



**METLA**

**INTERREGIIB NEST-project**

*NPP / INTERREGIIB / NEST- project*

# **NEST-Koli subproject Final Report**

**Reporting period 1.1.2005-15.12.2007**



**Finnish Forest Research Institute**  
Koli National Park      15.12.2007  
**Lasse Lovén**, Park Director and Project Manager



## 1. Project Administration

### 1.1 Organising the NEST-Koli project

The Finnish NEST-Koli project started on 8.3.2005 after the positive final decision about funding by the NPP authorities. The progress of the project has been reported until now as follows:

- the 1-2nd Finnish Interim Report 1.1.- 31.12.2005,
- the 3<sup>rd</sup> Finnish Interim Report 1.1.-30.6.2006,
- the 4<sup>th</sup> Finnish Interim Report 1.7.-31.12.2006 and
- the 5<sup>th</sup> Finnish Interim Report 1.1. - 30.06.2007.

NEST-Koli project is a subproject in the NEST-project (Northern Environment for Sustainable Tourism) partly funded by the EU/INTERREGIIB program. The coordinator in NEST project is the University of Iceland. The NEST project aims to develop models and methods for sustainable nature tourism in four Northern Periphery countries. The target areas are as follows:

<b>Partner</b>	<b>Area</b>
Iceland/University of Iceland	Vatnajökull
Finland/Finnish Forest Research Institute (Metla)	Koli National park and Resort
Scotland/Highland Council	Wester Ross region
Sweden	Höga Kusten (High Coast)

Park director Lasse Lovén acted as the project manager for the Finnish NEST-Koli subproject. He acted also as a member of the NEST Project’s international Steering Committee.

NEST-Koli project developed programs and content for sustainable nature-based and cultural tourism for Koli National Park and Koli Resort. Project was based on the management guidelines for sustainable tourism defined in the Management Plan for Koli National Park (2004). NEST-Koli project acted in co-operation with the Master Plan development project for Koli Resort organized by the Lieksa municipality. NEST-Koli project produced the detailed environmental development plans for National Park and 26 enterprises, which were integrated into the Koli Master Plan. The coordination of the two projects was organized by the Koli Forum, co-operational development organization of the main stakeholders of Koli.

**The project organization** included permanent and non-permanent workers of the Finnish Forest Research Institute (Metla) and also external special consultants / enterprises and partner societies.

**The project administration and the project Team:** As the project leader (F1) of the NEST-Koli project acted park director Lasse Lovén. He was a permanent worker for Metla - Koli National Park all through the project working period. The administrative services (F5) were organized by the Metla-Joensuu (information services by Ms Merja Lindroos, accounting services by Ms Aila Suokas) and Metla Headquarters (accounting services and invoices by Ms



Leena Iisalo and Ms Saara Tenhunen, official signatures by administrative director Tero Oksa). External administrative services were bought from the Friends of Ukko-Koli association (office services, translations, information services).

### The Project organization Chart:

Function in the project	Name
Project leader (F1)	Park director Lasse Lovén (M.Sc.)
Researchers and planners (F2, F3) (Metla)	Park director Lasse Lovén (M.Sc.), Ms Tiina Kurvinen (M.Sc.for.), Miss Hanna Eerikäinen, Mr Tero Hakulinen, Mr. Lasse Halmemies, Ms Vanessa Hugo, Miss Kati Hämäläinen, Miss Katja Kivikangas, Miss Aino Korhonen, Mr Sami Kullberg, Miss Maiju Linkosalmi, Mr Arto Majoinen, Mr Tero Taipale and Miss Mari Selkimäki.
Environmental quality planning expert (external)	Miss Hanniina Manner (M.Sc.)
Environmental education planning consultant (external)	The Friends of Ukko-Koli Association / Mr Sami Kullberg (M.Sc.)
Customer survey (external) consult, administrative services (external)	The Friends of Ukko Koli Association/ Team
Translations (external)	Ms. Leena Sorjonen and Miss Henna Kangas (M.Sc.)
Educational www-map services (external)	Miss Nina Raasakka
Field construction workers (F5) (Metla)	Arbonaut Ltd, Joensuu
Administration (F1) (Metla)	Mr. Ismo Hyttinen, Mr. Seppo Karvonen, Mr. Ilkka Pekkarinen, Mr Taisto Turunen, Mr Kari Saarelainen
External administration services	Mr Lasse Lovén (M.Sc.), Ms. Merja Lindroos, Ms. Aila Suokas
External administration services	The Friends of Ukko Koli Association/ Ms. Leena Sorjonen Ms. Inkeri Sole and Ms. Tanja Hämäläinen

For research and planning tasks (F2 and F3) NEST-Koli project used 1 Master of forestry and 12 students, who were working temporarily in Koli National Park for their educational training. They were working under the directions of the project leader. The field constructions were made by 5 persons, the 3 of them (Mr Ismo Hyttinen, Mr. Taisto Turunen and Mr Kari Saarelainen) were permanent workers for Metla-Koli National Park. Mr Seppo Karvonen and Mr Ilkka Pekkarinen were temporary seasonal workers for Metla / Koli NP.

The external planning, research and administrative services were bought from local SMEs after competition for the orders. The external planners produced the most of the contents for the EUROPARC STC certificate documents and environmental education documents. The external researcher produced the reports for the customer survey. The external translators translated the environmental plans and educational workbooks produced by the NEST-Koli project. SME Partner of the NEST-Koli project, Arbonaut Ltd, produced the technical solution for the educational www-maps and documents.

**Koli Forum** (Advisory Board acting like the Council of Stakeholders) acted as a joint guidance committee (Park Forum) for NEST-Koli project and Koli Master Plan project. The Koli Master Plan steering group accepted in June 2007 the basic concept for Koli Master Plan, which also included the borderline between national park and Koli Resort and the strategy for environmental quality development for tourism. The Koli Master Plan was finally accepted on the 18<sup>th</sup> of November 2007.

The Koli Forum continues its work after the Master Plan project and the NEST-Koli project.



