

EUROPARC Federation



People
Passion
Protected Areas
40 Years Working for Nature

Carol Ritchie, Director





Our Mission

EUROPARC works for our natural and cultural heritage, to improve and champion the policy and practice of Protected Area management, in order to deliver **sustainable nature, valued by people.**



Nature knows no boundaries.....so

EUROPARC

is founded on the principle that the future
protection and conservation of nature is
achieved through

INTERNATIONAL CO-OPERATION.

International cooperation works best through
PERSONAL CONTACT.

That through personal contact comes

**MUTUAL UNDERSTANDING, SHARED
EXPERIENCES , KNOWLEDGE AND
INNOVATION.**

This delivers better support and management
of protected areas which ensures the

**FUTURE PROTECTION AND CONSERVATION OF
NATURE . . .**

because Nature knows no boundaries.....



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Working for Nature

My park. My passion. My story.

Like these hikers on the peaks of Alpi Marittime Natural Park, in Italy, - pause for a moment - and remind yourself of the real reason you came into work this morning.

***It's out there!** Discover again your passion for your special place.*

Europe's Protected Areas

Some numbers

About 68,200 protected areas in Europe (EU27)...(not yet calculated Croatia)

National/Regional designated Protected Areas covering almost 19% of EU = Italy + Spain surface

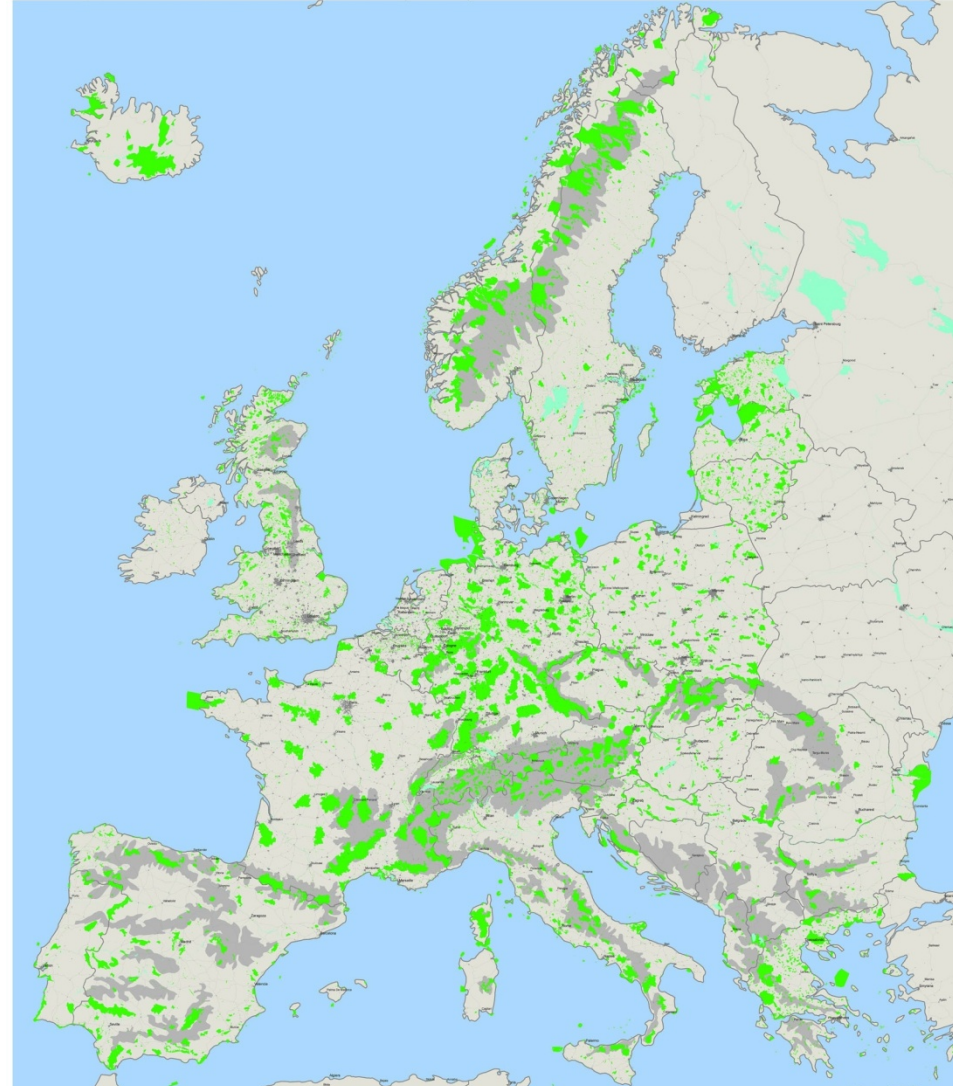
About 7,7% of N2000 sites are within National/Regional designated PA

