2014: Nature Hardwoods, EUSBSR seed money project
- 2015-2016: Hardwood ecotourism, Swedish Institute
Attractive Hardwoods

- Best practise in tourism development, marketing and sustainable management of Attractive Hardwoods -

**Lead Partner:** Swedish Forest Agency

**Project leader:** Ola Runfors, ola.runfors@skogsstyrelsen.se

**Communication officer:** Oriana Pfister, oriana.pfister@skogsstyrelsen.se

**Financial manager:** Ingegerd Andersson, ingegerd.andersson@skogsstyrelsen.se

**Project budget:** 1.4 million Euro

**Duration:** 1 July 2016 – 30 June 2019

**Project partners:** PL (2), LT (1), SE (3)

**Funding:** Interreg South Baltic, European Regional Development Fund

**Flagship project:** European Strategy for the Baltic Sea Region, EUSBSR
Our forests are unique resources which need sustainable long-term management. They have unique nature values and a huge unexploited economic potential for tourism and outdoor recreation.
Why is this project needed?

- Hardwood forests have big potential for tourism development
- Unused potential for increasing the number of visitors – in and off season -
- Joint challenges:
  1. Lack of knowledge of tourists needs/interest
  2. Mistuned and fragmented sectorial approaches in managing hardwood assets
  3. Weak knowledge of hardwood tourist attractions among potential visitors
  4. Low interest of commercial operators involving hardwood ecotourism products and services

→ Challenges need a cross-border and cross-sectorial approach (tourism, nature conservation and forestry)
Who will do the work?

Project partners supported by

- Associated Partners
- (Target groups)
- EUSBSR policy area co-ordinators/flagship
- Euroregion Baltic
- Interreg South Baltic, Dominika Butkiewicz

<table>
<thead>
<tr>
<th>Associated Partners</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Visit Blekinge AB</td>
<td>Sweden</td>
</tr>
<tr>
<td>2. Blekinge Archipelago</td>
<td>Sweden</td>
</tr>
<tr>
<td>3. Ronneby municipality</td>
<td>Sweden</td>
</tr>
<tr>
<td>4. Regional Directorate of Environmental Protection, Gdansk</td>
<td>Poland</td>
</tr>
<tr>
<td>5. Samogitian Rural Tourism Organisation</td>
<td>Lithuania</td>
</tr>
<tr>
<td>6. Lithuanian Fund for Nature</td>
<td>Lithuania</td>
</tr>
<tr>
<td>7. Plunge district Municipality</td>
<td>Lithuania</td>
</tr>
<tr>
<td>8. Telšiai State Forest Enterprise</td>
<td>Lithuania</td>
</tr>
<tr>
<td>9. State Service for Protected Areas under the Ministry of Environment</td>
<td>Lithuania</td>
</tr>
<tr>
<td>10. Scanian Landscape Foundation</td>
<td>Sweden</td>
</tr>
</tbody>
</table>
Project at a glance

**MAIN PROJECT OUTPUT:**

- **WP5** Marketing of project products
  *Main WP output:*
  - Increased number of commercial players (including travel agencies and eco-tourism operators) involved in cross-border marketing of eco-tourism products and services in the supported hardwood sites
  *Target groups:*
  - Visitors through cross-border excursions

- **WP4** Best practice in managing hardwood eco-tourism
  *Main WP output:*
  - Increased number of products and services in the supported hardwood sites customised to the needs of cross-border tourism
  *Target groups:*
  - Public and private stakeholders

- **WP3** Playing field for hardwood eco-tourism
  *Main WP output:*
  - Strategic plan for boosting cross-border ecotourism in the South Baltic hardwood areas
  *Target groups:*
  - Authorities and agencies involved in the management and tourism of hardwood areas

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**Main challenge addressed by the project:** un tapped potential for cross-border eco-tourism in hardwood areas of the South Baltic region

**Aim: increased popularity of the supported hardwood sites through better cross-border marketing of eco-tourism products and activities**

**Aim: increased popularity of the supported hardwood sites through more products and services customised to the needs of cross-border eco-tourism**

**Aim: increased popularity of the supported hardwood sites through pooled capacities in eco-tourism**
What will we do?

WP 2 Communication and dissemination

- Forest days – theme hardwood tourism
- Exhibitions – theme Attractive Hardwoods
- International workshops – input to the strategy in WP3
- Project web page
- Media relations/PR/movies/brochures/press articles, etc

- Participation in programme events
- Cross-project activities
- Audiovisual materials to the Programme
- Success story
What will we do?

