

INTERREGIIB-NEST -project in Koli National Park



PROGRESS REPORT

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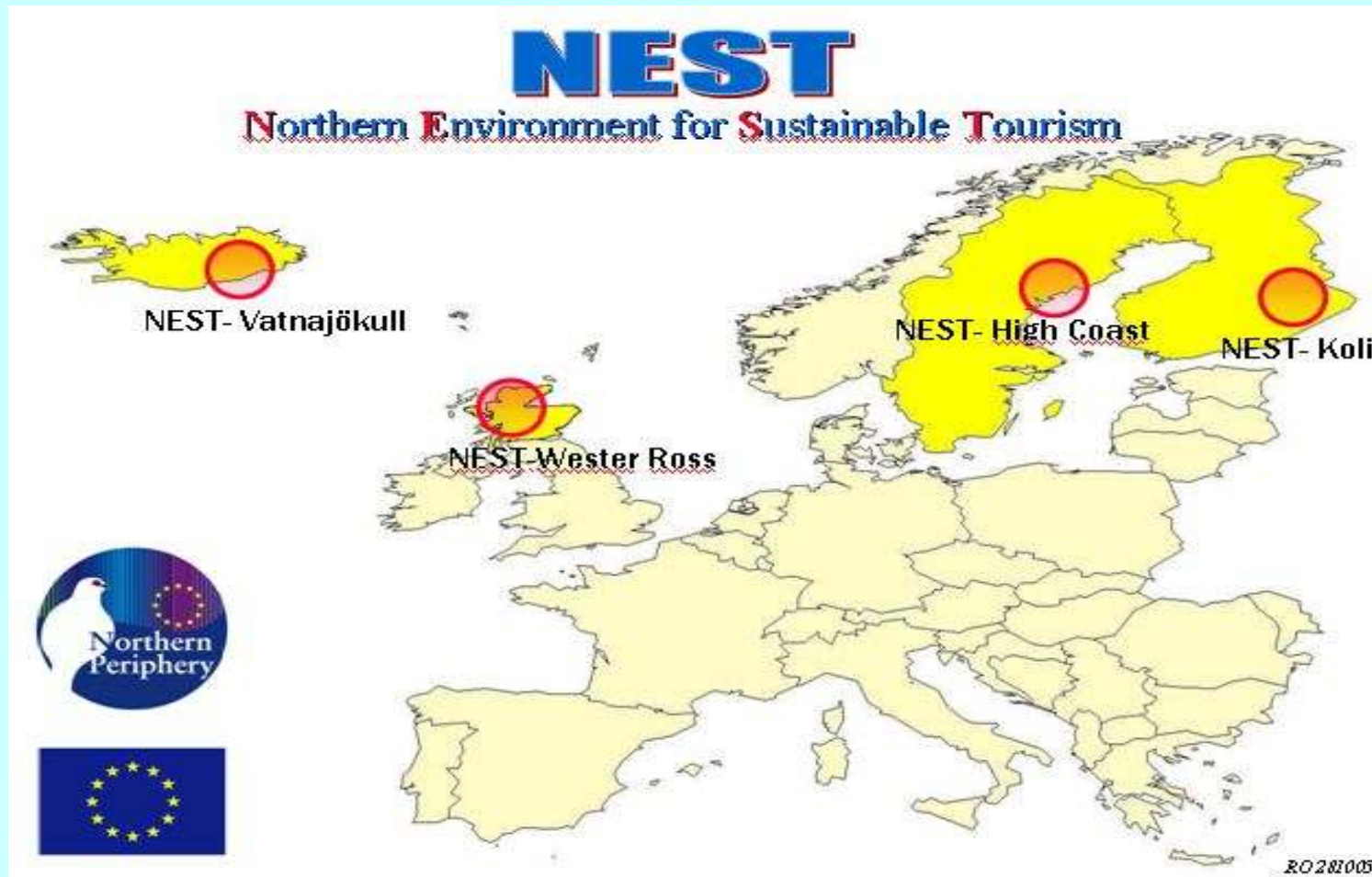


Koli National Park

- Situated in Eastern Finland
- 30 km² of Finnish national landscape
- Administered by Finnish Forest Research Institute (METLA)
- 100 000 visitors annually
- 60 km of marked trails
- 4 designated nature trails
- Downhill skiing center



What is NEST-Project?