Protected Areas affect almost ¼ of the EU population

Last 10 years Protected Areas in Europe have grown 23% but average dimension decreased

Protected areas were once planned AGAINST people, now it is recognised that they need to be planned WITH local people

European Protected Areas (PAs)



75.000 Protected Areas covering 90.000.000 ha = almost 18% of the European territory (39 Countries)



The warnings about global warming have been extremely clear from some time. We are facing a global climate crisis [...] We are entering a period of consequences.

Al Gore (USA)








The State of Europe's Biodiversity in 2010

In 2010 the European Environment Agency (EEA), in collaboration with the European Commission, produced an EU Biodiversity Baseline which summarises the latest information on the status and trends of biodiversity and ecosystem components in Europe. This baseline, which is based on a series of indicators, provides a reference point for measuring changes in the state of Europe's biodiversity over the next ten years.


By 2020, a set of biodiversity indicators should help determine whether there has been an overall improvement in the state of Europe's biodiversity, in particular whether the following has been achieved:

- **A reduction in the number of species threatened with extinction.** Currently almost 25% of European animal species face the risk of extinction.

- **An increase in the number of species and habitat types protected under EU nature legislation that are in favourable conservation status.** At present only 17% of assessed habitats and species are in a favourable conservation status.
- **An improvement in the state of ecosystems and the services they provide.** Most of Europe's ecosystems are now assessed to be degraded.
- **A strengthening of Europe's green infrastructure.** Today, nearly 30% of the EU-27 territory is considered to be highly to moderately fragmented.
- **A decline in the over-exploitation of natural resources.** Europeans currently consume more than twice what the EU's land and sea can deliver in terms of natural resources.

Group/IUCN category	Species (%) within the EU-27 threatened with extinction
 Mammals – marine	25%
 Mammals – terrestrial	15%
 Birds	12%
 Amphibians	22%
 Reptiles	21%
 Dragonflies	16%
 Butterflies	7%



A misty, green-tinted landscape with a path leading towards two large, bare trees. The scene is ethereal and atmospheric, with a soft, hazy light filtering through the trees and the path. The overall mood is contemplative and serene.

Appreciating the value of nature is
the first act towards creating a
sustainable world

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Working for Nature

Follow your natural instinct and immerse yourself in nature this Earth Day. Consider the wealth of nature around you.

The wealth of the nation is its air, water, soil, forests, minerals, rivers, lakes, oceans, scenic beauty, wildlife habitats and biodiversity... that's all there is. That's the whole economy.

That's where all the economic activity and jobs come from. These biological systems are the sustaining wealth of the world.

-Senator Gaylord Nelson



Tourism is relevant for parks and their communities.

An opportunity and a big challenge:

Loving them to death?

Tourism is a **significant industry in Europe with over 40 percent of European travellers surveyed in 2000 included a visit to a national park**

- In Italy almost 150M tourist visits in parks every year (14% of national visits)
- In Spain 20M visits to park facilities in 2011 (with a small decrease in last 3 years)