<b>NEST-KOLI: The Finnish Park Forum</b>		
<b>Chairman</b> Mr Esko Lehto	<a href="mailto:Esko.lehto(a)lieksa.fi">Esko.lehto(a)lieksa.fi</a>	Mayor of the city Lieksa
<b>Secretary</b> Mr Rauno Kokko	Rauno.kokko(at)pohjois-karjala.fi	Advisory counsellor Regional Council of North Karelia
Member Dr Jari Parviainen	<a href="mailto:Jari.parviainen(a)metla.fi">Jari.parviainen(a)metla.fi</a>	Director Finnish Forest Research Institute - Joensuu Research Centre
Member Ms Marketta Ahtiainen	Marketta.ahtiainen(a)ymparisto.fi	Director The Environment Centre of North Karelia
Member Dr Pentti Hyttinen	Pentti.hyttinen(a)pohjois-karjala.fi	Executive Director Regional Council of North Karelia
Member Mr Jan-Erik Hagfors	<a href="mailto:Jan-erik.hagfors(a)sok.fi">Jan-erik.hagfors(a)sok.fi</a>	Managing director Sokos Hotel Koli
Since 1.1.2006 Tuomo Pesonen	Tuomo.pesonen(a)sok.fi	
Member Mr Heikki Hämäläinen	Heikki.hamalainen(a)sok.fi	Managing director North-Karelia Co-operative
Member Mr Matti Kuosmanen	Matti.kuosmanen(a)te-keskus.fi	Director North-Karelia Labour and Enterprise Development Centre
Member Mr Seppo Saarelainen	Seppo.saarelainen(a)co.inet.fi	Chief of the Village Koli Council
Member Mr Heikki Savolainen	Heikki.savolainen(a)kareliaexpert. Fi	Counsellor for development Karelia Expert Ltd-tourism marketing centre
Member Mr Jukka Suninen	Jukka.suninen(a)remal.fi	Director of the Koli Centre Hostel
Member Dr Heikki Simola	Heikki.simola(a)joensuu.fi	Researcher North Karelia Conservation Association
Member Mr Matti Tuiremo	Matti.tuiremo(a)tiehallinto.fi	Director National Roadnet Administration in Savo-Karelia regions
Member Mr Ilkka Nykänen	Ilka.nykanen(a)kivikeskus.com	Managing Director Stone Pole OY Finnish Stone Centre
Member Mr Juhani Meriläinen	Juhani.merilainen(a)jns.fi	Mayor of the city Joensuu
Member Ms Liisa Kontturi	Liisa.kontturi(a)kontiolahti.fi	Municipality of Kontiolahti
Member Mr Lasse Lovén	Lasse.loven(a)metla.fi	Director of the Koli National Park
Member Ms Saara Väänänen	Saara.vaananen(a)eno.fi	Municipality of Eno
Member Ms Elli Oinonen-Eden	Elli.oinonen-eden(a)kolumbus.fi	Manager of Cultural Koli projects
Member Mr Eino Tenhunen	Eino.tenhunen(a)kolumbus.fi	Elder in Koli village

**The National Steering Group** for the NEST-KOLI has been invited according to the project plan. The Steering Group had 8 members representing 8 partners. During the project it had five meetings. The Steering Group included members from the following groups of interests:

<b>Steering Group for the Finnish NEST-Koli Actions</b>		
<b>Chairman</b> Dr Jari Parviainen	Jari.parviainen(a)metla.fi	Director Finnish Forest Research Institute - Joensuu Research Centre
Member Mr Juha Hämäläinen	Juha.hamalainen(a)ymparisto.fi	Sector leader The Environment Centre of North Karelia
Member Mr Pekka Huovinen	Pekka.huovinen(a)pohjois- karjala.fi	Chief of development North Karelia Regional Association
Member Mr Esko Lehto	Esko.lehto(a)lieksa.fi	Mayor of the town Lieksa



(Vicemember Mr Matti Taponen)	Matti.taponen(a)lieksa.fi	Secretary general of the town Lieksa
Member Mr Markku Litja	Markku.litja(a)kareliaexpert.fi	Managing director Karelia Express -tourism marketing centre
Member Mr Jan-Erik Hagfors	<a href="mailto:Jan-erik.hagfors(a)sok.fi">Jan-erik.hagfors(a)sok.fi</a>	Managing director Sokos Hotel Koli
Since 1.1.2006 Mr Tuomo Pesonen	Tuomo.pesonen(a)sok.fi	
Member Mr Kimmo Kemppainen	Kimmo.kemppainen(a)fennia.fi	Chairman Friends of Ukko-Koli
Member Mr Seppo Saarelainen	Seppo.saarelainen(a)co.inet.fi	Chairman of the Village Koli Council

**The National Thematic Working Groups** were organized as follows:

**The Finnish Scientific Advisory Group** consisted of 8 researchers and administrative workers of the Finnish Forest Research Institute. The Scientific Advisory Group worked through unofficial face to face meetings in connection to the normal working procedure in Metla.

<b>NEST-KOLI: The Finnish scientific advisory group</b>		
<b>Chairman</b> Dr Jari Parviainen	Jari.parviainen(a)metla.fi	Director Finnish Forest Research Institute - Joensuu Research Centre
Member Mr. Lasse Lovén	Lasse.loven(a)metla.fi	Director of the Koli National Park
Member Prof. Pekka Ollongqvist	Pekka.ollongqvist(a)metla.fi	Professor of forestry economics
Member Dr. Kalle Eerikäinen	Kalle.eerikainen(a)metla.fi	Researcher
Member Dr. Jari Miina	<a href="mailto:Jari.miina(a)metla.fi">Jari.miina(a)metla.fi</a>	Special researcher
Member Mr. Timo Muhonen	Timo.Muhonen(a)metla.fi	Planning officer
Member Dr. Kari.T Korhonen	Kari.t.korhonen(a)metla.fi	Special researcher
Member Ms. Merja Lindroos	Merja.lindroos(a)metla.fi	Manager of the Heritage Centre Ukko

**The Environmental Education Development Group** consisted of 9 persons representing 5 different partners. The Thematic Working Group had 2 meetings in 26.2.2007 and 18.5.2007 and contacted also through emails for planning of the development for environmental education programs and services in Koli Resort and National Park.

<b>NEST-KOLI: The Finnish environmental education development group</b>		
<b>Chairman</b> Mr. Lasse Lovén	Lasse.loven(a)metla.fi	Director of the Koli National Park
Member Mr Ilkka Nykänen	Ilkka.nykanen(a)kivikeskus.com	Managing Director, Stone Pole OY Finnish Stone Centre
Member Ms. Leena Mustonen	Leena.mustonen(a)kivikeskus.com	Councilor, Stone Pole OY Finnish Stone Centre
Member Mr. Markku Hytönen	Markku.hytonen(a)gtk.fi	Researcher
Member Mr. Jari Nenonen	Jari.nenonen(a)gtk.fi	Researcher
Member Ms. Leena Sorjonen	Leena.sorjonen(a)koli.inet.fi	Management Secretary
Member Ms. Merja Lindroos	Merja.lindroos(a)metla.fi	Manager of the Heritage Centre Ukko
Member Ms. Hanna Repo	Hanna.repo(a)metla.fi	Camp-school coordinator
Member Ms. Laila Makinen	Laila.makinen(a)mentorit.fi	Consultant, Mentorit Oy



The Environmental Education Development Group created a plan for an innovative new project about nature knowledge resource center. In order to create a new project the contacts were taken to several Northern Periphery National Parks and their education centers. A meeting was organized in Scotland for the further steps in co-operation in 15.-16.6.2007. New partners in the international environmental education network were found as follows:

