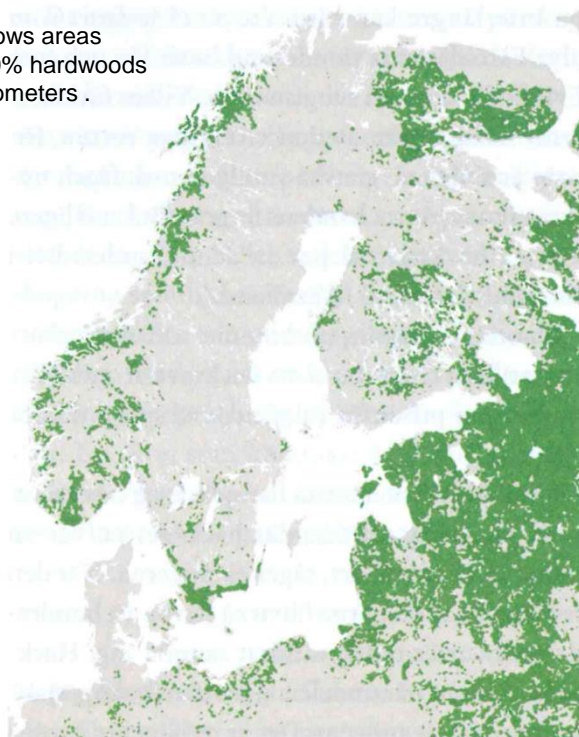


Green colour shows areas  
with minimum 10% hardwoods  
at 55 square kilometers .



Den gröna färgen markerar områden med minst 10 % lövskog på en yta av 55 km<sup>2</sup>. För att den vitryggiga hackspetten skall överleva skall dessutom en del av lövträden vara gamla eller döda, vilket förklarar varför det trots löven inte längre finns några hackspettar i sydligaste Sverige. © Grzegorz Mikusiński



*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.*

# ATTRACTIVE HARDWOODS

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

**Lead Partner:**

Swedish Forest Agency

Project leader:

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Financial manager:

Ingegerd Andersson, [ingegerd.andersson@skogsstyrelsen.se](mailto: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



# Who will do the work?

## Project partners supported by

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

### Associated Partners

1. Visit Blekinge AB	Sweden
2. Blekinge Archipelago	Sweden
3. Ronneby municipality	Sweden
4. Regional Directorate of Environmental Protection, Gdansk	Poland
5. Samogitian Rural Tourism Organisation	Lithuania
6. Lithuanian Fund for Nature	Lithuania
7. Plunge district Municipality	Lithuania
8. Telšiai State Forest Enterprise	Lithuania
9. State Service for Protected Areas under the Ministry of Environment	Lithuania
10. Scanian Landscape Foundation	Sweden



# 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)





Photo: Yaman Albolbol

## MAIN GOAL

Increased popularity of hardwoods as destinations for cross-border

## WE GET THERE

By strengthened cooperation between national and international actors involved in tourism.

Authorities, organisations, entrepreneurs, private companies and tourist operators will cooperate to develop new and strengthen existing tourist products.

Läs mer <https://www.skogsstyrelsen.se/en/attractive-hardwoods/>



## WE HAVE

Established 6 pilot areas.

Made surveys to identify and map tourists preferences and needs.

Arranged local and international stakeholder meetings to gather knowledge and to get input to tourist product development.

Invited to international round-tables meetings with regional tourism companies, tourism offices, travel agencies and municipalities.



Photo: Ola Runfors

Läs mer <https://www.skogsstyrelsen.se/en/attractive-hardwoods/>



## VI HAVE DONE/NOW FINALISE

A Joint Strategy for boosting cross-border ecotourism in the South Baltic

Marketing of pilot sites by cross-border contacts and information activities.

Forest days, outdoor festival, events, etc

Educated Lithuanian nature guides.

Created maps and guide books.

Marketing and internationalisation of birdwatching, hunting and walking trails.

Enlarged an existing network with stakeholder interests.