A trans-national project part-financed by the European Union, under the INTERREG IIIB Northern Periphery Programme (NPP) during the period of 2005 -2007



NEST-Project includes:



- **4 participating countries:** Iceland (Lead Partner), Scotland, Sweden and Finland
- **4 themes:**
 - Networking** (to bring people together to network and learn from each other)
 - Park-related business** (protected areas as a source for business opportunities)
 - Quality for development** (promoting sustainable tourism management and quality marketing)
 - Environmental education** (development of educational nature school programmes).



NEST – Koli project



Objective for the NEST- Koli-project is to develop Koli NP and the Koli Resort to a model area for sustainable tourism development.

The NEST-Koli-project aims to create better environment and more sustainable cultural heritage, plus more jobs and economical activities to remote rural areas.

- Project plan “Sustainable nature tourism development in Koli National Park and the Koli resort, Finland” was formulated in 2004
- Koli NP has now 5 regional partners and many local partners involved in the project (companies and associations)
- Most of the implementation work of the project has now been done

Things done within INTERREGIIB NEST – Project:

Park Product competition

- Held in the 4 NEST partner countries during the spring 2006
- The object was to find new local and ecological tourism ideas / products / services to be marketed in the region
- Finland 20 candidates and 40 products
- Iceland 19 candidates and 23 products
- Scotland 7 candidates and 7 products
- Sweden 20 candidates and 35 products
- Winning entries from each country are now shown in local Park Product Exhibitions

Things done within INTERREGIIB NEST – Project:

Environmental Education

NEST - Koli project has produced:

1. A new educational nature trail "Kolinuuro Circuit"
2. Educational trail packages for 3 nature trails in the National Park in Finnish and English
3. Information and map service "Trails of Koli" on the internet in Finnish and English (<http://www.kolinpolut.fi>)

Things done within INTERREGIIB NEST – Project:

Nature trail KOLINUURO CIRCUIT

- Theme: geology and biodiversity
- Planned and implemented by NEST together with Finnish Geological Survey (GTK)
- Opened in October 2005



Things done within INTERREGIIB NEST – Project:

Nature trail packages

- Free information packages about each nature trail: *nature, history, culture*
- For nature school groups as well as individual hikers
- Includes *Trail guide, Teacher's guide* and *Exercise books* for pupils of various ages
- 3 packages have been produced in Finnish and English

EUROPARC Charter for sustainable tourism

- In 1995 EUROPARC took the initiative to set up *the European Charter for Sustainable Tourism in Protected Areas*
- The Charter commits signatories to implementing a local strategy for sustainable tourism
- The Charter defines the shared responsibilities of the protected area authority, the tourist businesses and tour operators

The EUROPARC Charter - our vision:

*EUROPARC ecolabel
certificate for Koli NP
and its business
partners for 5 years,
starting from 2007*



*Certificate of good management and local
cooperation*

*Quality label that directs choices of the
consumers (tourists)*

The EUROPARC Charter process

1. *APPLYING*

- Principles, tourism strategy, implementation plans, communication

2. *VERIFICATION*

- Verification of the documents
- Inspection in the NP

3. *SIGNING*

- membership of the charter for 5 years

Ongoing charter process



- Started in 2004 within NEST-project
- Plans are complete and sent for verification to EUROPARC in June 2006.
- Applying for the EUROPARC STC-ecolabel in 30.6.2006.
- Verification in October 2006
- Finalization of plans
- Possible certification in Autumn 2007

Parts of the NEST - project that are still ongoing:

Several studies:

- Customer feedback
- Models for business actions within the national park
- Accumulating of social capital in the project process

International geological exhibition of the 4 NEST partners about past and present glaciers

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THANK YOU!



<http://www.metla.fi/koli>

<http://www.nppnest.org/index.asp>

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