Richard Dawson, Field Study Council, Northern Ireland-GB  
 Asbjörn Hagen, Nordland National Park Centre, Norway  
 Nigel Fitzmaurice Hawker, Kerry Geoparc Ltd, Ireland  
 Tuula Keinonen, University of Joensuu, Faculty of Education, dep. of applied education, Finland  
 Jari Öhberg, Geological Survey, Finland

**Park Business Team** consisted of 5 persons representing the main interests on the economical use of the national park resources:

<b>Finnish Park Business Team</b>		
<b>Chairman</b>	Mr Lasse Lovén	Director, Koli National Park
Member	Mr Jan-Erik Hagfors Since 1.1.2006 Mr Tuomo Pesonen	Managing director, Sokos Hotel Koli
Member	Mr Kimmo Kemppainen	Chairman, Friends of Ukko-Koli
Member	Ms Päivi Mänty	Guide, Karelia Expert Tourism Marketing in North Karelia
Member	Ms Hanna Repo	Coordinator, Koli Camp Schools

The Park Business Team was invited to work in 17.4.2005. The Park Business Team met in three meetings in the year 2005 (2.6.2005, 15.6.2005 meeting with the Koli Enterprise Network and 5.12.2005). Team worked in the context of the Park Product Competition having 2 meetings in 2006 (28.4.2006 and 5.5.2006). The Park Business Team worked until the 30.10.2006 when the planned actions for the Theme were all finished. After that the work of the Park Business Team was continued by a permanent co-operation team representing four main economical interests of Ukko-Koli ("Four-leaved Clover Team or Team 4") service centre in Koli National Park. The Team 4 had one meeting in the year 2007. The work of the Team 4 continues after NEST-Koli Project.



## 1.2 Plan and realisation the Milestones in NEST-Koli -project

Here is the report for the milestone schedule according to our proceedings in the project as follows:

Schedule	Milestones; plan and realisation
8.3.2005-September 2005	The NEST-Koli project begins Application for EUROPARC Charterpark candidate status Calling in the Koli-Forum, Organising the steering group for Finnish sub-projects Organising the working groups (4) Organising the research and monitoring for development projects <b>Realised as planned</b>
September 2005	The preliminary Charterparc Strategy is ready for discussion <b>Realised as planned</b>
October 2005	The geological nature trail is opened "Park and Business" Conference is held in Koli NP <b>Realised as planned</b>
December 2005	Sustainable Park Product competition is opened <b>Realised as planned</b>
April 2006	The preliminary Charterparc Action Plans are ready for harmonisation <b>Realised as planned</b>
May 2006	The Charterparc Action Plans are preliminary integrated and harmonised Sustainable Park Product competition is closed and the results are reported <b>Realised as planned, but the harmonising of the plans was continuing.</b>
June 2006	The Charterparc process is ready for preliminary evaluation First research report about the planning process is published The first English versions for internet pages for nature schools are opened The "Park Product" exhibition is opened <b>Realised as planned.</b>
October 2006	The preliminary Charterparc evaluation is finished The educational map service is ready for use in internet NEST-conference in Iceland Refining the plans for Koli Charterpark begins <b>Realised as planned.</b>
April 2007	The Final Application for Charterparc certification is evaluated in EUROPARC <b>Realised at the end of December 2006</b>
May 2007	NEST-educational exhibition is opened in Koli NP 3 Reports of the research projects are published <b>NEST educational exhibition was not opened during the Project period because the Swedish Partner, who was in charge of the production of the exhibition, was not able to publish it in the project timeframe.</b> <b>The first report about customer satisfaction was published in 2005 (in Finnish) and the second in 2006 (in Finnish)</b> <b>The reports about park business models (in Finnish) and social capital gain (in English) were published in September 2007.</b>
September 2007	Final reporting of the actions of NEST-Koli Project <b>The award due to the EUROPARC STC Certificate was received in European level conference in September.</b> <b>Final reports and financial audition for NEST-Koli project were ready on 15.12.2007</b>



### **1.3 Financial project administration and audition**

The costs and incomes of the NEST-Koli project were managed through the Metla's official bookkeeping system, which is the basic administrative system in the Finnish governmental organizations. The bookkeeping system is organized so that all the costs and incomes for every project can be monitored and controlled. The NEST-Koli project was run under project number 7188.

The bookkeeping system handles the salaries of workers as well as the costs of the bought materials and services. The salaries include legal social contributions like social security fees and pension fees. These fees are visible on the ledgers of the bookkeeping files on the same month as is the salaries paid. The number of hours is different in every month but the salaries are equal per month. This means that the salary per hour (the method the NPP Entries are using) is different in every month. Therefore we have calculated the average salary per hour by using longer period (6-12 months) depending on the cycles of salary contracts. The legal holiday fees that are also a part of the legal social contributions for the workers appear on the ledgers in July for the permanent workers and on the last working month for the occasional workers. This makes it complicated for the comparisons of the official bookkeeping ledgers and the NPP-Project Entries, where the later is using average salary-costs per hour and the hours worked in a NPP Project.

The problem of control of the right level for the salaries with the legal holiday fees has been solved in NEST-Koli project using two methods: In the year 2005 we calculated the proportion of working hours in NEST-Koli project and the other projects for every occasional worker in NEST-Koli project. The relative deal of legal holiday fees in NEST-Koli project is shown then as a separate cost on the NPP-Entries. In 2006-2007 we calculated the proportion of the legal holiday fee per every working hour and included it to the amount of the salary per hour for every worker. This was possible because the relation of the legal holiday fee and the normal basic salary is the same in every project and for each worker. The both methods produce the same result but the last one was easier for administration.

The auditions of the NEST-Koli budget have been organized by Metla by using the independent internal auditor of the institute. The bookkeeping and administration of Metla is also annually controlled by the Finnish governmental Inspection Authority. At the end of the NEST-Koli project we have done a complete internal audition for controlling the payments and incomes, which have been pointed out on the NPP Entries and Timesheets for the project coordinator during the project time in interim reports and funding applications.

### **1.4 Consumption of resources**

#### **The working days and hours during the NEST-Koli project**

Six permanent Metla / Koli NP workers spent an overall of 8,2 months (173 workdays) and fifteen non-permanent Metla / Koli NP workers spent 36 months (755 workdays) working in the NEST-Koli project. In addition to this, NEST-Koli project gave work for 26 persons working in 24 SME enterprises or partner associations (see list on next page).



