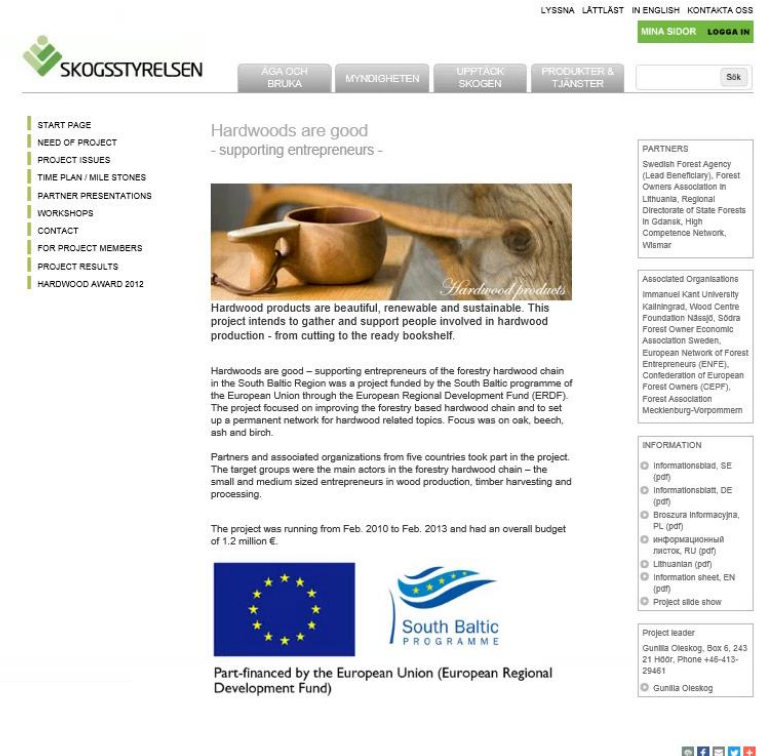


Attractive Hardwoods

- 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





Den gröna färgen markerar områden med minst 10 % lövskog på en yta av 55 km². För att den vittryggiga 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.*

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

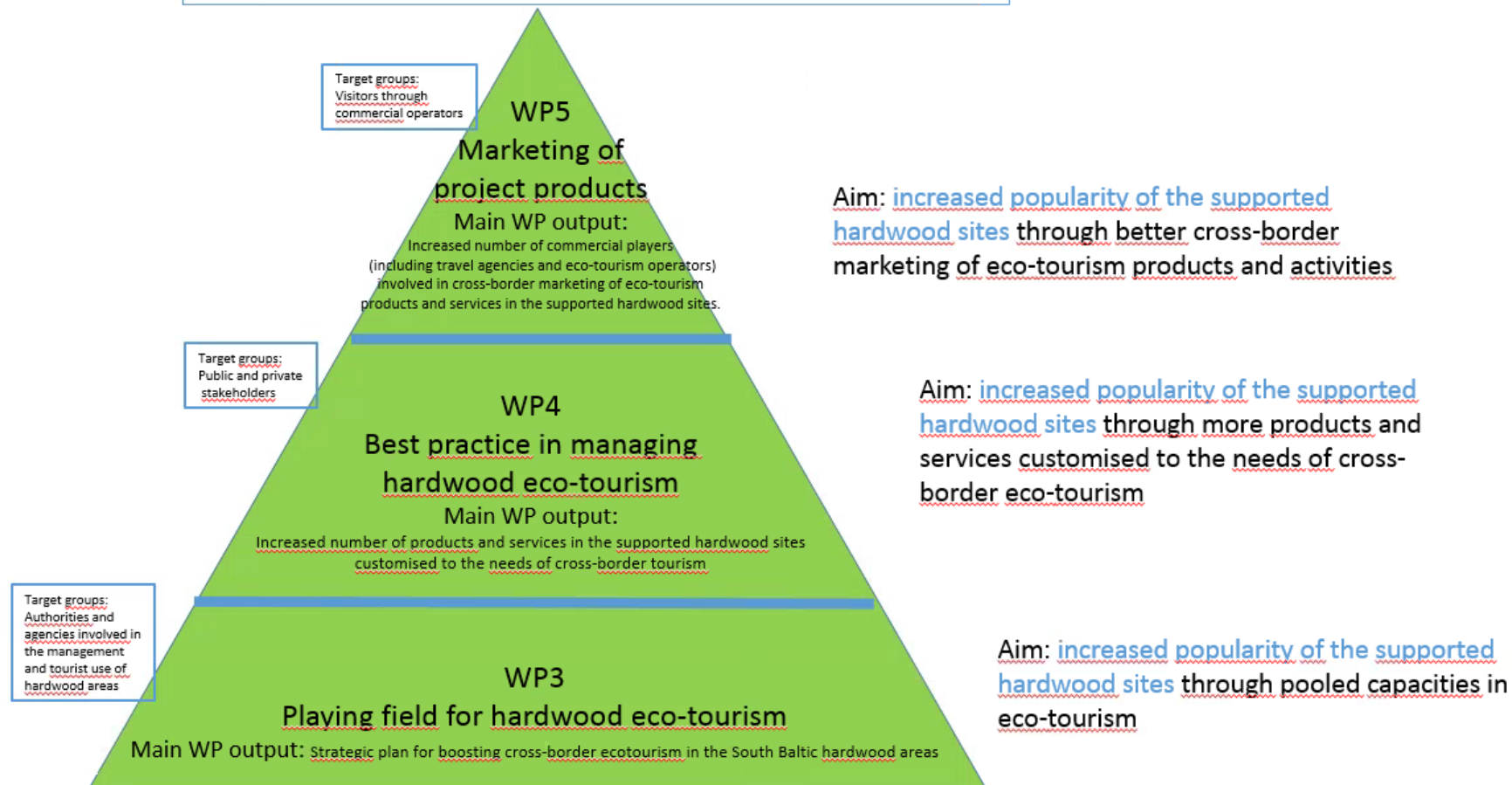
- Associated Partners
- (Target groups)
- EUSBSR policy area co-ordinators/flagship
- Euroregion Baltic
- Interreg South Baltic, Dominika Butkiewicz