**WP 3 Playing fields for hardwood tourism**

Main output: Joint strategic plan for boosting cross-border tourism in the South Baltic hardwood areas

- Deliverable 3.1 Reasons to go – survey based on a common guidelines
- Deliverable 3.2 Extended hardwood network

Catch up and incorporate experiences from all project work to the strategy. Interactions with tourism, forestry and nature conservation.
WP 3 Playing fields for hardwood tourism– tasks to do

Logical set up of WP 3 and WP4
- Interactions included
- ‘A’ stands for Activities listed in the application

Main output: Joint strategy

Deliverable 3.1 Reasons to go
Finished Dec 2017

A3.1 Joint survey
Methodology ‘Reasons to go’

A3.3 Survey
Nature centers/ Promotion facilities

A3.4 Common guidelines WP4 actions

A3.5 Thematic seminar blueprints in hardwood ecotourism

A3.2 Thematic seminar SE Sept ’17. Discuss draft/outcomes A3.1 + A3.3

A3.6 Enlarging hardwood network

Deliverable 3.2 Network

WP3 Dec ’16

Start Kick-off

Jan ’16

Start prepare survey ‘reasons to go’

A3.4 Common guidelines WP4 actions

WP4

A4.1 Six pilot sites

A4.2 Actions in pilot sites

A4.3 National stakeholders meetings

A4.4 Case-to case benchmarking seminars

A4.5 Ecotourism product quality seminars

A4.6 Study visits

A4.7 Naturum model (SE)

A4.8 Nature guides (LT)

Main output: Hardwood products and services

Deliverable 4.1, 4.2, 4.3 Case studies

WP4 Input to strategy

April/May 2019
What will we do?

WP 4 Best practise of hardwood activities

Main output: new hardwood products and services

• Deliverables 4.1-4.3 Case studies in PL (3), LT (1) and SE (2): pilot areas
• Tourism product development: e.g. bird watching (LT, PL), hunting (PL), Blekinge trail (SE), tourism center and nature reserve mobile app (SE), audio guides and training of nature guides (LT), exploring and sharing a swedish model for nature centers - Naturum

Benchmarking and study trips to catch best practise in tourism product development and management of hardwood tourism assets.
WP 4 Best practise of hardwood activities

Logical set up of WP4

A4.1 Six pilot sites
A4.2 Actions in pilot sites
A4.3 National stakeholders meetings
A4.4 Case-to case benchmarking seminars
A4.5 Ecotourism product quality seminars
A4.6 Study visits
A4.7 Naturum model (SE)
A4.8 Nature guides (LT)

Main output:
Hardwood products and services

Deliverable 4.1, 4.2, 4.3 Case studies

Project partner specific responsibilities:

PP1, SE: 10 new network members, 1 movie, 1 web portal
PP2, SE: 10 new network members, 1 pilot area - Blekinge trail incl. 1 mobile phone app.
PP3, SE: 1 network member, 1 pilot area Brunsskogen/Brunns forest incl. 1 mobile app, 1 exhibition.
PP4, PL: 8 network members, 3 pilot areas, hunting and birdwatching, 1 exhibition, 1 movie.
PP5, PL: 3 network members, 1 translation of information stands, 1 tourist offers brochure,
PP6, LT: 1 pilot area including 1 movie, 1 exhibition, 1 birdwatching, 1 mobile app, 2 outdoor terminals, 1 certification of nature guides (15 guides certified).
What more will we do?

WP 5 Marketing of hardwood activities

Main output: increased numbers of commercial operators (travel agencies/tourism operators) involved in marketing of hardwood tourism activities

• Travel agency match making, Business to business actions, B2B
• Web portal promoting hardwood tourism assets
• Recommendations for successful marketing of hardwood ecotourism products, services and activities in the South Baltic area based on the project work.
WP 5 Marketing of hardwood activities

Logical set up of WP5

WP5

Start Kick-off

A5.1 Mapping of commercial operators + A5.2 Visit/contacts travel agencies & tourism operators

A5.3 Web portal + A5.4 Data compilation of web portal

A5.5 Overview of best practise marketing results

Deliverable 5.1 Travel agency match making (50 agencies matched)

Deliverable 5.3 Recommendations for successful marketing of hardwood sites, report

