

Public-Private partnerships in Pyhä-Luosto destination in Finnish Lapland

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Presentation by Mr. Pekka Alhojärvi

Silvacultura Ltd., Green Destinations in Finland

Protected and recreational areas: the base for nature-based and sustainable tourism in Finland

- 40 National parks, 17 strict nature reserves, 12 wilderness areas and approx. 500 nature reserves; managed by Metsähallitus (state org.); managed applying principles of the Europarc and former Panpark schemes and by 2 sustainable quality programs
- Natura 2000 sites are typically smaller protected areas totaling 1865 sites, covering 5 mill. hectares, of which $\frac{3}{4}$ are land areas and $\frac{1}{4}$ water based areas. 80% of these sites are located in the state land and they are managed by Metsähallitus. See www.metsa.fi/natura-2000-sites 20% of Natura 2000 are on private, municipal and other land.
- UNESCO 2 Biosphere reserves and 1-2 Geoparks; managed by regional authorities representing the state incl. Metsähallitus with support of universities and research institutes such as the Geological Survey of Finland
- 7 UNESCO Cultural Heritage destinations with global importance; over 10 000 local valuable cultural heritage sites; mainly created during the Ice Age period; heritage areas are planned and managed by Finnish Heritage Agency, Metsähallitus and regional or local authorities
- Every man's rights is a common right to recreational use of land and forests, for picking mushrooms or forest berries, no need for permits from the landowner but respectful behaviour instead; some restrictions like fire, no hunting allowed, some basic simple fishing allowed -> most of the tourism is recreational and based on nature-based activities.
- Forests comprise 71,6% of the geographical area of Finland. Of the forest area 52% are owned by private people, 35% by the state and 8% by the forest industries. 5% is owned by the municipalities, churches, associations for co-forestownership and other orgs.
- Water resources and the archipelago in the Baltic Sea and the 100 000 lakes are unique riches of Finland

Pre-conditions and bottlenecks in sustainable tourism; P&P playing the core roles

- Clear and concise **sustainable development goals and strategies** should be reflected in the management and operational plans
- Functional and committed **management structures and educated human resources** (personnel, stakeholders and residents) supporting the implementation of plans and actions
- **Supportive and enabling administrative structures and organisations** at regional, municipal and local levels; conflictionary principles or actions should be minimized; **needs of local human beings and the state of the nature and natural resources should be decisive**; gradual service transfers from public to private service providers
- **Sustainability commitments** in all parts and functions of the activities that should be implemented in practice-> the whole chain-approach with all parts covered, should be used both in production and in services, supported by the development the monitoring system incl. Criteria & indicators
- **Transparency and openness** in planning and decision-making at all levels and functions
- Most services designed and provided should be **affordable** also for local inhabitants
- **Environment and climate related investments and their funding**: most common problematic topics prevail in ground and other water issues, waste waters and their treatment, waste disposal and management as well as road design & infrastructure ; competition by the other uses and utilization of natural resources -> implications to nature and human beings →urgent needs for holistic planning and management of protection and sustainable recreational and other forms of utilization of natural resources to be supported by sustainable funding mechanism and sources

Pyhä-Luosto sustainable tourism destination

- Located above the Arctic Circle in Lapland, northern Finland, with area of 116 856 hectares incl. Pyhä-Luosto National Park
- 3 municipalities with varying concern and strategies on sustainable development goals and processes
- Strong role of politicians in decisionmaking, some weaknesses in human resources and skills in administration at regional, municipal and local levels; **planning and management from top down -> should be changed participatorial and opposite from down to top, more horizontal**
- Solutions: comparison of National Park of Pyhä-Luosto principles and practices, 2 Biosphere Reserves and 1-2 Geoparks -> **local sustainable development path till 2030** will be created on **participatory approach, involving all inhabitants** incl. Children, youth, senior citizens and vulnerable, marginalized people, freetime residents → commitment created; organized by the local associations, key SMEs and other active people = the **core element in the approach used in developing the sustainability**
- Education and learning the sustainability <- no regional, municipal or local examples → decision to use **GSTC/Green Destination Certification scheme** combined with experiences of Metsähallitus and its principles applied in Pyhä-Luosto NP → to be transferred all over the destination comprising different socio-economic areas and activities → the **path for sustainable local development** in a united geographical area or as a network of local destinations/villages etc. ← Commitment in the area and its locations is the decisive factor
- Sustainable Development Association in Lapland to be created -> **cooperation and joint development of concepts and approaches** in Lapland, in other regions in Finland; internationally within Nordic countries, the EU and the Russian Federation; interested Green Destination members or networks of interested destinations and partners
- **Supported by active research and development** on 1) development of administration and management, and on 2) tourism and local development with 1-2 universities supported by the cooperation with the Research Institute for Natural Resources
- **Risks and problems prevailing:** Mining of mineral resources, large-scale forest industries, mass tourism from other countries & continents