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

Project at a glance

MAIN PROJECT OUTPUT:

Increased popularity of the supported hardwood sites as destinations for cross-border eco-tourism



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

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

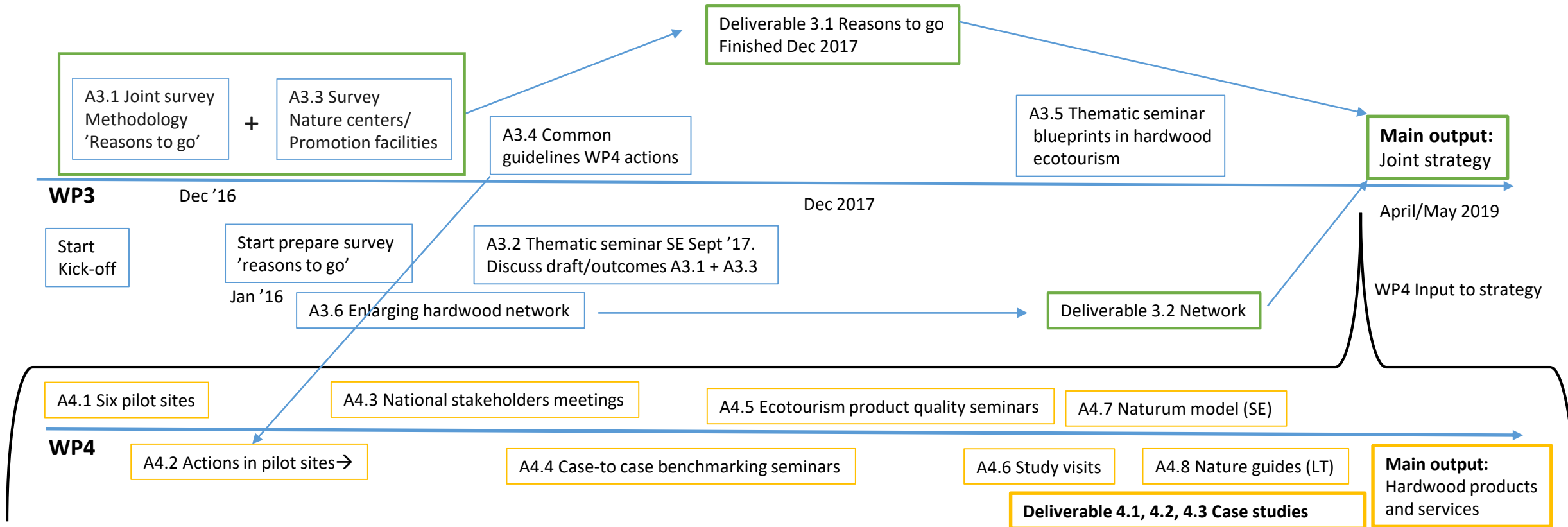
- Deliverable 3.1 Reasons to go – survey based on a common guidelines
- Deliverable 3.2 Extended hardwood network