External services and consults	How many persons working in NEST task	Name
Environmental planning consult	1	Ms Hanniina Manner
Customer feedback research consult	1	Friends of Ukko-Koli Association: Ms Henna Kangas / Ms Nina Raasakka
Environmental education consult	1	The Friends of Ukko-Koli: Mr Sami Kullberg
WWW/GIS-consultant	1	Arbonaut ltd
Hospitality, transport, program and office services (enterprises or private consultative collaborators) working for the NEST-Koli project	19	Taxi-Koli Ltd, Farm Paimentupa, Eräsniikka Ky Kolin Kotiseutuyhdistys Association Finnish Stone Centre Sinikko Restaurant Hotel Koli Ltd Roi Estevez, Sami Hopponen, Pertti Turunen Heli Nietula, Eevi Nieminen Lapin Monistuspalvelu Ltd Mainoskilpi Muhonen Ltd Pyykkö Maarit, Kielitoimisto Opas-Hänninen Ltd Pekkarinen Ilkka, Suvantola Leila Farm Kukkonen Jorma
Office services (enterprises or private consultative collaborators) working for the NEST-Koli project; Translation and office assistance	3	Friends of Ukko-Koli Association: Ms Leena Sorjonen  Ms Tanja Hämäläinen and Ms Inkeri Sole

## Expenditures

	Budget	Costs 1.10.2004-15.12.2007
External experts and consultants	66 000	78 712,44
Staff costs including social contributions	76 000	87 337,48
Travel and subsistence	20 000	25 000,13
General costs	15 000	40 524,60
Promotion and publications	29 000	7 603,90
Meetings, conferences and seminars	14 000	10 297,00
Equipment	7 000	1 834,76
Other (to be specified)	13 000	500,00
Revenues		8791,37
<b>TOTAL</b>	<b>240 000</b>	<b>243 018,94</b>

The total expenditure from the beginning of the NEST-Koli project to the 15.12.2007 is 243 018,94 euros equalling 101,26 % of the total budget. The overflow of the budget is due to the rise of the international coordination costs (salaries and actions) above the level planned



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preliminary in the project plan. The costs for international coordination have been controlled by the international coordinator, the University of Iceland. The international coordination cost was exceeding over the NEST-Koli budget because it is according to the partners contract basing on the real costs (but maximum 10 % of the global NEST-Koli project costs equalling 20 % of the NPP contribution for NEST-Koli project) relative to the expenditures in the interim calculations.

The share of the Finnish Partner of the overflow is 3 018,94 euros. The overflow is claimed to be covered primary from public EU funding for the NEST project due to the large preliminary planned coverage of the private co-funding for the NEST-Koli project.

## 2. Project Contents

In the Finnish NEST-Koli Project Plan there were 13 actions in the frame of 4 themes, which had the following results:

### **THEME 1: NETWORKING**

#### *Action 1: Koli Networks*

#### **Action A1a: Open international internet network for customers and partners, thematic groups for project work.**

**Objectives:** The technical and human networks for NEST-Koli project are created and updated.

**Performance:** Metla NEST-Koli homepages were created and updated in internet in English and in Finnish (<http://www.metla.fi/koli/next/index.htm>). The NEST-Koli homepages contain the basic internet-portal including the necessary links to the other partners' NEST-homepages if they exist and to the English homepages of the target areas of the partners as well as to the homepages of NPP. NEST-Koli project sent our information also to the NEST-international homepages, which was in charge of the coordinator and the Scottish Partner.

On the NEST-Koli homepages there is a short description about the project aims, organization and main activities and results. Also there are pdf-files about the NEST-Koli project plan, the geological nature trail product of the project, the innovative park product competition and the EUROPARC ecolabeling of park and partner enterprises. The EU and NPP logos are used in this connection.

The administrative and thematic project working groups (3) were organized as mentioned in Section 1 in this report.

**The 1st Thematic International Networking seminar**, hosted by the NEST-Wester Ross subproject, was held in Ullapool, **Scotland** between April 26 and 29, 2005. NEST-Koli subproject sent to this seminar 6 persons representing the main stakeholders in Koli Resort. The main Theme in the seminar was "Networking in nature tourism".

**The 2<sup>nd</sup> Thematic International Networking seminar** was organized and hosted by Metla / Koli NP. The venue was sited in the Heritage Centre Ukko in Koli National Park, **Finland** and in the Finnish Stone Centre between October 12 and 14, 2005. The number of participants



was 52. The Steering Committee of the NEST-project also had its official meeting. The main Theme of the seminar was “Business in Parks”.

**The 3rd Thematic International Networking seminar**, hosted by the NEST-High Coast subproject, was held in High Coast World Heritage Area in **Sweden** between May 9 and 12, 2006. NEST-Koli subproject sent to this seminar 8 persons representing the main stakeholders in Koli Resort and including the winner of the Koli Park Product competition. The main Theme of the seminar was “Quality in nature tourism”.

**The 4<sup>th</sup> Thematic International Networking seminar**, hosted by the University of Iceland and its local partners, was held on the October 2006 on the Southeast coast of **Iceland**, in and around the Skaftafell National Park and Vatnajökull glacier. NEST-Koli subproject sent to this seminar 7 persons representing the main stakeholders in Koli Resort. The main theme in the Vatnajökull seminar was “Environmental education and ecotourism”.

### **Action A1b: Park Forum is organized for activating local participation of the stakeholder groups in the NEST-Koli project in Actions**

**Objectives:** Park Forum is organized and it develops the Sustainable Tourism Development Strategy for Koli National park and the Koli Resort.

**Performance:** The Koli Forum (Advisory Board), which is the forum for local and regional stakeholders for negotiations and evaluations and steering the strategic planning processes in Koli Resort in Lieksa Town, was decided to act as the Park Forum for the NEST-Koli Project. The Koli Forum is introduced in the Section 1 in this Report. The Koli Forum accepted the revisions for Sustainable Tourism Development Strategy for Koli NP and the Resort at 21.2.2006, especially about the buffer zone and the trail networks. Since then the Park Forum called up a working group to develop the Master Plan for Koli Resort integrated with Koli National Park. The Master Plan working group was not funded by NEST-Koli projects funds, but it was working in co-operation of NEST-Koli project.

The Park Forum was informed in it’s meetings about the proceedings of NEST-Koli project actions and especially about the EUROPARC Sustainable Tourism Certification process reported more details in Action A9a. The Koli Master Plan was finally accepted on the 18<sup>th</sup> of November 2007. The Koli Forum is continuing after the NEST-Koli Project.

### **Action A1c: Park Business Network**

**Objectives:** Park Business Network is created and it introduces the Park Product competitions and exhibitions in four NEST countries.

**Performance:** METLA-Koli NP organised the network of organisations and other actors for developing and changing ideas, goods and services for developing park related economic activities in connection to park related development centres (like visitor centres and heritage centres) within the circle of Northern Rural Periphery Partners. The Finnish thematic group was earlier mentioned in the Section 1 in this Report. The Finnish Park Business Team planned the program for the 2.th NEST conference which was organised in Koli NP in October 2005.