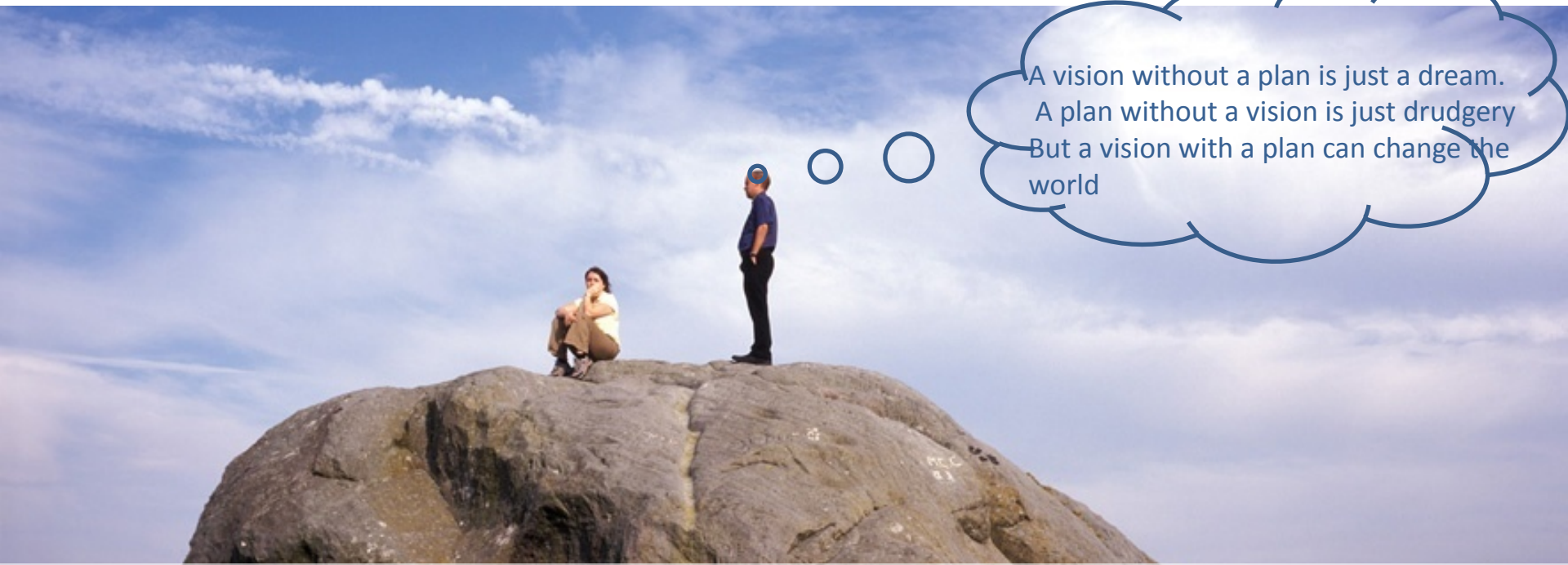


The European Charter emanated from a report by the EUROPARC Federation in 1993 called **Loving Them to Death**



The Charter is a practical management tool which helps protected areas to continuously improve the sustainable development and the management of tourism taking account of the needs of the environment, the local population and the local tourism businesses.

The Charter is ...



A vision without a plan is just a dream.
A plan without a vision is just drudgery
But a vision with a plan can change the world

- ✓ ...a voluntary agreement;
- ✓ ...a practical tool to implement principles of sustainable tourism;
- ✓ ...a recognition of the work done in the territory by its stakeholders;
- ✓Good for business ...Good for biodiversity

Charter Structure

PART I

Sustainable Tourism for Protected Areas. The Park and “Charter area” are certified

PART II

Sustainable Tourism for tourism businesses. Businesses who meet the criteria are certified .

PART III

Sustainable Tourism for tour operators and travel agencies. Tour Operators and Agencies, who meet the criteria , providing tourism products and bringing visitors are certified.

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**EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS**



Parc Natural de la Zona Volcànica de la Garrotxa – Catalonia

1982. 15,000 hectares and includes territory from eleven municipalities, 40,000 people live in the park. Predominately designated to protect the unique volcanic landscape **40 volcanic cones**, **20 lava flows**, **The best preserved volcanic area in the Iberian peninsula**, **Rich flora with more than 900 species of superior plants.**





What were the challenges?

- Problems of quarrying, urban sprawl, illegal dumping,

2001

- Lack of co-ordination in the tourism sector of the area;
- lack of integration amongst municipalities
- Bad and conflicting relationship between tourism; businesses and public administrations
- low level of professionalism in many of the tourism businesses.

