
***SI project
Certification system for
ecotourism in the Baltic Sea
region***



Project overview

- ❑ The project idea came up in the Interreg IVC project Business to Nature (B2N) which aimed at improving the situation for SME's in valuable natural areas.
- ❑ One suggestion was to develop an international credible certification system for ecotourism.
- ❑ A common certification system for ecotourism is lacking in Europe and around the Baltic Sea.
- ❑ This is an obstacle in the development of high quality ecotourism as well as a difficulty to assess the sustainability of the business.
- ❑ A certification system would improve the marketing possibilities around the Baltic Sea as well as being valuable for consumers.

Project aims and main activities

Aims

- To develop a **partnership**
- that **identifies strengths and weaknesses** in existing ecotourism certification systems in Europe
- and **prepares for a project** that develops a credible certification system adopted to the Baltic Sea region.

Activities

- 3 seminars
- Short reports
- Promotion

Project activities

Project duration 2013-02-01 to 2014-02-01

- Describe possibilities and obstacles for a certification system in a short report.
- Identify and meet potential partners around the Baltic Sea, for example national tourist organisations and nature conservation organisations and regional partners.
- Seminar in Latvia. Presentations of the possibilities, needs and wishes from the partners.
- Seminar in Estonia. Presentations and discussions about existing certification systems for ecotourism in Europe.
- Seminar in Sweden about possible sources of financing and a future project.
- Constant activities are spreading of results between partners and search for sources of financing of a future project.

Expected short term results

1. Established a network for the certification of ecotourism around the Baltic Sea.
2. Increased knowledge about factors that develops ecotourism.
3. 3 seminars around ecotourism amd certification systems carried out.
4. An application prepared to a relevant source of financing to develop a certification system.

Expected long term results

1. A common certification system for ecotourism is developed around the Baltic Sea.
2. Ecotourism developed, meaning more and more viable tourist SME's, increased economical development and more jobs, especially at the countryside in the Baltic Sea region.
3. The ecotourism sector is developed on a more ecologically and socially sustainable way in the sensitive Baltic Sea region.
4. The regional identity is developed in connection to that many people visit the valuable natural areas around the Baltic Sea. The valuable nature around the Baltic Sea will be both nationally and internationally more acknowledged which will increase the possibilities to preserve the natural values.

Partnership

□ Estonia

- Estonian Ecotourism Association
- Estonian Tourist Board
- Baltic Environmental Forum, Estonia
- Estonian Rural Tourism Organisation

□ Latvia

- Latvian Rural Tourism Association
- Baltic Environmental Forum, Latvia
- Latvian Fund for Nature
- Latvian Ecotourism Association
- University of Latvia, Research Centre on Economics and Management

□ Lithuania

- Baltic Environmental Forum, Lithuania
- Dzukija National Park
- Aukstaitija National Park
- State Protected Areas Services
- Lithuanian Countryside Tourism Association

□ Poland

- Polish Tourism Development Agency (PART)
- Institute for Sustainable Development

□ Sweden

- Swedish Ecotourism Society/Nature's Best
- County Administrative Board, Östergötland, Sweden

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