The Finnish Park Business Team members planned the process and awarding models for the Park Product Competition for the NEST project organised from December 2005 to April 2006. Four external experts (Prof. Paavo Pelkonen, Dr. Marja Pentikäinen, Ms. Eeva Koivula M.Sc. And Ms Helka Ketonen M.Sc.) participated as the evaluators in the Finnish Competition for Best Park Products. During the autumn 2006, the Park Business Team worked on the exhibition of the products created in the Park Product competition. The winners of the Finnish competition (the first 4 products ready for sale) were introduced for sale in the Nature Shop of the Heritage Centre Ukko in Koli National Park.

## **THEME 2: PARK RELATED BUSINESS**

### *Action 5: Developing Sustainable Economical Use for Park Resources*

#### **Action A5a: International workshop on the Park Products and Business -issues**

**Objectives:** International Seminar on the Park Products and Business is organized at Koli before 31.12.2005.

**Performance:** Metla / Koli NP started on the 2.5.2005 to plan the international conference to be held on the 12.-14.10.2005 for developing ideas on economic development opportunities and possible restrictions in parks and other protected areas Northern Periphery countries. All the partners of the NEST-project attended there and reported of their own plans and preliminary findings. Also several other stakeholders who were represented in the project steering groups of four NEST-partners attended the conference. The conference produced material for the NEST-project books (see Action 3/Scotland).

The seminar was organized in the Heritage Centre Ukko in Koli National Park and in the Finnish Stone Centre on the 12.-14.10.2005. The number of participants was 52. The presentations that were held in the seminar were collected and copied on CD and distributed to all the project managers of the partners to be distributed further. The thematic working groups (4) had their meetings in the seminar and reported at the end of the seminar to the plenary session. The Steering Committee of the NEST-project also had its official meeting. During the NEST-Koli seminar 3 information flyers were presented and distributed to the regional newspapers, magazines and radio. 5 separate news articles were published in the regional newspapers and 1 interview in the regional radio. The main news was the international profile of the meeting and the educational and tourism surplus due to the opening of the new geological thematic NEST-nature trail.

The Action A5a was finished in 2005.

#### **Action A5b: An international competition on “Park Products”**

**Objectives:** Park Product competition shall be organized within timeframe October 2005 - June 2006.

**Performance:** On 2.5.2005, Metla / Koli NP started to plan the international competition for developing 4 innovative and sustainable park related quality products (goods or services) for the customers of national parks and protected areas involved in the NEST-project. The competition was discussed and the criteria defined on 13.-14.10.2005 in the NEST-Koli



seminar. NEST-Koli project prepared the final guidelines for the Park Product competition after the NEST-Koli seminar and the NEST Steering Group decided on 10.12.2005 to open the competition according to the Finnish drafting. The competition was published in the regional newspaper in Finland on the 15.12.2005. The guidelines were published on the NEST-Koli homepages in internet also on the same day. The guidelines were updated according the questions that were arisen by the potential competitors in January-March 2006. The competition finished on 18.4.2006. The candidates for awards were chosen in Finland and in the other partner countries at the end of April and in the beginning of May 2006. The final decisions of awards were made in the Steering Group of NEST-project in Härnösand, Sweden in the 3rd NEST Network Conference.

The awards were as follows:

1. the first prize in every partner country	2500 euros
2. the second prize	1000 euros
3. the third prize	500 euros.

Also some honorary awards were given to high quality products or ideas.

In the NEST Best Product Competition 66 candidates were involved with 105 high quality products as follows:

- Finland: 20 candidates and 40 products
- Iceland: 19 candidates and 23 products
- Scotland: 7 candidates and 7 products
- Sweden: 20 candidates and 35 products
- **Overall:** 66 candidates and 105 products

The Park Product Competition was advertised widely in the newspapers in the North Karelian Region. The exhibition on basis of the competition works was collected and opened in Koli NP at 16.6.2006. The exhibition was open until the 30.8.2006 at the Alamaja House in the Harbour of Koli NP. Until the end of the August 2006, more than 3000 visitors had seen the exhibition. The action was continuing in each NEST country with local exhibitions introducing the winners of each country.

The Action A 5b was finished at the end of the year 2006. The development and marketing of new National Park Products shall be continuing in Heritage Centre Ukko and other visitor centers in Koli National Park after the NEST-Koli project.

### **Action A5c: Monitoring customer satisfaction**

**Objectives:** To collect data about customer satisfaction in connection to different models for organising services and the quality certification of the services in the Koli National Park.

**Performance:** Metla / Koli NP started on the 1.6.2005 a case study about customer satisfaction in connection of chargeable services and fees in the visitor centres of Koli NP. Different models for financing and acquiring resources for park management has been discussed widely in meetings held with the local enterprises and associations. 460 customer feedback questionnaires were collected during the summer season 2005 in five visitor service



points in National Parks and in the Koli Village (Heritage Centre Ukko, Kolin Rynänen, Alamaja in the Harbour, Kolin Kulmakivi and Hotel Koli). The case study organised by the

Finnish Forest Research Institute on customer satisfaction gives important information for the strategy in the economical sustainable development. The competition for research consultant services was held in April 2005. The consultant for research was chosen to be the Friends of Ukko- Koli Association / Miss Henna Kangas. She also prepared her Master's thesis about this study. The first preliminary results of the study were reported in the NEST-Koli Seminar on 13.10.2005.

Two other studies about customer satisfaction were launched also on the spring season 2005. The customer feedback to the quality certificate of the restaurant of Hotel Koli was analysed in a case study and the feedback given by the customers of the downhill ski centre in another case study. The preliminary results of the restaurant certifying case was reported on 13.10.2005 in the NEST-Koli Seminar by Miss Heli Nietula, University of Lapland, who is writing her Master's thesis from the data. The report of the downhill ski centre case was written in October 2005 by Lasse Lovén and Arto Majoinen.

The case study on customer satisfaction in connection of chargeable services and fees in the visitor centres of Koli NP was published by the NEST-Koli project in May 2006. The report included the first 420 customer feedback questionnaires which were collected on the summer season 2005 and enlarged with the mail questionnaire on the January 2006. The report was also introduced as the Master Thesis for Henna Kangas in the Faculty of Geography in the University of Joensuu. The customers feedback to the quality certificate of the restaurant of Hotel Koli was analysed and reported in a case study in April 2006 by Heli Nietula, University of Lapland.

In summer 2007, the questionnaires were again used in collecting data about the possible changes in customer satisfaction because of the new quality certificate for sustainable tourism. The former reports were used in the developing of the customer services in Park visitor centres (in Ukko, Harbour and Koli Village).

The action for monitoring the customer feedback continues in Koli National Park after the NEST-Koli project.

#### **Action A5d: Models for organising business-oriented services**

**Objectives until 30.06.2007:** New models are created and contracted for analysing organisation for business in connection to Koli National Park.