Spain's coastal tourism development, in some areas, shows how **UNSUSTAINABLE** tourism development can be and the dangers and damages it can produce.

- Poor investment.

Turisme Garrotxa, a private association (social enterprise) was created:

- to promote a sustainable tourism model of development based on a quality offer and **emphasising respect for nature and environment.**

By identifying and meeting stakeholders more than 80% of tourism businesses in La Garrotxa and all the town councils, the park and others administrative bodies are involved.

- 36 partners

- 115 private businesses.

Tourism development has been planned in La Garrotxa now for more than 10 years now, in a sustainable and participative way.



Protection, Partnership,
Participation.
Planning...Progress

Benefits coming for the Charter for Sustainable Tourism



- Direct relationship with more than **60** tourism businesses cooperating with the Park and giving its customers reliable **information about the Park's values and management.**
- **700 km** of signposted footpaths.
- Accommodation establishments increased from **93** in 2001 to **211** in 2010. Number of beds increased from **5,015** in 2001 to **6,464** in 2010. Biggest increase in camping and self catering
- Restaurants increased from 117 in 2001 to 249 in 2010.
- Income from tourism activities in the last 10 years **€700M.**
- **8,500** new jobs in tourism, 70% directly in the sector.

European Charter
for Sustainable Tourism in
Protected Areas

The Charter



- Why did the Charter work for La Garrotxa
- The degree of involvement of key partners:
- The incentive of the **European Charter for Sustainable Tourism**, which:
 - gives a framework of reference, a structure, neutrality, independent verification.
 - demands co-operative work
 - 5 years re-evaluated program in co-operation with all the tourism stakeholders
 - providing a connection with others European parks, networking, learning, incentives.
 - With many actions for excellence in sustainable tourism development,



The European Charter for Sustainable Tourism in Protected Areas

European Charter
for Sustainable Tourism in
Protected Areas

How to join the journey:
a guide for protected areas



Charter Parks in numbers

- First 6 parks awarded in 2001
- **Today 119 parks certified in 13 Countries**
- Recognised in the European Commission as a effective methodology
- The charter is recommended as a tool to meet sustainable tourism targets by the CBD
- The World Tourism Organisation WTO have also identified it as a model of best practice.....one which other continents aspire to replicate!



56 M people

live within one hour of areas managed under sustainable tourism principles.

The potential to communicate positive sustainable and conservation message is huge!

In average **1,16 M people / area**



4 M people

live inside protected areas where tourism is managed sustainably.

These are budding sustainable development. Ambassadors of the future!

In average **97 304 people / area**

Learning Lessons



1.4 m young people

learn yearly about how protected areas manage these places sustainably

In average **28 648 educational visits / area**

14 M



Size in average **275 860 ha / area**

hectares of land cover protected areas in Europe that have been certified with the Charter for sustainable tourism, where conservation and tourism are being managed sustainably

What does EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS mean in numbers?

EUROPARC's European Charter for Sustainable Tourism in protected areas builds partnerships to improve sustainable development and the management of an area's natural and cultural heritage

700

local products are supported by parks and businesses operating under sustainable tourism principles. Bringing local products and traditions to tourism marketplace

Hundreds of species and habitats are managed and protected within the Charter areas



3 206 organisations

across Europe are working in partnership to deliver sustainable tourism and nature conservation.

In average **61 local organisations / area**



73 M people

visit European Charter protected areas annually. A great audience to see how sustainable tourism can work in practise.

In average **1.5 M visitors / park**

7 M ha of N2000 site

protected under European law are managed by parks with the European Charter for Sustainable Tourism. Europe's nature is safe in Charter park hands.