Main output: Increased numbers of commercial operators involved in marketing of hardwood ecotourism activities

Deliverable 5.2 Web portal ‘Attractive Hardwoods’, LP web, links PPs Aos, etc

All activities give input to WP 3 Joint strategy
## Project indicators

<table>
<thead>
<tr>
<th>Programme output indicator</th>
<th>Project main output</th>
<th>Unit</th>
<th>Value after project</th>
<th>Delivered in work package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of delivered blue and green tourism services, products and tools</td>
<td>Joint strategic plan for boosting the cross-border ecolourism in the South Baltic hardwood areas</td>
<td>Plan</td>
<td>1</td>
<td>WP3</td>
</tr>
<tr>
<td>Number of delivered blue and green tourism services, products and tools</td>
<td>New hardwood products and services customised for ecolourism needs</td>
<td>Number</td>
<td>17</td>
<td>WP4</td>
</tr>
<tr>
<td>Increase in expected number of visits to supported sites of cultural and natural heritage and attractions</td>
<td>Increased number of commercial operators involved in the marketing of hardwood ecolourism activities</td>
<td>Number</td>
<td>76</td>
<td>WP5</td>
</tr>
</tbody>
</table>
## Project indicators

### Project results and indicators

*Please mark result indicators which would suit the best to measure the achievement of your project results. In case exemplary result indicators do not reflect your project results, please define project specific result indicator(s) under “Project specific result indicators”*

<table>
<thead>
<tr>
<th>Drop down list</th>
<th>Priority specific result indicators</th>
<th>Description and expected value after the project</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>Number of institutions responsible for management of natural and cultural heritage sites in South Baltic Area with improved capacities</td>
<td>15 organisations with improved capacity</td>
</tr>
<tr>
<td>no</td>
<td>Number of political declarations and long-term co-operation agreements signed within the project lifetime in effect of project activities</td>
<td>n/a</td>
</tr>
<tr>
<td>yes</td>
<td>Number of co-operation networks based on formal agreements created or extended in the project lifetime</td>
<td>Enlargement of the COOPFOR network, 31 new members</td>
</tr>
<tr>
<td>yes</td>
<td>Number of business organisations taking part in the cross-border networks based on formal agreements</td>
<td>12 organisations, included in the COOPFOR network</td>
</tr>
<tr>
<td>yes</td>
<td>Number of non-governmental organisations involved in the cross-border networks based on formal agreements</td>
<td>9 NGOs included in the COOPFOR network</td>
</tr>
<tr>
<td>yes</td>
<td>Number of durable tourism programmes/courses created in the project lifetime</td>
<td>Certification of Lithuanian nature guides. 15 certifications</td>
</tr>
<tr>
<td>yes</td>
<td>Site of the target audience of promotion, marketing and awareness raising actions implemented in the project lifetime</td>
<td>110,000 visitors at project events, exhibitions, pilot sites, etc.</td>
</tr>
<tr>
<td>yes</td>
<td>Number of tourist products created in the project lifetime</td>
<td>17 products described in WP4</td>
</tr>
<tr>
<td>no</td>
<td>Number of investment proposals/concepts prepared in the project lifetime</td>
<td>n/a</td>
</tr>
<tr>
<td>no</td>
<td>Number and value of pilot investments carried out in the project lifetime</td>
<td>n/a</td>
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<tr>
<td>Project specific result indicators</td>
<td></td>
<td></td>
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<td>-----------------------------------</td>
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<tr>
<td>Number of politicians involved in project activities</td>
<td>10 local/regional and/or Euroregion Baltic politicians.</td>
<td></td>
</tr>
<tr>
<td>Number of press release/articles about the project</td>
<td>50 articles/press releases in branch papers and daily papers</td>
<td></td>
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<tr>
<td>Number of project forest days focusing on hardwood tourism</td>
<td>5 forest days in pilot sites. Focus in off-season.</td>
<td></td>
</tr>
<tr>
<td>Number of promotion movies developed in the project</td>
<td>3 movies possible to merge into one.</td>
<td></td>
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<tr>
<td>Number of participants at workshops</td>
<td>350 participants taking part in project workshops.</td>
<td></td>
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<tr>
<td>Number of new contacts established with nature sites outside the project partner area</td>
<td>10 contacts in Denmark, Germany, Estonia, Finland</td>
<td></td>
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