**Performance:** Metla / Koli NP started on the 1.4.2005 to collect data for a case study about different models for organising enterprises and third sector actors to produce information services for visitor guidance and interpreting local heritage in the Park's visitor service centres. 10 different models were formulated for organising the customer services and park management. The effectiveness of the models was monitored and other impacts were analysed and reported. The renewing of the contracts was started on the autumn 2006. The rental and business co-operation contracts for the hotel and downhill skiing centre with park organisation were accepted on 30.12.2006 by the Finnish Government. The new contracts were written and signed for enterprises 2,3 and 4 shown in the next table.



Model	Organisation	Contract	Service
1	Hotelli Koli Oy	Rent and co-operation	Business; Hotel, restaurant, skiing centre
2	Natureshop Vakka/Ukko-Kolin Ystävät ry	Partnership	Information services Business; Handicraft network supply, program services, bookstore, cafeteria, congress services
3	Kolin Ryyinänen	Rent and partnership	Information services Business; Cafeteria, BB,
4	Kolin Alamaja	Partnership	Information services Business; Restaurant, harbor services,
5	Koli Nature School Network	Partnership	Education Business; Supporting services like accommodates through network of enterprises
6	Karelia Expert Oy	Service contract	Information services
7	Guidance and program service enterprises (5)	Licence to make business in park	Business; Visitor services
8	Paimentupa enterprise	Rent	Nature management (pasture) Business: horse programs
9	Nature service enterprises (2)	Service contract	Nature management (meadows)
10	Associations (3)	Service contract and co-operation	Cultural services (museum), grazing services (pasture), waist management (visitor services)

The piloting and monitoring of different cases as applications for co-operation between park organization and the private economic sector is continuing in Koli National Park after the NEST-Koli project.

### **THEME 3: QUALITY FOR DEVELOPMENT**

***Action 9: Getting an ecolabel assuring the quality of management and giving new tools for sustainable nature tourism marketing***

#### **Action A9a: Ecolabel for park and the local society**

**Objectives:** To create the planning of strategy and action plans for national park and to help the enterprises to write their own environmental plans for 2006-2010 in the process for ecolabeling Koli National Park together with co-operating enterprises and partners in the EUROPARC Sustainable Tourism Charterpark Network.

**Performance:** METLA / Koli NP started on the 1.6.2005 the ecolabeling subproject A9a. NEST-Koli project, with the assistance of contracted planning consults (Ms Hanniina Manner, M.Sc. and the Friends of Ukko-Koli / Mr. Sami Kullberg M.Sc.) produced the Development Strategy, 7 Action plans for Koli National Park and 26 environmental development plans for the enterprises and associations acting as partners with national park. The planning process produced until the 30.6.2006 the following partial plans, which were sent to EUROPARC Federation for evaluation on 30.6.2006:

**Partial Plans:**

Strategy for Koli National Park and the Koli Resort
Energy plan
Waste management plan
Drinking water supply plan
Security plan
Trail development plan
Environmental education and information plan
Development of services for disabled customers
26 plans for park integrated SME enterprises and partner associations

The main process flow for Koli National Park and Koli resort was as follows:

1. Registration as a candidate Charter park with Europarc Federation
  - ❖ Application left in EUROPARC Federation in 30.6.2005.
  - ❖ Application accepted for verification in August 2006
2. Producing the Charter requirements; Forum (see Action A1b), Strategy, Action Plan
  - ❖ Forum opened, see Chapter 1 in Progress Report 1
  - ❖ Strategy formulation started 1.6.2005 and finished after final revisions 21.2.2006
  - ❖ Action planning started 13.6.2005 and finished 30.6.2006
3. Evaluation by EUROPARC, autumn 2006
4. Completion of the requirements, winter 2006-07
5. Certification of Koli NP and local partners, September 2007
6. Implementation of 5-year Strategy and Action Plan
7. Monitoring and renewing the process

In this NEST-Koli -project the first 5 steps were produced. The key actions occurred in the step 2 of the process. The Park Forum integrated all the stakeholders as partners to create an participatory planning process. The Strategy integrated the basic needs and efforts of the partners to common visions and goals. Especially the networks for local product marketing (see Action A1c) and environmental education were studied in the strategy as a priority segments. The strategic key issues studied in the ecolabeling process were as follows:

- Protection and enhancement of natural and cultural heritage
  - Improving the quality for the tourism experience
  - Raising the local and public awareness
  - Development of tourism specific to the area
  - Training of actors
  - Protection and support of the quality of life for local residents
  - Social and economic development
  - Control of tourist numbers

All the plans mentioned above were sent to EUROPARC Federation for verification process on 30.6.2006. The verification was done by director Richard Gunton (Europarc Consulting) in September 2006. The positive decision for accepting the certificate for Koli NP and Resort Partners was given by EUROPARC in December 2006. The finalisation of the details of the plans was done in the spring 2007. The formal undersigning of the Certificate was received in May 2007. The awarding ceremony for the certificate was organised in connection of the international EUROPARC 2007 Conference in Czech Republic at the end of September 2007. The certificate was informed to the local partners in a meeting 29.6.2007. EUROPARC STC certificate is the highest international award of honor for Koli NP until now.



The realization of the environmental plans for sustainable tourism and the monitoring of the performance is continuing after NEST-Koli project.

### **Action A9b: Social benefits gained through the quality development process**

**Objectives:** NEST-Koli project is monitoring the development of the local social network and social capital (the trust among and between the actors) in the certification process (Action A9a).

**Performance:** Metla / Koli NP started on 1.6.2005 a case study about the social capital gained within the enterprises, local society actors and the segments of customers through the ecolabeling process in Koli NP and Resort. The study included three questionnaires for 240 enterprises, 17 associations and 300 customers in the years 2005-2007. All together 160 enterprises and partners of 240 have given answers for questions. The third questionnaire to the enterprises and partners was launched after the information of for EUROPARC Charter process results.

The first preliminary reports on the first year results were publicized in the NEST-Koli seminar on October 2005. A preliminary presentation as a draft report about the 2 years social capital gain process was given in the EUROPARC Nordic-Baltic Sections seminar at Fulufjäll National Park in Sweden on the 29.-31.5.2007 and in the EUROPARC Sustainable Tourism workshop seminar in Cairngorms National Park in Scotland on 12.-15.6.2007. The third questionnaire focusing on the changes of social capital gained during the 3 years NEST-process to the enterprises and partners was reported in September 2007 in the international conference of Europarc Federation in Czech Republic.

The tourists' response on the quality ecolabel was studied with 650 questionnaires (see Action A5c) integrated with the issues about customer satisfaction.

The monitoring of social capital gain in Koli National Park is continuing after the NEST-Koli project.