Photo: Robert Ekholm

Läs mer <https://www.skogsstyrelsen.se/en/attractive-hardwoods/>

# ATTRACTIVE HARDWOODS

## WP4 Tourist products

### Sweden

- 1 Blekingeleden updated trail including a guidance book (PP2\*)
- 1 Updated nature trail in Brunnsforest (PP3\*)
- 1 Touristic map Brunnsparck and Brunnsforest (PP3\*\*)
- 1 Brunnsforest guidance book (LP\*)
- 1 Web portal (LP\*)
- 1 Movie about Blekingeleden and Brunnsforest in Ronneby (LP, PP3\*\*)
- 1 Exhibition about Blekingeleden (PP3\*)

### Poland

- 1 Hunting offer, internationalisation/tourist offer packaging (PP4, PP5\*)
- 1 Birdwatching offer, internationalisation /tourist offer packaging (PP4, PP5\*)
- 1 Movie (PP4\*\*)
- 1 Exhibition about hardwood sites to visit (PP4\*)
- 1 Updated information terminals (PP5\*\*)
- 1 Catalogue with tourist offers (PP5\*)

### Lithuania (PP6)

- 1 New nature trail\*
- 1 touristic map
- 1 Audio guides\*
- 1 Exhibition in three parts (video, tree pictures, presentation of new trail)\*
- 1 Bird watching booklet/guide\*
- 2 Information terminals\*\*
- 1 Certification of nature guides (15)\*\*
- 1 Mobile phone application\*\*
- 1 Movie\*\*
- 1 Joint movie (SE, PL, LT)\*\*

In total 24 of 17 (140 % goal fulfilment)

\*To be finalised

\*\*Finalised



# ATTRACTIVE HARDWOODS

## WP5 Marketing of hardwood activities

- **Main output:** 52 (20) organisations involved in marketing of hardwood ecotourism activities
- **Deliverable 5.1:** 97 (50) Travel agencies matched
- **Deliverable 5.2:** Web portal about attractive Hardwoods
- **Deliverable 5.3:** Recommendations successful marketing



# ATTRACTIVE HARDWOODS

Best practise in tourism development, marketing and sustainable management

More information

<https://www.skogsstyrelsen.se/en/attractive-hardwoods/>

Foto: Robert Ekholm



Regionalna Dyrekcja  
Lasów Państwowych w Gdańsku



Pomorskie  
Tourist Board





# Project indicators

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

Baseline value = 56. We add 20 new →  $56+20=76$

# 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'			
	Drop down list	Priority specific result indicators	Description and expected value after the project
Priority specific result indicators (indicative)	yes	Number of institutions responsible for management of natural and cultural heritage sites in South Baltic Area with improved capacities	15 organisations with improved capacity.
	no	Number of political declarations and long-term co-operation agreements signed within the project lifetime in effect of project activities	n/a
	yes	Number of co-operation networks based on formal agreements created or extended in the project lifetime	Enlargement of the COOPFOR network. 31 new members.
	yes	Number of business organisations taking part in the cross-border networks based on formal agreements	12 organisations, included in the COOPFOR network
	yes	Number of non-governmental organisations involved in the cross-border networks based on formal agreements	9 NGOs included in the COOPFOR network
	yes	Number of durable tourism programmes/courses created in the project lifetime	Certification of Lithuanian nature guides. 15 certifications.
	yes	Size of the target audience of promotion, marketing and awareness raising actions implemented in the project lifetime	110.000 visitors at project events, exhibitions, pilot sites, etc.
	yes	Number of tourist products created in the project lifetime	17 products described in WP4.
	no	Number of investment proposals/concepts prepared in the project lifetime	n/a
	no	Number and value of pilot investments carried out in the project lifetime	n/a



# Project indicators

Project specific result indicators	Number of politicians involved in project activities	10 local/regional and/or Euroregion Baltic politicians.
	Number of press release/articles about the project	50 articles/press releases in branch papers and daily papers
	Number of project forest days focusing on hardwood tourism	5 forest days in pilot sites. Focus in off-season.
	Number of promotion movies developed in the project	3 movies possible to merge into one.
	Number of participants at workshops	350 participants taking part in project workshops.
	Number of new contacts established with nature sites outside the project partner area	10 contacts in Denmark, Germany, Estonia, Finland



# THANKS!

Foto: Robert Ekholm



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