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



What will we do?

WP 4 Best practise of hardwood activities

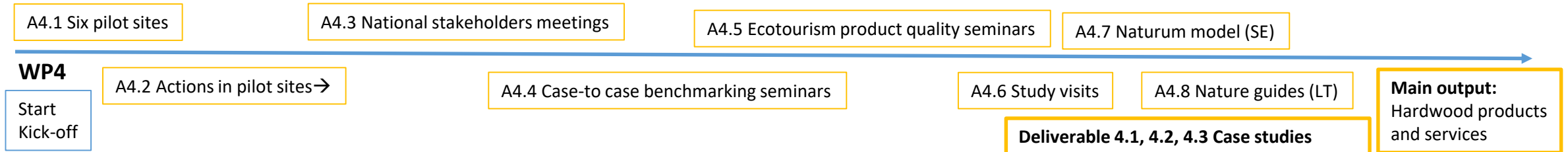
Main output: new hardwood products and services

- 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



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 Brunnsskogen/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?

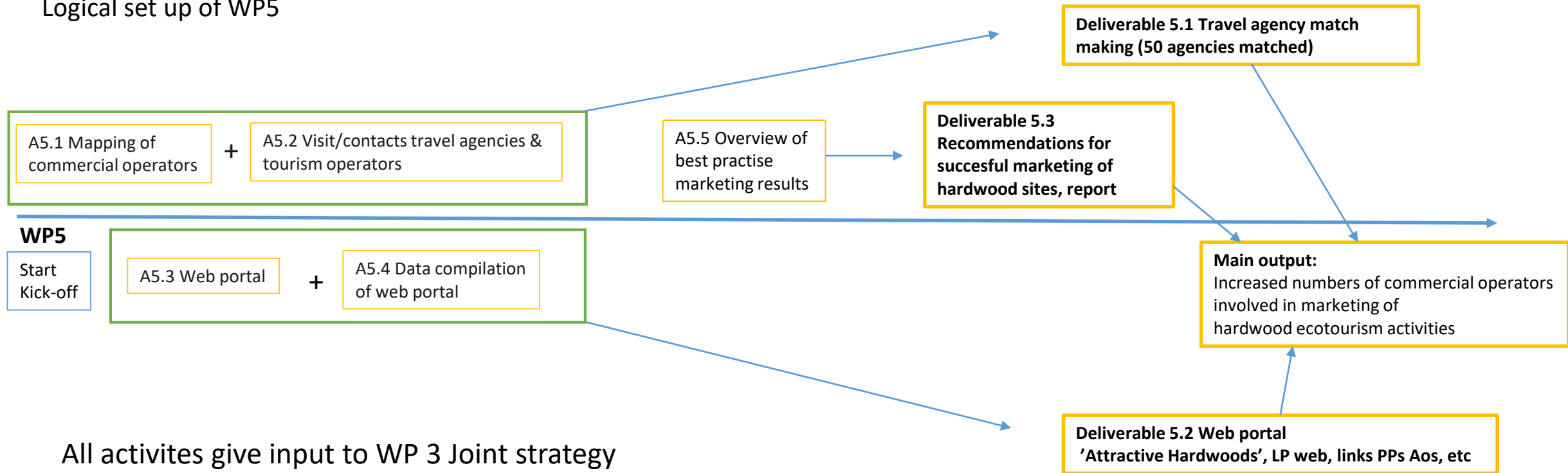
WP 5 Marketing of hardwood activities

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



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

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