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1. PAN Parks Vision

Guaranteed high level protection of Europe's wilderness capitals,
supported by
all Europeans

2. PAN Parks Mission

PAN Parks Foundation develops the possibility for people to enjoy Europe's wilderness by:

- Conserving Europe's wilderness protected areas
- Developing high quality tourism packages
- Promoting sustainable tourism

3. What we work for

PAN Parks goals

- Promoting wilderness and visitor management in Europe's national parks
- Monitoring management effectiveness
- Increasing awareness and pride in Europe's national parks
- Increasing public and political support of Europe's national parks
- Facilitating sustainable development through fiscal mechanism and fundraising
- Developing and marketing high quality nature-based products

4. Who are our partners?

Pursuing a common goal with shared benefits

Founding partners

- WWF, the conservation organization
- Molecaten, Dutch tourism company

Partnerships and target groups

- Local partners
 - Protected area authorities
 - Local business partners
 - Local government

- Non-governmental organisations
- International partners
 - Non-governmental organisations
 - Tourism businesses (SNP, Trailfinders)
 - Sponsors (Canon)

5. PAN Parks Principles, Criteria and Indicators

New standards for conservation and sustainable development

- PAN Parks must meet 5 comprehensive principles
- Principles allow for objective verification and transparency
- Backbone of the initiative
- A framework for partnerships

A blueprint for greening Europe

- Principle 1:
Rich Natural Heritage
- Principle 2:
Nature Management
- Principle 3:
Visitor Management
- Principle 4:
Sustainable Tourism Development Strategy
- Principle 5:
Partnerships

6. PAN Parks benefits

What can it bring for the protected area?

- International recognition
- Independent audit
- Easier access to sponsorship of conservation and tourism project
- Expertise exchange through a living network
- Tools to improve nature management standards
- Tools to control and monitor tourism
- Support in lobbying decision makers

What does it mean for local communities?

- Increased collaboration in park management
- Small business promotion
- Showcase for traditional crafts and culture

- Improved tourism facilities
- Stronger government support
- International recognition
- New jobs and increased employment

What can it bring for local business partners?

- Contact with European tourism companies
- More nature based tourism
- Effective international marketing
- Support in development of tourism package
- Training services
- Proof of responsible business
- Access to experience of other businesses

7. Working on the ground

As of October 2005 there are 8 Certified PAN Parks

- Bieszczady National Park, Poland
- Central Balkan National Park, Bulgaria
- Fulufjället National Park, Sweden
- Oulanka National Park, Finland
- Retezat National Park, Romania
- Paanajarvi National Park, Russia
- Rila National Park, Bulgaria
- Majella National Park, Finland

8. What have we done so far

Our goal was to increase management effectiveness and preserve habitats

- Provided funding for small scale projects in and around protected areas
- 100,000 Euro spent on 18 projects
- Small grant funding agreement with DOEN Foundation as donor - about 95,000 Euro in 3 years
- Conservation incentive projects with Canon Europe and Toyota Motor Europe
- Promotion materials produced

Our goal was to promote cooperation between businesses and protected areas

- 5 certified and 4 committed protected areas in 2004 (including the Mediterranean)
- 3 tour operators sell PAN Parks products
- Searching for local partners in all Certified PAN Parks (12 contracted in Fulufjället)
- PAN Parks visibility packages
- Licensing investors set up a new financial mechanism entitled PAN Parks Accommodation BV

9. PAN Parks in 2005

Priorities

- Developing the product - all protected areas are on the same level and get partners around each Certified PAN Park
- Marketing the product - more tour operators contracted
- Promoting the product - make PAN Parks more visible in co-operation with partners
- Fundraising for the priorities - both the corporate and the government sectors must be addressed

Challenges

- To focus our work better on the priorities
- To get local business partners around all Certified PAN Parks
- To verify one national park in the Mediterranean region
- To increase visibility of PAN Parks
- To continue our own fundraising

For more information visit www.panparks.org
or contact (name, contact info)