Size in average **140 633 ha / CA**

Natural Capital

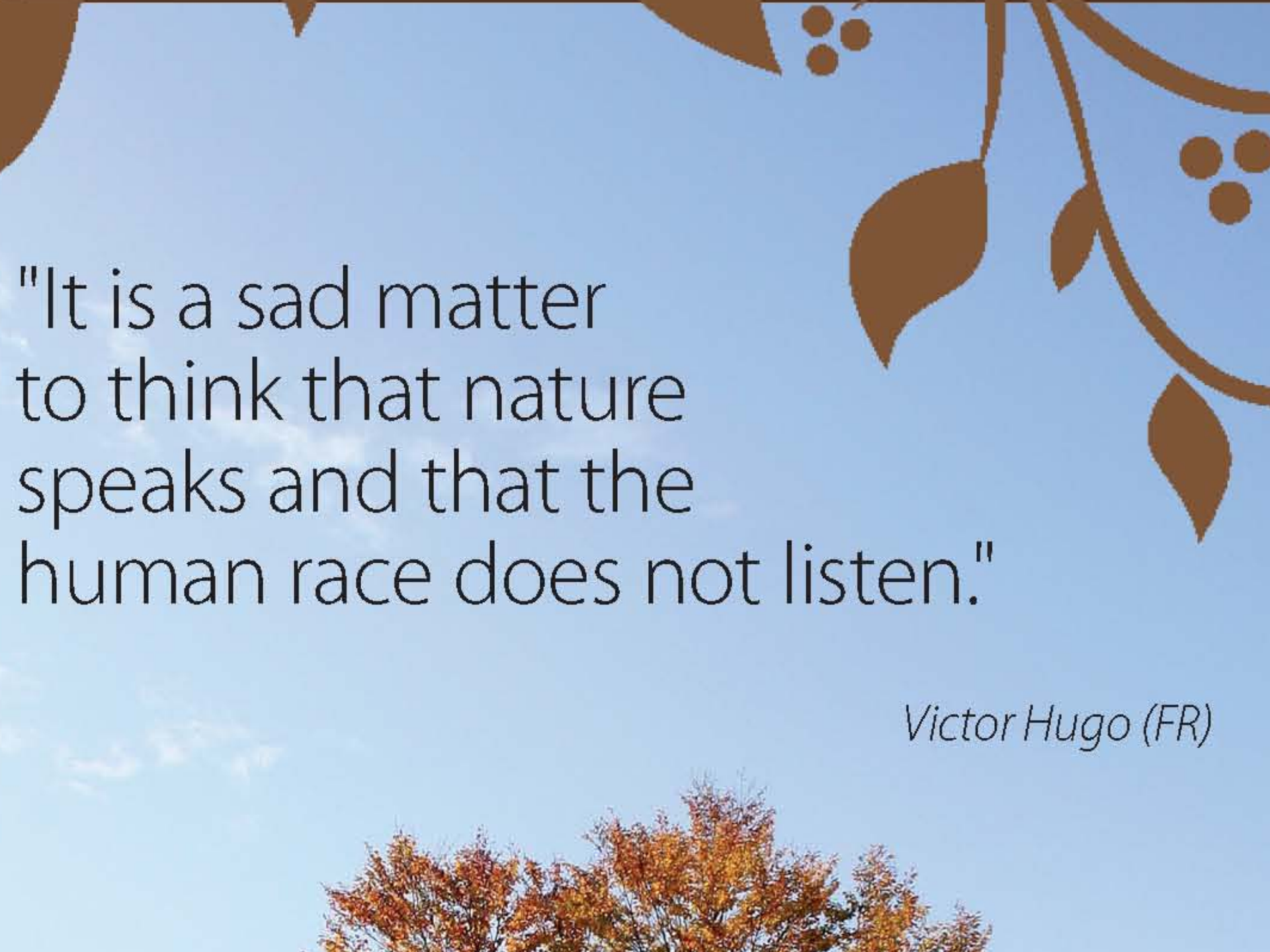
441 M Euros



are invested by Charter protected areas to accomplish their sustainable tourism actions. A real commitment to words turned into actions that will make a long term difference to how nature and sustainable development are managed.

In average **9 M € park/ 5 year plan**
1.8 M € park/ 1 year





"It is a sad matter
to think that nature
speaks and that the
human race does not listen."

Victor Hugo (FR)

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When the last tree is cut and the last river polluted, when to breathe the air is sickening, you will realise, too late, that wealth is not in bank accounts, and that you can't eat money.

~ Alanis Obomsawin, Canadian first nations filmmaker