## **THEME 4: ENVIRONMENTAL EDUCATION**

### ***Action 13: Programmes for Environmental Education in Koli NP***

#### **Project A13a: A new educational and international thematic trail in the park**

**Objectives:** A new geological educational trail is planned and realised in Koli National Park

**Performance:** Metla / Koli NP started in 2.5.2005 the planning and building project for developing a geological nature trail with educational information in Finnish and English for schools and special user groups in Koli NP. The basic scientific information in Finnish for the thematic trail has earlier been developed in co-operation with the Finnish Geological Survey Institute. Information tables, trail constructions and basic printed materials for camp-schools on paper prints in Finnish and English were produced by the Action A13a. The geo-trail (Kolin Uuro Circuit) was opened for test groups during the Nest-Koli seminar on 12.10.2005.



The trail constructions (wooden stairs, boardwalks, poles and shelters) were finished in the terrain in summer 2006. The education tables on the trail consisted of 12 tables with Finnish and English content in A3 form and 1 table with 2 maps in A1 form. The printed educational material for the trail (Trail Guide – the descriptive blueprint of the background information, teachers guide and students workbook) was ready on 15.6.2006.

The new NEST Geo-trail was popular for park visitors from the first moment. The number of users on the years 2006-2007 was estimated to be around 3000 hikers per year. Tens of school groups and other groups of visitors were walking the trail on the summer seasons between May and October. The new NEST Geo-trail reached even more publicity on summer 2007 when an environmental art exhibition was organized on it.

The NEST Geo-trail continues to serve the visitors and schools after the NEST-Koli project.

### **Action A13b: International educational pages for 3 thematic trails in internet**

**Objectives :** The translated (English) information about 3 educational trails in Koli NP will be ready and published in internet.

**Performance:** Metla / Koli NP started the planning for educational international internet pages for the educational content on 3 thematic nature trails (geological, biological and cultural heritage trails) on 1.6.2005. Material was produced in Finnish and English for the benefit of camp school programmes in Koli NP as a part of the Northern Periphery Camp-school Network. The contents for 3 trails were ready and launched as pilot versions in internet in address [www.kolinpolut.fi](http://www.kolinpolut.fi) on 12.7.2006. The designing and technical production of the internet pages was done by a NEST-Koli project partner SME enterprise (Arbonaut Ltd., Joensuu).

The trail information was completed in Internet with information about educational nature and cultural points in park area, altogether 106 education points. The trail pages were also extended later with data about educational forest restoration trail, which was produced in another EU-project (Life to Koli -project).

The open and free use for the NEST environmental information is continuing after the NEST-Koli project.

The resources for educational tourism in Koli National Park were remarkably developed by the NEST-Koli project, at the end of the reported period, for the benefit of local nature tourism enterprises.



### 3. Project Dissemination

#### 3.1 Project progress in content and quality - indicators

In the NEST-Koli project plan we set some targets for quality and quantity of the products and acts we aim to do or to produce in the project. Also the positive effects on the environment or economy or social life of the local societies were planned to be monitored and evaluated. All these “value added” results of the NEST-Koli project are analysed in the table of “Indicators” , which refer the project plan and the final outputs of the project. The positive results above the project plan were especially as follows:

Indicator	Plan	Result
6. New tourism products		4
5. Environmental management development		26
9. Number of enterprises participating in local project networks	20	50
12. New economic partnerships	5	9
15. New innovative research reports for sustainable development		2

As a summary of the analyses of the Project “Indicators” we conclude that all the planned value added targets were reached in the Finnish NEST-Koli project. Some indicators show more positive results that was originally planned to be reached.

**Indicator 1.** Geological nature trail project included the protective measures against soil erosion.

**Indicator 2.** Koli National Park is working in co-operation with Hotel Koli Ltd. The new contract for business and co-operation in park was decided in the Finnish Government in December 2006. The Koli Harbour service in Alamaja House of Koli National Park was organised with a new contract between Metla / Koli NP and a local new enterprise Koli Active Ltd.

**Indicator 5.** Altogether 26 SME enterprises and associations produced with the assistance of NEST-Koli project the environmental development plan for their actions for the next 5 years and made the contract for sustainable development together with Metla / Koli NP. The EUROPARC Sustainable Tourism Certificate for Koli NP covered also the co-operating SMEs and partners.

**Indicator 6.** New tourism products are the 3 winner products in the Finnish park product competition and one of the honour prize winners.

**Indicator 7.** Number of jobs sustained is 5. Three of those persons worked in Metla / Koli National Park as permanent or occasional workers and 2 as a planning/research consultant for the project. The training students are not in these numbers.



**Indicator 8.** One meeting has been held between international NEST partners; in Tikkurila / Helsinki, Finland in September 2007. This meeting plus the former 6 meetings sum up to 7 meetings.

Indicators	2005 Plan	2007 Realized
1. Natural resources: Projects concerning natural protection and/or heritage		1
2. Combination of protective and commercial interests working together	1	2
3. Diversified business extensions		
4. Local process development basing on natural resources		
5. Environmental management development		26
6. New tourism products		4
7. Number of jobs created or sustained	5	5
8. Number of meetings between NP partners	3	7
9. Number of enterprises participating in local project networks	20	50
10. Implementation of services in support of activity creation	1	2
11. Effectiveness of joint agreement		
12. New economic partnerships	5	9
13. Number of telematic applications	1	1
14. Opening towards new opportunities linked to the revitalization of cultures	1	1
15. New innovative research reports for sustainable development		5
16. New educational tools for sustainable development	1	2

**Indicator 9.** 50 local enterprises or partners have participated during the reporting period to the meetings, workshops, working groups or seminars organised by the NEST-KOLI project for the quality development program.

The list of the 50 SME enterprises and partner associations participating in NEST-Koli project is shown on the next page:



## INTERREGIIB NEST-project

- Hotel Koli Ltd
- T:mi Eija Ryytänen
- Piekoli Oy
- Kantele Koistinen Oy
- Enon Mansikka/Kauko Heiskanen
- Friends Of Ukko-Koli Association
- T:mi Maahiset/Marja-Liisa Sinisalo
- T:mi Tarja Mustonen
- Kolin Kotiseutuyhdistys Association
- Weikan Ltd
- Doppelmayr Finn Oy
- PKO cooperative
- Kolikivi Ky
- Tmo Jorma Kukkonen
- Heräjävisseura Association
- Kolin Ipatti Association
- Kolin kolo/Kaisa ja Matti Kemiläinen
- T:mi Sami Hopponen
- Eräsniikka Ky
- Ecosite Ltd
- Savipaja Tuliaistupa Ky
- Heraniemen lomamökkit ja aitat
- Honkakoli 10
- Studio A&G
- Tekstiilipaja Liisa Naakka
- Koli Activ Ltd
- KareliaExpert Oy
- Matkailutila Paimentupa
- Kuvaste Oy
- Kolin Pursiseura Association
- T:mi Jänkäpailakka/Jorma Siitonen
- T:mi Outtakka/Irja-Leena Lovén
- Seppo K Saarelainen Ky
- Koli Kulmakivi Ltd
- T:mi Lehtonen Pauli
- Notski ky
- Arbonaut Ltd
- Kolin Kulttuuriseura Association
- Taksikoli Ltd
- Ahman Pojat Association
- Karjalan luontokoulu ry
- Hyvärilän nuorisokeskus
- Kurvi & Tommila Ky
- Kone Ltd
- T:mi Elgideat/Markku Elg
- FS-asennus
- Luomusoraliike Nuutinen
- Kiinteistö Oy Kolikko
- T:mi Justander Veikko
- Kolin kristillinen yhdistys ry

**Indicator 10.** The new NEST-Koli product, the geological nature trail supports programs and educational activities in the park. Another new product, the “Find Treasures of Koli”, which was the second prize winner in the Park Product Competition for Koli, has created a GPS and map oriented treasure seeking program. The program is marketed by the enterprise Koli Activ Ltd for the park visitors.

**Indicator 12.** New economic partnerships has been opened between National Park and the following enterprises and associations during the NEST-Koli Project

- Koli Sailing association; contract on managing the services in the new visitor centre in Koli Harbour
- Koli Sailing Association; contract on maintaining the visitor services in the Koli national park huts
- Koli Active Ltd; contract on producing the restaurant services and information services in the Alamaja House
- North Karelia Security Service; contract on snow scooter safe rescue services in Koli Resort
- Ecosite Ltd: contract on the telecommunication supporting link in the Ukko-Koli service centre
- Kone Oy: Contract on the elevator services in the Ukko-Koli service centre
- North-Karelia Conservation association; management and visitor guiding in the Lakkala Heritage Farm in Koli NP
- Kulmakivi Ltd; Contract about room for park services and cooperation on trail information
- Enterprise Maahiset and Pauli Lehtomäki; contract about a national park product (tinder pouch bag)

**Indicator 13.** New telematic applications are introduced in the Internet (NEST-Koli homepages ([www.metla.fi/koli](http://www.metla.fi/koli)) and the new educational trail map service ([www.kolinpolut.fi](http://www.kolinpolut.fi)).



**Indicator 14.** New cultural openings through the “Park Product” competition were launched on the December 2005 to April 2006. The “Koli cultural heritage” -oriented products and services were encouraged to be developed in the competition.

**Indicator 15.** Research report on the customer satisfaction of the downhill skiers of the Ukko-Koli ski centre (Theme 2 Project A5b) was produced on 2005. The global customer satisfaction report including the customer’s evaluations upon the regional ecolabel was published during the year 2006 (Theme 2 Project A5b). The Domestic food quality appreciation report was introduced on autumn 2006. The park and business –model report was written on 2006 and the report on the social capital gain was given on summer 2007.

**Indicator 16.** New educational tool - geological nature trail- was opened in November 2005. On the year 2006 the English versions for 3 educational Nature trails were published in the internet ([www.kolinpolut.fi](http://www.kolinpolut.fi), Theme 4 Project A13A).

### 3.2 Information in the media about NEST-KOLI project

In April 2006, the Regional Newspaper *Lieksan Lehti* reported news about the NEST –project and the representative of the Lieksa municipality, the Mayor of the Lieksa town as the chairman of the Koli Forum and as a member of the Finnish Team going to the Ullapool Conference of NEST project. The environmental planning consult competition was announced in the leading regional newspaper *Karjalainen* in May 2005.

NEST-Koli seminar on 12.-14.10.2005 was covered in the local news in regional radio once and in the regional newspapers 5 times. The seminar news were published also on the internet-pages of Koli National Park ([www.metla.fi/koli](http://www.metla.fi/koli)). The Park Product competition was announced in the regional leading newspaper *Karjalainen* on the 16.2.2005. Metla / Koli NP news and external information letters distributed on 24.3.2006 about the Park Product competition and on 27.3.2006 about the Ecolabel Koli –project. The Park Product competition results were informed in the regional leading newspaper *Karjalainen* on the 19.5.2006 and in the Newspaper *Vaarojen Sanomat* on the 23.5.2006.

The Magazine *Koskiviesti* reported in March 2006 about the NEST-Koli project and especially about the development plan for handicapped visitors of park. In 1.4.2006 the Regional Newspaper *Lieksan Lehti* reported news about NEST – project based on the presentation which the project leader Lasse Lovén gave in the Town Assembly of Lieksa.

The NEST Brochure was designed together with the Swedish Partner, who was in charge of the brochure production. All the news, external information letters, questionnaires and Internet pages distributed by METLA / Koli NP have used the EU-logo and the NPP-logo.



NPP Logo



Koli National Park Logo



Europarc Charter Logo



### **3.3 Information distributed on other Forums about NEST-project**

The NEST-project has been introduced in 34 seminars and conferences between February 2005 and September 2007 to large number of groups of interests and most of them on the international forums. In all the presentations we have given about NEST-Koli Project we have used the EU-logo and the NPP-logo.

### **3.4 Environmental protection**

NEST-Koli project has renovated the surface of the geo-trail for erosion protection within 300 meters, wooden stairs and boardwalks 100 m for the same reason. The geo-trail has now 13 information tables increasing the visitor knowledge and awareness of the natural and cultural values on the trail.

The geo-trail increases the park resources for international environmental education and educational tourism. The Internet trail map service has had more than 15500 users since the beginning of the service. Users are from more than 11 countries, with more than 10800 computer stations.

NEST-Koli project has produced useful plans for sustainable development for the Koli National Park (Staregy and 7 Action Plans) and also for the local society (environmental development plans for 26 SME enterprises and associations). The ecolabeling process was successful and provides positive input both to park management and eco-management for SME enterprises and gives tools also for partner/customer awareness rising.

### **3.5 Evaluation of the NEST-Koli results**

The Finnish Steering Committee evaluated the results, outputs and effects of the NEST-Koli project in it's last meeting in 14.11.2007. According to the Finnish SC the following value added results can be seen at the end of NEST-Koli project:

- General success in reaching planned objectives.
- Several network actors identified and contacted during the project work, which are valuable for the future
- The identity of the target parks has strengthened during the project process in all the NPP-NEST countries.
- NEST-Koli project increased the environmental awareness for the acting network and also the Finnish National Identity items during the project processing
- The culture for participatory planning has been developing in practice with the Koli Europarc STC certification process.
- No negative assessments seen during the NEST-Koli project.
- New international network contacts are valuable for the future development in park management and in resort marketing and for new development projects.
- Koli network actors have experienced the rise of the self confidence during the project and the value of Koli NP is now much higher as a model for the other international partners.
- Customers of Koli have accepted the model for development according to the research reports.



# METLA

## INTERREGIIB NEST-project

- NEST-Koli project has strong synergy with the European Natura 2000 Network implementation
- NEST-Koli project supports sustainable development on all the dimensions of sustainability including the local economy and the social capital gain.
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*EUROPARC Charter for Sustainable Tourism was given to Koli National Park in September 2007.*